



Mind Blowing Success Stories to Inspire You with Tracy Matthews & Robin Kramer

THRIVE BY DESIGN WITH TRACY MATTHEWS

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You're listening to Thrive by Design, business, marketing, and lifestyle strategies for your jewelry brand to flourish and thrive. Let's get started.

Tracy: Welcome to [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 want to welcome you to the show. I'll be dropping big tips on launching, growing and scaling your business so you can spend more of your precious time using your creativity to make money. You ready? All right, let's do this.

Welcome to the thrive by design podcast episode 253. Hey there, it's Tracy Matthews, Chief visionary Officer at [Flourish and Thrive Academy](#) and [Creatives Rule the World](#) and I'm super excited. I'm here with a very special episode for you today. Today is my birthday week.

I work this Thursday. And I have a very special guest on the show today. I have [Robin Kramer](#), my co-founder, [Flourish and Thrive](#). And I'm excited because birthday month starts with my birthday and then it goes into Robin's birthday. And then we go into our Flourish and Thrive on our birthdays. And Robin and I, eight years ago when we found it or just about eight years ago coming up on that anniversary.

We founded Flourish and Thrive Academy and we are on a mission to help as many jewelry designers and makers as possible, build anti fragile, recession proof businesses, and to really help all of you in our community whether you have a jewelry company or create a product company to help all of you navigate the ups and downs of business because that's just what



happens. You know, at any given time, we're going to always see highs and lows and when I decided that I wanted to start consulting for jewelry brands after I started my second company.

My second jewelry company I should say, and really wanted to support this industry in a bigger way, I realized that, you know, one of the things that I didn't have when 2008 came around was a huge support network. And I wasn't proactive enough to think outside of the box about how to basically save my business when something that was out of my control happened. And so, like that's been my mission from the beginning is to show you how to basically create an anti fragile business that can navigate and survive any type of recession, any downturn in the economy, any pandemic or anything else. And so that's why I'm really excited for this episode today because Robert and I are going to be highlighting not only some of our students, but some other members of our bigger community, who are doing some really incredible things right now, to have record breaking sales and months and basically, to recoup some of the lost revenue that they've experienced from missing their trade show. are missing their wholesale orders are missing their in person events, missing their art shows and all those things.

So, because of that, you know, we're gonna we're having a celebration. And since it's my birthday, I always give away a birthday gift. So this is something you want to pay attention to right now because I'm giving you a really invaluable resource. It is brand new, we've never done it before. It is a brand new series of case studies and success stories and strategies directly from people who are doing them who are having record breaking months.

So it's called the secrets of successful jewelry designers during uncertain times. And I'm really excited about this because it's designed to help you stay motivated to focus on what you can control and to meet or beat your numbers from last year because that is exactly what the brands that we interviewed and the case studies that we created and the strategies that we're pulling out, have done to create anti fragile businesses to make up for lost income and to keep their businesses Moving forward.

So this is only going to be available for download on May 21, which is Thursday of this week, we're going to have it available for 24 hours. And I highly recommend that if you're getting on the waitlist that you stop what you're doing, and head on over to this URL, flourishthriveacademy.com/TracysBirthday, we will also have it in the show



notes. Because for 24 hours on May 21, we're going to be releasing this very special mini ebook. It's full of value. It's short and sweet. And it is going to actually really inspire you to take that next step.

You know, I know that many people have come into this community because they've been inspired by my story. And I really want to pay it forward. I want to inspire you with other people's stories now and not just talk about me all the time. Not that I do. But you know what I mean? Like I'm always celebrating our students. And I think that what's really, really valuable and one thing that I've learned being at the forefront of, you know, a really interesting time in history.

Is that there's a lot of things that we can't control in life. And one of the basically the best qualities of an entrepreneur, someone who owns a creative business is basically resourcefulness and I am seeing so much resourcefulness from you, all the members of our community who are pulling things out left and right to just like, just just try and test and I've never seen, like motivation like this before and it's been inspiring and incredible. So head on over to flourishthriveacademy.com/TracysBirthday. And I also want to remind you that we'll also, you know, we give something away for free on my birthday, but then we also offer something at insane value. So, you're definitely gonna want to get on the waitlist because I'm dropping some of our best selling items that are going to be available for less than \$100.

So I encourage you to get over there. You don't want to miss this. If you miss the 24 hour window that this whole thing is open. You don't we're not gonna to open it up later sorry if you don't if you don't get it then he won't be able to get it ever so make sure that you head on over to flourishthriveacademy.com/TracysBirthday and get on the waitlist and pay attention to your email, set a reminder on your email so that you check it on May 21. The event starts at midnight on May 21.

So that's actually like as the clock ticks midnight from May 20 to may 21, and then goes around the clock. So check it out. All right, so I'm going to dive into today's episode for those of you who don't know my good friend Robin Kramer. She helped me co-found flourish and thrive Academy many years ago, and we have been working on our own businesses for a while. So about two or three years ago, she launched a really amazing wholesale boot camp, and also a wholesale intensive where she works one on one with designers in the wholesale industry because that's really her passion.



That's where her expertise is. She is a sales and relationship expert and you're going to really love some of the things that That she has to talk about Plus, it's her birthday on June 1 as well. And so we wanted to do a ko birthday special so that we could get together and chit chat as friends and celebrate our birthdays together. So dive right in and listen to this episode because I think you'll be really inspired. I am so excited because my co founder Robin Kramer is on the show today, Robin, welcome.

Robin: Hi, I'm so excited to be here!

Tracy: So excited to have you for a very specific reason, because we're kind of celebrating our birthdays together this year. Robin and I are both born like two weeks apart, just about maybe like, yeah, 412 days apart or something like that. Just a few years off, but not too much. And we have our birthday flourish and thrive a couple weeks later. So it seems like it's the birthday season for like two months around here. So we decided to do a joint episode really, because when we come to this time, we're coming up on eight years of co-founding, flourish and thrive together. And one of the things that we love to witness is how far everyone's come right?

Robin: Oh, it's the biggest joy. This is why we started this to help.

Tracy: Yeah. And so when you know, my business failed in 2000, after 2008, the 2008 crash and the recession and everything like I really didn't want anyone else to have to go through that. So the mission of starting to flourish and thrive was to really help people live proof their businesses, help them recession proof their businesses, and build a business that actually supports what they want. And over the years, Robin and I have worked in many different capacities. We've developed a lot of programs together. We've done a lot of collaborations and about two years ago, Robin ventured off and started her own. It was three recently.

Robin: It was almost three years ago.

Tracy: So about three years ago, she ventured off and started her Red Boot wholesale intensive because she really wanted to be able to work with people, one on one in the wholesale landscape because she loves retail stores, and all that. Why do you tell us a little bit about that, Robin?

Robin: Yeah, I'm a little bit of a retail junkie, I love products. I love stores I love, I still am in touch with so many of the store owners that I worked with when I was at Dog Eared. And I just love that whole relationship. And so working



one on one with people and really helping them with their wholesale business. And so many of the designers I'm working with Now also, in addition to doing wholesale have their own stores are getting ready to open their own stores, which is a big trend. And it's been really exciting. And I just see so much opportunity, especially now that things have changed and so it's become a kind of an even more different landscape and how people are maneuvering through that. And I know you're This is one of the reasons we're so excited about how people are embracing it and moving forward.

Tracy: Because I know that this was really unexpected, like no one could predict a pandemic. However, you About two, three years ago, I really wanted to move into a direction of helping people with their online businesses and selling more directly to consumers on their websites. And you really wanted to focus mostly on wholesale. And so we decided to kind of focus on our own program so that we could support people in a way that felt amazing to each of us, which has been so cool.

In particular, because when I've seen and we were chatting, you know, this morning before we did this interview, what I've seen come up over, like over the past few weeks, or past few months, I should actually say, of how people are adapting to this time and pulling out all the stops to save their businesses. And, you know, I was talking with one of our students this morning, and I'm going to kind of do a case study on her and Robin's gonna talk a little bit about some of the people that she's been working with and make some notes, some of them asked to remain anonymous, so we're going to have to honor that But we're going to talk about some of the strategies that they're doing.

And the thing that's super cool about this is like I just opened up our Slack channel for our coaching program over here that where we focus with people on online sales, which is about to change names to the momentum mastermind, which is exciting. And I got a text from one of our coaches on a rant, Andrew, Canada who I had on the show a couple weeks ago, and she's like, Girl, have you checked the winds channel this weekend? Because she knew I was sick this week.

And I'm like, No, so I just opened it up and I almost started crying because we have a challenge here in our momentum mastermind or it's newly called Momentum Mastermind, formerly [SOS](#). And as we're recording this, it is the day before Mother's Day because we have to record the podcast a



couple of days before and a huge fraction of the people in the program are almost out their 10 k challenge mark which is for online sales, and some of them have set bigger goals for them. And they might be doing \$15k or \$20k some of them may be setting a little bit lower goal because they're not quite there yet, maybe five 6000 online. But the cool thing that is is going on is that these people are just like pulling out all the stops and trying so many different things and finally implementing a lot of the things that they've been putting on the back burner over the years because they were so busy like filling wholesale orders are so busy, like doing the in person shows, which we know is exhausting for a lot of people.

So Robin, what have you seen from some of your people? We're not gonna dive like totally into the weeds yet, but I'm curious like what you've kind of seen?

Robin: Well, it's been interesting because of the relationship the wholesale end of things to where I it's crazy for the fact that anyone is without a website right now you you have to have one you just have to, there's whether you're a retail store or whether you're a designer, a vendor, you have to have a website. So it really prompted a lot of people who were dragging their feet to have a website Now all of the designers I know have websites, but maybe they weren't up to par.

And so that's where they're like, Okay, I need to dive in, I need to change things. one that comes to mind is [Viv and Ingrid](#), they have a great new website that they've been working on. But they were not ready to launch it and boy did they get on it and launch it and they push it up. And I think that's what it's, it's putting that fire under.

Just moving forward with that and what I love, it's, you know, you if you want to, you're moving into a house and you want to have the house ready, you have a party, and I kind of feel like this is that little impetus of, okay, holy crap, this has happened, what do I do? How do I move forward, let's be innovative and the ideas that are coming are that people are coming in a lot of DIY. I'm seeing designers putting together packages, that is something for maybe the kids or adults and doing a zoom party. Once everybody gets through DIY, doing some really, really cool things.

Tracy: So the thing that was so cool is that I really was in wholesale. We're going to talk a little bit about that later. But I'm going to dive into [Karina's](#) story in a minute. One of the things that I am really excited about with wholesale is that a lot of the designers because we do have a lot of designers in our



momentum marketing program who have a majority of their business wholesale, but they're really trying to strengthen the direct to consumer, because when there's sometimes when there's too much of a balance one way or the other, if one revenue stream goes away, which the only thing we can ever really control is our direct to consumer revenue stream. When one goes away, then it can put our business in jeopardy and I know that that's been a big aha moment now because wholesales canceled, basically your people are pushing out their orders.

So we've seen some really cool things like [Morgan Lane Tanner](#) showed us on our call the other day that she was doing. Setting up basic basically Special pages for her retailers, where if they wanted to, they could send traffic there if they didn't have their own website set up or a way to sell it. And Morgan would just drop ship the product for them. So, because they weren't able to ship it to the store, obviously, and she's like, Well, why don't we just set up like a virtual, you know, boutique for you. And it's working really great for her. And so I'm curious to hear what are some of the things that people are doing?

Robin:

Well, you see, outreach, yeah, the outreach is really important, stay connected. That's the biggest thing. Those people who are staying connected, whether it's a store staying connected to their customers, or a vendor, you know, jewelry designer, staying connected to their stores, and even their direct customers. That's what's making the biggest difference. And also making sure that their more eyes are online than ever before, and making sure that they're trying new things. That's the other thing too is don't be afraid to try anything.

So I'm really proud of the designers who are like, giving Instagram lives to try or get you know, deal with by not being afraid to be kind of goofy and silly and just testing it out, I have a store that I work with that immediately got online. And they were doing meet the maker videos. And that's another thing too is that designers really give a list to wholesale accounts saying here, here are things I can do.

And it's more important to sales what the goal is, but it's more important to stay connected. And also, the more times you can get in front of the customer. And you don't always have to be talking about sales, the more times people are gonna be like, oh, they're really fun. And it's an interesting way to connect at a deeper level with your customer.



Tracy: Yeah, exactly. So Robin, you know, [Karina](#) because we worked we've worked with [Karina](#)? She came to us in the beginning, and I've talked about her a lot because she really likes to text me all the time and tells me what's going on. she messages me and tells me what's going on. So I'm always talking about her because I'm always amazed by what she has done in her with her business and her career because when she first started, you know, she came into one of our coaching programs or a mastermind program as doing this part time, it wasn't like a full time gig, she had a full full time job, and she wanted to launch a jewelry company and then got laid off. That's the short version of the story, but I'm just gonna for time sake, I'm gonna just use that.

And her first month out of working for herself full time she made \$25,000 by pulling out all the stops. And that was a really big month for her. It was awesome and really remarkable and it was like proof of concept for her that this is possible. So I was chatting with [Karina](#) this morning because she texted me and told me that her May sales and we're recording this episode on May 9, so it's like nine days into the month.

The day before Mother's Day people are still doing amazing things to get local deliveries out and stuff like that. She was like, I can't Believe it but I've already surpassed my April numbers and our April numbers were the best that she's ever done online outside of holiday, she had a 430% increase over the April numbers and march was also killer. So I was like, okay, what's going on here? Because, um, so we were talking today and she said, you know, entrepreneurship, for me and being a business owner is really a spiritual journey. And, you know, since the live event that we had for the coaching program, our momentum mastermind coaching program, also known as SOS, just in case you've heard me talk, we've had a live event, we do them twice a year, and they're typically in person, but it was cancelled this year, or April event was [canceled because of COVID](#), for obvious reasons.

And we're going to do a virtual event again in September for the program. And one of the things that our whole focus on that was to get your head in the right place, and to focus on what you can control because there's a lot that we can't control right now. And all we can do is move into action. And try and test things and be of amazing service to people. So I think one of the things that she mentioned that she was kind of struggling with initially is, she has a really successful business, but I'm like this too. And you know, I coach against it. But sometimes, I think it's really easy to compare ourselves



to other people or, or almost in a way get like, triggered by something. If someone is doing something, we're like, oh, I want to be doing that, or whatever. And she said, there was a lot coming up for her over this time. And she just started dealing with those emotions.

And I know that one of the most important things that we've done in this coaching program is to work on mindset with our designers, because more than anything, like we are our own worst enemy at times because we you know, have self doubt or you know, as creative sometimes we don't feel like we're good enough. And we start diving into these stories that come from childhood or wherever they come from along our lives. And even though we're not conscious of it, we start to self sabotage ourselves. And so my goal Really get them to be in the right place so that they're focused on what they can do and not getting stuck in these, like, stories that aren't really serving them.

And so it was fun to talk to [Karina](#) this morning because she talks like a girl, what are you doing? And I'm going to actually interview her in a couple weeks. But it's like, what I want to know is what you're doing. And she's like, well, I got a lot of these ideas from the event. And I just started trying them. And so basically, before this, her business was really built. It was a hybrid of online sales. And in person events, she was really good. She lives in the San Francisco Bay Area.

She's been really good about networking in that area, and as metal, a lot of people and so she would do a Mother's Day pop up. She would do in person shows. She had, you know, shopping events at Google, like all these things that were really setting her up for success, but they're all canceled. So what do you do now? And so she started doing things that made her feel very uncomfortable. She is and you know this she likes to be more behind the scenes.

A little bit and even though she might show up in some of the pictures on her Instagram feed and stuff, she's not one to really like show up and do video or anything like that. She really focuses on the product, not herself. And so she gave herself a challenge to start showing up on i g stories on a video face to camera every other day to talk a little bit about what she's doing for her customers. And the customer response was amazing. Like she just saw her sales starting to go up right away. And so she started doing that, and it was super helpful. And on those videos, she was giving some styling advice. So that styling advice started leading to these virtual



shopping sessions because she used to sell these virtual shopping sessions basically as a service.

Like if someone had a birthday coming up, she would sell it to the husband if the husband didn't know what to get or something like that. And whenever she would do them they would be great but she wasn't selling a ton of them and she knew that if she was able to book more that she could make really good money because The average order value was typically like \$1,000 per session. And she doesn't do tangible You know, that's Robin. Right. Yeah.

Robin: And the other thing too, that I know she was coming out with her new collection, and she was really concerned about sending out emails about that. And, you know, what we've talked about is that people want to see beautiful jewelry, they want to see something that's happy and, and pretty. And so it works. So she knew she planned out how she was going to do it. I think she held back one week because of just trying to adjust when everything shut down, especially in the Bay Area. And she had the most successful launch she has ever had for a new collection,

Tracy: Which is so exciting. And I know that you were a special community call earlier, I think like maybe a march or something like that, or was it March or April. I remember But you know one of the pieces of you was like sharing a little sunshine that you gave you know, you're just like sharing a little sunshine so she went ahead and launched it. She's doing the styling sessions that she's starting to book out selling \$1,000 per session which is awesome. And because she because she was getting out in front of this what ended up happening is that you know, the videos we do the styling the styling advice, and then sort of creating a more personal interaction with our customers and so that had the different effects when people were actually emailing or for customer service questions or where's my order and stuff like that?

They were they were reaching out in a much different way it was like they're like we know each other now like we're friends and so there was like this this level of like patience and excitement happening on both ends and I know that she was getting because part of the thing that happened is Kareena has a staff who actually makes her jewelry she has like maybe two or three people making the jewelry I'm not hundred percent sure on that number. But since I'm One's working from home and she can't get the materials to them. She's been having to make all the jewelry for the orders,



which has been a lot. So she ended up hiring her roommate to help her with things like shipping and doing this next strategy, which I'm going to share.

This is something that our coach [Ana Maria](#) shared that she was doing for her customers. And it's basically a strategy you take your top hundred customers who have bought from you over and over again, and you send them a gift in the mail with a handwritten card saying like, thank you so much. I'm so grateful for you. Here's a little gift to show you a little bit of my gratitude for being such a loyal customer over the years and it was basically a gift card for whatever amount and might have been either percentage off or like maybe \$100 for them to shop for order over X amount or something like that, or \$50 or something.

People went crazy. So she had 29 of those hundred people use that card and it's only been out there about a week. And so she's going to be emailing all those people saying like, hey, just want to remind you that if you're interested in doing that, it's expiring in a week so she got a lot of messages from our customers saying that they cried when they opened it and they felt so grateful. So when she's shipping the order, she's also putting a second card in. And this is like on a real strategy, saying thank you, you can use this 20% off for the next 15 days if you place an order. So a lot of times what happens is though, people are double dipping, and that allowed her in addition to her so the shopping personalized shopping events.

This top 100 strategy and emailing her customers every other day. And the live video strategy and getting a little bit more personal. Her sales were up in April over 430% over the previous year and the coolest thing about this is that only a third of her sales in April usually is a bad month for her. And she had an incredible month it was, I think, a five figure month, almost multiple five figure month. And one of the things that's really incredible for her is that she made most of her money in April from this one show that she would do.

She'd usually make, you know, it was a really great show that got canceled for obvious reasons. And she ended the month within \$1,000 of the previous year, which is incredible for someone who misses one of their key shows of the year. You know, it's like that was canceled, like, what are you going to do? So she's like, there's no way I'm going to actually beat this again in May in the first eight days in May. She already passed for her



mother's day event. She already surpassed her April sales; she's already passed, which is so awesome. I know. And so she's planning on doing a couple of other things as much as launching another collection. She's also going to have a more Memorial weekend Day Sale. And she's already recouped.

The expenses of This 14 day Mother's Day pop up that she usually has. And so she would spend basically 14 straight days and do five other shows in the month of May. And she's already replaced the income. And the next thing that she did is like, typically she has this shopping event with Google. And this is one of the things that I think sometimes people miss because partnering with a company that has affluent people shopping there who have wives to buy gifts for who are men who procrastinate, I used to do this, I used to go into Goldman Sachs and all these is actually like a really great way to make money.

And I think some people sometimes snub their nose on it, because they think it's beneath them. But Karina has a really successful business. And even when I had a seven figure company, I was still doing this because when you build those strong relationships with people, they remember you next time, and they start to buy from you over and over again. So she ended up connecting with the person at Google and the awesome things That, that happened when she's like, you know, I know the trunk show we usually do is canceled.

But you know, what do you think about doing a virtual virtual trunk show? And she's like, Okay, well send me the pitch. And I'll run it by the people. And so she sent them this pitch. The woman who runs the events for Google, ran it by like the top tier people. And they're like, yeah, we want to do it. We're going to do, we're going to bring like X amount of designers, and I can't remember how many people were going to do it. Oh, they invited 50 local artists.

50 local artists and everyone, and instead of just doing it to the local Google area, they broadcast it company wide. Our discount code was used 57 times

Robin: And that's awesome.

Tracy: Amazing to Google. And then I want to share one other thing. This is for her mother's day week, because every day I think the reason why she did so well the first 10 days or nine days of may because she's still recording this as



I mentioned. She's like She told me that it's like back to back curbside pickup appointments from all the men who like waited till the last minute. I can't ship it to you but you can come and all run it out and stick it on the curb and you can come pick it up or whatever.

And her roommates home packing up all the orders and writing all the notes which is super awesome. But she started doing like a new offer every day. Leading up like 10 days up to Mother's Day. So it was like on the shipping cutoff day she gave 50% off she was giving like a gift with purchase or you know buy this as a bundle package or something like that. So and then the last day she did gave no gift and just offered the free gift wrap and she had an amazing like, the day before, like whenever the last day to do it was it without a discount or anything or even like an offer it was even better than some of the other days.

So I think one of the things that really has blown her mind more than anything is that people are like buying more when it's not like when there's not the special offer, which is super cool. So I just loved this because first of all, in April, as I mentioned earlier, her sales were up 430% online over the previous year. And this year, her sales are already up 106% over 2019 for total May, she's already past what she did last year in the first 10 days.

And that would be last year This included her sitting in a pop up for like nine or 10 days where she's just sitting there all day every day instead, she's just like, basically transferred all of that to working online and having a much more leveraged business model because I know a lot of people you know, one of the reasons why they come to someone like near Robin is that they're, you know, they're tired of doing all these in person events because they're exhausting. And some you don't you don't really know what you're gonna get like one year it might be great the next year it might suck.

Robin: And the weather may be bad. It's outside.

Robin: And you just don't know. So it's, it's really hard. And so I think the exciting thing about this is like, when you can pivot and do something differently and keep, keep going for it, amazing things happen. So that was a lot, but I'm just so proud of her because she like really pulled out all the stops and like all the things that we taught her to do, she's like, I'm just gonna go for it. I'm not gonna, I'm gonna release judgment about what I think about this.



And I'm going to try it and I'm going to see what happens. And because she released the attached attachment to the outcome, and because she kept moving forward, like her business is like, She's like, I might even like if it keeps going like this, I might even, like significantly beat my sales for last year. It's awesome. You know, the chances of us diving into like some sort of recession or downturn right now are really high.

So it's amazing to see people saving their businesses. And one thing that I told Karina and I remember this from 2008, and I don't know if you remember this, too. There are a lot of designers who started their business in 2008. And or like maybe slightly before that maybe like 2006 or seven. And those people who weren't like fully leveraged or fully invested in just one business model, or were just starting out, didn't really see they had huge growth years, in 2008.

The people who really struggled were people like me who were like, expanding, expanding, expanding, and then all of a sudden, like their revenue stream got cut off, like at the knees. And so that's what basically happened to me. Because all my eggs were kind of in one basket 95% of my eggs in one basket, and only 5% were in the direct to consumer basket. So it is really important. And I think that all of us have the potential to do really well this year, if we're really strategic about how we're doing it.

So I want to talk a little bit about wholesale because I, you said you've seen most of the people that you spoke to you so they want to stay anonymous, so we'll keep that respect that but let's talk about what's happening.

Robin:

You know I have one designer who also has a store. It's been really interesting because I have been working with all designers that both have do a wholesale business and then have a retail store. And this particular designer said year to date, they've doubled where they were this time last year. And she you know, when when all of your It feels like Christmas long, Greg? Yeah, feels like Christmas on crack is what she told me she said, That's retail and website sales only.

And she also with the store, like she did a really good job of still keeping the store going when they could, and they are doing a lot of it like today. Crazy. I was in touch with her this morning and she is so busy at the store just getting packages ready to be curbside pickup. And I think with what I always love about this is that look at your numbers because numbers don't lie. And they may surprise you. And that's the thing. Sometimes we don't realize how well things are going Until we do look at numbers, and then



another designer who was actually supposed to open her store in April and that I mean, everything was done.

And unfortunately that that stopped but she said she, you know, her goals. She exceeded her goals for March, which was amazing. And she was up 177% for 2019. And her April goal, she was just shy, like just a little bit and but was up from the last year 130%. And she's already at 50% for her mail go for her makeup bagel because she's just been on this wonderful trajectory and really working it and they both have embraced the social media, but they've also been thinking outside the box of like, how, what are what's a good collaboration.

So one of the designers has had a local blogger and Local stylist come on and talk about the line and what they love about the new and, and the one who has had seen great success, just who wasn't who was supposed to open her store but wasn't able to one of the things she also launched a new line. And a new collection, I should say. And the collection has been amazing. It's there's been a lot of talk about it. They've also one of the things that she's doing is collaboration, she found a nine nonprofit that she wanted to work with.

And that expanded her network that way. So really looking at ways to also give back to everything that's happening. But and on top of it. This particular designer hired her first employee ever right before everything got shut down. So she was freaking out a little bit but it's been wonderful because she's had somebody to say, hey, let's do this or try this. Oh, let's change that.

So Together, they've really been trying all sorts of different things. And so it's been it's been a really amazing experience all the way around. So I'm seeing lots of innovation I'm seeing lots of there's, there's a designer that that has, like, kind of like guess what's in my red box today. Daria Kooning, who does this great thing she's like, okay, it's red box day. And she then proceeds to show all of these great pieces that she's in she's very high end jewelry, but everybody wants to see what's in the red box. So creating those that type of excitement and really looking at this doing some special things online, it's been so cool to see.

Tracy: I know because this is one of the things that you know, it's like if you want to have an anti fragile business, you know, one of our designers I'm looking at our, our Slack channel for the art insiders like inside circle for this or SOS slash moment. Phantom masterminds trying to get used to saying the new



name, which is like, you know, we haven't even fully revealed it yet. But it's we're going to be announcing it next week. So the cool thing about this is that, you know, one of our designers was on maternity leave. And so she had they were building systems so that she could actually take maternity leave.

And she's like, yep, pretty awesome. She's a really low end line. It's like the jewelry is really inexpensive, like 10 to \$20 retail for thousand dollars this week in sales, because of systems that were set up and automation, which is pretty amazing. And so that's where this is where you start to build a business that doesn't require you to do all the things anymore.

And I think one of the my goals, even starting flourish and thrive and working with you, Robin and supporting this community has been to help designers actually create anti fragile businesses have the confidence to move forward and do things and to keep innovating. trying new things, and seeing what works for them. And it's just been super duper exciting. I love it. I love seeing all these amazing results.

Robin: It's been really exciting to see people not just pivot, but prosper. And that's one thing I've been talking a lot about with stores and designers, how do you prosper in this type of environment? And let me tell you, there are a lot of people out of work, but there are a lot of people who are still working. And there are new jobs being created because of the innovation that's happening. And I always say, you know, when you are working and your business is thriving, that means that somebody else, the people you're getting your findings from or the other businesses that support you are you know, you're you're supporting them and it's this beautiful thing.

I also think it's really important for for you to let people know that your small business, talk about your business, take surveys, you know, get to know your people. Customer better. And it's a really exciting time to see where you can come up with new ways of doing things. It's pretty incredible.

I mean, it's blowing my mind because like the number one thing you mentioned this just a minute ago, like the service piece is the people who are like stepping out from behind the computer showing up like, you know, putting their face out there talking to their customers directly getting on the phone. You know, I'm looking at this and I'm not going to I didn't get permission to share anyone's name for these ones.



So I'm not going to do that. But one of our designers said she had a live show on Tuesday she made and she's making \$850 in residual sales coming in after the show. Not that's in addition to what she did at the show. So this gives her the confidence to do another one. Another designer made 1500 dollars this week from her online show, her website and her fundraiser. And she's like the best part. No, Goofy's pretty awesome.

Tracy:

I talked about my friend on maternity leave. Another designer is almost at 4000 over 10,000 goal for the month, which felt really, really good because she's pulling out all the stops for online. One of our designers launched a special bracelet for collection. And it's a low end product. So she'd already she launched it in one day has already sold almost \$700 just in the first day. huge deal for her.

She's a full time job. So it's not like she's This is definitely something she's doing on the side. Another designer she's at 75% of her \$15,000 goal for the month for online sales are up 695% Yes, that's correct from this last year, and she has a really strong wholesale component so she's really working hard to replace her wholesale income. Another designer said I just had her first phone sale instead of emailing back and forth with a woman she just texted her and said like let's jump on the phone, close the deal and she bought three instead of one piece of jewelry.

And it was a custom piece so it's like a higher end which is amazing. Another designer five on online sales yesterday and three phone orders today. Oh my Gosh, another designer, I'm up at 4500. For may already in mind you guys, this is literally like day eight in May. These are all posted. Another designer may sales are already two times April sales. I'm getting daily sales on my websites. And I'm out about 4000 for the month. And all I'm just so excited. And another designer at \$3,935. For me, my trunk show ended that was about another 2000.

And I have a bunch of follow up orders that are directly related to the trunk Show. I'm trying to think of ways to keep the momentum going. And these are all designers who came to us with, you know, all at different levels. And you know, like, I know that for some people like making five to 10k to 20k. Like if you have a product that's not super high end a month makes a significant difference if you're booking online and direct to consumer because the margins are so much higher than then just doing wholesale so when you can batch that with really strong wholesale business or Partnering with your wholesalers to do innovative things either with like we



were talking about the curbside pickup or doing collaborations with the designers in the stores doing collaborations together to send traffic so the designer can drop ship the order that wasn't actually shipped to people ordering or a variety of other things can really create this anti fragileness to your business, which is amazing.

Robin: You know, it's so fun to because I've seen a lot of designers get super creative. And so they're designing some new pieces. And one of my one of the designers that's in my program, it's so great. She made this really cute pendant and she put it on social media and one of her wholesale accounts saw it and said, We want it we're placing an order. And she she was so concerned that her wholesale accounts weren't ordering but there are definitely stores out there who are also taking the initiative and really reaching out and getting in front of their customers and making it happen. So she had this unexpected Great sale from something she hadn't even shown them they were just they saw it online when she posted it. That is so cool. I love it.

Tracy: So Robin you know we wanted to do this because it's our birthday episode and we love celebrating students and the people that we mentor. So I want to ask my birthdays this week. It's in two days as this episode airs so I think this is gonna go live on May 19. And my birthday is may 21 so I want to know I want to add your birthday is June 2 so what are you gonna do for

Robin: June 1st?

Tracy: Oh my god!

Robin: It's so funny it changes its mind It makes me a day younger for another day right?

Tracy: Sorry. I do this every year. Okay, June 1, sorry. What are you doing on your birthday?

Robin: We're hunkering down at home I'll still probably if you know depending on how things are gone maybe do a family distancing dinner

Tracy: Are you and Megan hugging at least?

Robin: We're doing you know, we've discovered for my mom, we you can put a sheet over you can I can put a sheet over myself and give my mom a hug. So I mean, we're very hug your family, you the whole body, it's like a ghost. You just become a ghost and hug somebody. So so it's kind of weird. I'm



such a hugger. And it's so weird to be like, Hey, are you know, we'll walk down the street and cross the street so you don't walk by anybody. It's just a whole different thing. So just to hopefully have some fun and where are you going to be?

Tracy: I'm going to be in Arizona. I'm not planning on living here. Trying to get it depends on when New York opens. I'm trying to try to get back there in June at some point to go check out my stuff. I just left like in a frenzy like in a 24 hour period. So what I guess I'm going to be here I'll probably make myself a cake. I'm not sure that Jason's much of a baker I mean, he's doing a lot for me. Let's face it he colored my hair. He doesn't want me to and he just did it.

Robin: Love it. Love it

Tracy: Well pretend like we'll cut that part out. I think we'll have hi kids and just like maybe you have a dance party, maybe do some TikTok videos or something. Maybe some karaoke. His daughters are good singers. So we can right up your alley or your karaoke birthday inside the echoey house we're actually selling sound really good.

Robin: Oh, yeah, dance parties are always good.

Tracy: We'll have to do that, Robin. So I'm going to do a little intro and outro because we have a birthday gift that we give away every single year. I'm gonna talk a little bit more about that in the intro and outro where Can everyone find you if they want if they're interested in learning more about your wholesale intensive?

Robin: Yeah, you can find me at [Red Boot Consulting](#) and if you have any questions, you'll see that there's, we have a whole page dedicated to the intensive I also do a wholesale boot camp that is in person. So hopefully that'll happen

Tracy: We may have to do it virtually. I'm such an in person, person. You know, I love meeting everybody. But I'm all for making sure we get the information out there. I'm going to convince you to actually do it online because I think a lot more takers.

Robin: I have been getting a lot of requests for it. So hey, I know what the people want. I will



Tracy: Maybe you Pull it together before this episode goes live, and we'll link it in the website anyway.

Robin: If you have any wholesale questions, I mean, I know there are still stores, there are stores, I was just talking to a store in San Diego that had to furlough 50 employees, but they had to bring 12 of them back because they're so busy. And, you know, they're learning how to bring everybody back.

But, you know, going through this, but another store in Pasadena who is just killing it, they're doing a great job. They're online, they're making things happen. So, you know, I think wholesale is still viable. It's just getting help with helping your accounts too. But ask me if you have questions. Don't hesitate. You can contact me at Robin at Redbootconsulting.com. I'm happy to answer any questions about wholesale in this interesting time.

Tracy: The cool thing is that it's like we have a problem. That we retired last year called Mastering Wholesale and we're probably going to reinvent it somehow through Red Boot.. But that's why I think you should bring your wholesale boot camp online. But the cool thing about when we launched that program maybe six or seven years ago, we were talking about the new economy of wholesale, how it has shifted so much from when we were doing wholesale and now it's like the new economy of wholesale. So it's like the new "new". You're amazing. I love you, girl. Oh, love you too. I'm so happy to be here and happy birthday.

Wasn't that a fun episode. I always love having Robin on the show. What a pleasure and a blast it is to have her on the show. Hey, so I mentioned my birthday is coming up. Make sure that you go grab the birthday gift and get on the list. You're not gonna want to miss this only available for 24 hours on May 21. You can check out the show notes for the link or head on over to flourishthriveacademy.com/TracysBirthday, I spell my name Tracy. And then just put an s after that for Tracy's birthday.

And you can get on the waitlist right there. And you'll be the first to know and I'm just reminding you, if you snooze, you lose, you're not going to get access to this outside of that 24 hour window. So I wanted to just take a moment here to thank you for listening to the show, as always, and I'd love to get to know you a little bit better. So if you haven't connected on Instagram yet, make sure that you go find me over at @TracyMatthewsNY and make sure that you're following flourish and thrive. At flourish underscore thrive over on Instagram. I love it when you guys shoot me I get



so many people listening to the podcast and then shooting me a direct message and sharing what they loved about the episode. So I'd love to hear from you. So if you haven't done so yet, find me. If you reach out to my personal profile, I will personally respond. And I'd love to hear from you. I'd love to know what you're enjoying about the show. Thanks so much for listening today. This is Tracy Matthews signing off. Until next time.

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