



# How One Skeptical Designer Doubled Her Sales This Year By Taking Our Advice

THRIVE BY DESIGN WITH TRACY MATTHEWS

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**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 number 227. This is Tracy Matthews. Hey, there. I'm the Chief Visionary Officer over at Flourish & Thrive Academy. And I am just stoked for today's episode. I actually recorded this about six months ago. And I didn't know when I was going to place this interview. Because I just wanted to interview this designer, because I couldn't believe what she was writing in our [Diamond Insiders program](#). And I was so happy for her, because her success, like she was crushing it. I love what happens when skeptical people, people who think like, "That won't work for me." Actually try something, and it works. And that is exactly what happened today. And you're going to here in this story. I have a very special guest on the show today.

Her name is Peggy Houchin, she has an amazing jewelry line that is all dinosaur bone inlay. And it is super labor intensive. She'd been a maker and a designer for years, and years, and years, and years. And she took our [Laying the Foundation Program](#). And within six months she doubled her annual year sales from the previous year. And she's on track to, but even double that number by the end of the year. You're going to hear all of this in the episode. But she is just crushing it, and she's doing it because she made a few little tweaks to how she was approaching her business, and how she was basically streamlining the things that she did that allowed her to increase her profitability, that allowed her to produce more jewelry, and also allowed her to stay a maker.



Because at heart, that is what she wanted to do. And for all of you who think that listening to a podcast by me, or Flourish & Thrive Academy, for all of you that think that I'm just going to tell you to find a manufacturer to manufacture your jewelry. Well, that's just not what I do. I think that everyone should build a business aligned with what their goals are. But you have to really be able to decipher, like what is the most important thing that you need to be working on in order to reach those goals?

And I think a lot of people just are reactionary in their business, and they find this thing that they love to do like design jewelry, or make, or work with their hands, and set stones in a certain way, and do all those things. And then they get in it, and they realize, "Wow, it's really hard to build a business." And it doesn't have to be hard. What you need are the tools that are actually going to fast track you to your level of success. And as this episode airs, this is Thanksgiving week. And it's a time for us to all live through a deep sense of gratitude.

And I'm going to start by thank you, the listeners of this podcast, and the members of the Flourish & Thrive Academy community for really putting your faith and trust in us. I know that handing over your business, and I say handing over because we do really help transform businesses, whether like we're literally doing it, or you're doing it with our help. I just want to thank you for putting your faith and trust in us. Because I know it's not easy to trust someone maybe that you've never met, or that you're just listening to on a show every day. And it's an honor to be able to serve you.

I have to say this, because when I co-founded Flourish & Thrive Academy seven and a half years ago with my co-founder Robin, she is now doing her own wholesale bootcamps, and wholesale intensives over at her new company [Red Boot Consulting](#), but when we decided to start this company together, our mission was to be the leader in jewelry business education and to actually help people grow businesses in alignment with what they wanted for outcomes. By outcomes, like when I started my business back in the '90s, my outcome that I wanted was to be a famous designer, to get tons of press, to be in all the stores, and to do all the things. And I did that.

What ended up happening was I got to a place in my business where that wasn't lighting me up or serving me anymore. And what ended up happening is my business took a downward spiral and got wiped out in a recession. I was left picking up the pieces, trying to decide what is it that I



wanted to do. I thought it was maybe not doing jewelry anymore. But what ended up happening is that I got really clear on what it is that I wanted for my life. And I built my new business around the kind of lifestyle that I wanted to have.

Now, some of you people might call that a lifestyle business, I don't really call it a lifestyle business, because I was just really thinking about like what was it that I wanted. I wanted to be able to see my nieces and nephews grow up. I wanted the flexibility to travel and to be able to continue running my business, even when I was not in New York City. I wanted to make a lot of money because I live in New York, it's expensive to live here. And I also wanted to be able to do that by not necessarily cranking out more pieces like I'd done before. But to be able to do that because I was delivering an exceptional product that people loved and cherished. And then because of that, they referred their friends. So I'm making sales. It was easy.

I literally had that vision up and created it within less than 18 months. And I want to help you do the same thing for your business. And that's exactly the reason why we even launched Flourish & Thrive Academy in the first place. It really came from a place of service. I would not be doing this, trust me, this is a lot of work to do a podcast every week, to mentor thousands of students, to do all the things that I'm doing, and run a jewelry business, and live a life and all those things. I would not do this at all if I was not getting people results. That's where, actually, it is the end for me, because if it wasn't for that, like if I wasn't helping people do what they love, then it wouldn't matter. All this would not be worth it.

So I'm so grateful to the tens of thousands of students that we've helped in our paid programs, and the over 65 or 70,000 people that we have in our community. I'm just beyond thrilled to be serving you. And to be here every single week recording this podcast. And giving you free value right here. And I know for some of you, you want some help going a little deeper.

And I think that you should ask for help going a little deeper. After many, many years of being part of our Diamond Insiders membership, Peggy finally invested in Laying The Foundation, and you're going to hear about what happened in that transformation of her growth. It is amazing. And I just wanted to mention this, because we've decided that in the new year, we're raising the investment for Laying The Foundation to \$1,995 that's just



under \$2,000. Currently the investment for the program is \$995. And I know that so many of you have been putting off joining us for Laying The Foundation because you're waiting for the right time, or X amount of dollars to come in, or whatever it is.

But this is the last time. On December 31st we're raising the price. Or January 1st, I should say, we're raising the price. And this is the last time that you're going to be able to get this program at this price, at \$995. So I wanted to invite you to go check it out. But before you do, I'm going to tell you a little bit about who it's for. It's for any designer who is trying to get consistent monthly sales. And here's what I mean by that. Many people have sales in their business. But they kind of trickle in and trickle out. And they end up living in this MO, Modus Operandi, of living in a feast or famine mode.

So if you're feeling like you're having a feast or famine in your business. You are not getting consistent sales. What we're trying to do is to create consistency so that we can predict how much money is coming in every month so that we know how we can run our business. And when you don't have that consistency of knowing where the money is coming from, and being able to attract it and bring it in, it becomes really hard to stay in a positive place to grow your business. It's perfect for anyone trying to get consistent sales.

It's great for anyone who is just starting out in their business, and they're not really sure how to build the business, because we take you step by step on everything that you need to do from start to finish in order to get fast results. It's also great for any designer who's been in business for a while, and is not reaching their goals. What I mean by that, so if you're someone who's trying to maybe cross the \$100,000 marker in revenue a year, and you haven't been able to do that on your own, and you've been in business for a while, or you had some success in your business, but for some reason you keep hitting this profit plateaus, and your business stops growing, or you start backslicing in your business, this is going to clarify some of those issues for you.

Now, if you're already doing like 250 to \$500,000 in revenue, probably not the program for you. We have other things like our [SOS Coaching Program](#) for that. That we love to help you in that program as well, to help you scale. This is also for designers who want to sell more in social media through email marketing, through direct to consumer channels. This is



also great for anyone who's trying to wholesale their product, and doesn't know how to actually price properly, or actually get in front of buyers. This is great for any designers who want to feel more confident when they're selling. I know that sales create a lot of fear for people, because they're afraid of being rejected.

But what if you were just like having conversations with people, and those conversations turned into sales? We help you do that. Selling is not hard, the thing that's hard is that you don't know what to say. And we teach you the right things to say, so that you feel confident in your sales activities. And I want to remind you, your business model doesn't matter. It doesn't matter if you're selling direct, wholesale, website, online, through social media, all those things, that doesn't matter. It doesn't matter what kind of jewelry you design. So if you design high jewelry, fine jewelry, demi-fine or even costume jewelry, or inexpensive trinkets. None of that really matters. This program will work for you. It doesn't matter really where you live in the world, because this is about building a profitable brand. And we're helping you do that.

We've had these students from all over the globe, like Australia, Africa, we've had students from South America, Central America, the United States of course, Canada, Australia, New Zealand, all over Europe and the UK. That's all of it, it's a no-brainer. So this is a great opportunity for you to get in before we raise the price by a thousand bucks. So head on over to [FlourishThriveAcademy.com/LTF](https://FlourishThriveAcademy.com/LTF) and make sure that you get your home study version for \$995 before the payment plan goes up.

And we're offering a very special Pay in Full bonus, so make sure that you check it out. And, we also offer amazing payment plans for those of you who want to spread the payments over time. So, head on over to [FlourishThriveAcademy.com/ltf](https://FlourishThriveAcademy.com/ltf). And get in before the investment goes up. All right. Let's dive into today's episode. Before we talk a little bit more about Peggy, you're going to love to hear what she says, by the way. I'm going to give you a little bio about her.

She is a Jewelry Designer, Lapidary Artist, she has a BS in Business from Colorado State University. She's been making and selling jewelry for over 20 years. And she worked for HP as a Project Manager, before she started designing jewelry. She's also a certified sign language interpreter, her passion is inlay jewelry, you should go check it out over at Peggy Houchin Jewelry. And she makes this beautiful dinosaur bone inlay jewelry that I



was like, "Wow, I didn't even know dinosaur bones came in like purple." It's pretty cool. Apparently the bones soak up a bunch of minerals, and turn them into super cool colors. So let's dive in to the episode today, and let's get this rolling.

Once in a while, I love having guests on the show. And today is no exception. I have Peggy Houchin of [Peggy Houchin Jewelry](#) with me today. And I asked Peggy to be on the show based on a comment that she wrote in our Diamond Insiders Membership. I don't know if any of you joined us for the Jewelry Brand Makeover Bootcamp in January, it was the last one that we were running, did an interview, Peggy actually gave a collection review with her and a couple of other brands. She has a really great collection, but she was struggling with a few things. And she ended up joining us for the Laying the Foundation program.

I know that she was like, I feel like you ended up purchasing way at the last minute, or something like that. But the thing I notice so much is you're like, "I'm in. I'm going to do this." And you played full out and the coolest part about it is that you posted a note in our Diamond Insiders saying, "I've already surpassed my revenue from the entire last year." And it was May.

Peggy: Right.

Tracy: Which is so cool. So, that's why I asked you to be on the show. So Peggy, welcome to the show today. Thank you so much for being on.

Peggy: Thanks for having me. I'm glad to be here.

Tracy: Yeah. So I'm really excited. When we first met, I was really blown away by your jewelry collection. Because it's very interesting. You live in Colorado, right?

Peggy: Right. Loveland, Colorado.

Tracy: Loveland, Colorado. So, I feel like your jewelry hits the local vibe there, like a mountain vibe, where you're creating like this really rustic jewelry, but it incorporates natural elements. Why don't we talk a little bit about your journey into becoming a designer, and a maker, and how you kind of evolved your style.

Peggy: Oh, well. I've been making jewelry probably over 25 years. And I started with the whole seed bead craze, remember when they had the little seed bead earrings, which are I guess making it come back. So that's why I



started. And from there, I continued with seed bead jewelry, I started doing a lot of stringing, and then that eventually led me to precious metal clay. So I started doing a lot of jewelry with metal clay. And while I loved it, I started really looking into silversmithing and took some classes from some amazing teachers, I actually even got to go up on Hopi Reservation, and spend a couple of weeks with a Hopi man, Roy Talahafewa, who is a, he's just been such a mentor for me. Kind of changed my whole direction for my jewelry.

Then, I started getting into rocks, and lapidary. So I call myself a lapidary artist. I love to use rocks in my designs. I feel like I'm painting with rocks, because I can do all these wonderful colors, I love bold statement jewelry. So my jewelry is definitely Southwestern, but it has a little bit of a contemporary style. And my passion is inlay jewelry, I love to combine colors together. And I think I mentioned this before, I'm known for my work with dinosaur bone jewelry. So that's sort of my, kind of my niche, if you would call it that. Love to work with dinosaur bone. So I use that a lot in my jewelry.

Tracy: So, you told me the process of collecting these dinosaur bones. I didn't even know that was a thing. I would've assumed that you, like there aren't dinosaur bones around. So how are you collecting dinosaur bones? And also how do you get them to be those vibrant colors?

Peggy: The best dinosaur bone was actually collected in this area, so the Four Corners area, Colorado, Utah, some in Wyoming, and I was fortunate enough, another wonderful mentor that I had, he was a man that was in his late 80s, and I was fascinated by dinosaur bone for a variety of reasons. And he'd been a rock collector since he was young. And he had boxes and boxes of dinosaur bone in his basement. His wife had recently passed away, and he really needed to get rid of his dinosaur bone collection. So I picked up some amazing pieces of dinosaur bone. And it was one of those pay it forward moments that he loved my jewelry, he loved the fact that I was going to do great things with it. And so every piece of dinosaur bone that I have, it actually has a little writing on it that his wife wrote, "Do not sell, do not sell."

So I use a lot of those pieces in my jewelry. And he collected it all over the Four Corners area. You can pick up dinosaur bone in rock shows obviously. You can't pick it up off the ground anymore in public lands, because it's deemed protected. But you know, private people can sell dinosaur bones.



So it picks up its colors from the minerals in the soil, and then obviously it's in the ground for what, 150 million years. And it becomes a rock. And typically it's agatized, so it takes a beautiful polish and shine, and you'll see pink dinosaur bone, blue dinosaur bone, every color that you can imagine, because it comes from the soil. The pink dinosaur bone comes from pink dinosaurs. And the blue dinosaur bone comes from blue dinosaurs.

Tracy: Really?

Peggy: No. No. That's what I tell little kids, and they laugh. So, anyway, no.

Tracy: I'm like, there was pink dinosaurs?

Peggy: I don't know, maybe there were. I don't know. So, yeah, I use a lot of dinosaur bones but I also use lots of other types of rocks too, so. I love turquoise, I'm a turquoise fanatic, just basically lapidary just is my thing.

Tracy: That's amazing. So when you came to us, you had a pretty well-developed collection, right?

Peggy: Yes.

Tracy: You were in business for a long time. What were some of the struggles you were having in business when you kind of came about our bootcamp in January?

Peggy: Okay. Well, the thing that I ... one of the biggest things, and Tracy, you helped me with this, was that I was pricing my jewelry way too low. Once I took the training in LTF about pricing my jewelry, I was literally shocked. I was selling jewelry way below wholesale. And that was a big problem for me. And even though I was selling jewelry and doing a lot of custom orders, I was selling them for nothing. It was a little bit hard to do that, but once I looked at the formulas, and figured out some pricing, it was a little scary to raise my prices, but actually once I raised my prices, the orders are still coming, and the sales are continuing. So, that was just a real shocker for me. But that was a big thing.

I think not knowing who my dream client was, thinking that I was going to be selling to everybody, now my dream client is so focused. I know exactly who my dream client is. I didn't know that before. So that was helpful. Just really some good consistent practices, regular emails, regular newsletters, that type of thing that I learned in LTF. I was not doing that prior to the



class. So those were some of my challenges. And I didn't really, I think it was one of those things I didn't know what I didn't know.

Tracy: Yeah. That's awesome. That's so awesome. And so much has changed. I mean, one of the things I think is really powerful, is in that collection review that we did with you, I think that we mentioned that you're like, "I just can't take on, I just really don't know how to make this business work, because I literally, I want to make everything, and I literally can't make anymore pieces." Like you were saying something like that to me. I might be getting the wording slightly right. Or like, what is taking so long with this? I understand the inlay, and we were able to give you a couple of production hacks. Would you want to talk a little bit about that?

Peggy: You know, you're right. I definitely, I am a maker, so everything I'm doing I'm making myself. Which is very labor intensive. But, one thing that, along with that, was I'm making these very intricate pieces, and I'm not charging enough for them. So perhaps I need to make less pieces and charge more. That's been a big factor to help me out too in that, you know, maybe I only need to make three of these a month instead of 10 of them. So that was helpful. I also started looking into having things cast. A big thing for me was a ring that I sell a lot of, I had cast. And it was wow, I've got eight of this now, I don't have to fabricate them, I just do the inlay part, which has just saved me hours and hours of time and money. So that was a huge thing.

You know, I still am a maker, but I have also started bringing in help, which you all have suggested. Getting some help in the shop, also getting help with some of the administrative tasks. You know, like using Fiverr, and just realizing that I can't do it all. But to decide what it was that I want to do. Because at this point, I still love to make the jewelry. I haven't yet, but I am like, I'm just working with an artist right now, to do some cast pieces for me. I'm moving in that direction, that's making a huge change for me.

Tracy: I think the coolest part too, I know for people who are makers at heart, I told you that I'm getting on a call with an SOS student, [Jennifer Dawes](#) is joining our program. And I remember having a call with her months ago, because we're friends, whatever. And she said to me, she's like, "You know I'm a maker at heart. Like I really do like making jewelry, but I realized I can't do it all. I need help doing X, Y and Z." I think anyone who is really a maker at heart, because there are really successful designers who I think



are makers at heart, people like you, Peggy. I think when I started my business, I was a maker at heart.

But at some point, if you want to get financially rewarded for the work that you do, some things got to give, and you got to find a better, more productive, resourceful way of ... the production done. I don't know why, I think because I comment on your posts all the time, you're like always popping up on my feed, and I'm always like, when I saw that post about the rings, I was like, "Yes, she listened to us." And when you were like, "I can't believe how much more time I have, and the profit margin skyrocketed." And all these things. It's like, I don't know why people in business wouldn't want to do something that would make them more money in the long term by their time better. Right? I'm so glad that you listened to us, because a lot of people don't.

Peggy: Yeah.

Peggy: I listened to a lot of things that you guys told us. I mean, I made a lot of changes in my business. I have to admit that first few months when I was starting the LTF, I was struggling, I was like, I didn't want to throw the baby out with the bathwater, but I didn't know what to pick and choose. Because sometimes, you're like, "Oh my gosh, I've got to change everything. I've got to change my website. I've got to change everything." And luckily, I had another thing that I did was accountability partners.

And Tisha Abrahamsen, and Estelle Vernon are in my accountability group. Man, they helped me so much. They were incredible. And that's one recommendation I would have, is get some accountability partners, especially people who've been in the program for a while. Because they could sit you down and say, "Okay, now. Straighten up, girl. You don't have to do all this. You can pick and choose." And they were extremely helpful. So I would highly recommend some accountability partners because you do get overwhelmed with all the things that you can do. So that would be a recommendation.

Tracy: I mean, here's the thing, growing a business is endless. I mean, beyond just like taking the course or a program and implementing, there's also going to be stuff to do. It just, it doesn't end. And I think that's a really good point, being selective about what you need to do right now, and then going back. I'm sure that you will go back and revisit suggestions and continue implementing and changing over time. And I think that's one of the ways that people are able to build successful businesses for the long



haul. When they can be able to like decipher down, "Okay, here's the most important step for me now based on what I'm doing." And I really do think that you hit the nail on the head when you focused on your collection first.

Because you are already a very successful designer in most people's eyes. You had a collection, had distribution, you had people lined up to buy it, you had a wait list of customers. But the thing is like you could only produce so much. And you were doing okay, but it's not like, the amount of sales, you could definitely be doing more. When I hear someone saying, "I'm at max capacity." And there is definitely a lot of room for growth. Then, we got to figure out how can we figure out where the leak is, so that we can get more of this to market? Because that thing you do is very special and specific.

I was blown away when I found out that dinosaur bone comes in purple. I was like, purple. You keep mentioning all these changes that you made, do you kind of want to walk through some of those?

Peggy: Yes. Actually, I'll have to look at my notes, because I made a lot of changes. One of the things that I actually took [Supercharge Your Jewelry](#) first, that was my first class when I joined Diamond Insiders. But one of the very first things I did was start to really keep better records. I created a list of things, and I wrote down my goals for the year. At this point, there's checks by every single one of them. So that's good news.

Tracy: What do you mean by that? Checks by ... you've already hit all the goals?

Peggy: I have, yes.

Peggy: I got to write more, better record keeping. Because that was one of the very first things, and Supercharge Your Jewelry Sales was, "You need to know what's selling and who it's selling to." And I was just kind of, I knew, but I didn't know. So I just created some very specific spreadsheets in Excel of what am I selling? Who am I selling to? How much are the store sales? How much are direct sales? What was the amounts? And starting to look at monthly totals.

The next thing I did was I got very specific about how much I wanted to make. For me, personally, what I wrote down in a piece paper, in the back of my head it was like, "You're not going to achieve this. You can't do this. You can't make this much money. You can't do it."



Tracy: What was the number?

Peggy: I know you like to talk about 10,000, but I set a goal of about 4,500 a month. Now, for me, that was a big job. So I kept thinking, "4,500 a month. There's no way I can do that." I also wrote down very specific goals about more Facebook Live, more direct to customer connection, understanding who my DC was. So, I started off with all of that, but I mentioned earlier, I increased my prices, that was a big deal. And I looked at the formulas, and that has been really helpful.

I set up the automated emails, the workshop that Jess did that time about the automation. When somebody signs up for the email, they get the first, second, and third sequence. That's been powerful for me. Where somebody signs up on my website, and I don't have to think about it. It took me a while to create those messages, but now I know they're going. And that's been huge.

Tracy: Do you know if those are converting for you?

Peggy: Into sales?

Tracy: Yeah.

Peggy: The emails? Oh, absolutely. Matter of fact, one of the first emails I sent out, I got a \$700 order. I was like, my mouth just dropped off. No, actually it was an \$800 order. I was like, "Oh my gosh, this really works." That was sort of a, "Oh my gosh, it works." Yeah, so that was really good. I am sending out regular newsletters. So I set a schedule, I set up a marketing schedule. I've been really focusing on my existing customers, because when I was able to see who was buying, I realized that oftentimes, it's the people that have already purchased from me. So the same thing you've talked about, Tracy, where I don't need thousands, but I need 200 that may spend 500 with me, or whatever, that it's not the numbers and to really focus in on those customers.

I made it a goal, every day, to have some type of a personal contact like calling, see if they want to grab coffee, once a week, I set a goal to connect with one of my customers either through email, or in person, or things like that. That was really powerful. Because it's the truth. You connect up with them, and a lot of times, they placed another order. So that's been amazing.



The other things I did some Facebook Lives, my very first Facebook Live event I did in January. I was scared to death, and Tisha helped me a lot. I sold \$1,600 in one hour. I was like, "Oh my gosh, that more than paid for LTF." Like, "Oh my gosh, this is amazing."

Tracy: Did you use the strategy that we map out for you? How did you run it?

Peggy: Oh, definitely, I listened to the podcast, and then Tisha gave me some great advice. I mean, yeah, it worked out really well. I did all the marketing ahead of time. I had quite a few people that came, nearly everyone bought. And then people were saying, "When is the next one? When is the next one?" So that was great. The other thing that was really cool, you know, sort of the whole pay it forward, was that after I did my first Facebook Live, I wasn't an expert. But the gallery that I'm in, I helped them do a Facebook Live, and we raised about \$1,500 for cystic fibrosis. That was just from a one-hour live event.

It's really fun to share your knowledge with other artists and jewelers to help them too. You know, not like I'm an expert, I've only been doing this for a while, but it has been great to share it with some of them. Gosh, let's see, my list is ... oh, I started getting things cast, which I told you that. I got help in my business with like Fiverr. I just finished two makers videos. And the accountability group. The marketing calendar was really helpful for me in one of the podcasts to set it up. So I have a very specific schedule.

On Tuesdays I do turquoise Tuesdays. On Wednesdays I do what's on the bench? On Sundays I do my blog post. So a lot of those things have really streamlined my process so that I'm not sitting around in the morning thinking, "What am I going to do? What am I going to do?" It's like boom, boom, boom. You know, this is Tuesday. Post Tuesday. So those things have been really helpful.

So yeah, I mean, it's just been ... I've implemented a quiz on my website. That was really fun. So I've gotten new subscribers. Started setting a better strategy for my Facebook and Instagram posts, and I've increased my followers by 75% just in a few short months, so it's been amazing. I think that's ... there's more. There's more, but that's ... I worked hard, I worked hard. I really did.

Tracy: You have. So this is six months since you started like really diving deep into this stuff. Is there anything else like significant that comes to mind that you've changed? Because clearly, the fact that you surpassed your last



year sales and you're heading, I mean, I'm assuming, I think I know the answer, but you had a goal of 4,500. I think you're hitting that on a regular basis now, right?

Peggy: I've exceeded it. I've exceeded it. My sales are up over 200% the last year. That's really not in the busy time of the year. I expect to exceed that, I mean, I already have. Honestly, when I posted on the Facebook group that day, I went through my numbers, and I had been looking at my monthly numbers, but I hadn't really sat down and looked at them again. It was one of those a-ha's, where it's like, "Oh my gosh, I have exceeded that goal, and I never thought I would." It's just the power to, that's the other thing, I think is setting those goals in front of you, they're written in my shop, on a white board, I look at them every day, and it's amazing whether it's subliminal or not. But wow, you do achieve goals that you set when you put them in front of you.

That was another thing I learned from the DI group and LTF is make those goals visible. Put them in front of you and look at them every day. And I've done that. And I'm just like, "Wow, I've got all these check marks, girl, what are you going to do next?" So, it's been pretty cool.

Tracy: That is incredible. It's just so good to hear. I think the one thing that I love is like you're doing all this work, you're implementing, and when you do it, and you're really persistent and consistent with it, what ends up happening is you get a huge financial reward.

Peggy: Absolutely.

Tracy: You're focusing on what we call the 75% rule, the things that are actually going to grow your business. And I feel like too, because you're casting part of your collection right now. You have more time to focus on the things that are growing your business instead of making all the jewelry. I mean, you're still making all the jewelry, but you know what I'm saying. Like, those rings, you're like, I remember specifically this ring conversation, and you're like, "Oh, but I can make them in like an hour, they don't take that long." Or whatever it was. And I was just like, "But what if you could cast five and not spend any hours?"

Peggy: Right, exactly, yeah. Yeah. And the casting was amazing. I also forgot, there's a couple other things. You know, RJA is in the back of my head,



Tracy, you're back there saying, "Okay, what are you doing today? What are your RJAs for today?"

Peggy: RJA, so it's always at the back of my head. And that stuff that Robin has taught about, you know, I have four stores and also have gone personally to those stores, and we've had some trunk shows. I was just there this past weekend. And what Robin said was, "You can't just drop off your jewelry and never go back." The store owners have just been thrilled to have me come back as a guest, artist, or just show up at one of their events, and those relationships are huge. They're the ones that are selling your jewelry, and the more they know about you, the more they know about your collection, the better they can sell.

So that was great. I'm doing several of those this summer. Then, Robin said, "Hey, you got to check on your wholesale accounts." I checked at my wholesale account the other day, and boom, she placed like a \$2,000 order. It's like, "Oh my gosh." It's just, everything ... you know, those relationships are huge. Again, I just didn't start. You know what I mean? I didn't just start making jewelry. So some of these relationships were there, I was not nurturing them. That was what I was not doing. Now, I know.

Today, I just sent an email to one of my stores, and instead of me sending them what I think they want, I laid out, took a really good picture and said, "What do you want?" She was like, "Oh, I want this, this, this and this." So it's a different mindset of let me let you be part of it. And that was another like a-ha. I don't know, there's been so many, the year has been amazing. I feel like a broken record. At the beginning of the year I thought about what you said about work on your business, and not in your business. And I decided that this year was going to be about marketing and working on my business.

I still work in my business, but I really focused. And a couple times my husband would say, "It seems like all you're doing is marketing." I was like, "I am, but I'm making some big changes and it takes effort." And so I kind of had to put the jewelry behind me a little bit. I mean, I was still producing, but yeah, just implementing things that are new are challenging. But definitely worth it.

Tracy: Well, I'm sure your husband isn't angry that there's more money in the bank.



- Peggy: No, and you know what? He's been helping me a lot. He's like, "Oh, I think I need to start helping you on the shop." I'm like, "Yeah, I could really use your help." So, he's been doing [inaudible 00:37:44], that's been great.
- Tracy: What do you think made the biggest impact? You talked about a lot of things that you're doing differently. But what is like, if there was like one thing that you really feel like, do this, this is the thing that's going to really move the needle in your business. What is that?
- Peggy: Mindset. Really. I mean, I think it's mindset. I think believing in yourself that you can do these things, because we all can, and I think that what I was saying too of putting down those goals. Believing and myself, and believing that I could achieve these things. Even though I had a jewelry business for a long time. I wanted to really bump it up to the next level. And I would say mindset. Because I don't know that any one specific thing that I did contributed to additional sales. I think it's been a combination of all of it. But it's also of my mindset. To be successful to set goals, to achieve them, and work towards them. I would say that was the biggest thing.
- Tracy: That's so cool. I'm so proud of you.
- Peggy: Thanks. I can't thank you guys enough. I mean, there were times when you'd say stuff that I didn't know how to do it, no, I'm not doing that. No, not doing that. You know, I think about it, think about it. And I'm like, "Okay, let's give it a try." The other thing about me is that I'm not ... things don't have to be perfect for me. I am that way with my jewelry, but when you write a newsletter, or you send out an email, or whatever, just to not sit there and stress over it being so perfect, just do it. Because you learn as you go, and that may work and that may not work. But until you put it out there, you're not going to know if it works.
- I'm a big believer in let's go for it. You know, write the newsletter. I mean, I don't want to send out crap. But on the other hand I don't get bogged down by perfection. That helps me a lot. That helps me a lot. And I see others that struggle with that. That things have to be so perfect. I mean, when I started doing my Facebook lives on Wednesdays, I was like, "I look terrible. I don't want to be on there." You know, but I just got over it. Jess was the one that said to me, because I thought, "There's nobody coming in my Facebook Lives, why am I even doing these? These are dumb. This is stupid. Oh my gosh." So I keep doing it. And like, all these people are



watching them now and saying, "Oh my gosh, I appreciate the tips." And things like that.

So knowing like hang in there. Don't give up on it. Don't think that three months, or four months, or even six months is ... I'm realizing now that some of these things I have to continue doing to see real success. So seeing this amount of success in six months really has motivated me. So, I don't know, what is my point?

Tracy: It's amazing. All of it. All good. Do you think that there was like one ... we talked about mindset being the biggest shift or change. Was there one big a-ha moment that you like really had no clue about?

Peggy: Dream Client Clarity. That was big for me. That was huge. I mean, I was not focusing on my dream client. I hadn't even ever heard the term. And wow, that was powerful. And the more I focused in, because I thought, "Oh, I kind of know what it is." And then I sat through one of the workshops, and they're like, "No. If you think your dream client is a 20-year gap, that's not your dream client." And again, going back and having good records and looking back at who buys my jewelry. And what is consistent there. Man, it was like, "Wow." That was a huge a-ha moment for me.

My dream client, I mean, and I did what you did, Tracy, is that one of my very good friends, she is 100% my dream client. Because she buys a lot of stuff from me. And she orders a lot of stuff from me. And she is like the epitome of my dream client. She's actually in my video. She's so perfect for me. Now, I don't focus on, to be honest, millennials don't really buy my jewelry. I mean, it's rare, but there's a very specific group, and it's both men and women, I sell a lot of jewelry to men. There's a certain age group, there's a certain income group. And that was a big, big moment for me. Especially when I got it very dialed down.

Because in the beginning, it was kind of general. [inaudible 00:42:46] between this age and that age. Oh they do this and that. And I kept going, sat through another workshop, I'm just trying to think who gave it. And she said, "If you think your dream client is like a 20-year gap, no, you know, you need to get that focus down." And I focused down, and focused down, and focused down and I just have the avatar. I could just see her all the time. I could see them walking into shows, I could see them like, "There she is, or there he is." But the rest of them, I mean, I'm not saying don't pay attention to them, but that [Dream Client Clarity](#) is big, big.



Tracy: That is awesome. And I love what you said about that 20 years age gap because it's so true. And if I were to look at your jewelry, you know, it's an investment. So people have to ... your avatar, your dream client avatar, has to have money in order to buy that. And what you were referencing, just for context, for people who haven't heard me talk about this before, is that my dream client is a combination of two of my best friends, and parts of myself. Because that is what makes the perfect customer for me, and those are the kinds of people that actually buy my work. They aren't kids for the most part. Even though I do have a millennial audience that's in there, I guess millennials are now in their 30s.

That like when I was first selling to millennials, they were in their 20s. They liked my styling. But like, the best people that I work with are all in their mid to late 40s, because they're established, and they're self-purchasers, and buying things for themselves. And so, I'm glad that you took that little nugget of wisdom, and you really like took the advice of the coaches, because it's super helpful, and you're just doing a great job. Peggy, thank you so much for being here today and sharing all this, just like bits of wisdom of like the things that you didn't know.

Because like you said, you had been a designer for 25 years, cranking away, just thinking like, I remember you were like, "There's got to be a better way to make more sales," and in six months taking this program, you figured out the gaps or the things that were missing. And it's really made a huge impact. So I'm just proud of you.

Peggy: Right. Thank you. Thank you. Thank you for all your help. Your coaches are amazing. I've learned so much from everybody. So, you guys are fabulous, really, seriously. Yeah, you guys are all amazing. Everyone of you. I've learned a lot from all of you. Sometimes, like I said, I didn't always agree, but, man, have I picked up lots of pieces of wisdom from everybody.

Tracy: So, awesome. Where can everyone find you? And stalk your Facebook lives, and your website, and everything.

Peggy: My website is just my name, [PeggyHouchin.com](http://PeggyHouchin.com), and Facebook is [Peggy Houchin Jewelry](#). Instagram is [Peggy Houchin Jewelry](#). So it's pretty easy, it's my name, Peggy Houchin, and then enjoy at the end, like that business name. So, that's where I am.

Tracy: Awesome. Thank you for being here.



Peggy: Sure, thanks, Tracy, have a good day.

Tracy: Thank you so much for listening to the show today. And Peggy's story, if that was not inspiring enough, and was enough to get you to enroll in Laying The Foundation now, then, I want to share another success story, from one of our favorite people on our community. Her name is Ana Maria Andricain, she started out with us many, many years ago. She has a very successful business now. She was really struggling to get business off the ground when she met us many years ago. In fact, she was a Broadway star making jewelry in the back, in her dressing room before she really started taking her business seriously.

And she says about Laying The Foundation, "Before Laying The Foundation, I had what I felt a pretty successful business. As a Broadway actress and jewelry making was my backstage hobby. My husband got an amazing job opportunity in Baton Rouge. So I quit Broadway and went full time in my jewelry business. Laying The Foundation was a game changer for me. I honestly didn't think I'd be able to replace my Broadway salary. But within six months of Laying The Foundation, I did. I doubled my income just from the pricing modules alone. I recommend LTF to all my jewelry designer friends. It's great for designers who are just starting out, who've been making jewelry for a while, and those who have reached a plateau. So, if you're ready to get to the next level, LTF will help you get there." That is Ana Maria Andricain of Jewel of Havana, handcrafted jewelry. She is amazing.

Thank you so much for listening to the show today. I am so honored to be here every single week. And we're going to be making some fun changes, including an episode that's coming up real soon with Jess, [Jessica Gebauer](#), our Community Director over here. She's actually Director of Education. She just got a promotion. Director of Education Students over here at Flourish & Thrive. And she's interviewing one of our SOS students, Niki Grandics.

Remember, head on over to [FlourishThriveAcademy.com/ltf](#) and grab Laying The Foundation before the investment goes up from \$995 to \$1,995 in the new year. Remember, this is a self-paced program, you can work on it on your own timing, at your own pace. You have a three-week money back guarantee, so you can test it out. If it's not for you, no harm no foul. We're happy to refund your money if you turn in the homework and show us that you're taking some action. So, this is an amazing program, and you



are going to love it. Thank you so much for listening today. This is Tracy Matthews, signing off until next time.

And, I want to ask you a huge favor, if you haven't done so yet, and you love this show. Number one, share it with a friend. Number two, go ahead and give us a rating and a review. Hopefully it's a five-star review. Because it helps show Apple Podcasts that, and all the other podcast platforms, that what we're doing is a good job, and that this is a podcast that other people should listen to. And we're trying to spread the word to as many people as possible. All right, thanks so much for listening today. Take care until next time.

***Thank you so much for listening to today's episode. It's my mission to help thousands of creative businesses, inside and outside the jewelry space, use their creativity to make money. Make sure that you're subscribed to Thrive-by-Design on iTunes, Spotify, Stitcher and wherever podcasts are played. We would love to hear what you think, please rate and review the show. If you're inspired, please share this with your friends. Here's to seeing you flourish and thrive.***