



From Burnout to Business Bliss with Jennifer Dawes

THRIVE BY DESIGN WITH TRACY MATTHEWS

“CRM has been just a game changer for me because now I'm able to communicate with my clients and really organized fashion, I'm able to track them”

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

Tracy: 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 are 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 could 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 255. Hey there, it's [Tracy Matthews](#), Chief visionary Officer of [Flourish and Thrive Academy](#). To me, and I'm here today to interview a good friend of mine who is also one of our coaching students. I'm super excited about it. Because I don't know if you have ever been in a place where you've been experiencing extreme business burnout, meaning you kind of get to a place where you don't really have the will to keep your business going forward. I know I've been there many times in my career, and it's super frustrating because you've done all this work to build a business based on your passion. You're an artist, you're creative, you love doing the art, you love working with your customers, you love certain parts of the business, but for some reason, running the business is wearing you down and wearing you out.

And because of that, you're leaking money all over the place. Your business isn't optimized, it starts to get super complex and complicated. And at the end of the day, you're just like, why am I doing this? Is it really worth it? So that is one of the reasons I wanted to have [Jennifer Dawes](#) on the show today. She is an amazing jewelry designer. She's been in the industry for over 20 years. She's actually been on the show before we're talking about supply chain many months ago, I think it was last year, maybe a year and a



half ago, talking about blockchain and supply chain and ethical sourcing, because she is the co-founder of ethical metalsmiths and nonprofit. And you should definitely go check them out because they are an amazing organization.

I'm actually on the board of advisors now. And if you are someone who wants to be involved in responsible sourcing and materials, you definitely want to get a membership over there. So the reason why I wanted to have Jennifer on the show today is because she's been in our coaching program, which we are about to rebrand into a new name called momentum mastermind. She's been in our coaching program for the last year.

And when she came to us, you know, I've been friends with Jennifer for a long time and we were talking one day and I'm like, do you want to help like, I think I can really help you and she accepted my help and didn't join the program. And I know it was hard for her, because, you know, she's bent. She's a jewelry industry veteran.

She's been around for a long time. But the thing that I really understand is I've been where she is before, where you're doing the thing that you're supposed to love. But it's taking a toll on your life and your business. And, Jennifer, you know, originally, this interview was done as a case study because she's completed her first year on the program to kind of talk about her results in the transformation of her business.

But the things that she said were so powerful that I wanted to turn this into a podcast for a very specific reason, because I know a lot of people are struggling right now, with what to do. This is a very uncertain time. And I hate to use this word because it's been overused lately, but it's unprecedented. We've never experienced something like this. And things are kind of a rollercoaster right now. And it's interesting because she had come to me with this goal to really simplify and streamline things. She wanted to be able to do things with a smaller team, but still be able to grow her business and it's hard Do when you've been doing things a certain way for 10 years, 15 years or 20 years, even like Jennifer has.

And so we worked with her in her business to help her restructure and to streamline her systems. And she did a lot of the work. So I can't take credit for it. But we were just the guides to help her get there. So you're going to be really inspired by the story. I think one of the key things and the biggest takeaways is that she told me that, you know, she would be around her



family and she just wasn't like, she was not being a very good wife or mom, or you know, sibling or all these things.

And she's now back to a place of joy and she's excited and she's showing up as the person that she wants to do. And for anyone who's ever experienced burnout. It's not just that it affects your business, it infects your entire life, and you become miserable. I know this so well, when I was going through serious burnout, even before 2008 when the economy crashed, and all those things. I was losing a ton of weight.

My hair was falling out. I was smoking a lot of cigarettes, I'm not a smoker, but I just somehow picked up the habit. I was doing things that weren't me. And people were looking at me. And they're like, and I was pretending like, oh, things are great. And they're like, you're not happy, I can tell. So it really takes a toll. And I know this from a personal level. So if you've been feeling that way, I think that you're going to really be inspired by this because there is another way, you know, I chose in 2008, to redo my business model, close my business, start a new business model and start over and move into a different direction. Jennifer didn't want to do that, though.

She wanted to, she loves her business. And she wanted to fall in love with it again. She loves that she loves her customers that she sells wholesale to you. She loves working directly with her retail customers. She loves doing custom work and all those things and she didn't want to change it. She just needed to find a different way of operating so that she was working more efficiently, working more productively simplifying things or business insight, even though she'd been really successful was a little bit of a mess.

No offense, Jen. If you're listening to this, and she needs to fix some things, she won't, she'll even talk about like inventory systems where she was having to like, plug things in and multiple locations instead of having one solution that basically automated things to all the programs at once. And so it definitely was work. And I don't want to discourage you, if you're in that place that you feel overwhelmed.

But I also want to encourage you to know that that if you're feeling crazy and burned out and like, you don't have a hope, or you're kind of like losing your passion, that if you if you want to continue pursuing this business, there is a way and quite honestly, like, I'd love to help you, my team would love to help you. But that's your choice. And if that's part of the reason why we decided to launch something really unique, we're going to be hosting. Actually we are doing a state of the union jewelry industry survey right now



and we're going to be compiling a full report of what's working now for jewelry designers that are defying the odds and actually scaling their sales during this time. I've been talking a lot about this over the past several months. And it's for a very specific reason.

You know, I know a lot of you who sell primarily wholesale have been struck really freaking hard right now. And if you have a retail store, if you're a retailer, like some of my friends that are listening to this podcast, you've been hit really hard and it totally sucks.

But we've been really trying to inspire you with different ways that you can reach your customers. And basically, life proof, recession proof, pandemic proof, whatever you want to call it your business so that, you know you might hit a bump in the road, but that doesn't that bump in the road isn't the thing that takes you out. It's the thing that helps you get better. It's that thing that helps you get on your toes so that you're optimizing your strategies so that you're doing things in a more productive or simple way because I think we have a tendency as creatives to get complex. So back to the report we are creating by compiling a full report if you want a copy of it. It's really simple to get the copy, all you have to do is participate in the survey, it's going to take five to seven minutes to fill it out.

So primarily multiple choice, we have a couple of questions at the end where you can give us some like more specific results or feedback or whatever is working for you or not working. So that and what we're going to do is we're going to create a huge industry report that you will get in June, that you can take a look at and see what actually people are doing right now that are actually working. We're gonna have percentages, we're gonna have a lot of data, we're going to share with you the results of this that we've already had a lot of like hundreds of people fill it out and we just released it on the day that I'm that I'm recording this podcast, which is about a week before this goes live.

So it's people are really excited about it. So I'd love to deliver that to you. And then we're going to be doing a high level overview of that on a very special masterclass that we're going to be hosting on June 16. So Mark your calendar. And this is really about what's working now what designers are doing to defy the odds and have record breaking numbers. In their business and grow their sales.



So if you're interested in learning more about that, definitely participate in this survey so that you get the report and you'll be notified of that amazing masterclass as well. And you can head on over to

flourishthriveacademy.com/report, that's going to take you straight to the report to the survey report, so you can fill it out. Once again, it takes five to seven minutes super quick. You have to do it soon, because this podcast is going live on June 2nd, and we're shutting down the survey on June 7th, so make sure that you head on over to fill it out. So you get a copy of the report, and we can't wait to hear what's working for you.

So I'm excited to dive into this interview with Jennifer. It was originally designed as a case study, so it's not the usual format that I do for the podcast. I know you're going to be really inspired by it. And if you don't know about Jennifer, definitely go stalk her online. She's on Instagram at [JenniferDawesDesigns](#) and you can also find her on our website and we'll have links to all of that. The show notes over at flourishthriveacademy.com/255. To make it easy for you to just go grab all the links there and go follow Jennifer and say hi and tell her how inspired you are, by this interview, let's dive in.

Tracy: So I'm really excited to be here with Jennifer. I've admired her work for so long, and I'm excited to hear a little bit more about her story and how her business has changed and shifted over the last year. Jennifer, thank you so much for being here.

Jennifer: Thank you so much, Tracy. It's a pleasure.

Tracy: So tell us a little bit about your business and a little bit about your brand.

Jennifer: So I'm [Jennifer Dawes](#). My company is [Jennifer Dawes Design](#). I've been around and I've had my brand for about 20 years. I do find jewelry. I am known for my eclectic style. I've many styles, but I'm not For my organic kind of handmade aspect of my work,

Tracy: Awesome, I love your designs. I think they are so beautiful. And I've been a fan of your work before I even knew you. And it's just exciting.

Jennifer: Thank you.

Tracy: It's good to see you grow over the years. It's pretty amazing.



Jennifer: Thank you, it's been a little overwhelming.

Tracy: So you came to Flourish and Thrive because we were talking at an event once and you were mentioning how you wanted to simplify your business and you had felt like you'd had a strong direct to consumer business at a certain point. And then when Instagram algorithms changed and things were shifting in your business, you almost a certain point couldn't keep up to a certain respect. So we were talking and I was sharing with you a little bit about how we could help you. So before we dive into that, I want to hear from you in your own words. What are the top three problems that you are facing in your company before we start working together?

Jennifer: I think that it was the scaling up, we were talking about how I grew my business. And I think that that had a number of different problems. One, the first, like, most worst problem was probably overwhelmed. So just being overwhelmed with the daily tasks of what needed to be done, overwhelmed with my staff, and managing them. You know, just staring at this shift that has been bigger than I felt very comfortable with.

I've always, you know, I'm an artist, and I'm, you know, I've had to become a businesswoman, just by default. I've enjoyed that part, but there's certain things that you You know, I have, because of your program have really addressed and acknowledge, which is my, you know, tech phobia of, you know, having to, you know, there's certain things that you have to know how to do.

And so I feel like Flourish and Thrive, it's really helped me get through that minefield of how I need to adjust my business so that I can move through it easier and not be overwhelmed. And then the third thing that I really needed help with was my marketing. So you were talking about Instagram algorithms changing. And I think in our conversation, when we first talked, we were talking about how it's not sustainable, all the things that we need to do as business people. It's insane. It's ridiculous, and we're expected to be professionals in every single realm of business and that includes tack and marketing and sales and designing and all of that. So the program really helps me just kind of insulate.

So all the clutter becoming really overwhelming for me, I was able to kind of get to each piece of it that I needed to so now I feel like you know, having this time with working with you and where I'm at now from where we



started from, things are way more organized and put together and I know where I stand on all of it. So it really helped with the overwhelm of all.

Tracy: I love that because I think that's a common thing that a lot of people you know, who are artists or creative, go into business because they aren't artists and they love doing their craft. And then it starts to take off because they're talented like you and then all of a sudden, they're business people. And they have to learn it because they want to make money from their art but then you don't stick, keep up with that or stick up with that, or whatever I'm trying to say here.

Keep up with it.happening because I know that this happened to me as well, you know, when in my first business, we've talked about this a lot, is that, you know, the business kept going and it kept growing, but I didn't have the structures inside the business in order to support that growth.

And so I was constantly overwhelmed and doing things that I didn't want to do, which we have to sometimes do as business owners, but the bigger issue was that I wasn't, it wasn't streamlining things enough so that things could grow. And so I know that that was happening to you. And I want to just ask you a little bit more in depth about this because I know this is really impacting your personal life and your how you felt about your business. I want to hear a little bit more about some of the struggles Because I know that it was affecting your family life and some other things. So why don't you tell us a little bit?

Jennifer: Oh, yeah. Okay, good to start. So basically, I think what we've done with me because I know that I'm an unusual client of yours, because I already have this, you know, bigger business, but I think what we did is we reverse engineered the business. So you know?So basically, I was really, really unhappy. Just, you know, I really don't like being an employer. I felt like everything was getting away from me.

I mean, this is such a big subject. Sorry, I'm just, I, it's hard for me to encapsulate it all but, so, you know, basically Over the past year, what we've been doing is restructuring my business. So creating systems so that I'm not doing the same thing three times, like figuring out, you know, making a new piece of jewelry, figuring out the pricing, putting it up on my inventory system, doing the same thing, putting it up on my Shopify sites, doing the same thing with my, you know, QuickBooks.



So what we've done is really looked at the whole system. And I've streamlined it in such a way because my end goal was to stop doing business as usual. So I'm all about changing the paradigm because when I see that the paradigm doesn't work. It's time to create new ones. So that's kind of what I've been working on is creating new paradigms. So, I love to design.

I love my clients, I love talking to my clients, I literally have the coolest clients on the planet. And I like to sell, I do love to sell. So basically, you know, it was reverse engineering the business so that I could run my business by myself, not have employees, you know, subcontract where I can, and then streamline everything so that I can handle the majority of it. And it's been really amazing. It's been a complete 180 degree change.

Tracy: That is awesome. Was this affecting the amount of time that you were able to spend with your family and if so, can you explain that tell us a little bit about that,

Jennifer: You know, in a way, it was more like being around my family, you know, I had so much pressure, so much financial pressure, so much personnel pressure so much. Every single aspect, everybody wanted a piece of me. And there just was nothing left by the end of the day, for me to really be the person I needed to be for my family.

Tracy: Well, I know that that happens to a lot of people because like sometimes, you know, when you're creative in particular, you know, we show up for business in a different way. And if we're not spending most of our time being creative, or working in the zone of genius that we're working in, like, we've got nothing left to give. And so I wanted to just acknowledge that because I've been there before too. So thanks for sharing that.

Jennifer: Yeah. Well, I live another part of it too, it's like this big fear of you know of change. So t's funny, it's like, I've been thinking about this a lot lately and I'm like, What is it? What was that fear? You know, because I'm on the other side of it now. And the difference is so extraordinary that I'm like, why did it take me so long? Like what was my fear and it's I swear to God I think it's codependency you know, just like being afraid that like I can't do it all myself, you know just being codependent on other people.

Tracy: We're going to drop you into a 12 step program now.



I could see how that could happen though. You know when you have I felt that way you can get into codependent relationships with employment or easily. You feel like it's almost like I've been in that place before and many times in my career and it's hard sometimes to cut the cord for working with people who maybe aren't, who are good for getting you to a certain level. And then at a certain point, maybe their attitude changes or they're out of alignment with your core values or what you stand for as a business owner. And it starts becoming this like, toxic almost relationship. Eating away at you, I mean, just slows you down. So I get why you would say that I understand it.

Anyway, so, you know, you came to work with us. And, you know, I spoke with you a little bit about it beforehand. Did you have any hesitations and work with us or joining the program?

Jennifer: I think my hesitation was just how much time it would take, you know, because I was in such overwhelm. That was, you know, that was a definite consideration.

So you were feeling like, if you were to commit to something like this, you wouldn't have the time to actually, like, implement it, because there was just so much to do.

I needed some, you know, because you guys do expect a lot, you know, there, there's, there's different groups in which to be a part of, and they're all super important. You know, I totally recognize that now. But I think in the beginning, it's really intimidating to be like, Oh, my God, like, I have to check in, like, multiple times a week, you know, really every day. Um, but it's, it's also incredibly empowering, because you also have this crazy workgroup too. So, I think that that's something that is probably a fair point for new people coming in, because it's a commitment, you know.

Tracy: One of the things I love about you in the group is because you would just like show up and be like, Hey, here's what I'm doing and here's my wins and like, you I loved it too, because like, you know, you have definitely an established business. And so you came in, I think a lot of the designers really admired like where you've come in business. And so you were able to also add a lot of value to their situations and help them from a different kind of perspective. And so, one of my favorite parts about a program like, what we've developed over here is really that.



It doesn't really matter what level you are at, I feel like everyone's learning something from other people because you had a very strong wholesale business for a very long time. And some of the other designers have really strong retail businesses but or direct to consumer ecommerce businesses, but not the wholesale. And so there's like a lot to be learned from different people doing different things.

Jennifer: Also tech stuff, too. Like I learned so much stuff from people just trying things out, you know, that were like, Oh my god, it's such a great idea. Like, I should try that too. You know, so yeah, it was great. camaraderie. really wonderful. Yeah.

Tracy: Awesome. So let's talk a little bit about some of the changes and transformations that you had in your business. Because I know that you worked on a couple of specific things in the program. So why don't we talk a little bit more about that?

So let's talk about first. I mean, I know like, one of the things we were talking about in the beginning was really your website. You know, when we wrote the event in April last year asking like we were discussing, like how you could streamline and we were kind of brainstorming that. So let's talk, let's start with your website. Like, what were some of the transformations there?

Jennifer: We go back to overwhelm. So um, yeah, I mean, what you have to redo your website every two years, right, two or three years, something like that. So yeah, it was time for me to do it. And then at that point, like my website has everything on it like old work, new work, we're trying to figure out, like, you know, how do we structure it?

Do we have a gallery to show my old work so that people have like a portfolio to look through so that they know, you know, what is a possibility to make, you know, and then the other thing too, is, you know, 20 years of making jewelry, I think I had 20 collections on the website, which is too many, you know, so it was really just like creating a new structure and just streamlining everything and just like, pushing all of the extraneous things away and really kind of honing down to the core of what it is that I do. So, you know, and that was an interesting process, because, you know, with any big project like this, it's so overwhelming.

You're like, how can I possibly do this? You know, it's just too much so Booth was really fun was like trying to figure out like, you know, how do I break



down my bridal lines you know, it's like very I I don't have one specific style which is you know, I used to think that that was my biggest downfall that I realized that's probably one of my biggest strengths because I haven't stuck myself in a corner you know, I haven't had to be stuck in a certain genre.

Okay, How am I gonna break down my bridal so I did an alternative bridal, bohemian bridal, and classic bridal I was like, Oh my god, I'm going to do the ABC for bridal. So the alternative is all the you know cake diamonds that bohemian is all the white rose cuts that are soft and beautiful. And then the classic is awful cut diamonds.

So structuring the website so that you can kind of maneuver in there better and figure it out. And you know, one of the things that was really fun about that, too is I found a developer to help me create a little stacking ring element like a page on my site, so you could create your own stacks in there. And that was fun to bring to the group of Flourish and Thrive. Because, you know, I think I turned like five people onto this developer and they're all getting their websites done, and it's great. So that's also a really great aspect of it. It's like sharing resources there too.

So yeah, the website was really big. And you know, getting just honing into it, like, continuing to hone into it. Like right now I have, I'm working with my developer to have, you know, a virtual meeting. So you can just set up a meeting with me right on the website. We've got to try it on service. So we can send jewelry straight to people's homes. We've got, you know, gift cards, like just really trying to, like, answer people's wants with it.

Tracy: That's awesome. And I know that you kind of redesigned your custom because you were wanting to do custom jewelry. So why don't we talk a little bit more about what you did for the custom section of your website?

Jennifer: So I do a ton of customs. So it was really good to just concentrate on that and structure that in a way so that, you know, we structured it so that I thought forms, you know, I've got custom forms and there's a list of questions and and so that when I get that form, I know, I know exactly the right questions to ask my clients and so that process of from the start of the company version to you know, getting a deposit is much more streamlined and fast. And also it also helps the customer know exactly what the process is. So it's less intimidating for them.



Tracy: Yeah, that's awesome. I think that's really important and custom. And I know that you one of the other things that you did was set up a CRM to kind of manage do you want to talk about that?

Jennifer: That was it was huge, huge, huge, huge. Because I'm super ADD, it's probably one of the reasons why I've noticed. So for me to get back to people, honestly I didn't trust myself to get back to people because I'm on to the next thing, right.

So the CRM has been just a game changer for me because now I'm able to communicate with my clients in a really organized fashion And I'm able to track them reading my, my email, I can see who's reading and what they're reading. And it's just it's really helped my relationship with my customers a lot. So, one of the things about streamlining My business is that, you know, having a staff I was less and less hands on with my clients and I hate that because I love my clients, they're more like friends and they are, you know, customers so that I've jumped back into that and, and now I'm communicating with them freely, which is fantastic because it helps with closing sales. So it's really been that having a CRM that actually works for you is just a huge step forward.

Tracy: So how did that impact, like the balance of your wholesale versus direct to consumer business?

Jennifer: Well, I actually have my CRM setup. So I do have a wholesale section. So I do track my wholesale the same way that I track my retail, but now, you know, it's like, it's just the rhythm of it is so much more smooth and flowy. So, you know, somebody has a question. It's, it's just easily answered, it's on my cue to answer, you know, instead of, you know, looking through, I call it the trough, you know, our pending sales we had in a big tray, and it was the trough. You know, so it's just like a complete game changer.

Tracy: The trough drop? The trough of orders we have the same thing like a tray.

Jennifer: Oh my god, I should say, my system now it's amazing. It's so love to see it. I'll show you. It's, it's basically these folders. So everybody has a customer name and then all of their stuff is in there all their jewelry. So this is all pending orders and it's only the critical file. And so if it needs to be like if it needs to go over to the design station and it needs a sketch, it goes over there. If it needs stones, it goes over the stone station, so it's like it's this, it's a great system, so nothing gets lost anymore.



Tracy: I love that no more trough now filed or no chalk in. What do you call this clear? Paper holders? What do you call this?

Jennifer: I guess they're called portfolios like Yeah, yeah, they're just like clear envelopes with the you know, so everything just stays They're cool, you can see everything you can see the sketches and jewelry in there. Because I have a lot of customers, they give me old jewelry, so that they can use that as credit towards their finished piece.

Tracy: What else has shifted since you started working with us in your business?

Jennifer: So huge, a huge pivot has been this COVID thing actually, and I, I have to thank you and Flourish and Thrive because over the last year, I've been restructuring my business so that I can have it be more automated. So I've got, you know, three major things that I've been working on to flourish and thrive. It's my website, my CRM system and my inventory systems. So The big thing is that I needed all of these systems to be speaking to each other so that I'm not tripling, quadrupling, upon the amount of work that I do. So right before the COVID thing, I had my CRM, my website working. And now I'm in the last phase of getting my inventory system up and functioning. But what that did for me was, I had to let my staff go because nobody can, you know, be here working with me.

And so I've spent the last two and a half months really honing down the system and getting the balance of being in my studio because I'm not only doing everything, but it's not overwhelming anymore. It's now a system that is Just go from station to station and just gets it done. And it's a much better flow. And what's actually what's been really wonderful about it is that I know exactly what's happening in my business now, where before, I didn't know what the hell was going on, I just knew that that shipment was late. This person, you know, needed something, and who is going to get back in touch with them. So it's just a much more fluid, much more humane way of working.

Tracy: So I asked another question about that, like how did all of those shifts and changes affect your bottom line and your profitability,

Jennifer: So my bottom line before I did this automation was about \$27,000 a month just to run my business. And I've reduced it down to about 80 \$700. So about two thirds I've reduced the cost of doing business by two thirds. That's amazing.



Tracy: What was your favorite part of working with us? In the program?

Jennifer: My favorite part? That's a hard question. Okay. So there's a couple things I want to say. So working with the coaches was amazing, because that was super empowering. Because you're working with professionals who know what they're doing. And when you're stuck in a place in your business where you have no idea, you know what you're doing, you've got these coaches that are helping you do it.

So that's that was that's, you know, that was one of my favorite things. And then the other favorite thing is the support group. So you know, you have a pod? Do you still call it a pod? Yeah, yeah, yeah. So you have a pod of students and mentors. And it's really great because you check in with them, you know, daily. And you know if anybody has any questions, so it's a really self-perpetuating great way of doing it so that people can, you know, the students can help each other out too. So it's really great for brainstorming and, you know, just random questions, too. So that's been that was also really empowering to be a part of a group of other like-minded business designers.

Tracy: I love that. Is there anything else you'd like to share with someone that might be on the fence about joining the program or any advice that you'd give to a designer who's thinking about it?

Jennifer: If you are struggling with your business and if you're struggling with the business part that this is a great program to use to utilize it because it's, you know, face it, we're like most of us are artists and the business part, the tech part. You know, all of that stuff is not in us, it's not in our strength. So, you know, being able to rely on a group of professionals who know what they're doing is invaluable. It's wonderful.

Tracy: That was amazing. Is there anything else you'd like to add?

Jennifer: Thank you.

Tracy: You're welcome.

Jennifer: Really appreciate it.



Tracy: Jennifer, thank you so much for being here with me today. Where can everyone find you?

Jennifer: You can find me on the web at <https://www.daves-design.com> or Instagram and [JenniferDavesDesign](#).

Tracy: Thank you for being here today, girl, I so appreciate you sharing your story with me. You're welcome. Thank you.

Thank you so much for listening to the show today. As I mentioned, I would love for you first to do two things. I love for you to reach out to Jennifer and thank her for being so vulnerable and candid because I know it's really hard for people to be raw in public and this is brave of her to actually share this experience and agree to go on the podcast that is the second part about this that I want. What I would love for you to do is to participate in our industry report. Head on over to <http://flourishthriveacademy.com/report>. You're going to fill out a five to seven minute survey. That's how long it will take you and it's primarily multiple choice.

We want to know what is working for you. What's not working for you is how Your Business has been faring over in 2020. And we're going to compile all the results. The only way that you can get it is if you participate in the survey, head on over to flourishthriveacademy.com/report to get your copy of State of the Union, state of the union 2020 report. Find out what's working right now, in the industry, save your business. Get more bliss into your life, increase your profit margins, just like Jen did. But do yourself a favor and start to simplify your business and strengthen your direct to consumer channels.

This is really, really important. All right, this is Tracy Matthews, signing off for today. Thank you so much for listening. And I just want to thank all of you who are giving us these amazing five star reviews. I'm going to read one right now. I just want to say thank you to Randy at CAST and Clothes Style. Here's what she has to say about the show.

Amazing information!

This is my first time listening to the podcast and there is so much information packed into just one episode. I highly recommend it just based on the website and other communications I've read. I can't wait to binge other episodes.



Randy, thank you so much. We love bringing the show to you every single week.

So definitely if you guys if you're listening to the show, and you've been listening regularly, and you're getting value out of what you're listening to, and you haven't given us a rating and a review, I would so appreciate you giving us a five star rating only if it feels right, though, obviously, and telling us what you think here's the thing, you know, we do this for free, every single week. And this is literally like little mini little business classes every single week. And so, if you haven't done so yet, head on over to flourishthriveacademy.com/Apple, where you can also review it on wherever you're listening to podcasts.

Tell us what you think about the show. And hopefully it's good. And the reason why we love getting these reviews is because it helps Apple push this show out to other people like you who might be interested in it. I'm really on a mission to help as many people as possible. Thanks so much for listening today. This is Tracy Matthews signing off. Until next time!

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