

From Jewelry Maker to Media Mogul with Vanessa Coppes of Bella Magazine

THRIVE BY DESIGN WITH TRACY MATTHEWS

"The truth is that what I have learned is that yes, you can totally have it all. You just cannot have it all at once and you need help along the journey, you cannot do it by yourself and that is the huge and biggest mistake that I think we all make."

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. Spend more of your precious time using your creativity to make you ready. All right, let's do this.

Tracy: Welcome to the Thrive by Design podcast episode 314. Hey there, it's Tracy Matthews, Chief Visionary Officer of Flourish and Thrive Academy and the host of the Thrive by Design podcast. I have a fun interview today with Vanessa Coppes the editor in chief and owner of Bella magazine, and she is going to talk a little bit about her journey from jewelry designer to media mogul, which is awesome. I'm gonna dive into the episode momentarily, I know you're going to really like it because she gives you some amazing tips on how to actually pitch her publication, the kinds of content that they're pitching. She's going to give you insights on how to figure out what stories they're covering. You're gonna love it and so many more amazing tips for holiday season and just in general to get more press and exposure for your brand.

Now I first met Vanessa when I was introduced to her through my friend Sabina Hitchen, who is a coach over here at Flourish and Thrive. She has a company called press for success, and she helps entrepreneurs get PR with their business. She's a coach in our Momentum program. And I asked Sabina for some help organizing a PR panel and Vanessa was one of the panelists and I loved everything that she had to say. So I had to have her on the podcast and I loved that event. So much we do these regular retreats and events for our Momentum students and members inside our community and this was this one was an amazing one day event where



we lean deep into a bunch of things that are working now for exposure, expanding your audience so that you can grow your sales, which was super fun and on top of that, you know, one of the things that I know we're like rolling into the holiday season, right where I'm hosting a masterclass that's happening this week.

It is a holiday sales masterclass - How To End The Year Strong With Marketing That Matters. The reason why I love this masterclass so much is because the purpose of it is to really help you ditch the overwhelm and prevent burnout by leaning into wildly successful holiday sales season strategies that are high impact algorithm proof and just basically designed to help you get into that sales flow with a little bit more ease and flow or ease and grace maybe is the best way to put it. So if you want to join me for that masterclass, you can head on over to www.flourishthriveacademy.com/holidaymasterclass and save your seat right there, you're going to love it. And if you'd like to get our eyes on your business, and maybe get a little bit help growing your business over the holiday season, I'm going to share with you how we can help you at the end of this podcast.

So without further ado, let me introduce Vanessa, she is amazing. As I mentioned before Vanessa started out as a jewelry designer when she created a line of a costume jewelry that landed in the pages of Bella magazine. She got offered a position at the magazine and became their digital marketing strategist and was exposed to like the entire scope of being in the digital marketing world in the editorial and magazine space. So it was pretty cool. And she was savvy enough to actually purchase the magazine about two years ago when it went up for sale and she created Bella media and co the print and digital magazine is now an international bimonthly lifestyle publication focused on fashion, beauty, mind and body celebrity philanthropy, art and culture and travel. She also has a strong emphasis on inclusion. She aims to push the content boundaries a bit to allow women to embrace who they are and what they are and feel that we in the media have a responsibility with the messages that we're sending to young women. Bella aims to empower and be a positive agent of change. So without further ado, you're gonna love this episode with Vanessa.

Tracy: I'm so excited to be here with Vanessa Coppess. Vanessa, welcome.



Vanessa: Thank you so much for having me, Tracy.

Tracy: So we had you as a panelist at our expand your audience event. A couple of It was a couple of months ago. Now I feel like I'm recording this interview and I want to really dig into your story because you I guess you own the Bella magazine publication?

Vanessa: Yes.

Tracy: Okay.

Tracy: And we there's an interesting journey and story behind that. So let's dive in and just talk a little bit about your journey into publishing and media.

Vanessa: Yeah, um, it quite literally started with my custom jewelry making business that I had, about 13 years ago. So I started it as a way to deal with postpartum depression, I had just had my son, and I needed a creative outlet, you know, eight months into his birth, I was really feeling lost within my own self, as if motherhood was all that I was cut out to me, was a mom, disconnected of who I was, because I knew that there was more meant for me in my life than just being a mom that you know, and obviously, that's a personal, very personal choice, you know, stay at home moms who dedicate their their children's lives to just you know, being caregivers, which is awesome. I just knew that that was never the route that I envisioned for myself, or that I was brought up in because my mom was always a working mom and I and you know, and she still made time for us.

So I knew that I could some way find a way to make all of that work. So I started making jewelry as a way to just have an outlet, I was always very creative and my pieces ended up landing in the hands of a few celebrities, which eventually got me featured into Bella magazine. Because hand in hand with my jewelry line, I had also launched my blog. So it was a way for me to document stories of motherhood and entrepreneurship and, you know, which is again a way when you can't find someone to talk to just go put it on the internet and you'll find thousands of people that have plenty to say, back and you don't know them personally. So it makes it work. Because all you got to do is shut up that computer and go back to your life right. Now, blogging was kind of just started. So hand in hand with blogging, jewelry making celebrities, I ended up connecting with the former owner and editor in chief of Bella magazine, who coincidentally

when she had launched, Bella, had Denise Richards on the cover whom I had just sent my jewelry to. So Denise Richards had sent me a thank you note, which I obviously put all over social media and that was like my end Oh, by the way, you have her on the cover. I just sent her my jewelry, you know, what a coincidence how fabulous yada yada, yada.

So eventually, I ended up sending her some of my pieces, she featured them in the magazine and we became friends and colleagues and I began to contribute to the publication. Because I had been blogging all that time, it allowed me and in and I know how of digital marketing, which I had really, you know, only the concept of from my own blog. But I could direct a little bit more of the conversation whenever, you know, digital marketing came into play for Bella and at that moment, you know, I said, I could really support you in this area, which I feel is a little bit you know, lacking and I did, I jumped in as the online marketing director for Bella, which eventually, you know, I ended up contributed in the print portion, then I ended up building all of the websites that the magazine had. So in essence, for the past almost 10 years, I had a hand in building the publication to where it was from the digital perspective, right. So two years ago, when they decided to sell, it was a knee jerk reaction of I've been in it for so long. I know the ins and outs of it, how could I let this opportunity go knowing so much of the industry already, but also having a vision of where I want it to take it and and that's what I've done for the past two years, you know, it's been an interesting journey because of COVID. I think that we all have, you know, these pivot COVID stories. But quite frankly, even this past weekend, you know, where I celebrated my two year anniversary of owning the publication is a testament to my team, the hard work that we all do and the relevance of what we put out into the publishing world.

Tracy: Okay, so I've so many questions is, are you still designing? Because I think everyone wants to know that.

Vanessa: I do. I just don't make it myself. So I do collaborate with some designers here and they're actually the earrings that I wore this weekend for the event themselves. I helped design and I had a hand in, you know, the shape and the form and the stones that were used for. But I quite frankly just no longer have the time to sit and make things myself. So I do. Yes, in a nutshell, I still do design new jewelry when I can, yes,



Tracy: Well, it makes so much sense now that you have so many like emerging kind of jewelry designers either featured or blogging or advertising on the Bella website that now full circle.

Vanessa: I have to tell you, you know, it's a soft spot in my heart just because that is how I got started in the, in my own entrepreneurial journey. But I also feel that accessories have such a relevant part in fashion and especially custom and handmade jewelry I'm so passionate about just because there is so much that goes into it and the stories that are behind each pieces are just so impactful and powerful, I feel that I will always stop to listen and how did you get started? And tell me why, you know, why are you using these materials? Because I I've been there and so I understand.

Tracy: As a custom jewelry designer myself like I totally get it. I love, I love that. That's how your journey started. You know, we, the people who are listening to this podcast, like a lot of them are busy moms too and they're trying to navigate running a business and doing all the things they have to do to be a good mom while still like bringing in money to support their family. Like how do you do it? Do you have any, like tips for people listening?

Vanessa: So interesting and quite question just because I get it a lot. You know, there's a lot of obviously, and I think that, you know, the biggest disservice that another entrepreneurial mom could do to another one is to tell them that yeah, sure, you can have it all dream big, go for it. And all of that is true. The truth is that what I have learned is that you, yes, you can totally have it all, you just cannot have it all at once and you need help along the journey, you cannot do it by yourself and that is the huge and biggest mistake that I think we all make as women because that's just in our nature to just be go-getters, providers, you know, we we are just we're ready for whatever is thrown at us ad the reality is that it is in that process, we deplete ourselves, right? But we it takes us a while to understand that if we are not fulfilled taken care of, we have no energy left to take care of anyone else. So there's a fine, you know, I always like this, there's a friend of a friend of mine and I have the same that Balance is Bunk. She actually has a book called Balance is Bunk! just because we have to stop having those conversations trying to equate things because because that's just not true. When you're saying yes, to one thing in your life, you're saying no to multiple others.



Vanessa: So and you have to be okay with that, you know, I've had events where I have literally, and you have the potential to meet, like people have huge relevance in my own career. But I can't make it because I don't have a babysitter that night. So all I can do is live vicariously through one of my team members and you know, tell myself, Well, at least Bella was there, you know, and that's the reality of it, and be okay with that. Because, quite honestly, that's the reality of my life and you know, when you have kids, I always say you can't return them, they're not shoes. They are yours to keep forever and ever. And it's that fine balance. I do try to enroll my kids and a lot of the things that I do like even this past weekend at Hamptons, they were there they were a part of it, I want them to see what it is that, you know, all of this hype builds up to, so that they understand what why mommy works so hard and why I'm not home when you know when I probably should be, or I am home when I can be, right? Because that's the beauty that entrepreneurship affords us is that we can take the breaks that we need and kind of set ourselves up for success for the most part. You know, and but that's really it, you know, being honest, transparent, understanding that we need help and support and to ask for it and to accept it, right? Because we sometimes have people that are just ready and willing to give it to us and we're either too stubborn, or you know are too just empowered to say that oh no, I've got this one. We really don't.

Tracy: There's so much in that. I wrote down Balance is Bunk. Your friend's book?

Vanessa: Yeah. It is a book. It is a published book. Jennifer Tuma-Young, yes. Okay, Balance is Bunk

Tracy: That's one thing that I say, you know, it's like, I don't know that there ever really is balance. Like sometimes you're gonna be working really hard. Sometimes you might be playing hard. Sometimes you might be mommy-ing hard and it's interesting because, you know, I was sitting there like on social media watching your Hamptons event and I was like missing New York so bad. Like, all the things that York has to offer, so I get the FOMO thing or feeling like you have to, like make a choice like, Is it my family or work at times? Yeah and I'm kind of experiencing this, you know, like, I moved to Arizona about like, at the beginning of COVID, to be with my boyfriend thinking that I would be back. And now I like full time to Arizona and I'm step mom, which is like all this whole new kind of world and we had a long vacation and I'm like, Oh my gosh, I don't know, anymore. But also, like, you end up getting through, like, all these times,

and you're like, well, this is why it matters and this is like, the impact you're making on them and showing them that, you know, the example that you're showing them or whatever. So you know, entrepreneurship, for a lot of people feels really risky. Like, what was it, I know that you kind of were in it with bell on you're kind of working on the digital marketing space, but like, it seems to me, like just taking over publication is like a huge risk like that, especially in these times and then you do it like right at the beginning of COVID.

Vanessa: I have to be honest, as I could only be I am a little bit of a dreamer, crazy risk taker. You know, it wasn't my even my husband, at one point said to me, like, are you like, Are you out of your mind? Like, what do you think you're doing and something in my gut always told me that I would end up in this space, right, like I just from the age of 13, I always knew that I would be writing for a New York City publication that was like my big picture, dream and when that happened, I still had this yearning and longing that I knew that there will always be more, and being around, you know, influential people, celebrities, red carpets, that all sounds really glamorous and fun. But let me tell you that nine times out of 10 It's a lot of work. So there's this, there's this marriage of this love hate relationship, right? Because as a woman, as a mom, I know, you know, this, you don't want to get up and be full blown on every single day, there's days where like, I literally am embarrassed to leave my house because I'm just like, you know, there's, there's nothing happening here. I, I got nothing, I don't even have the energy to like, switch out of my pajamas today and even today, you know, we showed him to the office. And it's like, oh, my God, I still need like three weeks of sleep, you know, to catch up from what was honestly such a momentous event.

Vanessa: But the reality is that there are so many incredible stories of entrepreneurship that have not been told of diversity of inclusivity of representation that still need to be told and I felt like I could do that in my in my own way and in my team's way, right. You know, it's it's really been fascinating to see what has come back from going through, you know, what was a traditional fashion beauty lifestyle publication to really gutting the content and saying, okay, but why are we really featuring this person? Why does this make sense? How is this relevant to women today, right, it's not about the pretty glossy pages and how it's portrayed or loved. It is why we are highlighting and why we're featuring these specific stories. And it's one of the reasons why I am so excited. Like for our upcoming issue, we

have a very, very unique, it's never been done in the history of Bella and I'm highlighting the first Down syndrome model on our cover and it is exciting for the industry and for myself because I have a niece with down syndrome who I would hope when she picks up the magazine and a couple of years and she's of age to understand what that looks like she can say, oh, somebody likes like me, is also portrayed on the cover of a magazine and therefore it is possible for me to aspire to do x y, z. So that's why media matters and that's why media is important because we are being bombarded by it 24/7 and it's it works in our subconscious it works it's the conversations that we have with our friends that you hear about this and the news that you read this on the on so and so page that you catch this on this website. So if we can do a little bit of you know, our of what we're supposed to be doing, which is intentional media, right, intentional marketing, then I think we've done our piece.

Tracy: I love that. So I want to kind of I love that you're featuring a Down syndrome model because I was just watching I binge watch this series called Never Have I Ever on Netflix and it's kind of. Do you know what I'm talking about? Love it.

Vanessa: I like literally binge watch it in two weekends obsessed with it. Yes.

Tracy: And I love that they have a character on there who has Down syndrome. And she's like a fashionista. She's launching a fashion line. She's the sister of like, the hot guy like it was.

Vanessa: The hot guy. Yeah. It's so cool. I listen on. I was like, I am here for all of it. And yeah, and more. So. Yes. Love it. Love it. Love it.

Tracy: So, Bella, you have a blog. You also have a website that has like articles, you have guest contributors and then also feature content from your writers writing staff. Yes, podcast, and then you also have print publication. Am I getting that right? Or is it all? Okay, cool. So tell me a little bit about how those things work and how they're navigating. Because I want to give our audience like an understanding of like, if they wanted to pitch you or something like that, like, how are you considering content for those things.

Vanessa: So our print content gets fed up with six months lead time for every issue. So we have, you know, everybody thinks like, you know, are we keep these things secret, our media and content calendar is literally on our website.



So if you want to pitch us for relevance, purpose, it's all there and our entire year is mapped out. So every issue has a theme. And we go by theme, because we only publish print, the print publication six times a year. So we're now working on fashion, because it obviously coincides with Fashion Week, which is in New York, and it comes out in September, October, you can't pitch me for fashion now, because it's already been wrapped up with a bow a month ago. So if you were to pitch me now, you will be pitching me for our arts and culture issue, which comes out November, December, which also happens to be holiday. So you can kind of you know, imagine gift guides, holiday gift guides, all of those things go into that issue. And all of this is on our website, by the way, it's like listed you you can pick it up and pretty much it stays the same throughout the year. With regards to digital content that's evergreen, that can happen at any given time that obviously is timeliness because people will pitch me well, so and so which day is coming up next week? We have an event that is coming, you know, coming up, and we were curating an experience around this specific day, can you help us from absolutely, you know, we need the content. So why, of course, it makes sense that we will pitch it, we will I'm sorry, we will feature it within a very short, you know, a shorter timeframe. So for online, you can pitch us literally on a daily basis and if it's relevant, we will make it work. But for print, that's monthly time per issue at a minimum, and we go from there. And again, all of those themes, and all those issues are on our website. And you can kind of pick and choose where it makes sense for you.

Tracy: And how do you feature your guests on your podcasts.

Vanessa: So for the most part podcasts are, I try to really make it about entrepreneurial stories and entrepreneurial journeys. I think that that's really where we found our sweet sauce and also well being topics, especially mental health advocacy. I'm a huge proponent of mental health. But it's I think it's an opportunity, the one opportunity where it's easier for us to be able to feature whether it's an author, a business owner that wants to share their journey, I think we are all in that space of you know, that entrepreneurial spirit, we always are trying to figure out how did this person make this work? How did this person create and build this brand and those are always stories that are relevant and people want to listen to. So you know, it's really hard on a podcast to talk about something that is visual, because as we know, a podcast is you people listen to it. So I can't do a beauty demo. But from our podcast, but I can certainly share



why you came up with the product that you did, right? Like, let's dig in. How did you get started? How did you build this business? What's been the most challenging thing for you? Especially, I think there's a lot of relevance in telling how we've navigated the past year and a half and still, we're kind of like, in this impending storm mode, because we still don't know what's really gonna go on over the next few months with everything that's still happening. So it's, you know, interesting to hear and see if those things apply to what you have going on in your own business. So that's how we filter and kind of read content for the podcast for Bella TV. It really is, you know, I really like to feature cool, you know, current events kind of happening stories because the relevance of something on TV, as we know, when we put something online is there as a 24 to 48 hour kind of like timeframe, but it's relevant and it's and it serves what's happening today and it's current, we will make it work for Bella TV.

Tracy: I love that. And I love the idea of using the different formats to pitch different games. Yeah, totally makes sense. You have a great story of like how you've handled like anxiety or depression during the pandemic, and you happen to be a jewelry designer, that would be a great topic to pitch you, right? I remember you saying on the event and the other panelists who were on the PR panel, that you're kind of tired of pivot stories. So, like when you say that, but you're also interested in seeing hearing how people navigate it.

Vanessa: No, no, no, not tired of pivot stories. It was more of like, how we're dealing with COVID how we're dealing with COVID at what we're doing to sanitize how I like, okay, I think we figured that one out, you know what I mean? Like, I, I think we're past the point of mask and hand sanitizer. There's in different flavors, states and colors. I have, like, we're past that. Like, I want to know why and I've had so many women within my own community actually launch businesses through this time, right and it has given them the opportunity that they didn't have the time to do so now that they've been forced to have the downtime, right? They have been really able to execute business plans that they've been sitting on for years. I have friends that have written books, I have friends that have produced novels, like, I'm like, Oh, my God, I'm dying to hear about that. I just interviewed someone a few weeks ago that literally had been recording tidbits from the PR world for the past three years. And lo and behold, got a book deal. And I'm like, Oh, my God, this is so amazing. So again, it because at the end of the day, it's like, what have you done with this time? I definitely want to hear I



just if somebody pitches me another mask? I don't I don't know. Like, I don't know. There's so many that I have so many. Thank you. But no, thank you. That's where I'm at with that. And the clip that goes on your head. I'm like, oh my god over it.

Vanessa: No more. No more masks no more. No.

Tracy: All of us are tired of the mask knee. Is that what they call it? Well, Arizona is a very open state. So I feel like we're kind of lucky. We don't have like a lot of lock downs. A lot more space here. I mean, it was a very different vibe, like being in New York City versus here during COVID. So I've been in both.

Vanessa: I can only imagine. You know, it's been it was. I mean, I was in New York yesterday and it felt a little surreal. Because there's a lot there's different I live in New Jersey, but I work sometimes in New York. So it's kind of you still are in one foot in one foot out situations in certain spaces. But for the most part, it's across the board. So I still keep a mask in my bag, just in case.

Tracy: Right? So I know we have them all. My boyfriend just had surgery this morning for like outpatient like elective surgery, and he was walking into the hospital excited, drop him off. And he's like, wait, I think I need a mask you have one with you? So I like to have my stash in the car. Yeah, yeah. So I was all over the Bella website. And I noticed that you do have some contributing writers who are writing about jewelry. For instance, there's one I can't remember the name of the brand right now I could pray for that. But you might know, she makes crystal jewelry. But she also is writing about crystal energy. So I'm sure that a lot of people in our audience might obviously that niche has covered the crystal energy and the that the crystal jewelry type of thing is covered. But let's say someone has another unique angle like that and they want to be a contributor like how do you vet people like that, or what's what's the protocol,

Vanessa: So Karen is a brand partner of ours. So that's one of those perks that you know, one of our brand partner gets. So she got aside from, you know, the extensive amount of promotion that she gets for her brand. It's not to say that you can't pitch me something relevant with regards to jewelry, it just probably won't be something that goes out on a monthly basis, which is the case of Karen because she actually is paying or buying into an opportunity like that. With her, I think it's super cool. Because aside from



the fact that her jewelry is different, unique, really beautiful, obviously the elements of healing crystals, you know, you could talk about crystals, forever about so many different things. So she has been super smart about, you know, tailoring it to relevant right to a topic of relevance on a monthly basis so that people who do follow and have interest in that area can really get a unique experience and obviously learn more about crystals but also received more from her and her brand and connect with her in a different way.

Tracy: Love it. So you mentioned your media calendar earlier. And I think that's such a unique angle like I mean it would make so much sense I feel like this is, you know, you come from a digital marketing background marketing your own jewelry and coming into this magazine, there's something to be learned here about what people can write for blog content to help lead traffic to their blog and our website for sales to so you can. Almost like I want to recommend that everyone goes to look at the Bella, Bella Maggie Ko, and kind of see the content that they're covering from a fashion perspective, because it's super, like your website is beautifully designed, the articles are really dangerous, and stuff like that. But it's also a way for people to get inspiration about like, what can I write for my own content? Or like, what are some of course, we didn't necessarily copy, but like that you could pitch to other types of media outlets if the story's already covered on your site, or whatever, or what are different angles that they could pitch you and so that kind of brings me to this. One of my more final questions is really about, you mentioned media calendar. And if they're pitching now that they should get in on pitching for holiday gift guide, which is great feedback. But what are some other stories like what are you kind of looking for when it comes to fashion accessories and jewelry right now?

Vanessa: So fashion still, I mean, fashion always is, you know, it's interesting, because we all have our own interpretation of what that is right? To me, fashion is art in some sort of way. You know, I was actually it's funny that you asked me this question, just because last night, I was having a conversation with my husband, I just shot our cover for our next issue yesterday and photoshoots are my favorite, or it's like literally, my favorite part of all that we're doing that we do is you will find me at a photoshoot with the biggest smile on my face, because it's the opportunity of all of these amazing creative people coming together to put a final look together and obviously, we create mood boards and we go by colors that

we want to or the direction and then the person shows up, the energy for that isn't there. So we kind of have to pivot and change right in that second and the jewelry, I actually had one of my friends at the shoot yesterday who took off her own earrings and ended up giving them to the talent because those were the earrings that actually ended up working for that look. So that's kind of how it comes together and how it happens and the reality is that you know, we try to highlight and feature fashion in a way that is accessible, right?

Vanessa: We do love high luxury items and I mean I think we all do right we covet like these high fashion brands, etc. But ultimately, how can we recreate that look at home? How can we make it accessible for you know, someone that has a nine to five and that is thinking of diapers versus a Gucci handbag, right and not to just to throw a brand out there, but I am more inclined to always go to indie designers for for our photoshoots. My stylist actually make it a point to, to that, you know, indie designers and of course there there may be a request from the talent themselves, you know, well I only like to wear XYZ but we do try to throw in their you know, new and potential interesting brands that they may find interesting and that have stories and you're and you're literally hearing us at the show and telling them and did you know that this person founded this company because the elements are actually good for you and I we we will share those stories also and I feel like that's more interesting than you know, getting pieces that you can find anywhere or everywhere and that's again the uniqueness of custom jewelry is just like your it has such a unique story and the elements in it themselves are just so interesting that that creates conversation because sometimes we're all standing there you know looking at the person is getting their hair and makeup done or we have nothing to talk about and it's like look at this really cool ring now we're gonna put on you and then the stories kind of come from there. So there will always be a relevance to the the jewelry custom, you know the custom jewelry story. So that's really kind of where we try to weave it into and make it a part of the conversation and part of the content that we put out for sure.

Tracy: I love that. Okay, so I question for you. Whose earrings are you wearing, you won't be able to see this on the audio.

Vanessa: So um, these are actually my hair person. My hairstylist, Jen Michelle, she actually just launched her own line of custom jewelry and these are evil

eye heart earrings which I think are some of the coolest things that I've ever seen. And I love a good earring. I'm a big earring ring and bracelet person. So because I feel like if you're wearing a really cool pair of earrings you don't really have to worry much about your hair because then the attention goes there and as you can see in my slicked back ponytail, your my Aries caught your eye so , yeah, I feel like you know, some really funky cool earrings are always a conversation piece. But yeah, they're from you know, so I find times at a time I have custom made something from someone.

Tracy: Oh great. Yeah. Well, Vanessa, this has been such a fun interview, and I'm sure you're gonna start getting better pitches from our audience. For jewelry, more jewelry to bring them, bring them on, bring them on. All right, where can everyone find you so that they can connect with you on social and such?

Vanessa: Yeah, if you want to connect with me, it's Vanessa Coppes V-a-n-e-s-s-a Coppes and of course, follow Bella Bellamag.co across the board for that.

Tracy: Right? So I know we have them all. My boyfriend just had surgery this morning for like outpatient like elective surgery, and he was walking into the hospital excited, drop him off. And he's like, wait, I think I need a mask you have one with you? So I like to have my stash in the car. Yeah, yeah. So I was all over the Bella website. And I noticed that you do have some contributing writers who are writing about jewelry. For instance, there's one I can't remember the name of the brand right now I could pray for that. But you might know, she makes crystal jewelry. But she also is writing about crystal energy. So I'm sure that a lot of people in our audience might obviously that niche has covered the crystal energy and the that the crystal jewelry type of thing is covered. But let's say someone has another unique angle like that and they want to be a contributor like how do you vet people like that, or what's what's the protocol,

Vanessa: So Karen is a brand partner of ours. So that's one of those perks that you know, one of our brand partner gets. So she got aside from, you know, the extensive amount of promotion that she gets for her brand. It's not to say that you can't pitch me something relevant with regards to jewelry, it just probably won't be something that goes out on a monthly basis, which is the case of Karen because she actually is paying or buying into an opportunity like that. With her, I think it's super cool. Because aside from the fact that her jewelry is different, unique, really beautiful, obviously the



elements of healing crystals, you know, you could talk about crystals, forever about so many different things. So she has been super smart about, you know, tailoring it to relevant right to a topic of relevance on a monthly basis so that people who do follow and have interest in that area can really get a unique experience and obviously learn more about crystals but also received more from her and her brand and connect with her in a different way.

Tracy: Love it. So you mentioned your media calendar earlier. And I think that's such a unique angle like I mean it would make so much sense I feel like this is, you know, you come from a digital marketing background marketing your own jewelry and coming into this magazine, there's something to be learned here about what people can write for blog content to help lead traffic to their blog and our website for sales to so you can. Almost like I want to recommend that everyone goes to look at the Bella, Bella Maggie Ko, and kind of see the content that they're covering from a fashion perspective, because it's super, like your website is beautifully designed, the articles are really dangerous, and stuff like that. But it's also a way for people to get inspiration about like, what can I write for my own content? Or like, what are some of course, we didn't necessarily copy, but like that you could pitch to other types of media outlets if the story's already covered on your site, or whatever, or what are different angles that they could pitch you and so that kind of brings me to this. One of my more final questions is really about, you mentioned media calendar. And if they're pitching now that they should get in on pitching for holiday gift guide, which is great feedback. But what are some other stories like what are you kind of looking for when it comes to fashion accessories and jewelry right now?

Vanessa: So fashion still, I mean, fashion always is, you know, it's interesting, because we all have our own interpretation of what that is right? To me, fashion is art in some sort of way. You know, I was actually it's funny that you asked me this question, just because last night, I was having a conversation with my husband, I just shot our cover for our next issue yesterday and photoshoots are my favorite, or it's like literally, my favorite part of all that we're doing that we do is you will find me at a photoshoot with the biggest smile on my face, because it's the opportunity of all of these amazing creative people coming together to put a final look together and obviously, we create mood boards and we go by colors that we want to or the direction and then the person shows up, the energy for



that isn't there. So we kind of have to pivot and change right in that second and the jewelry, I actually had one of my friends at the shoot yesterday who took off her own earrings and ended up giving them to the talent because those were the earrings that actually ended up working for that look. So that's kind of how it comes together and how it happens and the reality is that you know, we try to highlight and feature fashion in a way that is accessible, right?

Vanessa: We do love high luxury items and I mean I think we all do right we covet like these high fashion brands, etc. But ultimately, how can we recreate that look at home? How can we make it accessible for you know, someone that has a nine to five and that is thinking of diapers versus a Gucci handbag, right and not to just to throw a brand out there, but I am more inclined to always go to indie designers for for our photoshoots. My stylist actually make it a point to, to that, you know, indie designers and of course there there may be a request from the talent themselves, you know, well I only like to wear XYZ but we do try to throw in their you know, new and potential interesting brands that they may find interesting and that have stories and you're and you're literally hearing us at the show and telling them and did you know that this person founded this company because the elements are actually good for you and I we we will share those stories also and I feel like that's more interesting than you know, getting pieces that you can find anywhere or everywhere and that's again the uniqueness of custom jewelry is just like your it has such a unique story and the elements in it themselves are just so interesting that that creates conversation because sometimes we're all standing there you know looking at the person is getting their hair and makeup done or we have nothing to talk about and it's like look at this really cool ring now we're gonna put on you and then the stories kind of come from there. So there will always be a relevance to the the jewelry custom, you know the custom jewelry story. So that's really kind of where we try to weave it into and make it a part of the conversation and part of the content that we put out for sure.

Tracy: I love that. Okay, so I question for you. Whose earrings are you wearing, you won't be able to see this on the audio.

Vanessa: So um, these are actually my hair person. My hairstylist, Jen Michelle, she actually just launched her own line of custom jewelry and these are evil eye heart earrings which I think are some of the coolest things that I've

ever seen. And I love a good earring. I'm a big earring ring and bracelet person. So because I feel like if you're wearing a really cool pair of earrings you don't really have to worry much about your hair because then the attention goes there and as you can see in my slicked back ponytail, your my Aries caught your eye so , yeah, I feel like you know, some really funky cool earrings are always a conversation piece. But yeah, they're from you know, so I find times at a time I have custom made something from someone.

Tracy: Oh great. Yeah. Well, Vanessa, this has been such a fun interview, and I'm sure you're gonna start getting better pitches from our audience. For jewelry, more jewelry to bring them, bring them on, bring them on. All right, where can everyone find you so that they can connect with you on social and such?

Vanessa: Yeah, if you want to connect with me, it's Vanessa Coppes V-a-n-e-s-s-a Coppes and of course, follow Bella Bellamag.co across the board. for that.

Tracy: Thank you so much for being here today.

Vanessa: Thank you so much for having me. This was a pleasure.

Tracy: Thank you so much for listening to the show. Today, I want to make sure that you go say hello to Vanessa on social media and go say hi and tell her that you listened to the episode and enjoyed it. Now on a final note, I would love to invite you I know we're kind of rolling into the holiday season if you'd like some support and help from me and my team this holiday season to really pull your holiday sales season off without a hitch. And to get your promotions going and lean into digital marketing strategies that actually work for your online and offline sales. Well, then I'd love to invite you to apply for a free strategy audit. On that audit, we're going to take a look at what is going on and some of the goals that you have for your business. Then we're going to take a look at what's going on in your business right now. identify any roadblocks or things that might prevent you from reaching those goals and then we'll give you a clear path forward on what needs to happen next, to make those dreams a reality and if it seems like a good fit, we are share with you how we can help you do it. And if not, we'll send you on your way and give you a big virtual hug. Either way, if you'd like to learn more about that and apply for your free strategy audit, head on over to flourishthriveacademy.com/strategy and apply right



there today for free. Thank you so much for listening to the show today.
Take care until next time, this is Tracy Matthews, signing off.

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.

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