



How to Host Your Own Virtual Art Fair with Ana Maria Andricain

THRIVE BY DESIGN WITH TRACY MATTHEWS

“Here's the thing, you try things and you have to release the result, you know, because because you don't know like, I don't know, is this gonna work? I've never tried it before..”

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. The podcast for ambitious, independent Jewelry Brands looking to profit from their products. Get ready to make more and sell more doing what you love without spending every single waking minute doing it. Hey! and if you're a creative fashion or product based business, I wanna welcome you to the show. I'll be dropping on launching, growing and scaling your business so you could spend more of your precious time using your creativity to make life. You ready? Alright, let's do this!

Welcome to the Thrive By Design Episode 251. I am really excited about today's show for a very specific reason because I like highlighting designers, makers, jewelry brands, artists, aspirational business product owners. All the people who are doing amazing things with their business right now.

Now my guest for today is [Anna Maria Andricain](#) she is the founder of [Jewel of Havana](#) the designer behind the name. And I had her on the podcast before, and she's also one of our Desired Brand coaches in our SOS coaching program. And the thing that is really exciting about this episode is that Ana Maria, because she is a coach and a mentor in her program, she wants to walk the walk and practice what she preaches has been working diligently to, you know, level up in her business. Because she's built her business around these art shows that she does. And she loves the art shows and there had been a couple of times in her career



that she had to pivot and kind of move away from the shows for whatever reason.

And you're going to hear her story about having breast cancer and a couple of other things. And this opportunity has been crazy because her health is fine but she basically has to cut the lifeline off on her majority of her business and she's smart because she was able to leverage those in person events and turn those people into buyers after the show because she's basically really good at this. She helps designers because we know there are so many people who in our community, in the Flourish and Thrive Academy community have built their businesses on these art shows, art fairs and jurid events.

So when they go away what do you do with your life line? And I know many designers when they come into their program, are trying to diversify their revenue streams. So I've just been blown away by some of the things Ana Maria is doing but other members of our SOS Coaching students are doing during this time. And I am getting countless messages and texts from the designers in this program saying "Oh my gosh! the things that you're teaching, you've taught me are actually working like crazy right now."

And I got a text today from one of our designers and because I don't have permission to do the whole vetting process, I am not going to use her name. One of our designers run a very successful business but she does run part of her through in person events and other retail events and she texted me side by side of her sales from April 2019 online and April 2020 and April 2019 she was doing about \$2500 and April 2020 she has about \$10,000 on the books. So it's amazing! Like 5 times in the book. And I would like to give a shout out to Caroline who is doing awesome in her business and she reported that April has been her best month in sales outside her holiday month in the last 5 years by reaching her customers directly through email, through virtual trunk shows, virtual events. Doing all these things to pivot her business model and so it's super exciting.

And I know that we're not really out of the water yet, but I hope that you gleam some little tidbits of advice from this episode of different ways to reach your customers. Maybe collaborate with your other jewelry friends, other product friends or other artists that can collaborate with these virtual events.



If you're interested in getting our help in growing your business. If you haven't heard of it before, we have a coaching program here at Flourish and Thrive academy. I've been talking about going direct to consumer and diversifying revenue streams because I did have a lot of foresight not necessarily pandemic going up but some economic correction and the one thing that survives on times like these is your ability to reach out to customers using your website as a sales tool.

We have a program over here at Flourish and Thrive Academy, it's called the SOS Coaching program and it's designed to help established and ambitious designers who wanted to reach their customers via ecommerce or in a way where there reaching them direct to consumer using their website as a tool to expand their reach and recession proof their business ultimately. And I say that because if there's one thing we can control, it's our efforts. We help you navigate this process and we help you improve your messaging and dive deeper into that. Basically a marketing and sales plan around getting the results you want reaching your goals. It is perfect for people who are already doing at least 5 figures and revenue.

It doesn't matter where that revenue is coming from. But we're working with designers right now selling \$500 to \$600k a year. So if you have ambition to reach that multiple 6 figure marker or create a sales channel on your business. If you're primarily a wholesale business and getting into direct to consumer, this program is amazing for you.

So if you're interested in learning more and interested in taking action now and make that step in getting some help in your business and tired of figuring it out on your own. We'd love to support you. Our business Accelerator Specialist, Natasha just opened up some slots on her calendar for free SOS exploration calls. So what happens to those calls is we're going to talk a little bit about your vision for your business and we're going to discuss what's going on with your business right now. And we're going to dive deep to identify some of the roadblocks that are preventing you from reaching those goals.

We all have blind spots preventing us to see and our goal is to uncover those to help you grow and scale quickly.

Head onto flourishthriveacademy.com/strategy to book an SOS Exploration call and check out a little bit more about the program.



So let's dive into this episode with Ana Maria Andricain

Tracy: All right. I'm so excited to have one of our desired brand coaches on the show [Anna Maria Andricain](#) of [Jewel of Havana](#). She's been a coach in her [SOS program](#) for since we started about two and a half years ago. She's also been a student and a member of our community for the past seven, eight years, almost seven or eight years since the beginning.

Ana Maria: Since the beginning

Tracy: Yeah. Welcome to the show on Maria.

Ana Maria: It's great to be here.

Tracy: I want you on the show before and your regular fixture in our community. You are one of our mentors in the [SOS coaching program](#). So I feel like you're talking to our students all the time. And I'm thrilled to have you here because for a very specific reason, which we're going to get into momentarily, but ever since [COVID](#) started and like everything started on lockdown and all your shows started getting canceled.

You have been on it, girl about like pivoting and testing things for your business. So we're going to talk about those things. And I'm just blown away by this idea that you had to host these virtual events. So, before I die I keep asking you and like giving away the entire episode is about why don't you tell us a little bit about your history and as a jewelry designer and kind of what you do?

Ana Maria: Sure. So I, my company's [Jewel of Havana](#), as you said already, and I started it actually in my dressing room [when I was on Broadway](#). So this was sort of my fun backstage hobby that I would do. And so it became an accidental business because of a New York City transit strike that happened like three days or three or four days right before Christmas. And of course, you know, guys, they wait till the last second. So none of the crew guys nor any of the guys in the cast had bought gifts, christmas. No one could get around the city.

They were crashing on people's couches. So you could say that my business was born of a it's not the same thing as COVID but as a major life sort of bump in the road, right? So, you know, people couldn't get around literally, there was nothing, no subway, no bus. No, you know, and the show had to go on so people were crashing on couches and, and whatnot. So, in my dressing room that night that guys were like, Hey, don't you



make jewelry? Can you make something for my sister? Can you make something for my mom, you know, and in that, not knowing how to price nothing? I went low, like, I think I did a couple thousand dollars just in the dressing room from Soho. Yeah. And now I know it could have been a lot more but I didn't know you know, at that time.

So that's really what sparked my whole business was like, whoa, wait a minute, this is something so I went and got my tax ID and so that's how my business was born in the dressing room. And so then, life another life event. My husband got a job opportunity in Louisiana. And that is where I'm from originally. Clearly, I cannot perform on Broadway in Louisiana. So another big life pivot, right.

So we did go back and forth for almost two years. And then when I realized this is just not ideal, um, you know, we decided that I was going to leave and go to Louisiana so then I think that's when I found you guys and, and really just took that business and made it a full time. I think so. So yet another life pivot. However, I built that business on the majority of live shows. So I did, I had a website. I was making sales on the website, but very sporadically. It wasn't something I could live off of. And so I was doing juried art shows and art markets and, and making my living in that way. And about five years into that I got breast cancer.

So obviously you cannot be lifting booth displays and the treatment for it is very long. Yeah. So I had to cancel all of my all of my summer festivals and art markets for like three or four months out and I had to cancel everything and so that was another major life pivot in my business was to figure out okay, um, I'm not going to just lay here I'm going to figure out how can I reach my customers virtually.

So that is when I really studied [SEO](#). Got my website really dialed in and started emailing like crazy like studying [email marketing](#) to like, like actual tactics of emailing not just not just emailing but having strategy behind it. And I was able to end that year within \$1,000 of what I've done the year before. So I think it was 1000 under, but without doing all of those months of shows, so I was pretty happy with that. Yeah. So, and obviously you always want to do better each year but I needed to just give myself a break and know that that was pretty good given the circumstances. Right. So here we are another big life event. I know.

Tracy: And I mean, just all this stuff is like crazy because you were able to completely pivot, reinvent yourself. You're doing it again and I'm just so



excited to hear about some of this that some of the things that you've been trying so why don't we just kind of go right into that because you saw this happening and like one by one you're like art show canceled art show canceled art show cancelled and immediately because we had our SOS live event or two day event that was supposed to be in person in LA we ended up doing it virtually on your birthday, and you showed up on your birthday, April 1, a fun

Ana Maria: A fun way to spend my birthday

Tracy: and Like you started sharing, I asked you to share because you're like the direct mail campaign that I just released, I'd had this idea for a long time is working, and all my [shows are getting canceled](#). So I'm going to try this other thing, but I don't want to talk about it until I try it. So why don't you share both of those things with us real quickly.

Ana Maria: So from all of those life events, I know that for me, I could either be very depressed and like, like, lay there and just recover. Or I could take action. And I know that I feel better if I make a plan and take action than just laying there and like thinking of all the Yeah, you know, so I have this little notebook that is actually a digital app that I use when I get ideas when I'm walking around.

I've got these different little lists, you know, got a blog idea. I've got a blog list, it just goes in there. This is my like sales tactic list, right? So every time I have an idea that pops in my head, I go to that little list and I put it in there. And sometimes, you know, when I need to drum up some more money, I will go to that list and go, Okay, what could I try? that I haven't tried before. And, and so this both of these things have been on my list for a long time. And for one reason or another, they've always gotten punted.

So before the COVID thing, my plan was to try this [direct mail](#). Well, actually, my plan was to put these gift certificates in everyone who purchased them during the birthday month of my business, which is the month of March, right. So I was going to give everyone who purchased from me a gift certificate in their box when I shipped their pieces. So that was the idea right? And to shake things up with something to do something different in that business birthday month for my clients. And so I'd ordered the cards and then we went to Louisiana.

From being zero cases of COVID in seven days to the second most in the country. So the cards have already been ordered. I saw that you're not in



New Orleans. I'm about an hour and 15 from New Orleans, but I saw what was happening there and I went, it's going to be no time it's going to get here because, you know, people, a lot of people in New Orleans have family in Baton Rouge, where are they going to go? And they're going to bring it with them, you know? Exactly right. So I thought so the cards had already been ordered.

And I went, Okay, I need to think ahead a little bit. And so I decided to go through my customer list and pull out my hundred best customers and turned it into a birthday card. So it said something like, um, oh, gosh, hang on. It said it's our birthday, but the cheers are all for you. Right? So it was just like a birthday card. And then I put those gift certificates in those and, and sent them out to those best customers.

Slowly people just started as soon as I did them in waves because I was also running my business, so I couldn't sit and do this. You know, I think I did. I said to myself, I'm going to do 20 a day. And if I can do more, I'll do more. So I was just shipping out like 20 a day, I think one day I was able to do 30 and I also had a friend early on helping me fold and stuff and do all those things and but then as things were progressing so quickly, I lost all of the help.

So there was no help, it was all me. Um, so but I got them out in the mail. And then slowly as they were hitting mailboxes, I started getting orders and orders and orders and orders and then some people would even mention the card like thank you that was such a sweet card and wouldn't use the code like we're just buying full price.

So it just It's so just it was so nice. And then one of the things I loved about that experience was, as I saw how quickly things were unfolding, I was getting very scared for my business, you know, and I'm like, just focus on taking care of your audience and serving them how you can errand I was because these were such good customers, and I saw how much they had spent through the years by pulling out the list. I'm like, just send them a card, I need to write something.

And I know even though it was printed and has my name, and I, I did try to make them pretty and signed my name digitally in the card. But I'm like, I can't just send this once I saw, you know, some of them. It's like \$10,000 they spent with me through the years. So I started to write to them in the blank part, and just tell them what they meant to me. You know, just just a



few sentences. It wasn't crazy. But I signed every single one with gratitude, honor And after you do that every day for like, I did 100 of them.

It just made me feel so grateful. You know, like, I'm like, look at all these people and like thinking of my interactions with them. A lot of my customers become friends of mine, like through the years where we're like, they become actual friends, like you're having dinner with them. And you're, you know, and I'm just so grateful for all those people and like sitting there doing that little exercise really changed my whole attitude about what was going on. And, and then..

Tracy:

Can I just stop you there for a minute because this is where [mindset](#) becomes so powerful, because the thing that is so crazy to me is that when all this stuff started, I you know, I skedaddled out of New York City on March 15. And I was like, I don't know what I'm gonna come back when I'm even going back yet because like that, we're still not necessarily we're kind of at the precipice, but it hasn't begun. fine enough for me to feel safe to go back there with the density of population and everything, and I was I was, quite frankly, like really afraid about what would happen for it to Flourish and Thrive too because, you know, like, in order for us for for us to be able to use support our to support our students, you know, we need people to continue to be investing in our programs and all that stuff and to stay committed to it.

And the thing that is so amazing to me is to see people like you, as one of our coaches inspire the designers in our programs like SOS to just rise up and so many people I was telling you before this that one of our students, and because I don't have permission, I'm not going to call out names. One of our students texted me earlier today like right before I got on this and said, she showed me her numbers from April 2019 over April 2020, April 2019, like \$3,000 online she had, she had a huge live event business, so she does a lot of virtual events. She pivoted.

Did this month she's already and it's not even the end of the month when we're recording this is already at \$10,000 in revenue for the month, another designer, I just been checking in on people like how are you doing? Another designer is like, I can't believe it. I'm having the best month in my business in history in April, and outside of Christmas holidays.

But there have been reports like this over and over and over again. And I just want to commend all of the people out there who are not letting this thing get to their head and that they're focusing on moving their



businesses forward. And, sure, there might be some real ramifications for some of us, especially if you have a business that is deep in wholesale or deep in live events to recover all of the lost revenue or all of the maybe potentially booked revenue. But there are so many different ways to be looking at it. And this is why I wanted to bring you on not only we're not going to go super deep into the direct mail thing, but you gave us some really good high level strategy for that.

Ana Maria: But also incredible. I mean, honestly, and one of the things about [community](#) Tracy, that that is one of the reasons I love being a coach and a mentor is that I have to step up my game. If I'm going to ask students to try things, I have to try things because I feel you lead by example. And if I like curl up and just let this thing go by, and don't try new things and get myself out there, how can I expect students to do the same? You know, so it's just, it's a win for me, too. I mean, my business is doing incredible. I just can't. I never thought this would. Here's the thing, you try things and you have to release the result, you know, because because you don't know like, I don't know, is this gonna work? I've never tried it before.

Tracy: Not be attached to that outcome. Just say like, gonna try this. If it works for me, great. And if it doesn't, then, you know, I tried it. And now I know!

Ana Maria: No harm no foul. I mean, you have nothing to lose and everything to gain and, and I really, if I think back over all these different life pivots that I've had, every single one of them, of course, in the moment, you're like, oh my lord, you know, like, how is this? How am I going to get through these different things? But if I really think of it now, it's happened enough that I already know, what am I going to learn from this? Like, it's, I know, it's going to be better on the other side, like, I know for sure my web sales are going to be even even bigger this year because of what has happened. So do I want this to happen to anyone?

No, like, this is not, you know, I would have loved to have been left yet this weekend. Yeah, you know, great people and been dancing to music and I really mourned that, that particular one for sure. But I know this is gonna, we're going to come out the other side of this stronger and better and, and it's just and it's been so much fun to connect with these people, like some of the people I mailed to hadn't purchased in almost two years. And then they purchased and then and they've reached out and we've reconnected. So it's been so lovely, like the whole, if you're gonna make you know, lemonade.



Exactly, then it's been really, um, it's really been good, you know? And then so then I guess we should talk about the other things I want to do.

Tracy: I was just gonna ask you..I don't want to cut you off. So I want to ask you something, so you had this idea. And, you know, I was talking with people, I'm like, it would be such a great idea. Like a bunch of designers came together and hosted their own [virtual art fair](#), because it's a way to get like, leverage multiple people's audiences. You already have the friends from your show and technology these days. You know, there's so many platforms out there. How can you do this? And then you told me you were doing it. And I was like, Oh my gosh, you have to tell me how it goes so far and you're hosting a third one I want you to tell us. Let's start from the beginning. Where did this happen? You get the inspiration. Where'd it come from?

Ana Maria: So, you know, I came from Broadway to Louisiana and then I got into this artist community and we do art markets there. There's a monthly art market in Baton Rouge that is really, really great. And that's sort of how I built my business to start off with. And there're so many talented artists and their friends, you know, and so one of the things so it's been so when I first moved here, I was like, Oh, I should like interview my friends and get on, you know, but Facebook was relatively new. And, you know, I just was like, who's gonna listen to me? Like, is this really something? You know, I call it that little meme girl on your shoulder that stops you from doing things, you know.

So it's on my list and I kept punting it because I was like, ah, who am I to be doing that? You know, I just kept saying, Oh, I don't know my audience won't listen to that. I was just stopping myself. So it's been on the list and on the list and so then of course I start seeing people doing these live events on Facebook. Um, but jewel, most of the ones I was seeing had lower price points. Um, and so I was like, well, are people going to send us like? And then what's the difference between seeing the still photo and going to your website? So why am I not directing people to the website?

And, you know, and then the checkout and all the extra work and blah, blah, blah, all the reasons why not do it right. So then this hits, and I'm like, all right, I've got it. I'm going to try at least two new things that I haven't tried before during this time. So one was the male thing. And then I'm like, Okay, I have all these things. What do I feel would be the biggest impact



and so I was missing my friends. really badly. Yeah. I was missing my customers who were friends really badly. And of all the things on my list.

This seemed to serve both of those needs for me, you know, yeah, hanging out with my friends. and connecting with my clients who have become friends, like some of these people come to my studio every month, you know, like, Huh, and and I just, I was missing everybody and so I'm like, Alright, I'm going to do it. Right so I'm like, Alright, who are the two people who, who I feel weird because I will unveil this little secret about myself. I use video all the time on social media, but I've never done a live video before ever. I'd never hit a button to go live just me talking. Right?

And I just again like one of those accountability things where like, I'm telling students to do this all the time, and I've never hit that button, you know? And, and so again, it was that little mean girl on my shoulder or my clients gonna care like, you know, I just, for some reason, just was stopping myself and a lot of it's fear.

For people who don't know this terrible stage fright and instead In, which is hilarious because I was an actor for 25 years. Totally. I know it's so funny when people don't understand. But it also helped me develop coping mechanisms, which is, you work out scripts, you are prepared 100% and you arm yourself with all the ways you're going to get over that fear, right? Mm hmm. so on. So I do that on the regular to get over myself and just do things that I'm scared of. And so I thought I would bring on people who have done a million lives because then I knew that no matter what they would have my back.

Tracy: They could take over the controls if something went wrong.

Ana Maria: They can't. Though, because I have this killer app that I'm using. Like, there's all I'm the only one that can run it so they can't log in. You have to be like, tethered so I could have someone in my space on a tethered computer. Okay. But you can't have anybody in your space right now.

So another thing I've learned from my little mean girl on my shoulder is that I have to just say I'm doing it, set a date, and go. So that I don't think of all the reasons not to write Hmm. So I did not know how I was going to do it. I knew that I had the two people who were going to do it with me. And I knew the date that we were all available. And so I made a graphic and stuck it out and put it in an email and sent it out to my entire list and



posted it on Facebook so I posted it everywhere and started talking about it.

But I didn't know how I was going to do it yet. I knew what the idea was like and I knew what I wanted to do. But now I had to find the tools to make it happen. So I mean, I say this, I knew that zoom would be my backup plan. So like it all, if I couldn't make what I wanted to happen, I knew we would just come on Zoom and do it there. But I was studying all these different people doing it in the boutique space like with clothes.

So close because I'd never seen somebody do this with jewelry, the way that I wanted to do it. And I'd never seen because I wanted to do the whole thing live, right, but jewelry is reflective. So if you have lighting that makes you look decent on camera, the jewelry looks terrible, because that lighting reflects in the jewelry and blows it out. Right. And so when you're selling things that are a couple hundred bucks, and some of the paintings that Stephanie was showing, were, you know, \$700 like, Are people going to buy this if they can't see the detail like how do you bring that live show experience to a virtual place where the customers can talk to you? Right?

They can type in the chat, you can answer their questions and all that. But they can actually see the tiny detail and jewelry and still see how it fits and how it looks on right. So I needed it to be multimedia. Mm hmm. And be able to show like lavender right, like lavender, it looks terrible in a photo. So how are we so I need to run a video. So I took a video of the stone like this and was able to put it up on the screen so they can see that while I'm talking and putting it on and then yeah, lots of multimedia going on. So I spent probably about a week reaching out to different app companies to go, this is what I'm trying to do. You're so close. Can you do this? And they're like, no one's ever asked for that.

And I'm like, okay, but can you make it like, what are the workarounds? There's always workarounds. Come on. Let's figure this out. So I talked to two three people at this one company and they're like, this is a great idea, but there's no way we can make it happen by your deadline. And I'm like, Okay, I will check back in with you, like, see if you can make this happen. So then I went to another company, I'm like, this is what I'm trying to do. You're so close.

Can you do this? Are there any workarounds? Like because I know there's always workarounds, right so, um, so then in all of my research, I found I up pops a friend of mine from New York who was doing a live and I haven't



seen her in forever, hit the live just to watch I swear, this is like, I God coming down and like showing me what I'm supposed to do.

So this is a great friend of mine who was raising money for a medical company who's making PPEs for hospitals and all this and then like, so up, she pops, and she's pinging around to all of our friends who were singing from their living rooms. And then they're cutting to video of the behind the scenes that That company is making the PPS and their volunteers and how they're making it happen. I'm like, this is exactly what I had in my head of what I want to do. So I watched the whole thing. I wait till the end. And then I get on Facebook Messenger. I'm like, Betsy, what is the app that you're using?

You know, and I was like, first of all, that was amazing. And they raised a ton of money. And it was so great to see everybody and, and so she gets right back to me. She's like, thank you so much. And, and she, she tells me the app, and I'm like, okay, so I get on the app, and I start like, like, Well tell us what the app is. Okay.

So the app is called stream yard. Okay. And, and the reason that I chose it, there are many apps that you could have done this with, but because I was a solo person, and I was going to have to run it alone, and it had the way that it works. also allows me to simulcast so I was able to push it to my page Nicole's Page Stephanie's page. So we got so much reach between all of the businesses all working together to make this happen.

Tracy: Amazing. Amazing. Amazing. Okay, so let's lay it out for us. I want to know kind of how you ended up running the event and tell us like you got the three people on like how did what was the promo window up to it and all the things.

Ana Maria: So I called it Havana happy hour. So that was the live event that the actual selling event was Havana happy hour. So that was the live event that the actual selling event was Havana happy hour. And so it was called Havana happy hour virtual arts market and then I had the three of us on the graphic. I think that first one I had to art so I had like a pic of my stuff with a wine glass with jewelry on the hands and on the neck. It was just so tight.

And then Nicole is certainly a model shot so it was just like a close up with jewelry and then Stephanie's a painter. So I had one of her paintings on an easel in the graphic. And then it just had, you know, will bring the art show



to you in your PJs with a glass of wine, you know, cute. So it was just like a thing. So, um, so as I was learning what the app could do, I then added these components that we called Cuban coffee hour, right? So every day leading up to the event, I brought, you know, Nicole on Cuban coffee hour on like Tuesday, and then Stephanie came on Wednesday, and then Thursday, all three of us went on.

And it was always at three o'clock, which is when you have Cuban coffee. Yeah. So it's kind of a tradition in our family anyway. And I'm like, well, I'll just have virtual Cuban coffee with my friends. And essentially, it was just like meeting the artists. So like, we were simulcasting to both pages. So I said a little bit about my company and she said a little bit about her company, so that the two audiences could meet both of us. And then we hopped up the live and had them RSVP because that way Facebook would ping them when we go live or when we drop information in there and so they were just the coffee hours were funnels to get people to the happy hour.

And also a fun way to hang out with your girlfriends, too, to kind of fill that little lonely spot of being alone all the time. And because my husband was in Decatur at that time, so I was literally like, by myself with me and my dog in the stairwell. Yeah, so this was like a fun way to visit with girlfriends and build this event. So we did the event, like each night the coffee hours allowed me to learn what the bumps in the road were in the app, and then I would get like, we got off and I'd like to literally get on customer service. Okay.

This is what I was trying to do. What's the workaround? So we figured out how to do overlays so that I could do the split screens because Okay, the app allows you to do split screens with people. But if you're talking alone, it wouldn't let you split screen the product. Oh, right. So I had to figure that out. And I'm so glad we did those coffee hours because it let me figure that out before we got to the, to the main event, right.

Tracy: So we got three coffee hours to lead up to the main event?

Ana Maria: So by the time we got to the main event, I had figured out like the workaround, perfect making it look the way I wanted it to look. And, and so the only caveat is every time we go to show a piece you have to like lean to your right. Because Oh, which is opposite what happens on zoom, right? So if I lean to my right on zoom, I'm going the same direction as the zoom is showing me but on this it's like a mirror so that if you have any



coffee looks right. So um So when you have to learn the opposite way of what you think, what you're trying to go, I know it's so weird, but I am talking to them.

And they're going to, I think, add some of these features so that you can split the screen with the product. So I just don't know how quickly they're going to get to, it's already they've added one of the features I asked for. So I don't know, I just think I'm excited to partner with them and kind of keep getting more of the features that make it easier and easier to work with it.

Tracy: So tell us how that is how the actual virtual event rolled out so we get that you're using this app and you're working on the features, but I think what would be super helpful is to kind of know, like, how did you guys split the time? Like how long was the event and what were the kinds of results that you had?

Ana Maria: So silly me thought we could do it in under like an hour, you know, and and though my friends who've done it before, not in this way, but in other ways said there's no way we're going to do it in an hour. It has to be like two and I'm like two hours who's gonna sit for two hours and like, but I'm like, Alright, you know better than me because I needed to just listen to them.

They've done lives before, and I haven't. So I'm like, Okay, so what i what i was doing when I was talking to the first business that I was at, that I was hoping was going to work is I asked a lot of questions like, how many products do people usually put on? And what you know, how long are those? And I was asking a lot because they have so much data. Yeah, all of our users, right. So the app I ended up with has not ever had people use it in the way I'm using it.

And the first app, that's what they do is just they couldn't make it work with people in different locations. And I really had to, I would have had to process all the sales and then pay out the people. And that's like an accounting nightmare because everybody does custom stuff. You know, Huh, so I was like, and I would have had to set up a whole website for it. And there was no time I had already announced the date.

So once I realized how that one worked, I was like, there's no way I can make this happen in the time I have left. Okay, so, um, anyway, all right, I've gone off on a tangent. And now I forget what you were asking you.



Tracy: I just want to know, I want to know like this, like, how would you roll it out?

Ana Maria: Yes. How do you roll out so I from the information I gathered from that first company, I realized, okay, if each artist if I do three people, we could each show 12 pieces. Right. So, what I did was I did rounds. So I had you know, I showed four pieces, cultural four pieces, Stephanie showed four pieces. We would like to look at the comments and answer questions and pull things back up. So I looked at it as like little segments, and then breaks and then a segment and then breaks. So we did three rounds on That. And that. So we went in and we got it in two hours, but then we had a raffle at the end. So we actually went two hours and 13 minutes. So it was a little long. But we all sold and we all sold pretty well.

Tracy: How did you guys do?

Ana Maria: So they're all coming in at around \$3,000. So, so for the, for the actual live part, but what I didn't count on was the replays. So, no, I didn't even have two things that I did after that, really, I don't know how deep you want me to go into all this, but I thought what we were telling people is, after the live send us your email in Facebook Messenger and we will send you an invoice. Right. And so that's that was the plan. But at the end of the live the first one no one people bought from multiple artists but no one bought for it. No one bought more than one piece each from yo. So I'm like, Well, why am I going to send an invoice when I can just send them the link to check out on the website?

Right. And then I went Hold on for a second. If they bought the earrings, there were things I didn't show right. So if I'm going to send them the link, I'm going to also send them a link to the companion pieces.

Tracy: Amazing.

Ana Maria: So this was totally on the fly. I'm totally making this up. Right I'm thinking I'm sending an invoice and then I'm like, hold on. So I sent them the link to the piece. Thank you so much for shopping. The Havana happy hour is our first thing here's the link to the PC purchase and in case you're looking for companion pieces, here's where you can see everything that goes with it. Every single every all but two people bought additional pieces.

Tracy: Wow.

Ana Maria: So I tripled the income from the live just from that.



Tracy: That is so smart.

Ana Maria: So those cards, those \$20 cards, oh my gosh, I drop those in all the boxes.

Tracy: So we're tying this back into the direct mail piece. The gift cards that you were sending to your best customer is saying like, come back shop again and get a \$20 gift card off your next purchase.

Ana Maria: Right. So then I was so these people bought on Havana happy hour. I dropped the card in there. They've already started shopping again. So if so, the reason this works so well is that my audience was shopping from them. Their audiences were shopping for me so we were all getting regulars and new customers. And so you know, with a new customer, they might have bought from me one time but that doesn't mean make them a regular yet, right so I'm looking for a way to get them to get regular, get them to become a regular customer. So if I give them this and there's an expiration date on it, maybe they'll come and shop again. I also said this is for you to use or to give to a friend who may need it.

Tracy: That's so great, because then you can know, they can pay it forward. If they don't want to buy something else for themselves. They can buy a gift from a friend, or give it to a friend to purchase a question. How many people were at the event?

Ana Maria: So the first one, I think we averaged about 70 people all the way to the end. Wow. Coming in and out. Yeah, that's it hovered between 68 to 70. live through the whole thing. I cannot believe people stay till the end. Like

Tracy: When people are into it, they like it. They want to support small business.

Ana Maria: So I did have a couple of friends because I was nervous about like, Are people going to show up? You know, so I reached out to some of my best friends and I said, Listen, I don't expect you to shop but can you just be They're to comment in case it's quiet. Like just ask us questions, you know. And so they ended up shopping but the reason I wanted them there was for that reason because, you know, as I said, I'm very nervous to go. It was my first live show and I didn't want it to be crickets. And having friends there made me though, okay, they're gonna ask me questions and you know, I can talk for 10 hours. So.

So I asked them to profess and the other thing I'd like you to do is to give me honest feedback at the end. I want to know, like, how could it be better for the viewer? Yeah, right. So because I want to make sure that if I'm



going to do it again, it's going to be better and better each time. Right? And, and so they all like after it's over. All of them started sending me emails, like, you know, that was so much fun. customers were sending me emails. It felt like I had a night out with the girls. What else? It made me feel normal for a couple of hours? What else did people say on Wednesday? Oh, when's the next one they wanted to know.

Tracy: Like, posted another one, right?

Ana Maria: It literally is next week. I was like, that was so much fun. I'm doing it again.

Tracy: So how does the second one go? How did it compare to the first one?

Ana Maria: So the second one, and I learned from the first one, and I said to you that it was a new group of people, right? So bought two more artists friends, and I said, Okay, we talked way too much on the first one, because all of us like, we're all talkers, and we're also are all his stories behind it. And so of course, we started telling the stories behind it and all and so I learned from the first one, like, pretty much across the board, everybody said they wanted more art, less talking.

And so and also I really wanted to come in under two hours. I just thought it was too long. You know? I mean, people gave us great feedback, but I felt like it's long. Um, so we came in way under and it also allowed me to go too far the other way. I think the third time is going to be the charm where I'm going to find that happy medium between talking about the pieces and not talking too much.

Tracy: So what was there a difference in results on the second time around?

Ana Maria: We just came in at about the same dollar amount. But we were able to show more jewelry per person. And I was also I think it was a better experience for the user for the audience because I was able to go through review everything. So like the first time we talked so much that they're like if I had gone back and gone through all the pieces again, and I think some audience members were probably from from how I saw the sales coming in. I think they were probably taking no And waiting to see everything before they started to comment.

And so when we did it this way, like I said, All right, I set it up at the beginning, I said, we're going to go through three rounds. And I'm going to review each round at the end, like at the end of each of those, right? So we show each person went and then we did a blow through of everything



that was shown. And then we did the second round, and then the third round, and then at the end, we went through the whole thing again.

Tracy: So you reshow all the art so what happens when it's like an artist with a painting and there's only one in like three people want it.

Ana Maria: So we set that up at the top, we tell everybody that will let you know when it's a one of a kind. Because I had a one of a kind I had a few one of a kind. I had a lot of repeated pieces that I could repeat. But Stephanie had all one of the kinds, so what we just said is, you know the first person who comments sold in the number is going to get The piece if you want it still comment, because with Pete you only have 24 hours to complete your purchase. And if they don't complete their purchase in 24 hours, it's going to go to the next person on the waitlist.

Tracy: That's great. So, that sets everyone up for actually being able to sell through. And you know, if someone was like, Oh, I want this and then they're like, oh, weren't weren't like, over commit, right?

Ana Maria: Because we didn't know how, are people gonna actually follow through and check out at the end? And they did though. They will knock on wood so far everybody has. I've had like one or two people that made me nervous, but then I just followed up with them. And then they did so.

Tracy: Okay, amazing. Yeah. So yeah, what did you learn differently? What did you learn from these two events that you're going to do differently next time besides finding the balance between storytelling and showing the product?

Ana Maria: So I'm going to try for people for the first time. Oh, wow. Yeah. So I'm adding one more and having one question. And from the first one, one person from the second one and then one new person. Okay, all right, so I'm just trying, mostly because I need to make sure that at least some of them know what they're doing.

Like if I had three new people trying to do it for the first time, it would I think would have been overwhelming for me. So, um, so that's why that's the Plus they have great products that are great for Mother's Day. So I'm theming this one Mother's Day gift. Um, so it's going to be the third so that's one thing. I'm going to be better like, I was so nervous about talking too much that I didn't even like to introduce every Okay, and on to the artists like, Who is this artist? I know.



So it's like I went I did say like, they each said their names and their businesses. But you know, we could have said a little bit more. Okay. So I think this is going to be in the middle somewhere and then on so what else did I want? Learning just to go through the whole thing at the end, again, is a really good tactic, because we got a whole bunch more sales than last round.

Tracy: So the recap?

Ana Maria: So we didn't, we didn't talk, like we didn't talk as much on that last one, it was just more of like Laura and she just said, you know, we just kind of went through, and then we went through, so it was a much quicker blow through, but, and then and then also like toggling between the comments and like bringing the audience in more and more, you know, especially at the beginning, getting them to comment at the beginning so that they're already writing in there before we started selling. So I think that's mostly the thing though.

Tracy: I'm gonna walk through the process really quickly. So you set the whole thing that the stream yard thing seems like the most complicated pieces to figure out how to do the switching and featuring the products and all those things.

Ana Maria: I find it to be the most user friendly. Okay. Oh, for what I wanted to do, because all the other ones you'd have to share your screen, you know, when you share your screen, you got to hit share, you got to find the window that you want to share you got that has to come up and then say a customer goes, Oh, I'd love to see number one or one. Well, now I gotta go like, scroll back. If I was using like any, like, Oh my gosh, I'm just blanking on that when you're doing a presentation. Like a SlideShare or something like that. Like, you have to go back and find that with this. They're all right there. You just click the picture and it comes.

Tracy Oh, okay, cool.

Ana Maria: I mean, like that while driving the panel on the dashboard. The dashboard is so easy to toggle between, have a much more live experience with the audience. Okay, because they can comment and you can respond immediately with what they're asking with the photo.

Tracy Yeah, awesome. So There's like a little bit of setup there, you plan out the pieces that you're going to do in advance. You had you hosted two to



three preliminary, little Cuban coffee hours to get people excited about the event, right? And then you host the event you go live, you find the right combination between story and whatever, everyone has a certain amount of predetermined pieces. Once people are sold in the comments, they email you through messenger with their email address or you message them?

Ana Maria: Right so if it's somebody that is not your follower, or you don't have their contact information, you can't on Facebook reach it's going to go to their other. Right now, it's really important to say over and over and over. You need it you know, especially at the very end when you're logging out and throughout because people are jumping in and out so they may not know.

So you have to say to them you send us the artists who have our names across the bottom and our business names. So I'll have like Ana Maria Andrew cane slash jewel of Havana, and Laura Teague, Laura Teague slash Laura t jewelry. So we keep saying, this is how you spell it, go to the Facebook page and send us a messenger with your contact.

Tracy: So it's on your Facebook business page instead of your personal profile.

Ana Maria: Yes. Okay, so but you can take this and you can stream it to your business page and then share it to your personal page. Okay, perfect. Yeah, and then also can share it to your event page. So this thing was streaming, I think in like 10 different places like when you think about all the shares that we did, and then the people the customers are sharing it.

Tracy: So great, that's awesome. And then they comment, they send you a message, you provide them a link and then you also provide them links to companion pieces, so you can upsell them on multiple products. And then they buy you, send it out and then you add the \$20 gift card. In the box to encourage repeat spending, right? Is there anything I missed?

Ana Maria: No, I think that's the whole reward system.

Tracy: So good. Anna Maria is there anything else that you want to share with the listeners? Before we dive off? That was so helpful. I think that this is going to inspire a lot of people to try this.

Ana Maria: Oh, yeah, I mean, I've been watching boutiques do it so brilliantly, but and clothes look great when you're wide but jewelry is a whole other bear. If you want to bring in all the elements of somebody being able to pick up your piece of jewelry at a booth at a live show. So that having that



multimedia capability, really helps. super helpful. Bring that experience to the viewer.

Tracy: That's so awesome. Oh thank you so much for being here today. You're amazing. I love you, girl.

Ana Maria: You too, girl.

Thank you so much for listening to the show today I am so excited for you to try this Virtual Event on your own. After the episode was over, Ana Maria and I were chatting and she had a couple of other tips and she was like "Oh shoot! I forgot to say this!" A couple of things that she did is that Facebook has a delay in the response. And one of the things that you should know is that if you're talking and you're not getting a response, it's probably because of the delay.

Also, when you're broadcasting you can broadcast on multiple pages and multiple platforms at the same time and when your customers are commenting sold, you're going to see that in the app so it comes in the order of received and it aggregates all comments in all platforms and she's talking about the [Streamyard](#) app which is super cool. And also, one of the other things is that she gave a shout out to some local businesses and people that supported the art fairs in her area and they were actually sharing it too so they had some local businesses shouting out to her local event and also shared it within their local community and also got picked up by a podcaster and blogger about being featured in some of their publications on their next one. And the final thing that she said was she realized that after all this, one of the things she wanted to do was to create videos to train the participants on how to roll this out properly.

So I just wanted to mention those things because we're already at max recording time and she just messaged me later. So, those little extra tips that Ana Maria gave you are helpful then there you go.

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