



# How to Pivot Your Sales Strategy When Your Shows Are Off and Stores Aren't Buying

THRIVE BY DESIGN WITH TRACY MATTHEWS

*"I truly believe that we're all in this together and we have an opportunity to think differently about how we're reaching our customers, how we're making money, how we're actually coming from a place of service with our audience, and how we're getting in front of them.."*

**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: Hey there, it's Tracy Matthews. I'm the Chief Visionary Officer over at [Flourish & Thrive Academy](#) and the host of the [Thrive by Design](#) podcast. Welcome to the show.

Wow. Crazy times. I don't even know how to start this show because I'm sure a lot of people at this point are [really worried about their jewelry business](#) or they're worried about their product business or their luxury business. I've been talking to people across the board in all ways, shapes, and forms and one thing that is true is that at the end of the day there is a lot of uncertainty right now. People don't know what's happening. Your shows might've been canceled, your wholesale accounts might be pushing back orders and you don't know when things are going to get back to normal. We're in a pandemic right now that is a little bit nutty. I don't know that I've ever experienced anything like this in my lifetime. Although there have been other pandemics like SARS and H1N1, I don't ever remember it being this much of a lockdown.

So what this really reminds me of is some of the things that were happening in 2008. And so my goal over the coming weeks and months is really about helping you gain some perspective and to get through this together because we're all in this together. And if you are strategic and you know how to pivot your [sales strategy](#) and you're really focused on solutions instead of problems and protecting your business in the best way possible, reaching your customers directly as much as you can, maybe working with your wholesales or wholesalers, and working with show



organizers. There are a lot of options how you can turn these into win-win situations.

So I'm going to be discussing some of that today. I'm also going to be talking a little bit more about things that you could do right now to actually protect your business. Now I was watching... A lot of people are coming out with [free classes](#). We have been delivering a lot of free content on this podcast and someone said to me, "Why don't you do more free training every week." I feel like each of these podcasts is a little bit of a free mini training, so I'm going to continue discussing this.

But I'm also, I would really love for you to head on over to [flourishthriveacademy.com](https://flourishthriveacademy.com) and just jump on our email list over there. And the reason why I'm asking you to do that is because things are changing day by day and I'm showing up with experts and other people to do a lot of free broadcasts and trainings and masterclasses and stuff like that and webinars to kind of talk about some of the things you should be thinking about for your business, and if you want to be privy to some of that information.

I'm going to have a link over in the show notes of a specific place that you can actually get updates when we're doing these bonus types of things to help support the community. So you can head on over to [flourishthriveacademy.com/245](https://flourishthriveacademy.com/245) and that way we'll have a link in the show notes of how you can jump on to get on our email list to get notified when we are doing a free training or bringing an expert on outside of this podcast.

If you know other people in the jewelry industry who would benefit from this show, we have so many back, back, back episodes that will help you with your business. Right now is a time to work on your business. This is an opportunity for you to learn about the things and put into place the things that you've been putting off for a while. You might have some downtime for a while and I know that our number one focus right now is to be bringing sales in the door.

However, you might have some guilt around that. You might be thinking like, "Well, how can I be selling in a time like this?" Well, this is really about... I heard this a little, I don't know if this is like a snippet or something like that, but I heard someone say this in a masterclass that I was in recently. It's about profiting through this recession, not because of it. So I want you to remember that people still need joy. They need levity. We're



working together. We're all in this together as the slogan goes. So I want you to stay focused on what you can do to really protect your business and to be operating out of a place of action instead of operating out of a place of fear.

Because it is a very different, different energy. And the more that you can be proactive with your business, the more that you can be strategic with your business, the more we can help you. And I had a gem dealer, actually, this happens all the time, a gem dealer will reach out to me on Instagram saying like, "Hey, I need to learn how to sell virtually." But this is an opportunity for a lot of these old school businesses who have vendors in sourcing who have traditionally relied upon really meeting people at these shows or having people walk into their office, for them to like think about a new way about selling and reaching their people.

I was in another group, a [Jewelers helping Jewelers](#). I did an interview with [Aleah Arundale](#), who is the moderator of that group, which will come live soon. I had it scheduled for a week or two, but we're probably going to push it out a little bit more. And I'm trying to curate a list of jewelers that are still open and people that are continuing to work. And so we have this fluid list of people that can actually continue to help you support your business so that your manufacturing doesn't stop, so that you can start working more directly with consumers, so that you can [pivot your sales strategy and get things moving and rolling in your business](#).

And one of the ways that we've done that is through an intensive that we've offered over here at Flourish & Thrive Academy. We planned this intensive before any of this went down and we have a lot of designers joining us because they see the value in investing in their business for a learning capacity for the sense of like, okay, well now I have time, I'm going to actually focus on implementing things in my business.

And this is called the [Train Your Customers intensive](#) and it's a 12 week intensive that is really designed to help you basically recession-proof your business. Because I think one of the biggest pain points or struggles that many designers have in our community is that they've come from traditional business models of selling wholesale and selling at in-person shows. And as much as they've tried, they haven't been super successful in gaining traction and getting their e-commerce actually working so that people are buying from them online. And my belief is that I truly think that a lot of designers just don't understand how to connect with their people



on their website, how to email markets to their people, how to create relationships virtually. And I know this so well because when I closed my first business after the [2008 recession](#), I was forced to kind of do business in a different way.

And so I truly believe that we are all in this together and we have an opportunity to think differently about how we're reaching our customers, how we're making money, how we're actually coming from a place of service with our audience and how we're getting in front of them.

And that's exactly what the [TYC](#) is all about. So if you are someone who is trying to get consistent monthly sales online, you haven't really cracked that e-commerce code. You want a more leveraged business model and you want to kind of get rid of that single point of failure. So if most of your eggs are in the wholesale basket or most of your eggs are in the in-person show basket, which I know a lot of people have, then this is going to help diversify your revenue streams in a way that allows you to recession proof your business. Because if all of us are staying at home, the one thing that we do have hopefully is a computer and an [email list](#). So if you don't, get to work on that. So this intensive is perfect for designers who are really ready to scale their online sales, reach their customers directly, who are ready to profit through this recession, not because of it, and who aren't afraid to take action right now. This is really, really important.

This is about building a leveraged business model that is recession and weatherproofed. And so we're here to help you in any way, shape, or form. So let's do this together. So if you're interested in learning more about the Train Your Customers intensive, the TYC as we call it, you can head on over to [flourishthriveacademy.com/TYC](https://flourishthriveacademy.com/TYC). That's flourish, [flourishthriveacademy.com/TYC](https://flourishthriveacademy.com/TYC). Okay, so let's dive into today's episode.

So I want to talk a little bit more about how you can pivot your sales strategy, especially if you're someone who has been focused on building your business in more traditional methods, or you haven't really figured out how to transition into an online model. So first and foremost, the most important thing that you need to be focused on during this time is your mindset. And if you haven't listened to the bonus episodes ([BONUS EPISODE 1](#) and [BONUS EPISODE 2](#)) that I did with my boyfriend, [Jason](#), they came out about two weeks ago, we will link them in the show notes.

Please, please listen. Because the way the stories that we create, the way we perceive our reality, how we're approaching our business, if we're



operating out of panic and fear, we're just going to get more of that. So you have to really get your head in the right place. You have to believe and be resilient, that whatever you want to create is possible and can happen.

So getting your head in the right place is important. So I really encourage you, to work your daily affirmations to use the techniques that Jason and I talked about to change your perspective and remove the stories that are holding you back, because these are the things that are going to really get in the way of you moving forward and being successful.

The second piece of this is that you need to be working a 90 day strategic plan. So we talk about annual planning often, but one of the reasons why a lot of people get derailed oftentimes is because they're just winging it. They don't really have solid goalposts or anything to be working towards during these times when they have downtime. And so if they're not reacting in their business and running around with their hair cut off, like it's on fire or something like that and wearing all the hats, then they don't know what to do. But when you're working a 90 day strategic plan and you have specific goalposts for every single quarter, one of them being a revenue generating goalpost, then it's easier to implement and move your business forward a lot more quickly.

So these two are like the foundational pieces that need to happen in order for you to really be thinking strategically about pivoting your sales strategy. So what I'm going to be talking about are sales techniques that you can use right now. These are all things that we work with you in a workshop methodology in our [TYC workshop](#). So we basically, we teach you the training, we teach our methodology, we give you the scripts, we send you out into the field to implement this. And then we give you feedback a couple of days later on what worked, what didn't work and how to improve that.

So this is really about moving you into action. And it starts with really being planned out and understanding what needs to happen next. So step one of this is really about grassroots style marketing. Now a lot of people who are artists and makers and in the jewelry industry, you're a sales person, sometimes feel weird about asking for a sale because they feel like a sale or reaching out to customers to check up on them feels sleazy or cheesy. And the reason why they feel that way is because they don't know how to start a conversation that is a relationship building conversation.



So step one of this is really about grassroots style marketing. Now a lot of people who are artists and makers and in the jewelry industry, you're a sales person, sometimes feel weird about asking for a sale because they feel like a sale or reaching out to customers to check up on them feels sleazy or cheesy. And the reason why they feel that way is because they don't know how to start a conversation that is a relationship building conversation.

And so what I always recommend is that you reach out in a grassroots style way via text or individual email. This is not sending out a mass email, that's totally different, to your previous buyers and just check in with them and see how they're doing. I've talked about this on a couple of [previous podcasts](#) in the last couple of weeks. And then from there you can say, "Hey, I was just checking in with you. I want to see how you're doing." And then they respond and you say, "Great, how are you? Are you enjoying the necklace or earrings or whatever they bought that you purchased?" And then, and then they tell you and then you come back and hopefully it's a positive response. Just say "Great, just know that we're here if you have any gifts or whatever. And if you want something to match that piece, I still have these pieces in stock and I just wanted to let you know about that in case you're interested in grabbing that."

This technique when done right, works super, super well. The thing that's hard about it is getting it right. But we taught this strategy at one of our events last year and we ended up selling over [\\$36,000 in a very short period of time](#), like 48 hours. It was like 36 or 48 hours, something like that. It's pretty awesome. And this was for a combination of our students in the program and it was really amazing. They were so excited to see this working. They couldn't believe it. They were kind of like, "Wow, this is so easy." Even the biggest naysayers did it and they made sales. It was pretty awesome. So if you want to learn more about that strategy, I'll be telling you how you can learn how to do it really well at the end of the podcast.

The next step of this is to be moving forward with a [complete strategy of turning in-person shoppers into online customers](#). Now this is ideally, would've been something that you were doing before all your shows got canceled or whatever. But right now what you can do is maybe take a list of all the people that you've met at shows in the past and or that have purchased from you in the past and actually send them targeted emails about shopping online.



So we teach a whole strategy on how to take the in-person shoppers and turn them into online customers by nurturing them and creating a great experience when you're at events. But ultimately this one, it might be a little bit moot for the short period of time, but for the long period this is a really great strategy for when the events start going again, for when you're hosting trunk shows in your home or sip and sees and stuff like that.

So you want to always be thinking about how you can convert those in-person shoppers to online customers. Now, something that I've been speaking about for years and we have another podcast on this and I'm going to link them in the show notes, is [building your email list](#). Now, most jewelry designers and jewelry brands think like, "Oh well, I don't know how to build my email list, no one signs up or whatever." And I think that there's a couple of reasons for that. If you're an established brand and you're offering a discount, it makes sense. But most emerging designers who don't really have a big email list or customer base use a discount as an email list builder. And the problem with that is that a lot of times, and while it may or may not work for people who are ready to buy, a lot of times people aren't ready to buy when they first hit your website. So you need a way to stay in touch with them.

And so we recommend developing quizzes or offering some sort of style guide or lead magnet or resource in addition maybe to the discount if you want to, that will generate leads for you all the time. So maybe it's someone who's not ready to buy now, but they like your stuff and so you're adding value to their life by giving them something for free and continuing to nurture those people. And eventually when they're ready to purchase, when the time comes to purchase something and they're ready, they're thinking of you.

And so this ties in, it's really important to continue building your email list because [email marketing](#) is the next stage of this. And I know that people are really hung up on this because we decided to do something that we've never done before. And we launched an email bundle a couple of weeks ago and we had such a phenomenal response. We had to shut it down because we had to, we have to deliver them and they're being released this week, the week that I'm recording this. So if you want to get more impact from your emails, I'd highly recommend that you get on the waitlist for the emails that sell bundles. You can head on over to [flourishthriveacademy.com/emailbundle](https://flourishthriveacademy.com/emailbundle) and get on the waitlist there.



And then once it's released, if you're listening to this later and it's open for purchase, you can jump on that and get it now cause it's really affordable. It's like \$37 and it's life changing because I wrote and curated over a thousand email subject lines. And that's the first step of getting emails open. And I think there's a huge frustration with email marketing because people say things like, "I don't know what to write, I don't know what to put into it." And so we're taking a lot of the guesswork out of that process so that you can start email marketing like a boss and get things out to your customers right away and reach them 24/7 which is what we all want to do. It's the best thing, right?

So at the end of the day, [email marketing](#) is important. You need to be sending out at least one email a week, guys. I know that that might feel like a lot, but every designer that I speak to that is building their email list and has a consistent, thriving e-commerce strategy has discovered how important the power of email is. And they all attribute their success basically with email marketing to sending more emails. Trust me on this. People who unsubscribed from your emails, they don't want to buy from you anyway, so don't let that deter you.

So another thing that is tied to email list building and email marketing is learning how to nurture people who opt in to your email list over a longer period of time who aren't ready to buy yet that actually moves them through a productive cycle of sales. And so we call this automated sales funnels or automated nurture sequences, and there are three key ones that you want to have set up in your business.

You want to have an opt-in sequence that's connected to whatever opt-in that you have, and it should be directly related to whatever the opt-in is, but it should be a series of three to six emails that builds, [know, like, trust](#), and then eventually drives your customers to buy. Or the opt-in, the prospects I should say, to buy.

The second is an [abandoned cart sequence](#). So if someone goes to your website, tries to check out, and then they don't complete the transaction, you send them an automated email sequence usually over a period of 36 hours, 24 to 36 hours; one, two, three emails that tries to recover the sale. And I've heard of this working so well that many people who use abandoned cart sequences have an uptick of at least 30% in recapture of those abandoned carts, which is huge. Can you imagine like 30% more



sales that people who were checking out and then didn't buy? Pretty amazing.

And then the third one is actually basically a post-purchase sequence and, or win back campaign. And this can be a slightly longer sequence that's timed and automated over time, but it's really to check up on the people who've previously purchased with you and to incentivize them to buy from you again by giving them offers. And depending on the type of jewelry that you do, like if you're selling fine jewelry, someone might not be ready to buy something again within a month. However, you can nurture them over a very long period of time, like a year or two years and remind them like when anniversaries are coming up. Have this high touch quality to it where you can stay in touch with them and they keep you top of mind. If you have a lower price point product, this is a great way to sell other items that they might like or might want with that.

This is an opportunity for you to be able to create an experience for people and get referrals and have them basically promote your brand with you because maybe you have a contest or something for people sharing the jewelry that you design on Instagram, like all of those things. So there's lots of ways that you can approach this. And once again, we walk you through a lot of this in our [TYC intensive](#). I'm talking about email marketing, nurture sequences, and all this stuff all the time on the podcast. So start binge watching a show and sharing it with your friends who are jewelry designers because whether or not you typically listen to podcasts, these are basically like mini trainings every single week when I bring them around.

Now, something that I think is a huge opportunity for wholesalers and brands alike and even these live events, I heard the most creative thing with a designer. I'm going to share that with them with you in a minute, and host [virtual trunk shows](#).

Now we've been touting the benefits of this for years. In fact, if you search on the podcast and on our blog over at [flourishthriveacademy.com/podcast](https://www.flourishthriveacademy.com/podcast) <https://www.flourishthriveacademy.com/blog> you can find many episodes about how to [host Facebook trunk shows and virtual events](#). This is a great strategy.

If you are a store, you could host an event for your customers where you just, even if it's just like a sip and see, you can feature some of your



products. If you can get into the store, if you have some of the jewelry that you can take with you, you can just have an opportunity to get together with some of your customers. Maybe just for a wine, a wine evening and just build that relationship.

But also if you have access to the jewelry, because I know some people who are locked out of their retail stores right now because they're in lockdown cities or whatever. You can just find a way to connect with your audience, which is great. Now, one of the designers in our community who is in our coaching program, actually kind of crazy, they're working with event promoters to do a virtual event with all the vendors that are at that.

So the promoters are going to supply the, basically the attendees, along with the people that are joining and they're working together to actually host the event virtually so they can sell products. And so I want to remind you that people are so bored. They want something to do. I've been doing things like virtual wine happy hours with my friends. I'm in a business group together where we meet three times a week just to check in and see how everyone's doing. There's just so many things that you could do to really stay connected and people want to be connected virtually.

So create a virtual trunk show, you'd be surprised. This is a great opportunity to get rid of extra inventory, dead inventory, old inventories. Have a sample sale. If you do it right, it will work really well. [I know I've heard of so many designers hosting sample sales on Facebook over a period of time and it's totally crushing it.](#) So this is a great opportunity for you to be doing those things. I know some people are concerned because their vendors and suppliers are shutting down and all those things. If you aren't able to actually produce multiples of your jewelry because your vendors or suppliers or manufacturers are closed down, you could presale product in a virtual trunk show and get it shipped out right away.

And so this is an opportunity for you to continue making money and profit through this recession and not thinking of this as profiting from it because here's the thing. I have to remind you that we all need to continue shopping and buying in order to keep the economy moving forward. And so people want to keep the economy moving forward. So try to stay focused on that and do what you can to keep your customers engaged, in the capacity that you can do that.

Then you want to... Another piece of this virtual puzzle is to be creating content that builds, know, like, trust and then eventually gets people to



land on your website. Now I know one of the things that really is a struggle for many people is because maybe they're not necessarily, they don't know what's right. They don't know what to post and all these things on social media. They don't know what to write for their [blog content](#). They don't know how to really approach these things and it feels super frustrating and they put all this stuff out there that just seems super pitchy and they're like, no one's buying from my social media or they're not consistent.

The number one thing that we do when we check people's accounts, when they say, "Oh no one's buying from my social media," is I take a look and see how often they're posting, and if they're posting like once a week or once a month, obviously no one's shopping from your posts, social media because you're not in front of your customers enough. You're not always building your audience. And this is a really important thing to be doing right now is to continually be building your audience. So creating content and then leveraging that into 35 pieces of content that you can share everywhere. So this is an awesome opportunity for you to do that. But I think part of it is to really understand how you can build know, like, trust through your content so that you're not always selling. Create personality through the content that you're creating.

The next step of this is to really... Some of the things you could be working on right now is really dialing in your online branding, dialing in the conversion strategy of your website, and optimizing your [SEO for search](#). Because when you have a little bit extra time, the natural reaction, it might be to be panicking about sales, but what you can be doing is doing things that so when we're out of lockdown and back to normal life, we can actually be focusing on growing our business and using our website as that tool.

So continue optimizing conversions on your website, get your branding on point. [Because you know these days you can't have an ugly website and expect people to buy from you](#). It really needs to be dialed in. So make sure that you're focusing on creating conversion design, beautiful design, and making sure that your branding on point so that it looks good. Because I hate to say it, well there's a lot of people out there saying like, "[Does branding really matter for a jewelry company?](#)" I have to say it does. It matters because that look and feel of your, what you're creating is opportunity. You're creating an aspirational product that people want. And



so the branding that you use is what gets people to connect with everything that you do.

Then, I can't even express this enough, I want to shout out to my girl [Jennifer Dawes](#), because she's really been working this in our coaching program, because video marketing is huge. Videos still get pushed out way more [IGTVs](#), all those things on Instagram, on Facebook and social media. So use video as part of your marketing tools. There are great ways to get your videos edited on places like [Fiverr](#) or [Upwork](#) where you can find a video editor and that is really affordable to cut and create video content for you. And trust me, if you can create a bunch of 1 to 10 minute videos for your audience, ideally in the two to three minute video length range, that's a good length. Then you have an opportunity to really stand out from your competitors. So set up your iPhone, do whatever, shoot some videos, get in front of your customers, they are going to love it.

And then finally, this is an opportunity to really be reaching out to your customers, building trust, creating social proof, and getting testimonials. When there's downtime, this is an opportunity for you to connect with all your previous buyers. And a great strategy to do this is to honestly just be reaching out to people one-on-one, see how they're doing. Check in with them. And when you do that, you're able to actually say, "Hey look, I know we're all in this together. It's a great opportunity for me to just ask for something. I'm here to serve you at any given point, but if you love what you're, if you love the piece of jewelry that you bought from me, I'd love to hear, get a little testimonial or a review about how you're enjoying it because these [reviews and testimonials really helped me reach more customers](#) like you and we're all in this together and supporting small business is the way we're going to get through."

And so I hope today's episode was really helpful. I'm going to be coming on as much as I possibly can to support you guys. Now, as I mentioned before, our [Train Your Customers intensive](#) is starting on April 16th. Actually I don't know if I mentioned the date before. All the things that we talked about and so much more are what we train you on. We give you the scripts, we give you the systems, we teach you the format on how to pull these off successfully. We teach you how to market email, we teach you how and what to put in those email nurture sequences, all the things that I discussed on this podcast. And so if you're interested in getting our help in this, I'd love to invite you to apply. It's completely free to apply. You can



head on over to [flourishthriveacademy.com/TYC](https://flourishthriveacademy.com/TYC) to apply today for the Train Your Customers intensive.

If your application is approved, you're going to get a little link to book a call with our [business accelerator specialist Natasha](#), and she's just going to talk to you a little bit about your business and if it seems like a good fit, awesome, she's going to invite you to join the TYC. If it doesn't seem like a good fit at this time, no harm, no foul, we'll send you on your way and if we think we can help you in another way, we will share that with you. So I just wanted to give you a heads up about that now and remember this time small business needs support, so think strategically outside of the box. How can you get in front of there? How can you pre-sell your collections? How can you support other small businesses that are in different markets to keep this ecosystem rolling?

We are in this together. We got you. You got this. And just make sure that you get on our email list because I'm, and I'm going to have an opportunity for you to join for a very special email. I'm calling an email opt-in for all the free trainings that we're going to be hosting over the next week to help you recession-proof your business. These will just be many trainings, live videos, me coming on camera and just talking about things. But we're going to notify you and I want you to be in the loop if those are interesting to you, because I know at the end of the day I want you guys all to be thriving and surviving and continue to roll forward and build that jewelry business of your dreams.

And I have to remind you. [So in 2008, I did all the things that I tell you not to do. I panicked. I was freaking out.](#) I thought the world was ending and I stressed out all the time. And guess what happened? I lost my business. Now there was a financial repercussion to that in many, many ways. And on the front end, slightly in my defense, a lot of stores were filing for bankruptcy and I couldn't really incur the debt that that was creating for my business. So that forced me to file for bankruptcy and make a really hard choice. But because I panicked and I wasn't very proactive, I lost the will to fight for my business. And that's the last thing that I want you to do. Instead, when I launched this new company, I leveraged the power of the internet to reach my customers. And I did things in a very different way with a very high touch service, with a very personalized approach to business where my customers became really the part, a part of my story.



And I want to teach you how to do that too. So if you're interested in learning more, you know where to find us. Head on over to [flourishthriveacademy.com/episode245](https://flourishthriveacademy.com/episode245) for all the resources, podcast, and everything that I mentioned today. We also are going to be listing or linking a link to a blog post that we wrote with. resources for financial aid and business resources for jewelry brands, artists, makers, all sorts of people in the arts. So if you're interested in grabbing that, just head on over to the show notes and pick it up.

Thanks so much for listening today. And if you know another jewelry designer or maker or someone in an aspirational product business that needs help weathering the storm and staying calm during crazy times, then I'd really like to invite you to share this podcast with them. And also [rate and review](#) it if you haven't done so before. Here's why. My mission is to help as many people as possible. I put this out for free at least once a week. Right now I'm coming on twice a week, and it's on purpose. It's on purpose to help keep you focused on what you can do and out of panic mode so that when this all subsides, you're ahead and your business is still thriving. So let's do this because it's our belief that community and collaboration over competition is for the win and what we call.

So thanks so much for listening to the show today. I'm going to sign out. I hope you have an awesome day and take care of my friends.

## Links:

[Train Your Customers to Buy From You Online](#)

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

[Done-For-You Email Marketing Bundle](#)

[Episode #87: How to Build an Email List for Your Jewelry E-Commerce Business](#)

[Episode #178: The Epic Online Promotion Strategy that Brought in \\$8200 in 4 Days](#)

[List of Financial Aid and Business Resources for Makers, Designers, and Artists](#)



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***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.***