



Top Takeaways and Highlights from Flourish & Thrive Live Part 2

THRIVE BY DESIGN WITH TRACY MATTHEWS

You really don't know why you aren't selling as much as you'd like to online, if you don't know what you're not doing successfully.

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 [00:00:30] to the thrive by design podcast episode 118. This is part two in our accidental two-part series, with our top takeaways and highlights from Flourish and Thrive live 2017. Today you probably heard a little giggle in the background. This is Tracy Matthews here, the chief visionary officer over at Flourish and Thrive Academy, and I'm joined by my co-founder Robin Kramer.

Robin: Hey y'all. Happy to be here.

Tracy: Thank you so much for joining me today, Robin. You're still in New [00:01:00] York, which is so fun. We were just chit-chatting away on the last episode, when we realized-

Robin: For a little too long.

Tracy: Yeah. We were not going to get through all of our takeaways because there are so many, so we have a two-part series, which is super fun. If you haven't listened to episode 117, I'd highly recommend it now, so go back, stop this audio podcast, go listen to episode 117, because you're going to get the first part of the highlights of our live event, which you don't want to miss, because it's really important and there's some really good takeaways, especially [00:01:30] in the second takeaway, which is about learning from your peers.

I'll just recap really quickly. We talked about unleashing your inner visionary, we talked about how you don't have to reinvent the wheel, and that learning from your peers is sometimes the fastest way to success. We also talked about





how to build sales momentum and keep that momentum going, so that you can continue to grow your business. Did I miss anything?

Robin: I think you did it. [crosstalk 00:01:52].

Tracy: Alright, cool. Also, we've been really focused on digital marketing and e-commerce and selling online over the past [00:02:00] couple of weeks, and you might have seen our series that started with episode 111, so if you haven't checked those episodes out, episode 111 to 115 are parts one through five of our Digital Marketing Momentum series. Last week I also spoke about messenger bots, which is super fun. Episode 116, or two weeks ago, excuse me, episode 116. And now we're talking about our live event, which is still in alignment with getting more sales and business online, because we want you to go from [00:02:30] trickles of traffic so a sold out shop every single day.

Robin: I love it.

Tracy: Anyway, so you might have heard us talking about our Momentum Marketing Scorecard. This is something that I developed specifically for our live event attendees. It's pretty awesome. Many of the designers said that this was worth the price of admission in general. Just the marketing scorecard made, you know, flying to New York and meeting with everyone just so worth it, because it's that amazing. If I do say so myself, [00:03:00] it's pretty amazing, so make sure that you grab that over at FlourishThriveAcademy.com/MarketingScoreCard. That's FlourishThriveAcademy.com/MarketingScoreCard.

Robin: And it's free right now, and it's available, and it may not be available for much more.

Tracy: Yeah. You know, we're thinking about actually charging for it, because it was a suggestion from some of the designers.

Robin: It is-

Tracy: They're like, "You should be charging for this, it's so good." It's actually like about 30 pages. It's pretty insane, so highly recommend [00:03:30] that you grab it now.

Robin: Yeah. Absolutely.





Tracy: While it's free. Anyway, so let's dive in. We talked about our top three takeaways. Let's talk about some of our other takeaways. Let's dive right in to takeaway number four, which in order to get more online sales, you need to get more eyeballs on your stuff. One thing that I think is really amazing is that we have this awesome PR expert who is one of our mastermind coaches, and she is also going to be a coach in our SOS [00:04:00] Accelerator program. Her name is Sabina Hitchin, you've probably heard her on the podcast a couple of times. Anyway, the girl is an advocate for jewelry brands. She loves the Flourish and Thrive designers and she has gotten some really great exposure for these designers just by sending them these pr pitches and connecting them with the right people. She brought one of our designers, you heard me talk about her in our last episode. Christina Culver Cockey, onto ... Of Christina [00:04:30] Culver Designs, onto a morning show in Washington DC, and the editors on that show went crazy about the fortune cookie necklace, right?

Robin: They absolutely did, and it was a Facebook series that they do.

Tracy: Yeah, so it was a Facebook series. One of our PR experts, and I will introduce her later, said that their Facebook live shows are getting a lot more engagement in actually people watching and buying from them than actual traditional morning shows these days.

Robin: Absolutely. [00:05:00] Yeah, it was really so cool to hear that.

Tracy: Just remember that. Christina got her fortune cookie necklace on one of those shows and huge, like crazy exposure, lots of interest, and now other magazines want to feature it and she's also getting sales from it. It's a really, really amazing design and super awesome way to get exposure for your brand. Remember that leveraging your PR ... Like, you get press, you've got to leverage it, you've got to share it, so people know about it and then that will eventually drive sales. [00:05:30] You got to get more eyeballs on your press, get more eyeballs on your stuff through PR exposure, and it's awesome. Anything else to add with that one?

Robin: And it's not so scary.

Tracy: It is not so scary.





Robin: No. You know, what was great about the live event is that, you think about it this way: Editors and those who are pitching the press need your product, because if they don't have product they don't have anything to pitch. They don't have anything for their show, and they don't have anything for their audience, so hey, they [00:06:00] need you. They need you.

Tracy: We had two amazing on-air guests in addition to all of our panelists but we had Pamela Peakerman and Dawn Del Russo, who are on-air guests for their own live shows, and they've worked on various TV shows, morning shows, Facebook Live shows as well. Pamela focuses really on the mom market, right Robin?

Robin: Yeah, and she is a mom. And she is a mom.

Tracy: Yeah, she's an advocate for vasculitis, and really amazing, and she shared with us some really amazing insights. In particular, [00:06:30] that it's really easy for her to sell \$5 product and also sell \$5,000 product, but the \$500 price point is the hard one for on-air. That's just something good to know. It's not that \$500 price points won't sell online, but just for on-air, on TV things, remembering who our audience is, because they're such an expansive audience when you're doing national and international sort of live publications, that it is a really broad audience, so when you could dial in your target ... This [00:07:00] is not to discourage anyone who's in that middle price point, because a lot of us are. It's just about what works on on-air shows.

Then Dawn Del Russo, who is also another wealth of knowledge, focuses primarily ... She's a stylist for magazines like Vogue and W Magazine, and is also another amazing on-air expert. One of the things that I really loved about listening to both of these girls, is that they really want to be pitched by you. They [00:07:30] want to find new products.

Robin: If people didn't walk away with that drilled into their brain, then they weren't listening.

Tracy: You know what I think is so funny too? Is that Dawn has become best friends with someone, with a jewelry designer who originally pitched her a couple years ago, and she was very resilient. Like, Dawn didn't respond like the first couple of times that the designer pitched her, and now she's just obsessed with





her product. She features it all the time. She had her arms totally stacked up with the bracelets. It was amazing.

Robin: Yeah, and that's just ... [00:08:00] It's the power of being persistent.

Tracy: The power of being persistent. It's really, really important.

Robin: They also said if you don't hear back from somebody, if you pitch and you don't hear back, do not take it personally, and do not give up.

Tracy: Exactly. Do not give up and do not take it personally. Really important. The next thing that we discovered, I think a huge takeaway, is that protecting yourself legally is good for your soul. Who knew that law would be aligned with your chakras?

Robin: [00:08:30] That is such a great phrase, and who doesn't love Lisa Fraley. We love her.

Tracy: Lisa Fraley was our law expert who came to the event. She was on our legal panel, or on our afternoon panel on day two, and also did our opening keynote on day two. She just launched a book, or released a book called *Easy Legal Steps That Are Also Good For Your Soul: Seven Steps to Go From Stuck and Scared of the Law to Confident and Empowered*. She talks about different areas of your business [00:09:00] that you need to get legally covered, and how they actually energetically align with your chakras, so if you're like a woo-woo hippie dippie person like I was, I thought it was fascinating. I learned so much about it. Super great book, but we realize a lot of you are kind of flying out there bare and not getting your websites and your businesses covered, and you need to really get those things covered in order to protect yourself from people suing you, and all sorts of things. Your customers.

Robin: You know what I say all the time. "You don't know [00:09:30] what you don't know." And knowledge is power, and legal stuff is important, y'all. Don't go blind. Don't stick your head in the sand. Get educated on it. Lisa makes it super easy.

Tracy: Lisa makes it so easy. The next takeaway really comes from me, and this is part of our Momentum Marketing Scorecard, is that you really don't know why you aren't selling as much as you'd like to online if you don't know what you're not doing [00:10:00] successfully. I think that this is really important, because a lot





of us put up a website, we get some traffic to that website, and like Robin said, "We don't know what we don't know," and we're just like, "I don't get any online sales." Well, my belief is that the reason why you don't get any online sales, because you think that what you're doing is the right thing, but you might not be doing really anything that's moving the needle.

Kathleen Cutler, a Facebook ads expert talked a lot about this on day one. She is [00:10:30] also a coach. She was also in our Digital Marketing Momentum series. I thought this was really fascinating, is that typical conversions on a website, from website traffic, are about 1%. If you think about it this way, you get 100 people to your site, only one person will buy. I've heard a lot of you say, "I'm getting a ton of traffic. I had 30 visitors last month." Well, that's not really very many people, and quite frankly, those 30 visitors could be you.

Robin: Family.

Tracy: Your family. People looking at your site. You know, [00:11:00] you want to make sure that you're getting unique visitors from unique sources and you're tracking all those things and understanding where that traffic is coming from, and if people aren't actually buying, getting clear data on why they're bouncing off your website, and what the next step is. It's a whole slew of factors, from design, branding, to traffic and conversion. Make sure that you are looking at the 360 picture, and if you haven't done it yet, download the Momentum Marketing Scorecard, because that is [00:11:30] really important. You'll learn a lot about what your gaps are.

And I want to remind you that sometimes you don't know. Like Robin says, "You don't know what you don't know." Find out what you don't know.

Robin: And the Marketing Scorecard is going to tell you what you don't know.

Tracy: Exactly. The next takeaway- this is really takeaway number seven- handling your finances and your business is a lot less scary when you're drinking wine. I say that because Justin Crane, he always likes to say, "Grab a glass of wine [00:12:00] when you're sitting down to your finances." Because you should have it all, and you should prepare for it all, and in order to do that, you need to really look at what's going on. One of the ways to do that, to take the anxiety off is grab a glass of wine, if you drink wine, and do it when you're in a really relaxed environment. Inta likes to say this too. Inta Ivans, our sort of operations





and hiring expert over here at Flourish and Thrive. To grab a glass of wine, light a candle. I can hear her soft voice saying this, Inta. [00:12:30] And relax when you're looking at the numbers.

Also, just to bring this home, it's really important that you're consistently looking at your numbers, that you understand what your margins are, and that you take action to move cash into your business, whether that be from creating promotions or getting rid of old inventory, or thinking outside of the box of strategies that are actually going to work for your business, instead of getting stuck and just saying, "Oh, I don't have money or cashflow to do [00:13:00] that." Think of different ways that you can actually make it happen. It was fine, because we got to see this in action with a few case studies of people who-

Robin: Volunteered.

Tracy: Yeah, volunteered to throw their numbers up on the screen. It was pretty awesome, right?

Robin: The thing with finances, too, is that if you don't know where you are, you don't know what you need to do to get where you want to go.

Tracy: Exactly.

Robin: Repeat that 10 times.

Tracy: I know. That's a total [00:13:30] tongue twister, Robin.

Robin: It is.

Tracy: Oh my god. Robin, you want to talk about takeaway number eight?

Robin: Sure. Alright, cool. Guess what, y'all? Insurance is sexy, and a lot of you have a lot of questions about it.

Tracy: Who knew?

Robin: Well, we're so excited, because at the live event we had Jewelers Mutual Insurance, and a lot of questions were answered.

Tracy: Yeah, Jewelers Mutual is one of our sponsors, and we were just fascinating. We had to come up and talk a little bit about different ways to [00:14:00] have your insurance protected, and a couple of designers in our community had basically





all of their inventories stolen at a show more recently, and they weren't covered. Insurance can be a life-saver. In fact, from someone who has had her apartment broken into and her studio space robbed ... Actually, my studio space wasn't robbed. Just my handbag with all my samples in it got stolen out of my office one day by a messenger. It's good to remember that insurance is really important to cover your jewelry at whatever level you're [00:14:30] at, if you have enough inventory.

You want to make sure that you're doing things that keep your business safe, and that aren't putting you at risk in integrity. Be careful when you're working in your studio. Don't geo tag where you're located, because people could come in later and break into your studio. If you work from home, don't geo tag your home. Make sure that you're being safe. Make sure that you have proper coverage, and make sure that when you're doing events, that you have an insurance rider that will cover the event that you're participating in. Any other takeaways about insurance? There were [00:15:00] so many questions.

Robin: It was so good.

Tracy: It was phenomenal.

Robin: It was really good, y'all. Definitely if you don't have insurance, if you're curious about insurance, reach out to Jewelers Mutual. It's very important, and don't not do it.

Tracy: You know what I think is so funny, is that we started the panel talking about marketing, and then all of a sudden one person asked a question about insurance, and then 50 people lined up.

Robin: [crosstalk 00:15:24].

Tracy: Yeah, to talk about insurance. It was great. I loved it. Then our final takeaway is what we both [00:15:30] truly believe in, is that it takes a village.

Robin: It so takes a village, and it's so much more fun in a village than it is by yourself in a bubble.

Tracy: It is more fun in a village than it is in a bubble. We all need connection and personal interaction in person, to help spur us into action. I love what we do here at Flourish and Thrive with our virtual community, and creating this space





for you guys all to get together. I love that we have created such great connections between [00:16:00] you guys, between our designers, et cetera. I think it's pretty phenomenal, about what you all do, and how you stay connected. But when we get to see designers in person, when we get to talk to you, when you get to give us feedback and tell us the hard knocks about your business, and the good knocks, and the things that are celebrating, and all your wins and "ahas," and to also see you guys connecting with each other, it's pretty incredible.

Robin: It's goosebump incredible, right?

Tracy: What was your favorite part about it? I mean, we [00:16:30] talked about the breakaways, we talked about ... What were some of your favorite parts?

Robin: I loved the evening networking events. Oh my gosh. I just felt like there was so much connecting going on, so much good energy, so many moments of people just saying, "Oh my gosh. That's a great idea. I'm going to implement that now in my business." We had accountability partners that knew each other in our DI group, and they all met up, I think even for the first time, at the live event, and that was [00:17:00] so special. So, so special.

Tracy: Oh, yeah. Tisha, and-

Robin: Lisa, and Allison.

Tracy: And Allison, yeah. So cool. I love it. But I just want to really drive this point home, because I know for a lot of you attending events in person, or going to networking events, or going out of your comfort zone ... Like, we'll use our event as an example. Flying to New York City. It might feel like, some of you, like a big move.

Robin: Risk, or-

Tracy: Or a risk, yeah. Maybe that's [00:17:30] the word I'm looking for. But these things are transformative. Last year, I went to seven live events. In fact, I just signed myself up for another one, which I can't believe I did, and I've met so many people. I've made some really great connections. I'm excited for this next event, because I'm going to be going to the Ethical Metals [inaudible 00:17:49] Conference, and if any of you want to join me October 13 through 14, I'll make sure that there's a link. This might be going live that same week, but we're going





to be sharing it in our [00:18:00] community. I'm really excited to report back from the conference, because I think it will be ... There will be a lot of takeaways for me to bring to you, but also great opportunity for me to learn more about how I can be more sustainable in my jewelry business practices, and really walk the walk that I'm trying to create in my business, which I think is important.

Get in person, meet people in person. I'm going to recap these big takeaways that we had. I'm going to start with takeaway number one, even though it's in the episode last week, so make sure that if you haven't listened to episode [00:18:30] 116-

Robin: 117.

Tracy: 117. Excuse me. Also listen to 116, because it's a pretty badass episode, but episode 117, we go through takeaways one through three. Takeaway number one is unleash your inner visionary so that you can focus on what you're best at. Takeaway number two is that you don't need to reinvent the wheel and make it so hard on yourself in business. Model what your peers are doing, and make it work for you. That does not mean copy. There's a difference.

Robin: Yes. Good point.

Tracy: Do you want to talk about takeaway [00:19:00] number three?

Robin: Takeaway number three is sales momentum, that you want to keep the momentum going. It's really important to keep it going.

Tracy: Yeah. Then in order to get more sales online, you need to get more eyeballs on your stuff. That's takeaway number four, and one of the best ways to do that is to get PR, but then also leverage the PR that you already have. Takeaway number five is that editors want to be pitched by you. Don't be afraid, even [00:19:30] if you don't hear back.

Robin: Oh my gosh. If you don't pitch them, someone else will, and someone else will get the great opportunity, so don't sit back. Pitch away.

Tracy: Yup. Pitch away. Takeaway number six is protecting yourself legally is good for your soul, because it helps you relax and really focus on what you're good at, and not worry about all the other things. I kind of messed up the numbers originally. Full disclosure here, so there might be duplicates here, but takeaway





number seven is you don't really know why you're selling [00:20:00] online until you don't know why you're not selling online, so make sure that you grab our Momentum Scorecard, because that's going to really clarify maybe some of the gaps in your digital marketing strategy and your setup. You can grab that over at FlourishThriveAcademy.com/MarketingScorecard, before we take it down. We're probably going to eventually be charging for this, too.

Robin: Take advantage, you guys. Don't wait.

Tracy: Take advantage now. It's really good. Takeaway number eight is handling finances in your business isn't scary when you drink wine. [00:20:30] Grab your QuickBooks file, open up a bottle of red, sit down, and check it out. Takeaway number nine is that insurance is sexy, and a lot of you have questions about it, so make sure that you get insurance for your business. And takeaway number 10, Robin ...

Robin: It takes a village, y'all.

Tracy: Make sure that you make real connections, meet people in person, go to networking events, go to live events like Flourish and Thrive Live. It's really important to meet people in the flesh.

Robin: Get out of your bubble.

Tracy: What [00:21:00] were your highlights? What were your favorite things that you saw?

Robin: Just the community overall, and I feel like everyone there just really got so much from the connection, the energy. I felt like there were those little bubbles over everyone's head, light bulbs going off left and right.

Tracy: Yeah. My favorite parts were the panels. I mean, I love speaking, of course, but my favorite parts were really the panels in the afternoon. I felt like they were just off the hook.

Robin: Oh, so good.

Tracy: Yeah, and day one, [00:21:30] we had Dawn Del Russo, Pamela Peakerman, Sabina Hitchin. We had Liz Cantnor, Kathleen Cutler, Katie Hawker, Robin and





myself, it was great. Panel day two was awesome because it was all about businessy stuff. We had Leah from Jewelers Mutual Insurance, who-

Robin: Rocked it.

Tracy: -really held down the fort. Rocked the fort. We had Lisa Fraley, our legal expert on there. We had Justin Crane, our money guy, who's awesome. We had my friend Clint Salter join the panel, which was super fun. We also had Katie Hawker come back a second day.

Robin: [00:22:00] Oh, and Kathleen kind of scooped on there too.

Tracy: Yeah, and Kathleen Cutler scooped in, which was really, really fun.

Robin: Oh, and Inta.

Tracy: And Inta also, yes. Inta was also on the panel. Amazing. She also helped me lead one of the super shares, which was awesome. Then my next favorite part was the super shares, just hearing the designers talk about strategies that they're using to really uplevel their business. If you didn't participate in the livestream, I'd highly recommend that you check out the recordings when they're available, because that in and of itself, along with the Marketing Scorecard, will help you make thousands [00:22:30] of dollars in your business. I'm not kidding.

I really also loved getting energy from the other people there, and I loved getting direct feedback and tangible takeaways. I didn't mention this, too, because my bestie, Clint Salter, was also on the afternoon panel on day two, which I think is so funny. Clint is a really smart marketing guy. He has a business in the dance space called Dance Studio Owners Association, and he has a signature course called Studio Success Formula, and he really focuses on helping dance studio owners grow their business. [00:23:00] One of the things that I love about Clint, though, is he's a really smart marketer, and so I wanted to have him come on the panel. He's also our resident corn jewelry expert, which is an inside joke with him and my team.

But my favorite part about this is every day with the slides, I would have our panel of experts on the screen, and we announced that we were opening up a new program called the SOS Accelerator at the live event, and Clint was there, and one of the designers ... Well, a couple of the designers actually walked up to him in the happy hour after and said, "Hey, [00:23:30] Clint. I'm so excited to





meet you. I hear Tracy talking about you all the time. I'm signing up for SOS and I can't wait to get a coaching session with you." And he starts cracking up. He's like, "I'm not gonna be a coach." He's like, "Tracy can't afford me, first of all." But as a joke, I think it's so funny, because they really loved what they saw, but someone actually saw his picture on the panel screen and got that confused with the coaches for the SOS Accelerator. Anyway, we do have a great team of coaches. Clint is not on the coaching panel. Maybe I can come in [00:24:00] and have him do a guest conversation group call with me one day. We'll see. I'll maybe have to bribe him. We'll see what happens, with some corn jewelry.

But if you're interested in getting more support with your digital marketing strategy, do two things. I usually only like to have one call to action, but two is really important in this case. Download the Momentum Marketing Scorecard, fill it out, and then consider applying for SOS Accelerator. It is a one on one coaching program slash group coaching program, because it's a combination of both, that is designed to help you get laser focused on your digital [00:24:30] marketing strategy, but also help you move into action so that you can go from just trickles of traffic on your website to a sold out shop. We've been listening to you guys. Most of you in our community want to sell more online. You want to be selling through your website. Etsy's become harder to compete with these days, and you're really interested in growing your business.

If that's something that is interesting to you, make sure that you check it out. Head on over to FlourishThriveAcademy.com/SOS to check out the details. [00:25:00] You can see everything that is involved there and fill out the application. You'll also get monthly group calls with me. You'll get one time a month, laser-focused coaching calls with your coach of choice. You will get quarterly implementation workshops that we charge typically \$2,500 a workshop for. That's \$10,000 in value in a year, included in the program sort of as a bonus, and then you will also have the opportunity to be a member of our Diamond Insiders, complimentary as part of the program. We are really looking forward [00:25:30] to welcoming ... We already are about halfway full, so I hope that you will consider this. Head on over to FlourishThriveAcademy.com/SOS.

Robin, when are you leaving New York? I don't want you to leave. Can you just stay here, so we can do this like every week? It would be so fun.





Robin: That would be so fun. Maybe I should just fly back and forth.

Tracy: Yeah, you should. Fly back.

Robin: I'm here til Sunday, so I get to see you again.

Tracy: Awesome.

Robin: Which is awesome. Yeah.

Tracy: Yay. Anyway, thanks so much for joining us today, guys. It's been fun. I always love having Robin on the show. Robin, do you love [00:26:00] being on the show?

Robin: I do. I love talking about business, and how we can help these designers get even more out of Flourish and Thrive, and also Momentum. Momentum. This is the time to keep up the momentum.

Tracy: Keep up the momentum, rock your holiday season. We're in October right now. It's awesome.

Robin: Woo-hoo.

Tracy: Alright, you guys. Take care, until next time. This is Tracy, and ...

Robin: Robin. Woo-hoo!

Tracy: Signing off.

