



How to Use Storytelling to Sell More Jewelry

THRIVE BY DESIGN WITH TRACY MATTHEWS

“Storytelling in sales is about connection and relationships. People want to get to know you. The more you can provide them with what's going on in your life or what you have experienced or what's driven you to do jewelry or what's inspired you to do jewelry really speaks to people.”

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 185. I have a guest here today, Robin Kramer. Robin, welcome to the show.
- Robin: Thank you Tracy. I'm super psyched to be here.
- Tracy: Robin, for those of you – everyone knows Robin. But if you're new to the show and you're just listening, Robin is my co-founder over here at Flourish & Thrive Academy. I host the podcast but you know several times a year, I have her on the show to talk about and share her brilliance which is very important because she is a genius and that's why we co-founded the company together. She just loves sales and the power of a jewelry brand's story to actually grow your business. Robin tell us a little bit about why that is so important to you.
- Robin: Well, Tracy, I'm so passionate about this because there is a lot of jewelry out there and how do you stand out? People buy from those they know, trust and like. And what sets you apart is your story. If you heard from me before you know I will always say a circle is a circle is a circle. It's your twist to it. It is your story and people will come back to you again and again because of you.
- Tracy: 100% and absolutely; that is so, so true. There is a known statistic that 65% to 75% of information shared through stories is retained by the people actually listening to the storytelling as opposed to only 5% of information that is retained through maybe like a dry presentation or like the delivery of facts. So this is really important to remember this because if you're only trying to sell your jewelry based the USP or the physical properties of what you're actually doing, you're going to be like 65%-75% behind. This is a



statistic from Tenfold.com. I wanted to talk a little bit more about how to use storytelling that sells more jewelry today for a very specific reason and it starts with our Laying the Foundation course because when Robin and I first formulated this course, it was all about leveraging at what we now have formed into the Desired Sharing Proposition. In the Desired Sharing Proposition, we teach you how to formulate, like develop and formulate a story based on your core values, your why and your reasons for actually designing jewelry in the first place. We teach you the steps to actually connect that to what your customers, your dream customers, actually want to buy from you most. We figure out how to do this through storytelling format. You literally will surpass and basically crush your competitors. Robin and I don't like to think of people in the jewelry industry as having lots of competitors because we really believe that when you become really good at storytelling, you can stand alone. And you don't have competition at that point. When you do this really well, building a business, growing a business, attracting raving fans and more dream clients and those perfect customers who always buy from you becomes really easy. Robin, I know you agree with me right here, right?

Robin: I do. I wholeheartedly agree with you. Also what's really wonderful about really honing in on your story is that your fans, your dream clients, will follow you as your story changes through the years because it will.

Tracy: Absolutely. That is part of the Desired Sharing Proposition that we teach because it's all about bringing those people along that journey and knowing how to keep them hooked on everything that you do. So that's why today's sponsor for the show is our Laying the Foundation course. It's currently open for enrollment. I'm so passionate about the foundations of what we teach in this course and the designers that have taken it over the years have had such amazing results. One of the reasons is because you take the course but it's the information, and the philosophy and the ground work that we teach in this course – they are things that you will continue to use over and over and over and over again in your business. Robin, I know you can call probably call 15 students to mind and I'm going to ask you like some of your favorite stories from our students as well of designers who have just grown. One that comes to mind immediately is Ana Maria Andricain of Jewel of Havana, she found us maybe the second time that we ever ran Laying the Foundation. The second year that she had started her business after she had taken our course, she was taken down by a bout of breast cancer and had to basically quit all of her shows and that was the way that she made money was from her shows. By



doing the work and implementing what we teach about storytelling and creating a connection with your customers, she was able to not only replace her income within like \$1000 of what she previously made but she was able to do this while recovering from breast cancer in bed which is to me like the most amazing thing. Over the years, her business has grown. She is now doing over six-figures in revenue. She is cranking it out. She teaches designers how to leverage online events like craft shows and other types of shows where you are literally selling directly to consumers into leveraging those people into website customers and using that to help build your email list which I think is so, so powerful. She's been one of our super stars. She has been in our community a longtime. She has done so well in her business, she is now one of our Diamond Insiders' coaches and also a SOS coach because she is just amazing. She knows our framework back and forth. She is committed. I get texts from her, and Robin you probably do too, at least once a week talking about another win she has had because of something that we helped her with which is so cool.

Robin: It's so joyful to see somebody embrace what is out there, what we give them and really run with it.

Tracy: Yup.

Robin: Her business, like you said, something happened in her life that she did not expect so she really had to pivot and she had the tools to do that.

Tracy: 100%! Another designer that also found us through our Laying the Foundation course, she was only one year in business. She either took the first or second course, is Melissa Camilleri Anicich of Shop Compliment. She used storytelling to connect with her dream avatar which is teachers who really believe in giving back to their students. She has become one of the go to brands for people to buy for teachers or for teachers to gift to other people because she gives back a portion of the sales she makes to build scholarships for people in her local area of Sacramento. It's been really fundamental in growing her business. She is also one of our coaches because she is so good at what she does and she has really learned how to take this storytelling aspect to kind of weave it through everything she does to kind of continue to grow her business. She's doing like over five figures a month now. When she met us she was thinking about going back to working full-time as a teacher. She wanted to give it just one more try. Within three or four months of working with us, she



ended up paying herself for the first time and decided to commit to herself and her business which allowed her to build this great brand, Compliment, Inc which is super cool. If this can work for them, it can work for you guys. I just want to remind you that building a successful business starts with laying the foundation with the right tools and learning and discovering how to really leverage your desired sharing proposition and weave it throughout your brand and tell incredible stories every single day. I want you to stick with me for this because when you can tell incredible stories every single day, it becomes second nature and sharing stories about what you stand for and why that connect with your dream customers making this about them is what is actually going to sell a ton of your jewelry. I hear people all the time saying they're getting basically zero sales on their website and they are not getting any traffic and this is where it starts through storytelling and learning how to leverage the things that you do best. So if you're interested in checking out Laying the Foundation, we'll have a link over at the show notes but you can also head on over to www.FlourishThriveAcademy.com/LTF .

Robin, let's talk a little bit about the different phases of storytelling in your business, shall we?

Robin: Love it, yes.

Tracy: So in the beginning really creating stories, it's really about understanding how to dive into those key elements that make it exciting or suspenseful or whatever it is. So we're not really going to completely dive into that right now because we have a great podcast episode. I may mention a couple of podcast episodes as well in this. Episode 130, "11 Key Elements in a Remarkable Brand Story" and this is all about making your brand story your biggest marketing tool and being able to leverage it across these different platforms. So we're not going to totally go into the elements because you can listen to that podcast later but when we talk about storytelling in business, I think a lot of people just think about their "about" page or a maker video, some of the surface details. But storytelling can really be used in so many different areas, all over your website, in the blog content that you create, in all of your social media content. If you're someone who uses YouTube to attract customers, it can be used in your YouTube channels. It can be leveraged basically across all these different platforms to help connect buyers to your brand. When I say buyers, we are meaning anyone who will buy your product whether it's someone in the wholesale realm, or someone who is just regular



human being who finds you and discovers you. Robin, what would you like to add about that?

Robin: I just want to add that I think sometimes we're so timid about sharing who we are. Storytelling in sales is about connection and relationships. The more people feel connected to you, people honestly want to get to know you and the more you can provide them with who you are and what's going on in your life or what you have experienced or what has driven you to do jewelry or what's inspired you to do jewelry really speaks to people. I think the thing is don't hold back would be my...

Tracy: Robin, how do you kind of use stories in – if you were to think back to Dogeared when you were selling their products to these great stores – or how have you advised the people that you are coaching to share kind of like – use their story like a leveraging point for sales?

Robin: I think the first thing is get really clear on your whys like why are you doing this, what has inspired you to create jewelry, maybe it's the story of when you were little and you used to try on your grandmother's jewelry and it's something that you have always loved – those are beautiful stories. Dogeared, just as an example, I really loved the owners of Dogeared how they came about designing jewelry the fact that words for Marcia Maizel-Clarke who is the owner and designer, her words were super important to her and that's how she really developed her line is based on words and connection. The other thing too is I really would listen to the customer because I want to find out about them because it helps me with sharing the story of the line. So it's kind of a give and take but you have to be really clear on where you're coming from. On a side note, I want to say that with your story not everyone is going to be running after you saying, "I want to buy your product or I want to get to know you." That's okay. I think it's really being okay with – you know we always talk about trying to cast a wide net and you don't catch many fish when you do that. So being really clear on your story and really listening to your customer and sharing from your heart. Renee Brown who is amazing has this wonderful quote, I don't remember all of it but I do know that it talks about business today and business today is about heart and people want to be connected with your heart.

Tracy: People want to buy things that matter to them. This is where it becomes really important to be able to talk about what you value and the values of your business and find people, stores, accounts and all those things that



align with it. I think this is a big mistake that people don't consider when they are actually reaching out and trying to attract customers is that they just try – you know like you were saying the wide net thing, trying to sell to everyone instead of a specific person. When you get super specific, you can become as Donald Sutherland says about building a story brand, the guide in your customer's story, it's not really about just – when you do this really well you are able to guide people along the buying process and make it about them instead of being the hero of the story like you always want to be the guide instead of the hero, moving them through the story so that they can connect and feel like they're their own hero of their story and your jewelry is the center of that story.

This is really powerful. I think a great way – you know we talk a lot about maker videos over here and yesterday I was interviewing one of our designers, Alex Camacho, she just found Flourish & Thrive about six months ago. The girl is making insane progress with her business so quickly because she is just one of those people who is like super committed to her success. She launched a maker video just using some of the storytelling aspects that we taught her. The cool part about it is that, she is sharing the story of what she really stand for because she has, I don't want to say nature inspired but there is like this wiccan feel. Her jewelry brand is called Acid Queen Jewelry and you go there and you feel like this witchy vibe. It's very much about crystals and natural energy. She was able to shoot a video.

She was so nervous but to talk about the things that she does and why it matters to her customers, she just crushed it. We helped a lot of our designers get maker videos done this last year and if you're interested in doing a maker video yourself and learning how to leverage the story, I would highly recommend that you consider first of all doing the work to pull out the details of your story and of course laying the foundation but then also listen to a couple of the podcasts episodes that we have done about "Creating Maker Video On A Budget" that's Episode 139 and then also understanding where to use video – other places to use video on your website, we did a whole episode on this; Episode 144, "Five Places That You Must Use Video On Your Website". Robin when we were doing training last year, remember we did a lot of research to find really maker videos and a company that does this is doing this for the designers that they carry is TWIST Online. They have really done an incredible job investing in these storytelling aspects of what they're doing to share the stories of the designers that they carry. If you need any inspiration and



want to find a bunch of in one place, I would go to TWIST Online and squirrel around their website to look for the maker videos inspiration. I love Judy Geib's story. I love Pamela Love's story. I stalked so many of those videos because they are just done so well.

Robin: They are.

Tracy: What have you heard from store buyers about learning story through maker videos and stuff like that?

Robin: Well, not only does it help educate their team at their stores, it educates their customers too.

Tracy: 100%.

Robin: You know a lot of times, especially if you can have a short video, you can have maybe a longer video on your website but have a shorter one... I think we're coming to a time where technology is such a part of a store that I've seen monitors up.

Tracy: Wow.

Robin: That are playing stories...

Tracy: So cool.

Robin: Yeah. So I think we're going to be seeing more and more of that and what is so important too – what I want to mention, Tracy, is that stories create connections. So it's the invitation. I think sometimes people think sales is all about pushing and selling to somebody, it's actually if you're a good storyteller and if you listen to your customer you have this opportunity to invite them and pull them in. It's much easier and nicer feeling and it's not as hard. It really isn't.

Tracy: That's so-so true and video is a great way to do this. The cool thing is my videographer, Liv, she is also the person who helped us tell the stories of all the designers who we produced maker videos for this year. It's interesting because she is doing this really great thing where she is taking the raw footage of the stories that she created and just making 20 second really awesome social media spots. You could dice up your maker video and use it just for multiple versions of basically things for Instagram or Facebook or whatever. It's a great opportunity for you to leverage that



and continue to promote and market it so people will know more about who you are which is really cool.

So I'm going to give you guys a pretty hap right now which is all about getting product reviews. So if you sell on your website, I would definitely have some sort of product review app. There is a great one that you can get through Shopify if you pay the small subscription fee; people can review it right in their email so they don't have to go back to the website to create a review which I know Jennifer Ciraulo of Blooming Lotus Jewelry talks about this a lot.

That thing has been a huge game changer for her. When you get product reviews or also testimonials, you know you can reach out to your customers depending on your business model, whether it be stores or individuals who buy from you and find out what they think about it and then turn their story into the story because there has been some research that has shown that more than 80% of consumers consult product reviews when they are actually making a purchase. So adding reviews to your site can totally lift sales by as much as 18%. But what you can do is take the reviews and the things that people are saying and turn those into stories. So what I did, I just recently did a huge testimonial revamp for my jewelry brand website and the cool part of it is that I met with my customers. I had them share their stories of their engagement, why they decided to come and work with me, and I'm using that all as blog content but it will be basically testimonial copy which is super awesome and a great way to leverage that.

The thing about a product review, you can leverage that as social proof or turn it into a story. Think about this, you can shoot just a quick, little iPhone video and say, "Oh my gosh, I love the janice earrings that I made, these are one of my favorite pieces. Here is what Sally had to say about them. She really loved how they felt lightweight and she can wear them while she is dropping her kids off at school." So that's like telling a story in a very brief way and also connecting that social proof back why someone would want to buy it. Also identifying who the avatar is, Sally is a mom, she is busy and they are easy to wear every single day when she is dropping her kids off at school so that resonates with more people who are aligned with that kind of lifestyle who might be I'm a busy mom, I want no fuss jewelry. So think about that as you're telling your story. Like how can you leverage like product reviews and/or testimonials to build



trust and also turn them into stories. That's basically what I did with all my customers.

Robin: I love that so much.

Tracy: Isn't that cool. It's a super fun tweak.

Robin: Yeah. It does the selling for you.

Tracy: Exactly. You're just reiterating something that someone else said. I could even see you rolling in that video like show the product review across the screen or something and use that or even as text you can repurpose these things as text stories on social media and all over. It's awesome.

This one is obvious. Your about page is a huge place to tell your story but also keep in mind how it matters to your customers as well. One of our top rated episodes of all times was Episode 77, "How to Transform Your Story into an Engaging About Page" with Allison Morgan and Liz Read. They have a jewelry brand, they have a really interesting story and I did this little workshop podcast with them to share how they because they weren't really speaking their story on their website and they were having a really hard time bringing it out to talk what it is they do and the evolution of their business with their customers. So we did this really fun episode, highly recommend it, you'll really enjoy it, and hopefully you'll get some value from that. Your about page is like one of the key places not only to share your story but also connect with what's in it for them for your customers. That's a lens you always have to think about when you're using storytelling. Robin what do you love about that?

Robin: I just think again it's like pulling them into your story and going and touching base on tons of different areas. It's not just about you but maybe what you want to accomplish with your jewelry or what inspires you to create this so it connects – again it's connection. We talk about that a lot but I think it's grabbing somebody's attention that's really going to inspire them to either become a customer or become an even more dedicated customer of yours.

Tracy: Yeah and if you can start using bits of your story to kind of weave in to why it matters you can use this for everything; for all your social media copy, for the things that you say in the videos that you actually do, or the promotional videos that you put out for things that you do on Instagram stories.



I want to talk a little bit about a brand that has really influenced me by the way that they have done storytelling. It's pretty, pretty awesome. They are using this affective storytelling in their promotional videos and their ads across the board, everywhere. So I'm getting served them all the time now because I've bought a couple of pairs of shoes from them now. There is a statistic that says Social Commerce Data found that 86% of users said that social media video impacted their purchase decision more than images, text, gifts, and live streams. This has given rise to technology like MikMak which integrates with Instagram and some other platforms. I think what's really cool if people are engaging with the video content and you're actually telling a story, this is really powerful across the board. I think the rise in Instagram stories or Snapchat stories really shows that people want to see that behind the scenes behind your brand. They are not just interested in knowing the basics of what makes you kind of tick. We have a lot of references for podcasts and all of this but just thinking about how you can take what it is you're already doing or anything that you have already experiences about your customers and start leveraging that in all the social media aspects that you do and all the blog content that you write. This is all about learning how to craft a really wonderful story.

I want to sidebar into a really fun – I think it's a fun sidebar – I don't know. Back when I waited too long to hire a consultant to help save my business that I built – long story short – I started working with this consultant, Phil, waited way too long to actually hire him but when I actually did my whole business changed because I learned so much about the things that I couldn't see in my business; having like a mentor there to highlight my gaps in business, life and all the things that I couldn't see that were connecting the dots that were causing holes actually in my business boat. The boat was starting to sink fast because I wasn't able to see where the holes were. I'm using a story like the storytelling format to share this because one of the things that was really powerful about working with Phil was that he shared everything in parable. I was kind of annoyed by it at first because he kept referencing the Bible. I was like what does the Bible have to do with business? He would relate these really powerful biblical parables into business lessons that drove home so well with me and they stuck. It allowed me to really – once I was ready to start over and kind of go for it to use those lessons and leverage it to be here to actually teach you guys. This stuff works in everything you do whether it's in business lessons or whether it's actually to attract your perfect customer



which is more about what we are talking about here. But think about how you can leverage those stories to really connect with those people. So with that being said social media copy, video that you do on social media, Instagram stories and all the stuff becomes really powerful when you can share the power of your story and your customer stories to find that connection to what your dream customers value most.

Robin: Tracy, I would love to add too.

Tracy: Yes.

Robin: The behind the scenes are so cool. I have never made jewelry. I love jewelry but I'm fascinated by the actual making and all the different processes whether it be sketching or actually hammering out something or setting a stone, it's all so interesting to me. I am your customer. So those are wonderful stories. Also too, the unpacking, I love seeing people when they receive their package and actually film it and unpack it. It is really fun. That's something that you can ask your customers; we would love to see you receiving your gift.

Tracy: Unboxing videos is that what you're talking about?

Robin: Unboxing videos, love that.

Tracy: Awesome, absolutely. So I absolutely love that. You can even use unboxing videos for ads. So found this statistic that said 92% of consumers want brands to create ads that feel like a story. This is where Tamara Mellon comes in because their ads have been so incredible and what I feel like every time I watch them is that she is really sharing the story of who the perfect person to buy her shoes is. They are very visually oriented. Tamara comes in sort of behind the scenes sometimes. I keep seeing her sharing some of the most powerful parts of her story because she was originally the founder of Jimmy Choo and then she talked about her journey with that and what happened once they sold the company and the changes in the retail environment these days and she made a really bold choice being someone who built this really incredible brand like Jimmy Choo. When she started her own namesake brand Tamara Mellon too instead of going back to retail stores which she tried first but the concept that she was creating was in the season, of the season and release of shoes so wasn't having to produce this product so far in advance so that she could work in real time. The only way that they could really pull that off well was to come to market direct to consumer. The



reason why her business is crushing it so badly is because they really – I feel like engaged and captured their audience with this idea of storytelling. It's a pleasure for me to open her emails every time because visually there's always a story told, the photography is amazing. They are using a lot of video aspects in their email marketing and also across the board on social. It is drawing me in so much that I'm like, "What is this person doing so that makes me want to buy from them? How can I replicate this?" When say these types of things, Robin, I don't know what you think. We hear designers all the time saying, "I'm not making sales. I'm not doing this. I'm doing that" but the one thing that they fail to do is to think about what works on you? Right?

Robin: So true.

Tracy: So Robin, what works on you?

Robin: You know...

Tracy: What are some brands that you are drawn to because I know them so you share it with us.

Robin: What works for me....

Tracy: Maybe you have some new ones.

Robin: They work for me – Sugarfina, works for me. I'm not a huge candy fan at all but I love – they grab me with their social media, with their emails, with their story, Drybar totally – I was there when Drybar started in Los Angeles and they have taken me through their whole journey all over the country. Let's see- Simple Grain Smoothies. I mean there are so many brands that I love to follow because I feel like they do capture my attention and they do a really good job of that. It could maybe not be anything I'm super interested in but then I become interested in, then I'm kind of obsessed with the brand.

Tracy: So you want obsessed people following you and buying everything that you buy. There is this blog post out there called, "A Thousand True Fans" so if you Google "A Thousand True Fans" check it out. The philosophy of this is all you need is a thousand true fans and you will never have to market your business again because those thousand true fans do the work for you. So if you had a thousand true fans, they would buying everything as soon as you released it. They will always be responding to your emails. But what happens is some of us only have a couple true fans



you know that will actually do that so it's really about setting that foundation and continuing to find those thousand true fans. You can create this obsessed culture where they are obsessed with your brand because they love everything that you do. That's really the foundation of everything that we teach in the Laying the Foundation course. It's how to create that obsession where people love what you do so you can create this fan base of raving fans and what that does is trickle into everything. Then wholesale accounts will like trust you more and will want to buy your product. People find you on social and they feel connected to your company so they start going to your website and see what you're all about. When you do this right, storytelling and the right form of SEO and you're using it to get traffic to your site, you know people find you and then when they land on your site, they are connected to your story. When you're able to do this through all aspects of your brand like Robin was saying earlier becomes really easy to take people on the brand journey and keep them connected to you for many years to come. Like some of my best fans from way back in the day when I first started selling \$25 jewelry in the 90s still buy from me today because they love what I do. That's almost 25 years ago like when I started. So those are the kinds of people you want to create the connections with and keep bringing them along your journey.

Robin: Tracy, I have two things I want to say about that. One is that do you remember when one of our designers Christy Natsumi pulled out an old lucky magazine article with your jewelry on it?

Tracy: I forgot about that but yeah that was so funny.

Robin: So it's true, she was a fan of yours and then fast forward seven years later or even later than that she is one of the designers that we have had the pleasure of working with. The other thing is too is when you were talking about a thousand true fans; here's the deal, do you remember that commercial- I'm totally dating myself right now – there used to be this commercial on TV, I think it was Prell shampoo or something but they said, "When you tell two friends, they'll tell two friends, they'll tell two friends..." and it is this

Tracy: That's a good one, we should find that video.

Robin: Yeah.



Tracy: Oh my gosh. Okay sorry finish.

Robin: That's what comes to mind because it's true. When you have true fans, they are going to shout your name from the mountain tops and they are going to bring their friends into – they want to share it. It just becomes this whole big thing and so that's what I totally envisioned. You don't have to hit the ground and pound the pavement and you really don't have to shove your story down somebody's throat. But you get to share it and the people get it and want to be a part of it will share it. It's this cool ripple effect.

Tracy: I think the best part of this too of what we have both experienced that when you're able to do this well, it just comes up naturally in your sale conversations and you're talking about things and you're able to overcome the objections of your buyers through stories of other happy people who have purchased from you.

Robin: Oh totally. You let go so much easier. Not everyone is going to like you and that's so okay.

Tracy: I mean think about it this way. Someone is like, "I'm not sure about these... they might be too small or too big or whatever the objection is" and you're looking at the person and you say, "They remind me of my customer, Allison." What did Allison say about those earrings because she bought them and she really liked them. She had the same hesitation when she was buying them. "Yeah, my customer, Allison, she thought the same thing too when she was about to buy them. She sent me a picture the other day and I will show you it on my phone, of her wearing them. She's like I never take them off. They are my go-to earrings every single day because of XYZ." So if you think about it once you start becoming more of a master storyteller, you can easily pick up all those things that discover ways to overcome buyers objections about why they might say no. I don't know want to say convince them because this isn't a hard sell tactic. But sometimes people need a little extra guidance and buy people buy for other reasons. I think this is why for so many years the power of celebrity placements or PR had become such important part of marketing for validity because there are certain people out there – I would say a majority of people don't really have their distinctive sense of style. They kind of follow what other people do. They are looking to these icons or aspects of social proof told through story that allows them to say, "Look if it's good enough for so and so then it's good enough for me."



Robin: Right, right. When you were just talking about that, I love it because it's an opportunity for education. People will say – one of the biggest things I hear is "Oh my gosh, this is too expensive, I really like it but it's too expensive." People who really want to purchase will not say that or they may say it and purchase anyway because they love it. But when somebody comes at you like you said you've got in your back pocket to be able to say okay this person is objecting because of the price I have an opportunity to share with them and say, "Oh my customer, Amy, had the same reaction but when she purchased the piece she has actually worn it so much that it has paid tenfold." You know it's like finding that dress that you're hesitant about and you end up wearing it every single day. Really looking at those things as opportunities... I just want to share one story. I was recently at an event and Kelly Rossi who is in our community who does macramé jewelry, really beautiful macramé jewelry – she was selling at this event and a stylist friend of mine was shopping at her booth and she picked up a necklace and the stylist, my friend Michelle, started wrapping this particular piece in many different ways and actually showed Kelly ways that she hadn't even thought of that the piece could be worn. So what that did for Kelly is give her this wonderful information to have in her back pocket of being able to share that with other customers. I just thought that was awesome.

Tracy: So awesome. I love it, I love it. We have been talking – we could chitchat for hours but we want to keep this in the time frame. I want to leave you with some statistics to think about from OneSpot.com. 92% of consumers want brands that create ads that feel like a story. I mentioned that earlier. Messages delivered as stories can be up to 22 times more memorable than facts. Look really important there. Blog posts with imbedded video get linked three times more than text only posts. 50% of our brains are wired to receive visual input. Infographics are shared three times more on social media. 68% of consumers find content that informs and educates them to be the most valuable. So stories are a way to inform people and educate them. Infographics are a visual way to tell stories. Think about how our brains are actually wired to see things. We see in full color. We see movement. These are ways that you can really leverage everything that you're doing in our business and get your perfect customers, your 1000 true fans buying into the desired journey that you're creating for them.

Robin thanks so much for being here today.



Robin: Thanks for having me, Tracy. It's always a pleasure.

Tracy: I am so excited because we are open for enrollment for Laying the Foundation again this year. We are doing it a little bit differently than we have in the past. When you purchase Laying the Foundation you get access for six months into our Diamond Insiders as part of the program and we are doing a special coaching upgrade for those that like that little extra touch from our coaches. Robin you're going to be doing a couple of the coaching calls too. You're going to be talking about sales, talking about wholesale, talking about networking and all those sort of things. Right?

Robin: Yes. I can't wait.

Tracy: And these coaching calls are really a great opportunity. We are also doing a collection development, a couple of collection reviews together, I'm going to be talking about marketing. We have our mindset coach, Anna Shilina, "Getting Your Head in the Right Space." Jesse and Nicole from our Diamond Insiders are going to be coming in and also helping us out with some calls too; talking about brand experience and user experience in systems which they are both really good at. So very excited. If you are someone who wants that extra touch to get eyes on your business, this is a great opportunity with that VIP upgrade for you to be able to tap into an opportunity to get laser coaching from our coaches because it's pretty amazing. So if you're interested in that we'll definitely have links over at the show notes otherwise you can head on over to www.FlourishThriveAcademy.com/LTF and check out more. Robin this was so fun. Thank you.

Robin: Thank you Tracy. Always super fun time and I could talk to you forever about we are both so passionate about helping jewelry designers.

Tracy: So true. Take care, everyone.