



# Don't Panic - Here's What to Do NOW to Save Your Jewelry Business During the Coronavirus Pandemic

## with Robin Kramer

THRIVE BY DESIGN WITH TRACY MATTHEWS

*"Stay positive, know that this is going to pass. The most important thing is that people stay healthy and take care of themselves."*

**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 243. Hey there, it's Tracy Matthews, chief visionary officer of [Flourish And Thrive Academy](#). And I am thrilled to be here today because look, I started this community, I started Flourish And Thrive Academy. I started this podcast because of what happened to me in [2008 during that recession](#). And I know that a lot of people are freaked out and they're in panic mode and they don't really know what to do, and they are worried about their jewelry business, and with all due good reason to be worried. And the more you consume media and the more you start watching the news, probably the more freaked out and panicked you're getting right now.

And so Robin and I decided [Robin is my co-founder over at Flourish And Thrive Academy](#), and last week we hosted a very special Q&A and little training for the inside of our community. It was pretty long, so we edited it down to some of the best snippets here. And I know that a lot of people are worried, they don't know what to do, their orders are getting canceled, wholesale is pushing back, people aren't going to live shows. And I have been talking about this for over a year and a half; all the things that you can do to recession-proof your business. So if you haven't listened to them, I would really encourage you to check out the podcast that I talk about [recession-proofing your business](#).

Go deep into some of our previous podcast episodes, dig deep into the [Flourish And Thrive Academy blog](#) because there's a lot of content there that will really help you right now, in addition to today's episode. So we



wanted to bring this to you to talk a little bit more where you're going to hear Robin and I answering questions like direct questions from our community. You'll even hear some of those people on the podcast today because some people are brave enough to speak live. But I want you to think right now about what your business looks like in 12 to 18 months from now.

And here's the reason why, because I've observed people doing a variety of different things during this time period. And you have a choice to use this time to your benefit or to use it to just operate out of [fear](#), which I don't recommend. But I'm going to help you identify what each of these things look like in just a minute. I want you to really think about what it is that you desire to have, not what you think you're going to have, but what you desire to have, and get this vision of where you want your business to go. And think about what is holding you back from actually getting there now. Besides this whole thing, what are the things that you've been putting off and not doing?

And then take a look at your business now, what needs to change and shift? And I say this because you really have three options right now: You can panic, freak out, spiral out of control, and I can tell you that doesn't work. Operating out of fear doesn't work. That is exactly what I did in 2008, and it partially contributed to the reason why I had filed for bankruptcy and closed my business. Option two is to basically keep things a little bit status quo. You can prepare for the worst, protect your business, which is great. I think this is awesome. But then at the end of it, you end up in the same place as you were before, you're not really growing.

Or you can focus on positioning yourself and really starting to come up with strategy, getting to the next level, continuing to grow your business, thinking strategically about how you're going to come out of this so that you're not creating a single point of failure in your business, that you have a [diversified revenue stream business](#) that actually can reach customers in multiple ways that you don't go out. So you choose right now, which one do you want to do? Do you want to panic, do you want to prep, or do you want to position yourself? Clearly, we all have to do a little bit of the prepping right now.

But those that position themselves and really focus on the strategy part are going to be the ones that in two years from now and a year and a half from now, maybe even six months from now are going to prosper, or even



maybe a couple of weeks from now because they're going to be so ahead of the game. The cool thing is that people are reporting in our community that they've been emailing their list because that was one of our recommendations, reaching out to their customers and doing a lot of things, some people are getting really big sales. Someone in our community got a \$14,000 sale the other day.

We had one designer, [Gemma](#) who sent out an email that got a quick result of \$900 in sales, which is awesome. And so many more opportunities like that. People are selling gift certificates, and are getting ahead of this. So think strategically. They're pre-selling collections, which I love. They're having [virtual trunk shows](#) or [offloading extra inventory](#), so many things. So think strategically about how you can use this time wisely to prep and offload some of those things, do those sales things, but also position yourself as that go-to brand. And if you are someone who has been stocked because you want to build an online business, but the [digital marketing](#) and all the things that you have to do to reach your customers directly to consumer, to build an eCommerce brand have been a little bit overwhelming, and you may be tried some things that haven't worked and you're not really sure why or people aren't really responding from your social media and all those things, then I'd love to invite you to think about doing something a little bit differently.

Now, last year, we held a workshop twice called [Train Your Customers](#) to buy from you online. We call it the [Train Your Customers Intensive](#). It's a workshop slash intensive that is virtual in format. The reason why this process is super powerful, and if you want to learn a little bit more about it, you can head on over to [flourishthriveacademy.com/TYC](https://flourishthriveacademy.com/TYC). Why this process is really powerful is that it gives you the tools, actionable tools and feedback on your work in real time. Unlike a course that you have to learn everything and then implement on your own, we're teaching you exactly what to do, we're coming back giving you feedback on the information that you've got, and we're basically inspiring you to put things into action so that your business is moving forward so that when things go back to normal and it's business as usual, you have an opportunity to be ahead of the game, which is what we all want.

So this is really great for designers who already have had a successful business in other ways, maybe you've been doing shows or you have a wholesale, but you're trying to get consistent monthly sales online. You want a more leveraged business model so that you're reaching directly to



consumers and you're eliminating that option for a single point of failure in your business. If you didn't listen to the episodes last week with me and my boyfriend, Jason, then I would highly recommend that you go back to those bonus episodes from last week. And you already have a website that you can use to work through the content with us on this website.

Your business model doesn't matter, it doesn't matter what type of jewelry you make, this is really about reaching your customers online. So I'd love to invite you to head on over to check out all the details of the program and apply. We're getting started on April 16th, which is timely, and we'll be running for 12 weeks. And it's amazing because our coaches are going to be working really deeply into you, and those who apply early get the opportunity to work on their mindset at this time that we're going to do some mindset trainings and also join me for a very special 90-day strategic planning workshop, which we'll be hosting in early April. So head on over to [flourishthriveacademy.com/TYC](https://flourishthriveacademy.com/TYC) to apply.

So this is going to be a fun episode. I got [Robin Kramer](#) on the show today. She's my co founder here at Flourish And Thrive Academy. She's a sales and [wholesale](#) expert and is a really amazing fixture in our community. So you are going to love, hopefully you're going to love, the advice that we're giving to designers on what you can do now to basically save your business. So let's dive right into today's episode.

We wanted to come on live, and this is the first time we're... and I could meet based on our schedules because I know that people are probably panicking, what do you do now? How do you keep your business going if you depend on live events and live shows? Or if your wholesale orders are pushing your orders back. And I've seen some really creative ways from people in our community, I know Robin works really deeply with her designers, mentors and with our community on the wholesale side of things. And so I want to talk about things that you can do now, what you should be working on.

And I also want to remind you that the entire reason we started Flourish And Thrive Academy back in 2012 was because of what happened to my business in 2008 and I want to recap this because 2008, I was not prepared for what was to come and a big recession. I didn't have mentors like this helped me through it. And so instead of being proactive and focusing on what I could potentially do, what I could do, I got caught up in fear, I spiraled down a rabbit hole, I freaked out all the time, I took orders



that I shouldn't and it crushed my business. And I don't want that to happen to you guys.

And to be quite honest, I'm surprised at something, not the Coronavirus, don't get me wrong, but I'm surprised that we haven't seen a dip in the economy in so long because we've had such a strong economy for a very long time. So that's what I want to start with. We're going to go into solutions and I'm going to pass this over to Robin just for a minute as we dive into this.

Yeah. I just collectively, I want everyone to, if you're sitting down, just put your feet down on the ground and wiggle your shoulders around because I'm sure they've been up on your ears, loosen up, take a deep breath, really deep breath, hold it, and then let it out. Let's do one more. Take a deep breath, hold it and then let it out. Let's do one more, Robin.

Let's do one more, Robin.

Robin: Okay. Take a deep breath in. Hold it. And now let it out. Wiggle your shoulders around, move your head around, and when you're ready, go ahead and open your eyes. And I wanted to do that because there's a lot of frenzic energy going on. And if you can do that, even if it's just once a day, try to do it. You know what I do? I actually put a reminder in my phone, it starts going off at 8:45 and every time I hear it, it goes off every two hours, I take a deep breath, I drink a glass of water, I stand up, move around and just breathe because I find that when things are a little crazy, we forget to breathe. So we really want you guys to breathe deep, good breaths.

And it also brings you back to the present moment. So a couple of things that have come to mind. There's been a lot of cancellations, as Tracy said, a lot of cancellations of art shows and even postponement and some cancellation of wholesale trade shows. And here's the thing, this is not happening to you as an individual, this is happening collectively all across the globe. And there should be comfort and the fact that you're not alone and that this too shall pass. As Tracy said earlier, this is a blip, it may not feel that or like a blip, but in retrospect, it's a blip and it will pass.

And I can't encourage you enough to connect with people. I'm so glad you guys are here, it's really important to just talk about things and process stuff because there are businesses still happening. It may not be happening at the pace you were hoping, it may not be happening as quickly as you want it to be, but it is still happening. And I have to tell you,



you all are so lucky. Aside from the obvious like antiseptic cleaners and Kleenex and toilet paper and those kinds of things, that you've got jewelry. Jewelry one, doesn't take up a lot of space, which is good, in retrospect, if you need to keep it contained.

And two, it is such a go-to gift for everything. And there are still birthdays happening, there's still anniversaries happening, there's still people getting married, having babies, all that stuff. There are still life events happening and there's still people who want to give to those life events. So jewelry always fits. It is a great gift, it's a sentimental gift. And this is where you guys get to step up and actually be of service even more. So I want to just comfort you with that you have so much more advantage, I would say than most people do right now.

Tracy:

I totally agree with you. And one of the things I've been talking about this for the past year and a half, a lot of my content has been about recession proofing your business just because there was something in me, I just knew that something had to crack a while, and these are all the things that I've been talking about on podcast, on, if you're laying the foundation or if you're in the [Diamond Insiders](#) or in our [SOS program](#), if you joined us for [TYC](#), being able to have a strong direct-to-consumer business and great relationships, as Robin always tries to build, with your customer base, whether it's you're working directly with the customer or wholesale accounts, what you do now is going to show who you are as a partner and a friend to them.

People want to feel excited. I just want to remind you that like we're going to be coming in with extra support here. Robin and I, you can lean on us if you need help. This is the time when the community like this matters even more than ever. This is the time if you're in the Diamond Insiders, to lean on us in the DI. This is the time, if you're in any of our coaching programs or any of our programs, exactly why we're doing this. I talked a little bit about this on the podcast, but right now is a time to really stay grounded. And we talked a little bit about the mindset of successful people and how a lot of times what holds us back in our business and our lives are the stories that we create.

Now, I went to the grocery store, Jason and I woke up, I flew to Arizona on Sunday night. We split our time now between Arizona, he lives in Scottsdale because he has children and New York City. He was supposed to come on Friday. All the news and everything was looming, I just knew



that for some reason, it was easier for him to come to New York City than it would be for me to go to Arizona, especially now that things are getting locked down and they're recommending that people don't even leave their house. So I just decided on Sunday morning that I was going to fly out Sunday night, got all my stuff together, got all this stuff together to prepare for the email bundle that we released this week and finish up what I needed for that.

Got on a plane, 24 hours, I'm in Arizona. Everything was just up in the air, it was crazy. I come here, and God bless him, but even though we're talking about all this stuff, he did go grocery shopping. He had like no groceries, so we got to go to the store. All the eggs were gone, he luckily had toilet paper. I've heard, or maybe Jason told me this, he's like, "When people freak out, they buy eggs and toilet paper because they think that the world is ending." Because like what is it about this virus that everyone thinks that they need all this toilet paper because it's a bronchial virus, it has nothing to do with your digestive tract, which is funny.

We got up at 5:30, we got to the store about 6:00 or about 6:15, and the store was jam packed. And he lives in a retirement community, he jokes about it. And so all these baby boomers and retired people are cruising through the store, the line was so long. The people who were stocking the egg shelves wouldn't let anyone take the eggs until the shelf was done, and they were rationing them only one box a person. It's crazy. So that's a little bit of tangent. But this is just to show how the stories we're telling ourselves and how the consumption of the news media is making us crazy and thinking that the world is going to end. It's not going to end, we are not all going to die and business is going to resume.

It's what you do now that is going to allow you to be successful in a month or two when this blows over. As I mentioned earlier, one of the designers in our [SOS program](#), because I've been supporting them and trying to get them focused on action, reported this morning, I think this morning or yesterday that she sent on an email and sold \$900 in one day. And I'm saying this because we all have this opportunity to freeze up and not reach out to our customers and see how they're doing. Or we can reach out and not have the mindset that we're bugging them, but that we're actually just seeing how they are and whether or not they respond should not be what matters.



What matters is that you're actually doing your part to play your part and keep your business going. So first and foremost, stay in touch with your customers, individually message people who've bought from you either through email or through text message. Send out regular emails, even if it's just note-like trust emails, warming people up, setting up things of levity. Sell your products, I think this is a really good time. Someone mentioned before, she was asking, "Is this a good time to drop a [collection launch](#)?" I think that you can for sure, but I wouldn't expect maybe for it to sell out right away or maybe it will, we don't know.

But people are buying, people are shopping. Proof that Amazon will not allow any more people with who are shipping nonessential items through their distribution centers, they're like blocking any nonessential items, things like toilet paper when it's like things that people need actually in this time, so any of the fun things because people are screen times and eCommerce and shopping. People who are online are at an all time high, you guys, an all time high. It's never been higher than this in history. So people are actually reading all their emails.

I know this from proof of what happened over the last two days selling this email bundle that we put together that we're releasing, we're getting together to release next week. People are doing all these things that were worried about bugging them. And so I want to remind you, the more you get in front of them, the more you deliver value, the more you come from a place of service, the better it is. And so Robin, what else do you have to say about that? Because I want to leave some time for Q&A.

Well, I love what you said about staying in touch. I think it's really important. Don't assume that people are not going to be in touch. And yes, people's lives... You just don't know how many kids somebody has or if they're actually still at their, for wholesale, if they're at their store and still trying to service and be there for people. So you don't really know. So stay in touch. Absolutely. Stay positive. Know that this is going to pass. The most important thing is that people stay healthy and take care of themselves, but with a positive.

Robin: I mean, one of the things, I went out, I have positive energy tea right here. I don't know if you... So whatever you can do to [stay positive](#). Someone once told me a long time ago, you're not responsible for your first thought, but you're responsible for every thought after that. So if you wake up and you're like, " Ugh." Take a deep breath, have a positive thought, maybe





write down some gratitudes, [stay in gratitude](#). I think that's really important. We're all so lucky. Stay strong. Make sure you're getting some exercise because that also helps with your mind. Talk to your customers and let them know, "Hey, this is what I'm doing. How are you guys? What are you doing?"

This is an amazing time to actually [build your relationship with your clients](#) and learn about them and they get to learn about you. This is an amazing time, not only to maybe clean out your studio and do some inventory, but to really look at your [systems and processes](#) to find out how you can better serve your customer. You could do a survey right now and more than likely will get more people responding. You want to above all, be kind. Be kind to yourself, be kind to everyone you come in contact with. And don't feel that every form of contact that you have has to be selling something.

I do recommend that when you're reaching out and you have, maybe it's a [postcard](#), maybe you send a postcard that has something of meaning on it, but it still has your images. And the same thing with an email, maybe you don't want to do something that's too salesy, but you want something that says, "Hey, we've, we're thinking about you."

Tracy: People are buying right now.

Robin: Yeah. But you have to be careful.

Yeah. You still want people to... You still want to share like, "Oh, I'm working on this collection or I'm really excited to put together these bundles. Or I know you have these special occasions that are happening, I am here to help you with that." So coming from a place of service and not that way really eases people's minds because they might not be able to get to their friend's house where they would bring a gift and this is the opportunity where you can send it for them. So there's lots of things you can actually do to help your business but also to really connect better and more with your existing customers.

Tracy: Exactly. I think this is a great... This is really about really building deeper relationships with people and creating that connection, coming from a place of service and getting in front of them. I know a lot of people... Retail stores are closing down temporarily and stores have been pushing back orders and I know that people are freaking out because of cash flow and



things that you could do, and this is why I think it's so important that this be a lesson, you need to [always be building your email list](#).

What happened to me in 2008 was exactly what happens to a lot of people when they double down and most of the revenue comes from one place. And that is that I've had a single point of failure. Basically, if that one revenue stream went away or something happened, then my whole business went away. And that's what happened to me. And there was less diversity in the ways that you could actually sell jewelry because it was either you've spent every weekend at a farmer's market, which I didn't want to do anymore, or you sold wholesale. And I chose to put all my eggs in the wholesale basket.

But now, I think it's important to have diversified revenue streams. Robin and I call it a [trifecta](#) or can pronounce it as a quadrafecta, if you are selling in more than three ways. But having different ways that you can sell. And this is why building your email list and having a direct to consumer base is so important. Whether you're doing the live shows and you're training those people to buy from you online. This is the whole reason why we started developing this TYC workshop last year. We're running it for the last time April 16th through, I think it ends like mid July.

And the whole purpose of this, it was inspired by this. I knew something was going to shift in the economy at some point and as we navigate these changes and navigate all this stuff together, there's a lot of things that you can do. One of our designers, [Kristen Mara](#), was reaching out to our wholesale accounts and they asked to push back the order, and she's like, "I totally understand. How can we collaborate together to actually sell my product through your website? You can point them to my website. If you don't have the online capacity set up, what I can do is set up a special code for you, then come to my website, we can track the sales. I will pay you the wholesale amount for any of those orders."

[Collaborate with your wholesalers](#), give them solutions as well because they're freaking out. They might be thinking, "Oh shoot, I'm not going to have foot traffic." But if you can come to them with solutions that are a win, win for both of you, let's say they email their customers and send out an email saying like, "Look I'm doing this collaboration with so-and-so designer. She's one of our favorite jewelry designers in the store. We're doing this special promotion together." Do a time-sensitive offer, whatever it is, and you collaborate on things like that. This is also a great time to



finish all those courses you bought from us and other people. You haven't been implementing things or finishing them, this is like the perfect time.

Kate is saying, "Maybe finish LTF." Yeah, this is the perfect time for that. Robin said, putting systems in your business in place. Implementing all the things that you've learned. A lot of people are so busy all the time. I got a message from a company called [Doris In The Hamptons](#), I think that's her Instagram handle, and she's like, "Tracy, you're so lucky now." I'm like, "What do you mean?" She's like, "Well, now everyone who bought those courses is actually going to do it and they're going to like to finish them up." It's a good time... And actually, if you've been procrastinating on taking [Laying the Foundation](#) or one of the other programs, this is a good time to actually dive in.

And I know you might be operating in a place of like, "Oh, I don't want to spend any more money," but there might be a different way to look at it. You have time now, this is a good time to invest in your business and actually get the things implemented quickly because other parts of the business have slowed down enough that you could actually focus on doing it. And [Dawn](#) and [Nicole](#) are here and they're saying, "We're here to help too." So we're all in this together guys. I know that there was a lot of that little slogan that's going around, "We're in this together." But it's true, we are in this together. That's the reason why this community was developed.

I think one of the things that is really important is that we put off all these things and we have this huge [procrastination list](#) as Jason calls it. This is your time to start doing that procrastination list. What are all the things that you've put off and you haven't been doing? So Robin, what else do you have?

Oh, I have some fun ideas. Also, I think this take away, this is a customer or this is a buyer, they're people. So connect with them on that level. I don't know if you guys saw, but I had lots of people cleaning out their garages and closets and all sorts of things. Well, my cousin found a picture of me when I was eight years old, I am playing blackjack and smoking a cigar and yellow polka dot pajamas, and I posted it. It's the funniest thing. And I actually remember it now, but it was very funny, I hadn't thought about that in years, but it is hilarious. And I got to post something so silly.

Robin: Laughter is so good for the soul. Maybe come together and post some of your throwbacks. I also have a friend who found some pictures of me in



college, with my big hair and my big earrings and made me laugh, hopefully it'll make somebody else laugh too. So share that with people. It makes you human. It will give a good laugh. Laughter's really important and this is a great time to be like, "Hey, I want to do a book club or I want to do a wine and whine party," where you can whine about things and come together in Zoom, FaceTime, Skype. They're all great platforms for you guys too.

Invite your customers. You could do a whole introduction to the new collection you're working on or new pieces and say, "Hey, come from a little marketing. We'll have some wine and we'll talk about my new work." And you can actually physically show them just through video. So utilizing the technology that we have is really a fun opportunity. You could do like a pajama party too, just get really creative in what you're wanting to do. I also think this is a great time to ask people for referrals, and it doesn't have to be a referral to buy, but maybe a referral like tag somebody in this or where you are can work on growing your social media too, where you work on growing the number of people, not only that are following you but also that are on your email list.

I'd love to share if you know anyone who would be interested in my line, I would love to share with them what's coming down the pike. I always say the answer's always no unless you ask, so it doesn't hurt to ask. And you can do some fun things like that. Like I said earlier, you can create a survey or quiz to send out to people. And make it worth their while. Maybe you do a drawing for a gift that's worth over \$100, doing something where people are going to want. Now they have the time to actually fill it out, so to entice them to fill it out. There are just some fun things that you can do to engage. What are the other things?

I love what someone said about creating some normalcy for your customers where you can do a whole conversation about like, "Hey, what are you doing with your kids?" If you have young kids. I have a few designers right now that have all two, three and four year olds and they're talking to one another about what they're doing to occupy their kids' time so they can actually still get some work done and not have it be strictly screen time. In fact, there are authors, children's authors who are reading actually and even some celebrities who are doing reading time online where, yes, it's screen time but they're reading books to kids.



So that's also really fun. So look at what you can do to help yourself so you can stay engaged with your business and you can stay engaged with your customers. The other thing that I think is really important to do now is also to have [accountability partners](#). If you don't have an accountability partner and accountability group, this is a great time to do that, especially when there are so many more distractions at home. You would think sometimes that you get more work done if you're home, but gosh, you could be doing the laundry or you could be trying a new recipe or you could be playing with the kids, which you need to do, but weigh it and measure it and everything.

So having somebody is a group that you check in with. In fact, I was talking to a designer yesterday who said that she has four other designers in her area, in the Bay Area, that they all do a Zoom call, I think it's once a month. And they've decided because things are a little interesting right now, they're going to do a Zoom call every week so they can stay accountable to one another and they can also just have community. And I thought that was really wonderful. They all agreed to it. This makes it a convenient time for you guys. And if you can, put some groups together where you guys are in the same area because then you have the easier time zones, you can be all in the same time zone.

And also too, once things are better, you can actually meet in person, which would be really wonderful. So those are just a few more things that you can be doing.

That's what the coaches are doing in the DI too, they have the Hangout sessions and their round tables and all these things where the designers can come on and hang out together. This is for all my DI-ers are listening, [Diamond Insiders](#) who are listening, or all of ours, I should say, who are listening. This is a great opportunity for you to just make sure that you attend those events because you can connect with the other members of Flourish And Thrive Academy in this community, which is pretty awesome.

Robin:

All right. There's a question from Cheryl that said, "[The shows are being canceled](#)." I'm wondering if I should continue sending in the applications for shows in July and August." Cheryl, great question. They are being postponed or canceled or just sending out a letter saying, "Hey, we're going to monitor things." I would contact the show directly and say, "I'm hesitant to send in my money just based on the state of where things are." How would this work if the show does get postponed or canceled, how will



it work? So it's just a matter of communication. So I would do that before you send, because some of the applications do require money, so I would just check with them before you do that. I'm praying that by July, by June or maybe even sooner, all of this will be just that blip, we're hoping, but just play it safe and see.

And I would also check with your credit card company too, if they have any support, if you're paying by credit card to do these shows, what type of support that they have for you if the show gets canceled. Yeah, that's a great question. Okay, cool. Next question.

Tracy: Yeah, that's a great question. Okay, cool. Next question.

Stephanie said, "I'm having a hard time focusing on work. I'm feeling like this is a forced time to slow down and just be, but I also feel so much pressure to use this time productively trying to find the balance and not beat myself up if I don't get as much done as I'd like. So many of the wonderful creators I follow are doing beautiful things, I too want to bring beauty and inspiration to the world because I think we need more of it now than ever. Do you have any advice for keeping the creativity alive and not being concerned about my family and our healthcare system and the world as a whole?"

Robin: I really feel like first of all, if you put a schedule, first of all, don't beat yourself up for not being as productive as you want to be. This is uncharted waters and emotions come into play, but you also have your whole family to think about, so don't beat yourself up for that. Secondly, have a plan for the week and a plan for the day, where if you get one thing done that you want to get done, focus on that one thing, complete it and then move on to the next thing, and you'll feel really great that you checked that off. And don't compare yourself to anybody else, you don't know what other people's situations are, you don't know if they have extra help at home. You have no idea.

So get away from comparing yourself to others, but I do suggest that having a schedule for yourself so you can even use your phone, use the alarm and say you're not taking calls, the kids are going to be occupied for a certain amount of time and hunker down and do what you can do for that amount of time you've locked off, you'll just feel better. It's nice to check some things off. Tracy, what are some of your recommendations?



Tracy: I'll do the same things that I tell everyone to do all the time, which is to time block, to set a timer and just focus. I use an app on my phone called [Brain FM](#), that is... There's a lot of things going on there, just to turn off distractions, but it's called Brain FM and you can use the focus app and put on your headphones and do an hour and a half of deep work, you'll find that you're a lot more productive. I would be gentle on yourself and maybe you only schedule like four or five hours to work a day instead of trying to crank in the rest of the day, move full forward. But it would be the same recommendations that I would always give, which is to time block a certain task for certain days.

Use your most productive hours for the most important tasks, use a tool that will help you focus easier and do your top three priorities a day and focus on those first before they are checked off. This is the same thing that I tell everyone, this is how I practice every day, and sometimes it's like you might not have three things to do, it might just be one, but getting that one thing done instead of all, shifting around. And turn off all the other distractions you have, I feel like people screen times are at all-time highs, that means that you might be on social media more but not on social media for promoting your business, on social media consuming all the stuff about the coronavirus and freaking yourself out or doing research about the coronavirus and freaking yours out.

So yeah, some people are saying working from home and blocks with kids as a new type of challenge, I totally get it. My sister is like ... I just sent my sister like \$150 worth of art supplies for her twins because they're so little, they can't just really play independently. They can play with themselves, but after a while, it's not something that... they need to be taken care of and the nanny can't come in and she's still working. So it's been challenging for her and her kids to have meltdowns, they're crying a lot, they want to go outside and run. You need to run like relay races with them up and down the hallway and then take breaks. But I understand, I'm sure it's a challenge working from home. So Corina Harris, let's chat. How are you girl?

Corina: Hi ladies, how are you?

Robin: Hi

Corina: I'm struggling right now with, we were supposed to launch a collection yesterday and it was our spring collection, so it's a larger one, and we prepped and put a lot of money upfront into it and everything is stretched.



And I just feel like right now I'm trying to figure out how to sensitively launch the collection, and I don't want my community to feel like I'm trying to sell to them during a time of uncertainty and distress. And at the same time, I know that this collection eventually needs to launch. I'm just kind of monitoring every day trying to figure out like, "Is tomorrow the day? What are other brands in the Bay area doing? What's the narrative? How are people feeling?" I don't exactly know what the right move is.

Tracy: Here's what I think you should start with, I would send a message to your VIP list, Corina and I would say, "Checking in." And then inside the email I would just do something along the lines of saying like, "Hey, I'm just checking in with you. I'm doing a soft launch. Obviously, I want to be sensitive at this time, please tell me how you're doing. You guys are my VIP, you're my peeps kind of thing," and some messaging around that. And I would just say something along the lines like, "I'm doing a soft launch of my spring collection, which was supposed to go live." And then you can enter the date.

And I would just call it like pre-orders, "I'm taking pre-orders on it now. I know that things are a bit crazy in the Bay Area. Are you going to be donating any of your philanthropy for this or?"

Corina: I don't know. I'm just trying to figure out if USPS is going to stay open so that we can actually... To the last participant who just called them, it's the same feeling here, everything's on lockdown and we're in our houses, so I don't know if there's the infrastructure, like it's literally every day, changing, changing a lot.

Tracy: That's the same as New York City, like it's closed down that's why I flew to Arizona. Good call.

Corina: Good call.

Tracy: But that's why I said reorder because maybe you ship it in like two weeks when things start to reopen.

Robin: I also have an idea too that launching a collection is joyful, it is so fun to see what's new and what's fun. And maybe you do a little like a drip of sunshine every day or every week and you're so excited to share this with everybody and you know it's a challenging time so you want to spread some sunshine and share the beautiful new collection that you've created. And I love the idea of reaching out to your VIPs, but I also think don't hold





back what you have... You've worked so hard to create this, but put it in a twist where it's more like, "I want to share some sunshine with you. I want to share some beauty with you."

And a friend of mine always does, like on Instagram, he does like a beauty of the day. You could do something similar to that. Again, it's not about the hard sale, but you're still presenting it. You can even get online and do a little story, like do a whole thing of like, "This is my inspiration and this is why it's so special to me. And you guys were giving me information about what you would like to see and it was based off of this." So giving more of the story around the piece and you're going to have an opportunity to really talk to your customer a little bit more if you're in much more of a lockdown situation, it could be a really nice thing for them to see something so pretty.

Corina: I do like the idea of Robin, thank you for that, of framing it in a way of spreading joy and sunshine and I think this really connected some dots, this conversation. So thank you because I was thinking like, "Okay, I'm not going to launch it this week because everyone's grieving, like collectively grieving, going through this like process of being in lockdown." And I think that by next week people are going to have it a little bit more normalized and then there'll be a little more bored. And so right now it feels awkward to sell when people are so unsure. But I think it's going to be more normal because the city has given us like a potential end date of being sheltered in place, so it feels not as ominous.

So I think that, I'm going to tell my story, I'm going to say like, "We were planning on launching this collection and it just didn't land with me and it didn't feel right to launch it last week. And then I realized that perhaps what the world and my community needs right now is something beautiful," and then take your angle, Robin. And so to give the full picture of being transparent because that's what my brand is. So thank you so much.

Robin: You're welcome.

Tracy: Awesome

Robin: Oh, I can't wait to see it.

Tracy: I'm sure people would be fine with a preorder.



Corina: Yeah. And since most of our customers are, I would say like 70% of our customers are in Northern California, they understand. So it's okay.

Tracy: Good luck. Keep us posted on how it goes.

Corina: We will. Thank you. Thank you, both.

Robin: Diana said, "I see a lot of people prioritizing what's most important, I feel like our biggest fans will be like, "Yes, I need it." But others won't see the need to purchase. They also see a lot of people being concerned about the work conditions of delivery men and women and prefer not to order online either.

Tracy: I don't think that's true at all. You're going to have both kinds of people.

Robin: Totally, you are. And it's kind of how it always is, there's going to be people that are going to buy from you and people that are not going to buy from you, and that's okay, everybody's going through their own stuff, you're not a mind reader, but you focus on the ones... Speak your truth like Corina was saying, she's going to go on there online and talk about why she postponed it and that she's excited to bring the new collection to everybody and give some sunshine. You can't worry about the people that aren't going to purchase, you can't worry about the people that it's not for them right now. And that's okay, you've got to prioritize what's important to you too.

Tracy: 100%, and I agree. I think that a lot of people are shopping online because they're bored, quite frankly. And even if there's delayed delivery people love like their Lysol wipes or Clorox wipes, they're wiping things down. If people don't want to buy online because they feel bad about shipping, then they don't have to buy online, but I don't know that that's everyone. So that's more like the story that you're telling yourself that might prevent you from actually reaching out. And obviously, we also have our own internal radar, like the point of this Q&A is to really get you to focus on solutions to things that you can do now. And we talked a little bit about that earlier.

It's like right now, virtually is the way that you can actually reach people at the moment, and it's the one thing that you could do if you actually want to try to stay connected with your customers and potentially launch a collection like free now or continue to have sales like Ron, who said that she's having all time high in sales. I just think that it's interesting because a



lot of people are actually doing really well right now because they're not shined down from putting themselves out there, and people want to feel good right now and they have more time because they're not going to business dinners, they're not running around town running errands, they are sitting at home all day, like literally all day, every day.

Robin: I like what you said too, you can't read somebody's mind and don't put your stories in their heads, and you might not be at a place where you're like, "Oh, I want to shop, I want to shop." But maybe your customers are. Business doesn't stop, it changes, so just... I also say, test yourself. This is a great time to do some testing, test yourself, get out of your comfort zone, do something that maybe you wouldn't normally do. Get online and do some videos, you guys. Do some stories, let people see, what are you doing behind the scenes? Maybe do some videos, what do you call them? Time lapses of making some things. You could take your Clorox then show people how you're cleaning your whole studio. Just get creative and have fun with it too.

But I think sometimes we tell ourselves stories and get stuck in what we think of somebody else, how they will react and what they will do. And I encourage you not to do that. Geneva said, "I have a question about how to reintroduce myself to your email list. I just started the Laying The Foundation course and I'm working on my [website](#), [branding](#), etc. I have an email list, but I haven't sent out an email in about a year. How do I restart a conversation with them? Oh my gosh, such a good question because it is never too late to say, "Hey." But I do recommend that you have a plan, don't just send them an email-Well, there are some considerations to think about because there's a certain period of time where you have to continue emailing people, or you can't email them again. Go into your thing Robin, and then I'll share my thing as well.

Tracy: Well, there are some considerations to think about because there's a certain period of time where you have to continue emailing people, or you can't email them again. Go into your thing Robin, and then I'll share my thing as well.

Robin: I think you're going to start emailing and introducing yourself and say, "It's been a while. I've been working on some new designs. I just wanted to reach out and say hello. I'm very excited." Reintroduce yourself, but have a plan so it's not just that one email and then all they don't hear from you for years again. So there needs to be the consistency of it.



Tracy: I love what Robin says, like, "It's been a while," or, "Hey stranger." We had a designer in our community send out a hey stranger message, check in with them. There's two schools of thoughts. My friend [Laura Belgray](#) calls it ghosting your list. It's like, don't call out that you've ghosted your list, just email them again and say, "Hey, I want to make sure you want to be here." You can resend the email to unopens one time. You could send a series of emails and have people click a link that says that they want to be hearing from you. And then that puts them on like a...

This is an automation sequencing thing, so you'd have to figure out how to do it with your email service provider. Our tech people work with our SOS students on this or teach this on the back end, or tech coaches, I should say. But what you want to do is to try and maybe focus this time on maybe clearing off the people who don't want to be there anymore and then focusing on the people who do. And so if you do something like, "Here's what I'm up to, I want to send you a little something. If you'd like to get it, click here." And then you can send them something fun or a free resource or something like that, maybe a tutorial or something on how to clean jewelry or something of value to them.

And then start a conversation like we spoke about with some of these other designers, reaching out to them, bringing some sunshine and happiness into their lives and talking about what you're doing to sell your product.

Robin: All right.Cool.

Tracy: Cool

Robin: That's it. High five.

Tracy: All right, everyone. Thank you so much for being here. High five. So good seeing you, Robin.You too.

Robin: You too

Tracy; And I'm so excited for everyone in this opportunity that we have to work on our businesses, to really serve our customers virtually, to create community around your brands, to do all the work that you've been putting off, to check off your procrastination list, to stay positive, to lean into this community because that is what it's all about. Thanks for being



here guys. It's been awesome to see you Robin and Quay thanks for your help behind the scenes.

Robin: Yes. Thank you, Quay. Thank you all for joining us. Have a good rest of the day, night, wherever you are. Bye everyone. Bye everyone.

Tracy: Bye everyone.

Thanks so much for listening to the show today. If someone else who's a jewelry designer, a maker, someone with an aspirational product, business or even any product actually, and they could really use our help like staying focused in action instead of freaking out, then please share this episode because we want to reach as many people as possible and support all of you during this tough time. I get it. And if you're interested in more and learning about the TYC, [Train Your Customers Intensive](#), head on over to [flourishthriveacademy.com/TYC](https://flourishthriveacademy.com/TYC). We're getting started on April 16th. And I don't think that there is a more timely time to actually be working on your business, and selling directly to consumers online than right now.

And if you haven't done so yet, I would love for you to give the show a five-star rating and review. Share with us what you love about the show. The reason I ask this is that it helps push out the podcast to basically other people like you. And I'm really on a mission to be reaching more people, so the more ratings and reviews we get shows [Apple](#) that this is a relevant podcast and that people should listen. So I thank you in advance and thank you so much for listening to the show today. Next week, we have some really amazing episodes along with a bonus episode.

This week on Thursday, I'm going to be talking about some [financial resources and business resources for artists, makers and jewelers](#). It's going to be a shorter episode because we're writing an Epic Blog about all of this so that you can go and download some great resources to help you float the cash flow and whatever you need to during this time. So make sure that you check that out. And next week, I'll be bringing you more business tips to help keep your business moving forward. Thanks so much. This is Tracy Matthews signing off.



## Links:

[Follow Robin on Instagram!](#)

[Full Q&A Video](#)

[Train Your Customers to Buy From You Online 12-Week Intensive](#)

[Business Coaching and Consulting for Jewelry Designers](#)

[FREE Class: How to Stand Out in a Saturated Market with a Timeless Jewelry Brand](#)

[Bonus Episode #1: Your Jewelry and Product Business in the Face of Uncertainty](#)

[Brain.fm](#)

[Facebook](#)

[Instagram](#)

[Listen on Apple Podcasts!](#)

***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.***