



3 Easy Steps to Create a Jewelry Promotion that Gives Back with Cheryl Brooks-Fuhs

THRIVE BY DESIGN WITH TRACY MATTHEWS

Find your piece that you can tell a story about and when you're telling the story, you constantly have to be thinking, "So what, so what, so what."

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 123. Hey there, it's Tracy Matthews, the Chief Visionary Officer over at Flourish & Thrive Academy and the host of the Thrive-by-Design podcast. I am thrilled to have one of our very own here on the show today to talk about a really awesome topic. We're going to be going through three easy steps to create a jewelry promotion that gives back. Here's the deal, I love highlighting designers in our community whether they be in our Diamond Insiders or just in our general community who are doing great things and taking action in their business. Now Cheryl, we had a super share contest in our Diamond Insiders group and Cheryl won the contest and I loved what she shared so much that I asked her to come on to be on the show because she is really amazing. She whipped together a fundraiser in no time flat and has made over 56 sales to help support a cause that she is really passionate about and we're going to talk a little bit more about that in the episode; I don't want to spill the total beans so just a few beans not all the beans. But we'll dive in really soon but I loved Cheryl's approach. I loved how easy it was that she sort of got her promotion up and running and I also love the way she talks about her brand, her vision and the brand story behind what her company, SS Magpie is all about. So today is meant to be an inspiring show. Get really excited because you're going to learn a lot from Cheryl not only from a strategy perspective but how she has really used her big goal or her big dream and used her jewelry brand to sort of align with that so that she can live a life and retire on purpose doing something that she absolutely loves. So I am super thrilled to share with you this story. It's going to be very, very fun today.





So before we dive in, I'm going to tell you a little bit more about Cheryl. Cheryl Fuhs is the designer and visionary behind SS Magpie. Her company is built on the belief that every woman possesses the power within her gypsy soul to create an amazing life. Magpie designs and story celebrate wanderlust, embraces free spirits, and helps woman manifest their dreams into reality. That's an awesome story, right, you guys? Alright you're going to be so inspired by Cheryl.

We're going to dive in in just a moment but first I would like to take word from our sponsor for today's episode. Today's sponsor is www.ninadesigns.com. I love Nina Designs for so many reasons but in particular they are a jewelry supply company that is built by a designer for jewelry designers specifically they have a wide supply of supplies including charms, leathers, tassels, so many different things, bindings, everything that you need to create an amazing jewelry collection which we love over here at Flourish & Thrive. Nina is super amazing because for the past 30 years she has been inspiring beauty and creativity while caring for people and the planet. The coolest thing about Nina Designs is Nina Cooper. The owner is an awesome person. I've had her on the show several times and she is super business savvy so she loves supporting small business and independent designers. So head on over to Nina's brand new website, www.ninadesigns.com and check out their new website check out the user experience, you're going to really love it.

Well I'm so thrilled you know, occasionally or from time to time or once a month or whatever it is, I love to have members of the Flourish & Thrive Academy community on the Thrive-by-Design podcast. Today, we have a really exciting interview. I'm going to be chatting with Cheryl Fuhs of SS Magpie jewelry. She is one of our SOS Accelerator students and she is also been a member of our Diamond Insiders for a long time and she has taken some of our courses so Cheryl we had a contest in the group the other day and it was a super share contest and Cheryl shared with us a really amazing fundraiser that she held. So I asked her to come on the show today so that she could talk a little bit more about how she pulled together a fundraiser at the last minute and made some money really quickly and didn't have to over think it or anything like that so I'm excited to have you on the show today Cheryl.





- Cheryl: Oh thanks, I'm thrilled for the opportunity.
- Tracy: Thanks so much for being here. So tell us a little bit more about your story. You have a really unique story. You have a really unique goal that you're trying to achieve within one year. So I would love for you to tell our audience a little bit more about how SS Magpie came about and sort of why you're passionate about jewelry design.
- Cheryl: Okay. Magpie came about two and half years ago or so because my husband and I actually decided about eight years ago to kind of throw away the corporate life and all of the stresses and challenges that come with that and the conventionalities and then live aboard our sailboat. So at the time we didn't know how to sail and we just said, "Well how hard can it be?" And my only question to him was "What about the pirates?" So he said if that's all I'm really worried about then I will probably make out just fine.
- Tracy: Oh my gosh that's amazing.
- Cheryl: Yeah. So fast forward to two years ago, I really wanted to find a way basically to find a way to 1) continue to have a creative outlet, I had a very creative job at the full-time day job kind of thing and I wanted to find a way to continue to keep that going as well as a way to supplement our income. My husband and I are both retiring at an age earlier you know than most people, we're in our 50s not the 65 crowd. We're not trust fund babies. We're not recipients of last week's Powerball or anything.
- Tracy: Wouldn't that be nice though.
- Cheryl: Yeah, right? No, it was 40 million yesterday, I could do that.
- Tracy: Right, maybe I'll go buy a ticket.
- Cheryl: Yeah, yeah. So we've saved and put our goals in place, you know on our daily inspiration and all of that kind of a thing to get to our goals. Magpie actually just started as a way for me to supplement that way of life but it comes with certain challenges because we're going to live on our boat for six months out of the year and the other six months out of the year we have a land-based home in Virginia in the United States. So how do you ship from a boat? How do you take orders from a boat? How do you generate a customer base for a boat? You know all of





those kinds of questions, this would be the same question for someone who wants to live in a RV and travel and do that lifestyle.

Tracy: It's like a sea-based nomadic lifestyle.

Cheryl: Exactly. Yup, exactly. So one of the reasons that I actually joined Flourish & Thrive Academy was really sort of learn business practices and learn best processes and things like that to help put that into place so that I could travel with my husband and enjoy all of that and yet still you know work remotely from my boat having an online business where you know I'm selling my jewelry but then also it's really important to me to be able to make a difference to people so when I started Magpie, I started I think like everyone else in the jewelry community where you just make what you like and make what you know and then I really kind of started to key in on who is my dream client, what's my core market, what am I really selling jewelry for? I'm not just one of those people who can sell jewelry for jewelry sake although I love to wear it you know for jewelry sake.

Tracy: Yeah.

Cheryl: I think it was a light bulb that came on one day, but it was over the course of many, many months of really searching and saying what is important to me and what is the message and how am I serving the needs of my customers, and so my SS Magpie brand is really about helping women who are in my same situation where they want to live, what would be called the alternate lifestyle, I guess if you will, and not in the traditional path and how to manifest that and how to believe in, if you will, the law of attraction or just living an intentional life, that kind of thing, to say I'm going to take my life from my dreams to my goals to my reality. In my blogs, I talk about different practices of that, I talk about positivity, I tell funny stories, I give people true-life examples of these kind of practices and how this can happen, and then my jewelry designs actually support peoples' intentions, if they want to do manifesting, or meditating or things like that. I sell malas and have the energy property of stones and things like that, but then also add layering pieces to it so that someone can wear, as I am today actually, my mala with another short queued layered necklace and some bracelets so that I can go to work and I look the part, but yet I know that I carry my intention with me every day.





Tracy: That's so awesome, I love it, because you have it so dialed in. And I am so excited for this because I feel like there is so much over the next year when we are going to be working with you in SOS that you could do like from video-based content to others and sort of share this message, and when you guys are working on the boat, yeah, we're getting prepped, we're really excited for it.

Cheryl: [laughter]

Tracy: I'm just like so excited, I digress! That's not what this podcast is about then. I'm just really excited for you because it's going to be amazing. So, you gave us a really great picture or opinion picture of what your brand is about and that you really stand for something and you just recently did an on-line sales strategy to host a fund raiser. That went totally gangbusters, so what were you trying to raise for money for and why?

Cheryl: So recently, back on 09/06/2017, everybody knows, I'm sure remembers that Hurricane Irma recently swept across the Caribbean and then into Florida. I have friends who live on the island of St. John, and they are very good friends, and it a close tie to me because these particular friends are the people who first taught myself and my husband about manifesting and about goal setting and that kind of thing, and so they have been a very big influence in our life because also that we are going to live on our boat, we are very close to many people in the sailing community and the Caribbean is one of those locations where people in the sailing community just are automatically drawn to. So when this hurricane hit, it was very close to home for me, so even though I don't live on the island of St. John, we visited it this spring, it was so beautiful and people there were just so giving and wonderful, so as I am sitting at my desk at work, and the sun is shining, and it is beautiful outside, I'm getting emails from my friend on St. John talking about the storm is getting closer and we are going to lose connectivity soon, and then after the fact, after the storm hit, and the eye of the storm went right over the island of St. John. This is a very small, small island. There are 4000 people that live there, so I knew that this was going to be really bad for them as well as for other islands in the Caribbean, Tortola, Jost Van Dyke, different places like that. So when we finally heard back from my friend, she described things like standing in their house holding for 3 hours, holding onto doors while the pressure from the hurricane eye went high and





low, and the doors were actually buckling in and out, and that kind of thing, and they were holding on to them, just praying...

Tracy: That's so scary!

Cheryl: Yeah, I mean it really is, and so when she is telling me about this and then obviously like I'm seeing the destruction of these islands from the different groups that I belong to on Facebook and the people that I know, it hurt my heart, and I just felt like I have to do something, so my friend had told me about this organization on the island called Love for Love City that is going on, and it is an ongoing fundraiser for St. John.

Tracy: Can you repeat the name of it?

Cheryl: Love for Love City.

Tracy: Okay.

Cheryl: So she was actually part of this fund raising event, and it is multiple small things that go into one overall large fundraiser, and she had just told me 2 days before the hurricane hit that they were so excited to have raised \$1000, and I thought, \$1000, that's wonderful, but in the world of common and different foundations like that, we are talking about hundreds of thousands of dollars being raised. For someone to find so much joy and purpose in \$1000, I thought to myself, I can do this. I can help make a difference. So that's why I started this fundraiser. You can sit and you can feel helpless in a situations like this or you can sit and decide to do something, and really it does not have to be fancy, and it does have to be super organized. It is always progress over perfection. Right?

Tracy: Yes.

Cheryl: So I took one of the necklaces that is part of my collection, and it is a tiny little cairn charm, so a cairn is where you stack stones one on top of another, and you may have seen them...

Tracy: Yes.





Cheryl: You hike or on the beach or something, and basically it is a guide for travelers on the journey, and so it is little tiny cairn charms are actually part of my collection. I do them in different types of energy stones, that kind of thing, so that people can carry their energy and help guide them on their journey. So larimar is actually the stone of the Caribbean. It is only found in the Dominican Republic. It was actually first introduced to me by my friends who live on St. John, and so it was the perfect thing. I looked around my studio and said what can I do, what can I quickly do? What can I put together, and what would be meaningful? So got my larimar, I picked it up, I made a tiny cairn, and I said okay, this is going to be it, and it was funny because it in many ways took on a life of itself, the message behind the cairn, what it means to me, that it's helping people find their way. I designed the charm in the cairn stone, and I quickly went online and ordered 100 chains and bracelets and things like that and started the fundraiser, so it was as simple as just I think I just felt from my heart and decided what can I quickly do, and this is what I came up with.

Tracy: Awesome! So how much have you raised so far?

Cheryl: So far, to date, I've raised \$2900...

Tracy: Awesome!

Cheryl: Yeah, my goal was \$5000, and it still is my goal. I've even had some people who have actually bought the necklaces or bracelets. They are \$50 a piece, so...

Tracy: That's great!

Cheryl: Yeah! I've sold 56 of them. It is a good price point to be at so people feel as though it's enough for them to make a quick decision, right?

Tracy: Um, hmm.

Cheryl: It's not a hard choice to make, but it is also in that range of where if you were buying it as a gift for someone, \$50 is a reasonable price point to get, and yet they also feel as though it is enough that they are making a difference in a contribution, and I've had people send me \$100 and say, oh, I only want 1 necklace, keep the rest, you know...?

Tracy: I love it.





Cheryl: Yeah, so that it was wonderful. So really the three things behind my super share and three things I think that made this fundraiser successful was it was timing, focus, and then frequency. You want me to go into what that is?

Tracy: Yeah, I would love that. I was just about to ask you that. So timing, focus, and frequency. Let's talk about those things.

Cheryl: So timing. Whenever you're doing anything, I mean obviously they say timing is key, so for me, it was, from a marketing standpoint right, you kind of have to strike while the iron is hot, so I knew that I wanted to get something out there quickly. One because I wanted to start making a difference as quickly as possible, but two because I knew it was fresh in people's minds, and you saw the devastation on Facebook, on social media, on the television, that kind of thing, and then that same storm was heading to Florida, so it was forefront in peoples' minds, and even though St. John is part of the US Virgin Islands, I knew that very quickly, attention was going to focus on Florida, what was happening directly in the United States, and that the people in these islands were probably going to get largely forgotten about by the media. So I wanted to strike very quickly. The hurricane hit on Wednesday, the 6th, and actually launched my fundraiser campaign on Friday, the 8th, first thing in the morning.

Tracy: Wow.

Cheryl: So very fast to get out there. From a focus standpoint, I just, again, this doesn't have to be complicated. I mean, did I hit every single media vehicle that I could have? No, of course not, and saying I can look back afterwards and say what would I have done differently if I was planning this out a little further and didn't need to do it with urgency in the way that I felt, but basically I sat down, and I mapped out where was I going to market it, so I'm active with my community on Facebook. I have an active community on Instagram. I have a small email list, but an email list nonetheless, and the people who are on it are people who have purchased from me before, multiple times, so I knew that they would be engaged. These are also people who comment on my blog post and that kind of thing.

Tracy: Awesome!

Cheryl: Yes, I said okay, what vehicles do I have to market? I mapped that out, and then I created the image, and so one of the things that designer should always think





about is when you are creating an image for anything, think about re-purposing your content, right? So we talk about that all the time in the DI.

Tracy: And for those who don't know, the DI is the Diamond Insiders.

Cheryl: Yeah, so, whenever you're doing an image, you want to already have your specifications somewhere where you can quickly understand what size does that image need to be for your website, for blog posts, for social media, Facebook, Instagram, Pinterest, you know where you're going to do it because each platform calls for a different size image in order to optimize that image. So I created an image, and I did in Canva, which was really, really useful. There are free versions out there for designers to use. It's a tool you don't have to pay for it, but it's got great function.. It has got great functionality. So the image was a sunset picture, a beautiful sunset with an island on one side and then on the other side was my larimar cairn necklace, and on the sunset side, the image says, "Living on an island is not always paradise," and on the other side, where the cairn image is, it says, "Sometimes you need a guiding star to find your way back home." On the top of each one of my cairns, it's topped with a little tiny clear Swarovski crystal, and what I say to people is that the crystal is your tiny guiding star. So the image basically is this beautiful thing and then here is the larimar cairn and then on the bottom of it says 100% of proceeds will go towards helping St. John, US VI local residents. So this was the image that I decided to use for my campaign, so like I said, I created it really simple, took with 1 picture, just did something with Canva, put it together, so I was able to create all of this, mapthis all out, create the image, and get it resized and ready literally within a few hours of coming up with the idea. Once that was done, then it was okay, frequency, right? Because you have to get out there and you have to talk about it, and you and Robin always talk about how consistency is key...

Tracy: Yeah.

Cheryl: And more than anything else that I did, I really, really believe that that was the reason why I had such great response to people because I talked about it all the time. People probably were at the point, where they're like, oh my gosh, stop talking about this, but...

Tracy: [laughter]





Cheryl: But I talked about it daily on Facebook. I did Facebook Lives. I do a weekly Facebook Live anyway, so I talked about it then, but then I would do these midday, every day or every other day, kind of mini-Facebook Live posts. I'd just come in. It would be 2 to 3 minutes. I'd check in and say, hey, this is... here's your St. John update, here's what's going on with the island, here's what's going on with the people there, here's what I personally heard, and I would read some peoples' part of the emails that friends were able to send out, and that kind of thing. I made it really personal and people could understand and they knew this was coming from my heart. It wasn't just something that I was talking about...

Tracy: Yeah.

Cheryl: And I think that really makes a difference to people, and that's true no matter whether you're doing a fundraiser or whether you're talking about your next collection launch. Pick a piece or something within that line that really was your inspiration piece or spoke to you or that you designed your line around and then tell people why.

Tracy: I love it.

Cheryl: Thank you. I did the multiple posts and I kept talking about it everywhere that I could think about, on my personal page, on my personal Instagram page. I belong to some private Facebook groups of people who sail and are in that community. I shared it there. I asked my friends to share, and the response was amazing, and because I had so many people relating to and saying, oh my gosh, I completely see this, especially in the sailing community. I mean there are people who are looking at the picture of the devastation and the sailboats on the shores, piled on top of one another, and they realize this could be me. At some point, I may be the person who is needing this help. Just from that, I raised the money. I raised \$1800, I think, within the first week and a half. I mean the response was really, really strong. I was, Tracy, as you like to day, waking up with orders in my inbox...

Tracy: Yes!

Cheryl: Yeah, that kind of thing! [laughter]

Tracy: [laughter] I love it!





Cheryl: [laughter] But also it is always wonderful to get orders from your friends and family and your prior customers and people you know, but when all of sudden you start to get orders from people that you're like, I don't know who this person is, that is a wonderful feeling. And I was doing the happy dance all the time, just for ____ [inaudible].

Tracy: I love it.

Cheryl: I gained 15 new customers that I didn't know. I actually was at a boat show, Indianapolis Boat Show afterwards, a couple weeks later, and was wearing my larimar necklace, and I was standing in a booth talking to someone who had shared my posts and everything and in walks this woman who I never met and she is wearing her larimar cairn necklace.

Tracy: I love it.

Cheryl: Yeah! I said, oh my gosh, you bought that from me! And she said, you're Cheryl, I'm Jo! And I'm like, oh my gosh, you know...

Tracy: Oh, I love it!

Cheryl: Yeah, so it was really... you just never really know where your jewelry is going to show up or what's going to happen. I also had one customer who her daughter is a news anchor in Florida, and she specifically said, "I'm sending this necklace to my daughter, and I'm going to tell her that I want her to wear it on TV," and hopefully that will help you so... [laughter]

Tracy: Amazing...

Cheryl: That was great. It was a great campaign. It continues to be really well. I still get orders every week on it. I included it in my Facebook Live today, talking about it, so those are the three things, and honestly, this is doable for anyone who wants to get a message out there and build just a strong community and a strong following around it.

Tracy: Timing, focus, frequency. I love it. You raised \$2900 so far, which is amazing. How big was your audience before? Do you mind sharing or...?

Cheryl: My email audience was really about 100 people...





Tracy: Okay.

Cheryl: So very small, and my Facebook audience is like 170 people, my Instagram audience is about 370 people, so we're not talking huge numbers here.

Tracy: That is great. That's actually like a really great conversion. You got over 56 sales – you said 56 sales, right?

Cheryl: Yes. I sold 56 pieces, so there were a couple people who bought multiples. Yes.

Tracy: That's what I mean, 56 pieces, but that's pretty awesome! That's a great conversion, great job, without a big list, by just connecting and being passionate about this fundraiser, which I think is really great. You're still selling it, which is awesome. Where can people find it if they want to check out and donate?

Cheryl: They can find it on my Facebook page at SS Magpie. They are listed actually for sale in Facebook in my shop or they can go to my website at www.ssmagpie.com/shop and then look for St. John fundraiser.

Tracy: That's amazing. So a lot of designers, I want to ask you just a question on how you stood out. You sort of highlighted this earlier, but I'm really curious to know because a lot of designers are doing things similar to this, but it is different. You really honed in on a specific niche. Those kinds of people who want to live some sort of nomadic or wanderlust kind of lifestyle, but you're doing intentional jewelry like you have malas and your cairn bead necklaces, not that other people are doing that, but you know what I'm saying? Like a lot of people are doing intentional jewelry, and they really struggle to stand out. So what are some points of differentiation or ways that you feel like designers can stand out with their brand when it might seem like there is crossover?

Cheryl: I think it is important for designers basically to have a message and like I said one of the things that was strongest for me was really to say how am I serving my customer.

Tracy: Yes.

Cheryl: So even though I'm making malas and things like that, I believe that my customers are going to buy my jewelry as a result of the stories that I share and the things that I try to teach people. I'm doing a blog post series right now, working on flowing with intention and how to get this stuff going from someone





who thinks that's a great idea, but it sounds woo-woo to being a person who is actually bringing things into your life, and so I feel as though if I can share those things with people, and I can help people have the type of things happen in their life that have happened in mine, that my jewelry is an automatic extension to that. So when I talk about differentiating for me, it starts with my why, and so for other designers, really hone on, say you're selling malas or you're selling whatever, energy stones or pendants that have the essential oils in it or things like that, right? So you want to sell those things, but what drew you to actually wanting to do that, and what does it do for you? Because most designers actually wear their jewelry as well. Why does it speak to you? If you hone in on that, then I think that everyone's why is a little different, that's what makes the difference too. Does that make sense?

Tracy: Yes! I love it! Everyone's why is different. And this has allowed you to totally connect with your dream clients, which is amazing.

Cheryl: Yes.

Tracy: What advice would you give to designers who are maybe in the more beginner stages of their business? And they want to put a strategy like this forward quickly? Do you have any tips or words of wisdom?

Cheryl: I would say take a look at what is, like if you're talking about a fundraiser-type strategy or a key piece to your collection, I would say first of all, just take a look at what is your collection mean, what is your key piece? So not necessarily your most expensive piece obviously...

Tracy: Yeah...

Cheryl: But your key piece that perhaps speaks to your audience the most, and then take that piece and just say how can I do this in a way where I can create an entire media campaign around this particular piece? I will give you an example. There is a TV show called Outlander, which is about time travel to Scotland and things like that. One of the energy stones for Scotland is actually a smoky quartz. It is the national stone of Scotland, which is really funny... [laughter]

Tracy: Oh, really?

Cheryl: Right! Yes, I just found this out because one of my new collection launches is smoky quartz and I love Outlander, so shocking... [laughter] You can take that





story and you could say, okay, so here's something that a lot of people are talking about right now, they're talking about Outlander. I relate to this story. I feel a certain way about that show when I watch it and the people are so grounded and it's about the Druids and it's that kind of thing. Oh, and here's this stone that was used in Druid ceremonies back in Scotland hundreds of years ago that is the Scottish stone that feels to me, like a big connection maybe between my Scottish heritage, whatever that is, right? So find your piece that you can tell story about and then what is that story, and when you're telling the story, you constantly have to be thinking so what, so what, so what, right? Like why does that...

Tracy: So what? I like that.

Cheryl: Um, hmm.

Tracy: Why isn't that, right?

Cheryl: And build around it.

Tracy: Awesome! Cheryl, this has been amazing. Thank you so much for being on the show with me today. I'm really excited to have you in SOS Accelerator coming up to you. There's one more question that I want to ask, like how you think, because I really feel, actually maybe it's not a questions, it's more of a statement. Everything that you talked about today are things that you could do just with any marketing promotion. It doesn't have to necessarily be for a fundraiser, and while hosting a fundraiser is really amazing and people in the world actually need it right now, but this is something really simple that people can sort of trickle out into their regular marketing plan, just by breaking it down into these little steps and using your three part formula of having timing, having focus, and then also the frequency in which you're putting things out. So I really want to thank you for sharing that, but I'm even more excited to have you in SS Accelerator, which is going to be super fun. I know you have, we kind of talked about this earlier, but why don't you tell us a little bit more of why you decided to sign up for SOS now with your specific goal in mind.

Cheryl: Well it was pretty interesting because this fundraiser was actually the incentive that pushed me to sign up for SOS.

Tracy: Really?





Cheryl: Yeah, it is because I know where I want my business to be in a year. There are certain things that I struggled with, and when you were talking about SOS and you had the Live! event, and then you had the multiplier... I'm sorry, Tracy, I don't remember what the...

Tracy: The Momentum Marketing Scorecard.

Cheryl: Thank you, yes. So with the Momentum Marketing Scorecard, I went through that, and it was really an ah-ha moment where I realized, wow, there are all these other things out here that I need to be doing that I never even thought about, but I was still a little hesitant, I think more because I didn't believe in myself enough. When I was thinking about joining SOS, and I had done that scorecard and everything, and then I did this fundraiser, and all of a sudden I kind of stepped back, and I thought what is that I'm... why is it holding me back? And what was holding me back was that I thought well is it really going to work? Am I really the person whose business can actually be taken to the next level? And when I realized when you do something for me, would I do this from my heart, and I am so passionate about it, that (a) it's easy to talk about, it's easy to sell, it's not selling, it's filling a need, and then I thought, my gosh, it really is just about consistency and frequency, and if I can just learn to add consistency to my business and get more structured and so some of the things that I know I need to do, just being consistent will actually help me get there, and I have proven that to myself because I did this fundraiser, and I threw some things together, and sure, I think that my training in Laying The Foundation was a huge benefit just in terms of understanding my dream client and knowing how to talk to people and organizing things a certain way, right? So it's not quite so hard to turn around and say what supplies do I have? What fits with that, but when I went through all of that, I thought I have the foundation, and I have the basis, and if all I need is that little push to believe in myself, well I have seen right now that just by believing in myself, and not even thinking about it in terms of marketing, that it works, and so if I can take the same consistency to the rest of my business and then use the training that I'm going to be getting in SOS and the accountability, that's all I need, and I absolutely know that that will become the business that I want it to be.

Tracy: That's amazing, Cheryl. We're just thrilled to have you, and I'm so excited to watch and see you grow and witness this big goal and big dream that you have





because it's exciting. It's exciting that you're so crystal clear on what it is that you want, and we can't wait to help you get there. So, yay! [laughter]

Cheryl: Yay! Thank you! [laughter] I'm excited too!

Tracy: Well thanks for being on the show today. It's been awesome having you.

Cheryl: Thanks so much for having me, Tracy.

Tracy: All right, thank you so much for listening to today's episode. Wasn't it great to have Cheryl on this show? Well if you're interested in learning more about anything that we spoke about, whether it be the Diamond Insiders, the SOS Accelerator program, the Momentum Marketing Scorecard, and so much more, I would love for you to head on over to the show notes over at Flourish & Thrive. You can access all the links to these great programs. You can check out our great sponsor, www.ninadesigns.com, over at www.flourishthriveacademy.com/episode123. We would love to have you do two things. We would love for you to make sure that you download the Momentum Marketing Scorecard. This is going to be a game changer for your online E-commerce business. You are not going to regret it. You're going to love what you love, you're going to see all the things that might be missing in your online strategy, and really learn what needs to happen next. So make sure that you check that out, and if you're interested in getting a little bit more one-on-one support, we'd love to help you. So consider checking out the SOS Accelerator. It is a 1-year coaching program that is designed to support you all year through your digital marketing and E-commerce strategies so that you can get your website going from trickles to traffic to a sold-out shop, maybe even waking up every single day with orders in your inbox, like how cool would that be? Remember when Cheryl was talking about that? Well we're really excited to be working with Cheryl as well next year. So check it out over at www.flourishthriveacademy.com/sosaccelerator. Thanks so much for listening to the show today, you guys! Super excited to bring you next week's episode and, until next time, take care!



