



The BEST Sales Strategy That Attracts Repeat Sales

THRIVE BY DESIGN WITH TRACY MATTHEWS

"A huge missing piece in this puzzle is that they don't get the right support. Support can come in a lot of different ways; it can come in the form of community, it can come in the form of ongoing education and learning how to innovate, it can also come in the form of hiring a consultant."

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 Thrive-by-Design Episode 193. This is Tracy Matthews, Chief Visionary Officer over at Flourish & Thrive and the host of the podcast today. I'm super excited to be here to talk about the best strategy to attract repeat sales in your business.

Now I am thrilled to talk about this topic today because repeat sales and building a business that is based on just a small core group of people whether that be 10, 20, 30 and 1,000 to 3,000 people to actually grow your business is going to be the thing that creates longevity and sustainability for the long term. Now you might have heard me talking about this before because I came across this philosophy – I probably should have come across it a lot longer ago but I've been teaching this for many, many years about getting repeat sales in your business and how it's much easier to build a business on your best customers and continue to grow that best customer base than it is to kind of find new customers over time.

They call this the 80/20 Rule in some marketing practices or whatever but there is also this philosophy called a 1000 True Fans. Kevin Kelly wrote about this in an epic blog post that kind of has a cult following by this point. In that blog post, Kevin states that as an artist, a musician, someone who is creating physical art, you really need a 1000 true fans if you want to have a baseline decent business and if you can bring those 1000 true fans along with you on the ride and they even just buy a \$100 a year, you're already making six figures.

So now everyone has different financial goals so I don't want you to be tied to any numbers here but the point of this piece and the 80/20 Rule is to really be building a business of repeat sales and customers. So you



might be wondering how you do that. Things have changed so much in this economy. I was walking down Bleecker Street the other day and it makes me so sad because 50% of the stores are empty and vacant.

All those empty storefronts used filled with boutique business and that is the way that I built my business back in the 90s and most of the 2000s. It's devastating to see that small mom and pop shops are no longer around and everything is being replaced by either big box stores, branded stores, and department-type stores. The rent has gotten too expensive for a lot boutique-style businesses or specialty chains to really stay in business for the long haul. So how do we as jewelry designers and jewelry brands and independent makers build a successful business? Well we got to reach our customers some other way. Those other ways are finding them direct to customer and that's why now more than ever being able to reach your customers regardless of your business model if you're selling wholesale or in-person or direct is that you're using your website as a sales tool. You're going to hear me talking about this a lot because I'm so adamant and passionate about this that if you don't learn this right, you're going to be left in the dust and I can confidently say that it will be very hard for you to ever really build sustained growth within your business if you're relying on meeting people in person.

In fact I was speaking with a really well known designer, she has been on this podcast before but I don't want to call her out without her permission and she said to me that she is skipping some of the shows in New York because she does really great at the shows but the investment is getting so much that she can still reach her customers by her individual outreach efforts using the online shopping portal on her website, etc. Innovative designers, people who are ahead of the curve in innovation are thinking outside the box about how they can really build a business using their website as a tool whether they are selling direct to consumer in an e-commerce website, whether they are doing high-end custom or bespoke work where they are working one-on-one to select customers but using their website as their business portfolio like I do or whether they are trying to really grow their wholesale business.

For those of you that are selling in-person shows, I was speaking with a designer in our SOS program a while back and she told me that her biggest show at the beginning of the year was rained out, was sideways rain in Tucson Arizona. The thing that sucks about that is that it took a huge chunk out of her revenue because she was showing up somewhere



where she was expecting people to actually buy from her and because she didn't have a captive audience because no one is going to go outside and shop in sideways rain, she lost all that revenue and didn't have a way to recoup it.

So if you're exhausted from doing shows, if you're tired of the tradeshow grind and getting in front of people and trying to get in front of people and spending all of this money to set up an expensive booth and you want a more leveraged way to reach out to your customers and get those repeat sales, I wanted to invite you to book a free strategy session with me or Natasha on my team. This session is really designed to help you kind of identify some of your business goals and help you think big about where you want to go for revenue and business standpoint. It's also an opportunity to take a look at your current situation to see like sort of where you are now and what's it going to take to actually get you to reach those big goals that dream vision of where you can maybe retire your husband.

I feel like whenever I'm on calls like at least one out of ten, I want to retire my husband, he's been working so hard for the family for so many years and our kids are growing up. I love that goal. It's an awesome one. Then we are also going to take a look at – where your business is now but also some of the things that might be holding you back, we all have road blocks and barriers, sometimes it has to do with the way we think about ourselves, sometimes it has to do with how our business is structured, sometimes it has to do with our time because we are so busy doing a bunch of things that we are not focused on the right thing and then you're going to walk away from this strategy session with a plan and we are going to let you know if we think we can help you get there faster.

This is really designed for people who have established business who are trying to grow maybe add another 10K to their top line revenue every month throughout the rest of the year. If this sounds like you and you would like to use your website as that tool to get some additional revenue in your business, apply for a strategy session. Totally simple, fill out an application. You can head on over to FlourishThriveAcademy.com/strategy. We're just going to ask you a few questions and we'll review your application and if you seem like a good candidate and we think that we will be able to help you then we'll send you an invitation to jump on a call with us. So super fun, easy breezy and really designed to help you add an additional 10K a month to your revenue



stream so that you're making an extra six figures this year. Sounds good, right? It's really working. These calls are really fantastic. So make sure you jump on that if it's something you feel like you're ready for and you have an established business with consistent sales already.

So I want to kind of circle back this 1000 True Fans philosophy because this is really about the best sales strategy to attract those repeat buyers. So if take a look at Kevin Kelly's philosophy, if you can get X number of people buying from you every single year at least once then you can kind of estimate how much revenue you'll make a year which really creates a lot of security for our artists.

I think the purpose of this epic blog post and if you want to you can just Google 1000 True Fans Kevin Kelly; you'll find it. It was really to kind of bust this myth of the starving artist, that as an artist you won't deserve to ever make money or you can't make money or it's hard to make money as an artist. But when you break it down like this and you think about how to really build a sustainable business, it's all about those repeat customers and this is how you do it. I think when most designers sometimes make growing their business a lot harder than it needs to be and I want to ask you, would you want to make it easier?

I'm not saying that getting those 1000 True Fans or getting people to your website to make repeat sales is you do a few tweaks and it works but I think mentally we make it a lot harder than it needs to be and I think that the reason for that is that sometimes we are technically challenged or we don't understand the innovation that is happening in marketing now. We don't care to understand it maybe is a bigger thing and we aren't really learning what's up and coming on the scene and implementing that. So I think that this can really hold people back in the long term, especially people who have been, it's hard to sometimes teach, I hate to use this but I'm going to say it anyway, an old dog new tricks if they're not willing to learn those new tricks.

So one thing that I have been obsessed with over the past years is really learning what's new because I really feel like the demise of my business was not innovating quickly enough and not paying attention to trends in the market and instead being reactive to what was going on at a personal level with me but also on a micro-level in my business instead of continuing to take a look at the big picture. I was frustrated and sad all the time, I felt like I was doing all this work that was not really getting me



any leverage or moving my business forward and I was exhausted. I was losing weight, hair falling out, you name it, I experienced it. Lost relationships over this, had really strained relationships for a long period of time, zero money, you name it, I had it because I wasn't forward thinking back then. It wasn't until I lost my business that I realized how things are moving with the pace of the internet and how important it is to stay ahead of the game instead of being reactive.

I wanted to kind of share with you this model that we created. I call it the Sales Success Model and it really covers a couple of basic philosophies in the jewelry business and in growing business in general. A lot of us don't think about how all of the pieces of the puzzle or all the pieces of the model actually work together. This is really the best sales strategy to get repeat sales forever. You can use this literally in any business model. It is a highly visual model, I'll probably do a visual representation of this on YouTube at some point, but in the meantime for the purposes of this podcast I'm just going to walk you through it because it will make sense when I explain it.

At the core of every single artist, designer, jewelry business, after taking polls and many of us, some of us want the money and we want financial independence but I don't really think that that's the main reason why we're doing this. I think the main reason that we want to do this is for freedom and that freedom might be financial freedom, it might be freedom of your time, it might be freedom of your energy and not having someone else control you.

I think also it is because we want to feel a deeper sense of purpose and connection to the work that we do that we put out there. If we can make money being aligned with our purpose in life that feels really good to us. Also that we have a sense of accomplishment and control over our schedule and our business so that the things that we do every single day actually matter to us, to someone else and add value to people's lives. Give me a heck yes or you can just raise your hand if you're listening to this, if this resonates with you. I say this because after working with so many designers and makers it doesn't matter if they're doing a million dollars a year in revenue or they're just starting out in their business or they're somewhere in between doing a couple hundred thousand, I can honestly say that the reason why they put in the work and they continue forward is because they want this freedom, purpose and sense of



accomplishment. The number one reason that keeps them motivated when the times get hard.

Over here at Flourish & Thrive and as we started developing our SOS accelerator we wanted to create a framework for people to really understand how all the pieces of a business puzzle really work together. We developed this Sales Success System which has to do with connecting with your perfect audience or attracting and connecting with them, converting those people into buyers using know, like, trust principles and being able to take that to intersect and develop some repeat customers to be able to scale and grow your business. If we're looking at this from a holistic standpoint, these are the three factors that allow us to kind of attract not only consistent sales in our business but that core offering of repeat customers that continue to grow over and over and over and over again. We wanted to start by breaking these kind of three pieces down, the connect, convert and scale aspects of this and I'll tie in how this really relates to money and getting repeat customers as well.

If we're looking at how we're connecting with our audience, this can be whether you're online or in general but we're going to use an online website platform just for simplicity's sake. You can use your imagination how this would work if you're literally standing in front of someone or pitching editors and all that stuff. How this connection piece allows you to attract the right people to your brand and get you more exposure. In order to attract and connect, I say attract but it's really like you can attract a lot of people just by posting pictures of your beautiful jewelry as long as the photography is taken well but I think the missing piece sometimes that people don't think about is creating a connection, an emotional connection with people. Jewelry oftentimes is an emotional purchase, the same thing with contemporary fashion brands and accessories.

There is a feeling involved that really resonates and I had someone the other day, I was at a baby shower and she was like "oh my gosh Tracy, your podcast saved my business." I said "oh my gosh, what is the name of your jewelry brand?" and she said "I sell dog treats online." I started laughing, I was like, my podcast saved your business? She said "yes, I learned so much about business and marketing and just how to grow sales online just by listening to you and my business is thriving right now." I was really excited to hear that so if you ever hear me talking about more than just jewelry, this really resonates with all types of product, especially those that are beyond just a consumer product that are things that evoke emotion or



inspire trends and things like that but connect with the reasons why people buy, right? This connection piece is really the know piece of the know, like, trust brand framework that we look at in the buyer's journey. When you're connecting with your audience they're connecting with things like your brand.

Your brand includes how you speak about yourself and your jewelry, your messaging, actually your product line, all the branding assets that you create. That might be your packaging, your logo, your design, the colors you use; but on a deep level I think the two things that are super-key from a relevant standpoint are your messaging and your collection. Branding can always be fixed and up-leveled and stuff like that but the way you talk about your brand is going to be something that is really key in creating a connection with the next part of this connect philosophy which is really about your prospects and customers. These are the people who resonate with the messaging. This might be they resonate with the core values that you have, with the vision of your brand, with the mission of your brand and all the fun things that you put out there in the world that creates a connection with the people who might want to buy from you someday. This is like the front end of that 1000 True Fans philosophy.

The third part of this especially when we're thinking about online presence is traffic. When you get traffic to your website you have to be able to connect with that traffic. To get traffic to your booth, an in-person event or a trade show you have to be able to connect with that traffic. Finding the connection with the traffic, all of these things are related but getting them to land on your website or walk by your booth and take a second look because they know that what you offer is for them is a skill that you must hone in. This is really, really important. The front end of getting people to know what you're all about and creating a connection that moves on to this next phase of growth in your business which is all about converting prospects into customers.

The conversion phase is one thing that people really struggle to get. Oftentimes they'll put up a website, they have a website, but they really have no idea what they're doing. The images are all out of whack, they're fuzzy, there is no messaging it's just pictures, no one really knows where to go, their navigation bar is a mess and the focus of the website is not clear. "Where do you want me to go next?" So they just put a bunch of pictures, it's messy, it's inconsistent and people just bounce. You might have created a connection and gotten people to your website but they



land on your website and then they disappear. If you don't get that right you're going to really struggle down the road. The way you convert people is not only with the way your website or your brand appearance is laid out but your marketing and sales tactics. What are you actually doing to get people into what I like to call your sales funnel? You convert people through automation. These are things that you're doing that go on autopilot without you actually having to take an extra action. That increases conversions a lot; I'm going to talk about all these things. Then finally, creating exceptional service for those people whether it's in a virtual way or an actual way where you're speaking with people, where you're conversing with people over e-mail or you're chatting with people or where you're even sharing a great experience online, all of that.

Marketing and sales is pretty obvious. It covers anything that you would do to market and sell your jewelry designs in a digital landscape. That might be all of your social media platforms, it might be search engine optimization, it might be using tools like You Tube and Pinterest to increase your search and traffic to your website. It might be newsletter marketing, e-mail marketing, exposure tactics like getting PR exposure, guest blogging, blogging on your own site.

All of these things that help people kind of identify, is this for you, and being in front of them enough to actually get them to remember you. I think a big mistake that I see a lot of designers making when they're trying to make consistent sales and get repeat customers in their business is they don't put themselves out there enough or message their customers enough because they don't want to bug them. How are you going to get sales if you don't want to bug anyone, you're just going to never bug anyone to a zero bank balance which is not what any of us want to do. I know it's uncomfortable for people but I was talking with Colleen Mauer and I mentioned this probably in a few podcasts at New York Now recently and she mentioned something that really piqued my interest because she said "It's awesome because our direct to consumer sales are up" and I said "what are you doing differently?"

She says "I'm e-mailing a lot more than I feel comfortable and e-mailing once a week and our sales have doubled this year on our website just by e-mailing once a week." That's not even a lot compared to what you could do. When you think of it in terms of that, that starts to create more sales, sales can also span into other activities that you do whether they be in person, trade shows, getting on the phone and calling people, literally



following up with customers personally with a phone call or a text. I think in this day and age when everything is so automated and done through a computer that people really appreciate that personal interaction that kind of weaves into this other part of the model which is exceptional customer service and exceptional service as a brand. It helps increase conversions.

The other piece of this is automation which I don't think a lot of jewelry companies who have been around think about a lot. Automating the sales process where you're using a CRM to set reminders for you so that you can follow up on a regular basis. Hopefully you're using that but I think it is an underutilized tool that many people could be using. Automation from a perspective of setting up automated e-mail sequences on the front end of your website where you have some sort of offer or opt-in gift that you give to people whether it be a discount or free shipping or something that spits out a code but that you're generating an e-mail sequence after that that works toward getting them to buy and if they do purchase they get tagged into a post-nurture sequence that follows up with them after their product is shipped and creates really brand awareness about who you are and builds that ongoing know, like and trust factor and then automatically gets people buying over and over again.

Also automation can be in the form of abandoned cart sequences, up sell sequences on your website where maybe someone has something in their shopping cart and they're about to check out and then you share with them that there is this great pair of earrings that actually goes with this. This is a way to increase sales and conversions, super important. I think I just mentioned abandoned cart sequences but all of these things are really important to automate to keep your business growing on an ongoing basis. When you can get that connecting convert piece intersecting you get to a place where you start getting consistent sales regularly. When you can start to crossover that threshold into the scale zone I'm going to call it, that's when you start getting the repeat customers and more money and profit in your business.

I want to talk a little bit about convert because convert is really the trust phase in your business. Connect is know and like, convert is that trust phase because once they hit that trust phase is when they actually buy. So in addition to exceptional service comes that social proof aspect where customer testimonials or press icons of any press that you've been in come into play to help increase conversions on your website and in



general, all this stuff. When we were back in the day at trade shows we used to have a press book that we'd stick on the front of the booth so buyers, a lot of buyers need to be told what to buy, but if the celebrity is wearing your jewelry it must be good enough so they would come in and sometimes that would be enough social proof for them to say look, you're legitimate enough for an editor to cover you then you're good enough to be in the store. All those things really do help increase conversions, especially things that your actual customers have to say for new prospects.

So when we move into the scale zone the three pieces of the puzzle that really support this are creating a plan for growth, this is important because if you don't know where you're going it's hard to get there. Systematizing your business, this is key especially with technology these days. Most of the things in your business in order for you to grow in a streamline basis with the least amount of money involved requires you to systematize not only your behind-the-scenes SOP or business system that your team is following but also automations on your CRM and website.

I mentioned this before in the automation section but there are a lot of things that can be systematized in a way that get auto-triggered so that you don't have to think so much so that you can really spend your time on business development instead of piddly work which I think most people don't want to spend the time doing this piece because as artists and creatives we feel like we're not really designed for systems and we don't want to spend the time documenting it. The cool thing is, and we've been teaching a ton of our SOS students these kinds of philosophies, is that people make it a lot harder than it needs to be, you can create a system in seconds by just hitting record on your computer half the time and then knowing how to follow up and set that up in a way that someone can actually follow it later and having a feedback loop to update the systems when necessary.

Also having the right support, this is key because what I've seen, I've worked with a lot of designers as a consultant, as a coach, as a mentor and as someone who has actually helped do the work for a lot of people in the early days is that the one missing, and also as myself as a designer, a huge missing piece in this puzzle is that they don't get the right support. Support can come in a lot of different ways. It can come in the form of community; it can come in the form of ongoing education and learning how to innovate. It can also come in the form of hiring a consultant which



is something I did in my business, best investment ever, expensive but worth it, life-changing experience right there. That is why I think the support piece is really huge because there was a time in my life when I was spending \$1500 a month for one call with a guy, or one meeting I should say because we actually had to go into his office and have the meeting, and a followup e-mail correspondence with his second in command for feedback. In that \$1500 a month I was, every month when we were paying that bill I was gasping but realizing even as short as within one month what an amazing investment that was for my business because I realized how much stuff I was missing and how much I didn't see that had basically run my business into the ground.

So I had passed along working with this guy for at least a year-and-a-half before I actually hired him and I really wish that I hadn't been so short-sighted because the fate of my previous jewelry company might have been a little bit different had I known how life-changing this mentor would have been to me. After that, after I invested in that consultant I realized how important being involved with coaches and programs and groups and education was to my success as an entrepreneur and that's when I became committed to always be investing in myself.

In fact, this podcast isn't really about me but just to give you some framework I spent over \$50,000 a year, probably more than that investing in consultants, coaches and training programs for me and my team so that we can be at the forefront of growth to help you guys here at Flourish & Thrive to bring you this podcast and more, to help our students to really elevate in their business so that we can be of the best support, so that we can run the most profitable companies, so that we can really get to that next level in growth and business development and be forefront leaders in this industry. I've seen some of my contemporaries and my peers continue to do things in the old way and they don't have leverage in their business and what we're all trying to do at the end of the day is to create more leverage so that the time we spent working on something makes more money for us. Does that sound good guys?

When we talk about this, as we're crossing that convert and scale kind of quadrant on this diagram here, this model, we start to get those repeat customers that build our business and this is the fastest way to actually get that. When we kind of cross that border of the other side of the spectrum going from scale to connect, that's when the money and profit start to happen so that we look at this almost as either a Venn diagram or



like a circular process where all these things, the connect, convert and scale weave into each other on an ongoing basis.

What I didn't talk about is what happens when we miss the mark on the connect and convert, when that part of the circle, there is something off-balance or it doesn't work. What ends up happening is that we don't get conversions, just plain and simple.

We're not going to get the sales, we're connecting with people but people bounce from our website, we're connecting with people but they say maybe next season, we're connecting with people but they're not really sure that it's right for them. What happens when we miss the mark on the convert and scale piece, our business starts to plateau, and growth stops. Who here has ever been in a business plateau?

It's probably because you got to a place where you were connecting with people, you converted them into sales, but they never bought from you again. So you're always scrambling for the new customers to fill those gaps and your business doesn't continue to grow because you haven't been able to create a growth plan or develop the right, give the right service, or get people to buy from you again. That's a problem. When we kind of miss the mark on that scale when it goes back into the connect piece there is a disconnect with the brand and the money in our brand starts to suffer. We stop making money or we do a little backslide, I don't know if that's ever happened to anyone, and our business becomes less profitable even if we're making more revenue, the profits get sucked up because we're throwing things at problems instead of being able to scale growth.

If you want to learn more about this model and you want to hear a little bit more about how we can help you reach some of your business goals and maybe even add another \$10K a month to your revenue streams as they already are, an additional \$10K I should say, I would love to invite you to jump on a strategy session with us especially if you're interested in using your website as a tool. The session is totally free as I mentioned earlier on this podcast. You know, at the end of the day my ultimate goal is to really help you get repeat customers and to make your life and business easy and this is what this call is designed to do. You can head on over to flourishthriveacademy.com/strategy. Super easy, we'll also have it linked in the show notes over on the blog if you want to just go there, there is a link you can click and book a session. It is an application process.



We want to make sure that we're getting people who are ready to do this kind of work on a call because the call is not a lot of work, I don't want you to be discouraged for booking something but if your headspace or your revenue isn't in a place where you're going to actually be able to take the information that we give you on that and do something with it then it's probably not the right fit.

Instead we would recommend if you've taken Laying the Foundation to go work through it and make sure that you're getting your sales at least to \$50,000 a year, you're getting to a place where you're making at least \$5 grand a month or if you haven't taken Laying the Foundation make sure that you take it. We'll also have a link to that program in the show notes. I think anyone who is not doing \$50,000 in revenue is missing the boat mark on something in their business unless they really don't care about growing their business and they just want to spin their wheels. With jewelry margins that \$50,000 in revenue isn't even that much in profit necessarily.

We want to get you to a place where you're feeling like you're taking home an awesome salary, that you're able to confidently pay your bills, that you have this sense of freedom financially but also a sense of freedom with your time and with what you're doing that everything you're doing is in line with your purpose and your business and that you're kind of connecting with people that value the work that you do and that all these little things that you're doing are moving toward a singular goal and you're feeling a sense of accomplishment.

If that sounds good and you're feeling a little bit off kilter and want to be able to be bringing in at least \$10K or more a month than you already are this year then jump on a call with us, it'll be awesome!

Thanks so much for listening to the show today. I am thrilled to be here every single week. We've got a great episode for you next week, I've got Robin on the show, we're going to be talking about how to use your website for wholesale my friends. The following week we also have a great episode all about guerilla marketing strategy with my friend Aggie Burnett. Thank you so much for listening today. If you haven't done so yet subscribe to the podcast first and foremost on iTunes or any of the other platforms where podcasts are listened to. Make sure that you rate and review the podcasts because that really helps us know if you like it. We're super-stoked; you guys are rating us really good so we must be doing



something that you like. If you know a friend who is really trying to get repeat sales in their business please share this episode with them. I really am passionate about making a difference in people's lives in any way that we can do that, we'd love to help. If you are someone who is pumped about all these things let's do this! This is Tracy Matthews signing off, chat with you soon! Bye!