



HOW TO MAKE MORE, SELL MORE, AND GET NOTICED THIS YEAR

THRIVE BY DESIGN WITH TRACY MATTHEWS

Understanding why you're doing this, what you're actually designing and who is the right audience for that and then time that must do piece into it is a really important factor in order for you to help grow your business this year and to get more exposure.

You're listening to Thrive-By-Design business marketing and lifestyle strategies for your jewelry brand to flourish and thrive. Let's get started.

Tracy: Well Happy New Year everyone and welcome to the Thrive-By-Design podcast, Episode number 74. I am so excited. This is the first Tuesday in January. It's January 3rd and it's 2017. It's just been over a year that we started the Thrive-By-Design podcast and I can't believe we're already up to episode number 74, but this has been such a labor of love. It's so much fun for me to bring the podcast to you every week.

For those of you who have been following Flourish and Thrive for a while you know that I used to do video blogs every week and I love doing that too and actually kind of miss being on camera and showing my face to you, but there's something really special about the podcast that I think is amazing, especially because I'm able to give so much more in a short format. I think there's only so much time that people can sit and watch video, but you can listen to a podcast while you're working and getting things done or driving or walking around the city. I just have loved creating it. It's been my favorite thing that I've been doing all of 2016, and is my favorite thing moving into 2017. So I'm really thrilled to be here, and I wanted to thank you so much because I really believe in coming from a place of gratitude, I wanted to thank you so much for listening to this every week because it means the world to me that this is giving you value.

I've heard from a lot of you telling me how much you've loved our podcast and it brings me so much joy and that's the whole reason why I do this in the first place. I hope that in any case this is really helping you with your business and helping you think outside the box a little bit better and bringing you a lot of value in your everyday life. So big gratitude, thank you, thank you, thank you so much for listening and I hope that we have a great year together in 2017 listening to the podcast and also in business because that is my favorite thing.





I don't know what happened. I'm like an entrepreneur at heart. I love talking about business. I'm so grateful that I've had this opportunity to be an entrepreneur for over 20 years and to do that entrepreneurship in the jewelry industry because I'm so passionate about jewelry. I'm so passionate about design. I'm really passionate, if you can't tell, about helping people and it's exciting for me to be able to be here and to be able to have built a couple of businesses and then share my experience with you guys to help you grow. So thank you for listening. It means the world [3:00] to me.

Today I have a very special episode because I'm going to tell you or talk to you a little bit more about how to make more, how to sell more and how to get noticed this year. I wanted to bring this topic at the beginning of the year because I know that at least for me energetically the beginning of the year is a great time to reset, recharge, start over and set a new course and roadmap for what's to come for the entire year.

Now I was talking with a friend the other day, my friend Kate, and she reminded me that this New Year, 2017 is a one year in numerology. Numerology, if you follow it, goes from one through nine years. I was born in the eight year which is not surprising to me. That's the year of the phoenix of reinvention, but one years are all about starting new. It's really exciting because this is an amazing opportunity for us in this time and space to start over and really have this opportunity. It will be the first opportunity in the next nine years to have that same kind of fresh start through the numerology cycle. So Kate thanks for reminding me of that. That's really exciting.

With that being said, I wanted to tell you a little bit more about some of the fresh starts that we have coming up over here at Flourish and Thrive. So Robin and I are really excited because we try our best to bring a lot of free content and free training and free challenges and bootcamps to you guys. We had so much fun in our Amplify Your Sales bootcamp that we couldn't help but decide to do another bootcamp for the beginning of the year to help you get on the right foot.

It's all about how you can make more, sell more and get noticed more in 2017. It's called the Jewelry Brand Makeover bootcamp. I'm really excited for this combo training/bootcamp that we're setting up. It starts January 9th. Today is January 3rd, if you're listening to this when the bootcamp launches, but it starts January 9th. It's a ten day bootcamp that is designed to help get you thinking about your business in a different way with a fresh start, fresh branding with new eyes so that you can really elevate and get to your level of success in 2017. That's what that's all about.





So I want to talk a little bit about that before I dive into the content today because success means something so differently to everyone. I tell this story a lot and you might have heard it before, but I'm going to tell it again right now is that when I started out in my first business my vision of success was so different than it is now. What mattered to me then was so different than what matters now. I wanted to highlight that because everyone has a different idea of what success looks like. For some people it might look like having a flexible schedule so that they can [6:00] play around with their friends in the middle of the day or pick their kids up from school or to be able to be a stay at home mom during day hours if they have young children, but also still be able to bring in some income for the family.

For me right now my main driver in business, my main motivation, my main indicator of success is to earn full time income from my businesses while having the flexibility to travel and see my family or travel to places around the world. I've always had this wonder lust and I've always been someone who loves to travel. When I had my wholesale jewelry business I didn't set it up in the right way in the beginning. I was able to do this later on in the years further down the road in my business because I learned my lesson, but I was very tied to the business. I was tied to a show cycle. I was very tied to a production cycle. I was very tied to having to be in my office physically to manage a team.

I knew when I had the opportunity to start over that I loved that experience. It was a great experience, but my life was changing and I was getting older and I wanted something different from my life in the next decade and that's one of the reasons why, there's so many reasons, I chose to go into a custom high end jewelry business model and take the risk of not having tons of clients all the time like I did in my other business, but being able to have it be more manageable and offer excellent service and develop the cycle of repeat business.

So as I'm recording this, I have to record these episodes obviously a little bit earlier than we actually are releasing them so that we have time to edit and get them on iTunes and everything. It's less than two weeks before Christmas and I had one of my best customers send me an email yesterday during the middle of a video shoot that I'm doing for bootcamp saying, hey SOS I need a gift for Joy my wife and he's a really good customer of mine. He purchases several pieces or sets of jewelry for his wife every single year.

My product, as you guys know, you've heard me talk about it. It's not inexpensive so I really value his loyalty to my brand and his wife loves what I do. So that's really exciting for me. I'm like oh gosh I really want to say no to him because it's going to put so much extra





stress on my production team, but I know if I can jump through hoops for him he's going to be a customer for life. So with that being said, one of the choices that I made was I wanted to really deliver exceptional service for people so that that cycle of getting clients and referrals and repeat business became a lot easier.

That's what I really want to teach how to do in this bootcamp which is really exciting. So I hope you will join us. You can check it out over at www.flourishthriveacademy.com/makeover. You can also check out all the links that I mention [9:00] in today's episode over on our show notes. You can check that out over at www.flourishthriveacademy.com/episode74.

Alright before we dive in I want to ask you a few questions because this is really important. You can raise your hand, I think you should while you're doing this. If this sounds like you, I want you to raise your hand because I would raise my hand to every single one of these things that I'm about to ask you. Are you someone who is ready to start attracting your dream clients and raving fans? Those clients and raving fans who want to buy everything that you do and then tell their friends about it. I'm raising my hand right now. I don't know about you.

I wish this was video right now because it would be perfect but it's not. It's just audio but that's okay. Are you ready to hurdle over self-doubt and insecurity so you can make more money, get noticed and fall back in crazy love with your jewelry business again? I'm raising my hand because I had a stressful couple of months in my business and I was like considering maybe throwing in the towel, but I love it too much I couldn't do it, but I had to work with those self-doubts and insecurities when I was feeling like oh gosh I'm never going to get this right kind of thing because it happens to all of us over and over again throughout our careers.

Then I'm raising my hand for this next one already because I love this one the most. Are you ready to create or cultivate a creative worthy brand that creates emotional connections with your ideal clients and accounts. After all, people don't want to buy jewelry because they need it. They want to buy jewelry because they want it. And I think that is something that we all need to remember. People love buying jewelry because of how it makes them feel. So that emotional connection and that emotional piece is really important.

So regardless if you're just starting out and feeling overwhelmed by all the choices that you have to make about brandings, sales avenues and maybe creating your first collection, or if you're someone who has a business already and you know that your jewelry is really good but your sales are only really to family and friends at this point and





you're really ready to get more exposure or if you've got a bit of momentum and PR and you're making some sales here and there but no matter how much time you spend on social media marketing that effort just really isn't translating into consistent sales. I know that that sometimes can be a struggle for people.

Maybe your someone where your business is already doing well, but you're having difficulty sort of reaching those bigger media opportunities. So these are common phases that we all would go through in business as we grow. We're starting out. We don't know where to go, then we're kind of starting to sell to friends and family and then that evolves to something bigger, but we're not getting quite the exposure that we want and we're stuck and then we get to that next level where we've gotten exposure. We have consistent sales and then it's time for the big time or bigger opportunities.

So there's always going to be something right. This is a great opportunity because if you are someone who is dedicated to personal growth in business and in life, these are really important things to remember. [12:00] I hear a lot of people say, oh the money doesn't matter to me or blah, blah, blah. They kind of get stuck in their self-doubt feeling that they can't really have a successful business in the jewelry industry.

I wanted to talk to that a little bit before I dive into the content today because this is a really powerful thing. I've heard so many designers and makers not be willing to invest in the process of growing their business or invest in the time commitment of growing their business because they're really stuck and hard wired into these insecurities that they have or beliefs, like deep rooted beliefs that they don't even know that they have that they aren't good enough or it's not possible for them.

What I want to tell you is that it can be possible for anyone, any of you who really want to be successful and get to that next level wherever you are in business. If you're someone, like I said, who is dedicated to personal growth and development, you're going to be someone who is always wanting to get better in your business, in your life, in your job. I hope those are the kind of people who are listening to me today and that you are one of those people because this is a really powerful and maybe a little bit esoteric concept that has really helped me grow from someone who was terrified to quit their day job back in the 90s.

I didn't quit my job for three years. I should have quit my job three years earlier and I didn't because I was terrified about not having steady income, but when I put my mind to it it came really quickly and I've never looked back and I can never even imagine working for





someone else anymore because of the satisfaction that I get having my own business and being able to build my dream is bar none the best experience of my life and what makes all this that I'm doing for you here worth it.

So let's talk about how to make more, how to sell more and get noticed in 2017. Let's do it. The first thing that you really need to consider is how you are going to create an emotional connection with your brand. That's what it's about these days. You see those Instagram influencers. You see those people building these crazy followings all over social media, all over their website. They're getting celebrity placements and all that stuff and they're getting sales which I think is the more important thing. It's because they're creating an emotional connection with their brand and that's exactly what I've done for Liam my client who reached out just a couple of days ago that I was telling you about before.

You've probably heard me talk about him a lot because he is one of my best clients that I've ever had. I've never had someone order so much repeat business. I have really good customers who order a couple times a year like my customer Amy who's already ordered five pieces from me in the last three years which is an investment. She has a lot of choices and she chooses to work with me, but people like Amy and Liam the cool part about them is that they're tied into the experience. They're reasoning for tying into that [15:00] experience or emotional connection is very different.

Liam likes to work with me because number one, I make his life easy. He doesn't have to think or go send his assistant to get a crappy gift for his wife which I've heard has happened in the past, and he gets brownie points when he gets home because he gets her something that she loves and she loves jewelry. So for him as my customer there's an emotional connection for him because his life is better at home because he's getting his wife something that she loves. For her it's important because she feels like she has something that no one else has because she told me specifically, because I was showing her some things that I could reproduce. I'm like what about if we did something like this and she's like, you know really I want something special for myself. I don't really want anyone else to have it.

They were actually on a vacation in St. Martin or St. John, they go on holiday every year, I think a couple years ago and I met up with Joy to go grab a drink and drop off a piece of jewelry and measure her wrist for something else we were doing. She had referred a client to me and she said to me, I secretly don't want you to create that piece for this person because I want it to be my own. That's a lot, that was crazy, a lot of insight which is great because it gave me opportunity





to offer and suggest this other client that she referred to me something else.

So creating that emotional experience creates this referral network that is beyond expansive and a connection with your brand that's beyond what you even think it is. So that emotional connection is really important. Some obvious examples are Brands like Tiffany or Cartier where people don't care about having the same thing as everyone else because they want that experience or the promise that Cartier or Tiffany is bringing. It's something so much bigger than just the jewelry. So think about it that way.

You want to learn how to communicate clearly and concisely about what you do and make sure when you're doing that or creating this communication, whether it be on your social media, whether it be out of your mouth or whatever that it's connecting with the right people. That's a really important piece of the puzzle. Understanding why you're doing this, what you're actually designing and who that audience, the right audience for that and then tying that messaging piece into it is a really important factor in order for you to help grow your business this year and to get more exposure because when that messaging is spot on and you can really communicate what your origin story is and why you're doing this and the deeper meaning about why it matters to your customers, all that stuff, exponentially crazy for your exposure and your brand and to get you to that next level.

Think about it that way. Think about how you're communicating. Are you doing it clearly? Can you easily talk about what you do, and can you easily write about what you do? Can you easily take pictures and photography and things that express that image. That's really important so think about that. How is that all tying in to your brand voice which is the next step here is like how can you establish [18:00] a brand voice that is holistic and ties in your signature style, the way you design, all of your messaging and your visual imagery that you use.

There's so much. We were creating a bunch of video. We've been creating tons of videos in the last month for the new year and for our Jewelry Brand Makeover bootcamp. I feel like I'm talking so fast right now. I have a tendency to talk fast. I really wanted to feature some designers who'd had success with our programs in the videos. Not only from a case study perspective but more just like feature their work because I think it's really important. So I pulled in a request in our Diamond Insiders Club, which is our membership community, and I said, hey you are our top priority for us and I wanted to feature some of you. So I would love to see some of your maker videos and





if you're willing, I would love to feature some of your footage in our Jewelry Brand Makeover series.

I got a bunch of people sharing their footage with me and it was so amazing to watch all these different maker videos because I've had an opportunity to watch several of them, in particular our mastermind designers, but I haven't always had the opportunity to sit down and watch all of them because there's only so much time in the day is the best way to put it. It was so inspiring for me to see how each of these designers were telling a completely different story that related to their brand and it was very incredible to see how they were painting a story and how their brand voice was interpreted into the music that they chose, the way they cut the footage on the video, the imagery that they chose, the shots that they chose. The words that they used in their voiceover. So it was pretty incredible and exciting for me to watch that because it just showed these people have gotten this idea.

They're nailing down their brand voice. They're nailing down their messaging. They're nailing down the imaging. They're tying what they stand for as a brand together to really make themselves stand out as a brand and create this holistic brand voice that is really connected to what they do, to who they're selling to, to why they're doing it and to why it matters to their customers too. Super cool ideas here and we're going to cover this way more in depth in our Jewelry Brand Makeover bootcamp. So if you haven't signed up yet, make sure that you click the link in the show notes and join us. I'll mention it again at the end of the podcast.

Finally I think this is one of the most important things because I know one of the main struggles and areas of anxiety I'm going to use for a lot of the designers in our community and in general who are selling jewelry and creating something that's very person and bringing their art into the world is that they have this really deep seeded fear of sales, and they have a really difficult time talking about what they do or selling their work because it feels salesy or cheesy. It's uncomfortable. [21:00] People feel like oh my gosh if I do this, people are going to think this and I'm going to sound like an idiot and then I'm going to want to go hide back into my little rabbit hole and hide from the world and not let my beautiful jewelry be seen by anyone because I don't know how to talk about what I do and share what I do in a way that doesn't make me feel like I'm pitching my product.

That is the key to making more, selling more and getting more exposure is learning how to confidently, with a very concise elevator pitch or messaging. It can happen in many different ways. It doesn't have to be word for word but learning about how to talk about your





work in a way that flows naturally as an extension of you, who you are as a brand and in a way that allows you to segway into a sales process just by sharing what you do.

Now I've shared this story many times. I was at a brunch with my friend Laura. It was her birthday this last weekend. Laura is like one of those amazing people who is a crazy connector. She knows how to connect people. In fact she, on the side, was joking around that she should have a matchmaking service. She's connected a couple of people who ended up getting married later on, and one of those people was this guy Justin. Let me go back to brunch a little bit.

So she had this brunch and it turns out there's another girl at the table who was obsessed with jewelry. So I went and talked to her for just a few minutes. I was sitting across the table, but we exchanged information and it was an opportunity for me to potentially design for her. Laura has in some random runabout ways brought me a ton of business because she is really a super connector. Long story short, Laura had a dinner party. She loves these dinner parties and brunches and connecting people who don't know each other.

A couple of years ago I sat down, I was one of the first people there. I sat across the table from Laura. So as the table was filling up, seats were filling up on one side and then on the other side of me was still an open seat. So one of the people who was running really late was this guy Justin who ended up sitting next to me. Justin was the boyfriend of another woman that I knew, Lauren and I had never met Justin before. Justin just I think put two and two together when we started talking.

We started talking and he was like what do you do. I started telling him, showing my website and he's like we need to talk. I was like why and he's like well I'm thinking about proposing to my girlfriend. I'm actually already finding the stone. I was like well we need to talk. So it was this conversation that was just a natural extension of me feeling comfortable about how to talk about my work and turn that into a sales conversation and it was really simple. It was nothing more than alright here's the next step. I'm going to email you tomorrow. Let's get on the phone and talk about this. He was fully dedicated to it. He loved working together and it was a great experience and he was super all in and we even did a little ninja behind the scene stuff to make sure that we were going in the right design direction which was a great opportunity for me to get to know his girlfriend at the time better [24:00] who's now his wife, and design a perfect piece under the radar where she was totally surprised. Totally blown out of the water when she received it. She loved it.





So there's a lot of different ways that you can really sell more just by learning how to confidently talk about what you do in a way that's not pitchy. Let me give you one more example. It's holiday season here in New York City and everywhere in the world. When you're listening to this the holidays are going to be over but there's a lot of these outdoor markets. They set them up in Union Square, in Central Park and Bryant Park, all over the city and there's Artisan Flee in Brooklyn in the Chelsea Market. There's all these trunk shows and I'm sure some of you have probably participated in trunk shows like this that last for a long time or opportunities where you're doing a show and you're selling directly to a consumer.

I was walking around the union. I workout at a gym that's by Union Square on Fridays and Saturdays. I walked through on Saturday which was a little claustrophobic because there was so many people there. I walked up to a couple of the jewelry booths. I was just trying to get a sense of the kind of brands that were selling and amazing jewelry in all these booths. I walked up to a couple of people and a few people their opening line was telling me the price. I'm sorry but that is my least favorite or telling me what the materials are made. Unless it's something really interesting, it's like the worst opening line for sales.

That to me shows that someone is not necessarily as confident about talking about the process and engaging a client. No harm no foul, it's not something that you have done or you do, but what I'm telling you though is if you want to start increasing your confidence as the primary salesperson of your brand, you need to learn how to engage a customer on the front end without selling them or assuming. What it ends up doing is turn them off and getting them confused. What you want to do is engage them in a conversation. It could start with something as simple as hello or complimenting them on something that they wear instead of first and foremost telling them the price.

Price might not be an object. I know in New York City in most cases, in a lot of cases price is not an object as much as it might be other places. If that's someone's opening line, that's dumb. New York is a very expensive city to live in. People are on a budget here. I'm definitely certainly one of those people, but at the end of the day, that's not going to be my key deciding factor whether or not I'm going to purchase a piece of jewelry. I purchase it first because I like it or I'm connected to it. That's the first and foremost. So I'd rather hear more information about the design or the product so that I can buy into the brand as opposed to how much it costs. I think it's the number one worst sales technique [27:00] ever is to tell someone what the materials are and how much it costs as your opening line talking in a sales conversation. Bad idea.





With that being said I'm going to end it here. So I just want you to make sure that you are setting yourself up for these great experiences and you're really creating moments for your clients by developing that emotional connection, by learning how to communicate clearly what you do, by establishing your brand voice as it ties to all the assets of your brand and being able to confidently talk about and share what you do and turn those conversations into sales. This is all part of being part of people's moments in their lives which is what I'm going to talk about on the next episode so I'll hope you'll join me for Episode 74.

First you've heard me talking a lot about the Jewelry Brand Makeover bootcamp. I really want to encourage all of you to join me. It's going to be sick and insane. It's only ten days. We have a three part series that is going to walk you through the bootcamp and it's all about whipping your business into shape, setting you up so that you can make more sales so that you can get more exposure this year and so that you can have more time to do the things you love like making jewelry.

Make more, sell more and get noticed this year. So join us over at www.flourishthriveacademy.com/makeover. I'm really excited to support you inside the bootcamp. It's going to be really insane because Robin and I only really give one on one feedback to people in their business if they're part of our Diamond Insiders Community or if they are in our mastermind program. So this is an amazing opportunity for you to see what it's like to work with us for completely free. We're going to be in there kicking your butt into shape and we have a whole team of coaches who are going to be there to support you throughout this bootcamp so we really hope that you'll join us. It's going to be insane.

There will be daily live trainings in the group to help support you and we're going to be giving you feedback on homework and feedback on the next steps and it's going to be really amazing. It's going to be fun first and foremost. I only did bootcamp this summer. So many huge ginormous breakthroughs for the designers who participated and everyone regardless of how they started, where they started and what their end results were got such amazing value. It was really cool.

The bootcamp is a three part training series and then we're gonna sort of wrap that up with a big master class party which is going to be super fun. We're going to be offering two master classes on the day of the 18th which is going to weave all these concepts that we're bringing together in the bootcamp and help you really create a plan for your next steps in business. So it's going to be awesome. You're going to have an amazing year if you join us, I promise you. So I hope





you'll come on over to www.flourishthriveacademy.com/makeover and join us for bootcamp.

Alright thanks for listening today. It's been awesome to be here. More than anything wishing you a happy happy New Year and wishing you the best for health and wellness and well being and happiness for this year, and more importantly business success because that's what we're all here about. Alright, until next time, this is Tracy signing off.

