



Creating a Multi Dimensional Brand by Highlighting what Makes You Unique with Lisa Haggis

THRIVE BY DESIGN WITH TRACY MATTHEWS

It's not about doing one thing differently. It's about choosing some things you want to be known for, and then taking those things to an extreme, more than most people would.

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: Welcome to the Thrive-By-Design podcast, Episode #101. Today you're in for a special treat because we're talking about branding, and we're going to talk about what makes you unique. I think I forgot to introduce myself. This is Tracy Matthews here, your host for the Thrive-By-Design podcast. I cannot believe that we are in over 100 episodes now. Last week was our hundredth episode, which is pretty cool. Now we're on to Episode 101. We're going in to the triple digits here, which is super fun.

My guest today is Lisa Hagus. She helps overthinkers nail down what they want to be known for, and how they want to show up in their business. She's the creator of the Substantial Branding System, and a crusader for Bold Authenticity. She's a truth finder, brunch lover, Canadian, an adventurer and life's small things. My interviewer with Lisa is so fun because I don't know if you can identify with this at all, but have you ever thought of yourself as a little bit of an overthinker or someone who under shares their story or you're not sure how to shape everything that you want to be known for or your offerings and all these things into something really concise.

I can tell you that I used to struggle with the same thing, and that's why I'm really excited to have Lisa on the show today because she's going to talk to us about different areas in our businesses that we can really dial into. She's going to talk a little bit more about her Substantial Branding System. She's going to be talking more about how you can become more authentic to highlight what makes you unique to create a jewelry brand that everyone is talking about. One





of those unforgettable jewelry brands. I want to dive right into the episode, but before we do I'd love to take a word from our sponsor.

Today's sponsor is www.halsteadbead.com. I love Halstead Bead because they are so committed to supporting small business, in particular in the jewelry industry. Halstead has been a really amazing partner of Flourish and Thrive's for a long time. One of the things I really love about this company, and you've heard me talk about them over and over and over again, is that they really are passionate about helping emerging designers. They do that in a couple of ways. They have really great supplies and materials over at their website, www.halsteadbead.com.

They also host every year an amazing grant opportunity for you to apply for their grant and get money to help grow your next jewelry line, or to invest in things like new marketing strategies, or whatever it is that's going to get your business to the next level. I love how they're supporting designers. I love their process for their grant application. I love how they make you really think strategically about how you [3:00] want to grow your business. I'd love to invite you to apply for the Halstead Grant. Grant applications are closing in just two or three weeks. You can head on over to www.flourishthriveacademy.com/halsteadgrant. I will also have this linked up in the show notes here. Make sure that you apply because whether or not you think that you are kind of ready for this investment in your business, the application process is really amazing and it's really going to get you to think about your business in a different way, and start thinking strategically about your brand.

They're also offering \$10 off for Flourish and Thrive members for orders over \$100 or more. You can grab this using the discount code FTA2017 by using that over at www.halsteadbead.com. Alright let's jump in to this amazing interview with Lisa.

I'm really excited because today I have Lisa Hagus here and she's a branding expert. I'm excited to have her on the show for a lot of reasons. Lisa, welcome to Thrive-By-Design.

Lisa: Thank you. It's great to be back.





Tracy: It's awesome to have you here. We were originally introduced by my former graphic designer. It's really exciting to have Lisa here because when I saw what she was doing around branding and creating a personal brand and a brand that maybe you're not even the face of at all, the things that you need to think about to create a brand that really stands out or really create a multi-dimensional brand by highlighting what actually makes you unique. It's really exciting to hear her talk and (4.35 unclear). I'm very excited to have Lisa Hagus here on the show. Lisa, once again, welcome.

Lisa: Thank you.

Tracy: I want to dive in. I'm going to do a little formal recording, which I will read here. Lisa Hagus helps overthinkers nail down what they want to be known for and how they want to show up in their business. She's the creator of the Substantial Branding System and a Crusader for Bold Authenticity. She's a truth finder, brunch lover, Canada, an adventurer and life small things. One of the things I love so much about what you write about yourself in your bios is number one, it's super concise. Also that you love to help overthinkers because I think a lot of creative people overthink their brand when it should be just really simple. We also have something in common because we both love brunch.

Lisa: It's true. I help people often craft how they introduce themselves. It's a big part of branding, and it's something so many people dread. When you're talking about what you do, when you're trying to convey a message, all you're hoping is that there's one or two things that people will snap onto and say, that's something I'll remember. That's something that will come to mind. If somebody is talking about overthinking, then I had such a specificity in my introduction that **[6:00]** maybe I'll be the person who comes to mind.

The brunch thing is because you want people to like you. Feel like they have common ground. They have something in common with you. So often we remove personal details from the equation because we're afraid that it'll sound silly or self indulgent or not relevant. When you put those details back in you start to see that that's what people really connect because it's so human. Who doesn't love brunch.

Tracy: Let's talk a little bit about your journey into branding and how you came upon this Substantial Branding System.





Lisa: My background is actually in marketing and business strategy. In the marketing world I was really a little bit of a square peg in a round hole anyways. There was no room for that emotional component, which you do get with branding because your brand should stand for something. It should give you goosebumps. I was lucky enough to have enough pieces fall into place that I realized I need to be over there. That's where I need to be working. I, just a little bit at a time, started by dabbling in branding workshops at my workplace, because I didn't feel like I had the right. I was a marketing person. I didn't feel like I had the right to just go out and say I'm a branding person now. It was very little know field.

I just started right in my workplace doing them for coworkers. I was a teacher, so I did them for my students. From there I ventured out on my own, and it took me a good two years before I changed my title from marketing to branding. I did, and now I've been doing it for five and a half years. It's truly now my business. It's purely what my vision was way back then. It takes time to establish yourself.

Tracy: You approach branding from such a different perspective. Instead of kind of approaching branding from visual perspective, like you mentioned, you really focus on the brand's story and messaging. Tell us a little bit more about why this is all important, and why sometimes the messaging might supersede what is traditionally know as branding.

Lisa: Really it's all about client or customer love. It's about making sure that they want what you sell, giving them a reason to buy, and then meeting those expectations so that you're continuously strengthening who they thought you were. In order to do that you need to know who you are. You need to know what you want them to know about you, otherwise you can't have intention, and it becomes a lot more arbitrary. All over the place, people are one thing one day and another thing another day. You just can't really build a story in their mind when you don't know what the story is you want to tell. [9:00] That's really why it has to happen first at this kind of story level.

Branding is really about decisions. Who do you serve? What do you stand for? What's the value you provide? These are decisions you need to make so that your messaging and everything you put out there can have that big punch.





Tracy: What is your take on or approach to creating a really strong brand story. I know that's something that our designers struggle with a bit.

Lisa: For me your story should be substantial. There's three components to this. What they are is meaning, which is that connection with people about something that matters on an emotional level. When I say, standing for something that's talking about the meaning component.

Tracy: If you have certain charity that you're involved with or there's something that you really stand for. A lot of us say we create jewelry with meaning. What is that specific meaning? How are you connecting with the audience? How are you connecting with the people that you buy? In the case of what I do, really it's finding that personal connection with my clients and helping create a piece of jewelry that's going to tie them to the past or this really special person, especially since I'm doing a lot of heirloom redesign.

Lisa: Let's dive in to meaning a little bit more and we'll go on to the other two. With meaning, the key to unlocking what you stand for is painting a picture of the world that you want to create. Your vision for the world. When you go out into the world you share that vision with people. You hope that the people who also share that vision or at least they're starting to share that vision, they're going to hear what you have to say about it. It's going to connect with them emotionally, and you're going to be more than just a jewelry designer to them now. The things you care about almost always will have some kind of connection or thread with the ultimate thing that you sell, which is moving into the next area, which is value.

Tracy: When you can connect with your audience based on your core values you're just going to attract more people who value the same things.

Lisa: The value area is truly nailing your marketing message. This is what I have that you might want or desire or a need. From the perspective of a jewelry designer, you're in this realm of it maybe being considered a luxury or something optional. I want to point out the reason you believe that it's not optional is probably a piece of your vision.

Tracy: Yeah, for sure.





Lisa: I want to dig into it actually. I want to know why do you believe that jewelry is not optional? [12:00]

Tracy: I think we really add value to people's lives. I told this story a couple of times about my mother. It came out at our live event last year. I never really shared the story of my mother and how I got into jewelry in this way before. My mother passed away. I'm not going to go deep into the whole psychology behind her death and stuff like that. She ended up having elective surgery. One of the surgeries that she had was plastic surgery and they believe that that was the cause for the death. She was a very thin, beautiful woman who didn't need to have any of that stuff done.

I feel, just as her daughter and having the opportunity to have hindsight for 25 years since her death, the reason why she died is because she didn't feel confident and beautiful. We have this power to transform people's lives with the beauty that we create and the art we put out into the world.

Lisa: What I'm hearing you say is that what you do is really all about that confidence, and that sense of identity. What makes it meaning is when it's about you. It's stuff that you care about, it's the change you're trying to create in the world or what you're trying to promote in people. When you move it into the value area it's about them. People have gaps, we have cravings for things. We're trying to constantly fill ourselves up, and jewelry is an example of the kind of thing where you feel like something is missing. It could be a sense of personal expression and a feeling of identity like you talked about. It's not something that rationally thinking about. You have a bigger challenge that you have to connect with them using more of an emotional promise. This is how you'll feel when you wear this jewelry. This is who you'll be when you wear this jewelry. You want to appeal to their desire to be someone.

If you're trying to target people who are craving that beachy lifestyle, you have to show a beachy image. It's not complicated. It's like reflect, but they want their lifestyle and persona and identity to be.

Tracy: Do you think it has to do with price?

Lisa: Well yeah, absolutely. If somebody is craving this feeling of I've made it in life. Wow, I've made it, I'm something. If they find a gorgeous piece but it's \$15, it's going to ruin it for them. Price does play a role in building up that something





reflect on their value as well as a person or their accomplishments or something. [15:00] There's definitely truth to prestigious pricing, but that's not true for every brand. It doesn't work for every audience that if you raise the prices they're going to feel more special. It only works for some audiences.

Tracy: I think this is a really important reminder for all the self purchasers out there, or the huge population of self purchasers who are actually buying themselves jewelry. The self purchaser could be someone who wants to pick up something that's not crazy expensive, but that they wear every day. Also a self purchaser could be like my friend Alex before she had a baby. She's not spending like she did before, but she would walk in to (15.42 unclear) all the time here in SoHo when it was open and go in and drop \$5,000 on a pair of earrings because she liked them. She might have been looking at them for a while, but she had money to spend. She was in her 30s and felt like she had made it, and she was like, I love these.

Lisa: We've done meaning. We've done value, and now the third piece is originality. This is about being different, standing out and having your own unique take on things. Originality is important, but I want to make it really clear that you can build a successful business if the only thing you get right is value. That is really king is understanding your people and what they want. I want to make sure you never lose sight of that because of originality. Trying to stand out without remembering that it's really about them, that it's really about what they want, that can lead to—that can be a dangerous game.

Originality breaks down into how you do things differently. You're going to do things differently because of a few things. You're going to do things differently because of the stuff that we just talked about. Your values are going to cause you to do things differently. Originality is really about putting stakes in the ground. That's the number one thing that I want to emphasize here. It's not about doing one thing differently. It's about choosing some things you want to be known for, and then taking those things to an extreme, more than most people would. For example, if somebody really believed that—one of the examples here was somebody known for having stunning color combinations. That is what's making her stand out. That's something that people have taken notice of. It's a stake she's putting in the ground. If I talked with her, I bet you I would learn that she has some philosophies around color.





There's a reason that color matters to her. There's a reason she thinks that it's worth playing with and a core fundamental piece of how she does things. It's about having a belief and then a way you do things. Figure out what you stand for. What kind of world you're hoping to create and the values. When I think values, I'm like you're an ambassador for these things. You are an ambassador for originality. I'm an ambassador of authenticity. When these things matter to you on a heart level, then put that out there in your messaging so that people will connect with you emotionally. The value piece means knowing who your people are and what they want, and making sure that you're sending a really clear signal so that it's clear that you have what they want or need. Making sure that you're targeting people who actually will value what your bringing to the table and care about what you care about. Then knowing what they want and consider yourself needing to be a mirror sometimes. Yes, this is what you want isn't it. Putting it out there. Sometimes that's with words, sometimes that's with images and it's also in how you design your offerings.

The third piece is originality. Originality is about knowing how you do those other things differently. If what you provide is a sense of originality, what's your way of making people feel original versus the way that other people might do that. That's always going to be based on your beliefs, your philosophies. You have to know what you think about things. You have to have opinions. You have to have ideas based on your life experience, and then you need to build those things into your business. I like to say choose two things and give yourself the year. It's not like nothing happened in a week. Give yourself a whole year to be known for this thing, especially in the jewelry industry.

Tracy: It takes time. Thanks so much for listening to show today. We had a blast. I adore Lisa so much. We had so much fun, even though this was our second time. I didn't mention this before, but it's our second time doing this interview, so we got some really great pearls of wisdom. All the links and everything we spoke about are connected over in the show notes. You can check that out over at www.flourishthriveacademy.com/episode101. If you like the podcast, I would love for you to share this with other people that you know and love who are in the jewelry industry. You can do that by heading on over to iTunes and sharing the podcast or even giving us a little rating and review because we'd love to know how we're doing. Thanks so much and take care until next time everyone.



