

# The Desired Brand Effect - How to Create Desire For Your Jewelry Brand

THRIVE BY DESIGN WITH TRACY MATTHEWS

*"Creating desire is all about attracting the right people to your brand, or creating desire for your jewelry brand."*

**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 324. Well, today is a big day around here, which I'm going to share with you in just a moment. But before I do, let me introduce myself. I'm Tracy Matthews, the author of the Desired Brand Effect, I can't believe it, and the host of the Thrive by Design Podcast. I'm so excited to be here. Today. I'm always excited to be here for the podcast. But today is the day that my book The desire brand effect goes live. This podcast is released on November 9. So if you're listening to this on November 9, or you're listening to this, maybe a day after November 9, I would be so honored if you would just head on over to amazon.com and pick up the desired brand effect and start reading it immediately. The book is fantastic are so I've been told. I hate to toot my own horn, but it is pretty good book. I worked on it for a long, long, long time to try to deliver the best book possible. So today I'm going to share with you a little bit more about what the desire brand effect is all about how to create desire in demand for your jewelry brand, and a lot more. So buckle up, get ready, maybe take some notes. If that's interesting to you. Let's do this.

Tracy: So for those of you who don't know my story, and hopefully you do, I launched a jewelry company, my first jewelry company in the 90s in the late 90s. And I did a great job of figuring out how to grow the business by this manner that we call trial and error. But what I done throughout that process was really created a job for myself, instead of creating this passion business. And so as time wore on, the business started weighing down on

me a lot more. And eventually, in 2008, my company was wiped out by the great recession. And even though there were a lot of factors that I couldn't control, one of the things that I realized throughout this process is that I'd work so hard building a business that was not aligned with what mattered to me. So when it came time to actually fight for that business, I had nothing left. And I did have a choice, I could have chosen to fight for the business and restructure the finances and make it work or had a choice to let the business go file for bankruptcy. Because the debt that I was in at that time just seemed literally impossible to pay off and start over.

Tracy: And sadly, you know, I don't really take this lightly because filing for bankruptcy and dealing with that whole situation is not something I would ever wish on someone it is I'm literally just about 10 years out of when the bankruptcy was about final. And it does take a toll on your life. So I would not recommend doing that if you have other options. At this point in my life. That was the only option that really made sense. And I've spent the last 10 years you know, rebuilding my credit and all those things, which has not been fun. But it's been interesting because I've been able to build a business and run it primarily on cash flow, which has been amazing and exciting and all the things. So I wanted to come in here today and talk a little bit more about what the book is about what the desire brand effect really is. I talked about it a lot on this podcast. I have done other episodes about it. But this book, or I should say and this book is a distilled down compact version of a lot of the things that we teach in our program over here at Flourish and Thrive.

Tracy: So if you've ever been wondering like what laying the foundation is about or what our momentum program is about, this book gives you a taste of what it's like to basically work inside our programs. And I really wanted to create this because there are a lot of people out there who are uncertain about, you know, investing in a course or a program, or they're uncertain about, like, getting coaching for their business. So I wanted to kind of just share with you just what it really takes to grow a successful business, whether you just want a lifestyle business that's doing, you know, a couple \$1,000 a month, whether you want to grow like a one man show where we're making, you know, a couple \$100,000 a year, or whether you really want to build a jewelry empire, where you're making hundreds of 1000s, or millions of dollars a year with your jewelry company, because there is no one size fits all solution. And we want to help you align what matters most

to you with what you're creating in the outside world. Easier said than done. But it's really important to be thinking through this lens.

Tracy: So what I'd like to do first is just kind of explain to you again, if you've heard it before, you know, hopefully this is a great refresher course. If not, then here's your first introduction to what the desire brand effect is. The desire brand effect is a methodology that I created to solve the problems that I was experiencing my business and to understand and to create a filter through which I could clearly understand what needed to happen to overcome hurdles that I was experiencing. So for instance, if I was experiencing or struggling to get consistent sales, I would lean into one part of the model or if I was struggling, because I was working really hard, and my business and profit margins are kind of plateaued, then I would look at some other things. If my business was backsliding, or I was struggling to kind of keep up, then I would look at some other things. And I'm gonna tell you a little bit more about what I mean by that. And then I realized over time, as I started coaching and mentoring other students, that they were experiencing the same problems that I had at different stages in my career.

Tracy: So officially, I gave the methodology a name about three years ago, I had been using this for about 20 years, but really leaned into it really in the last like 15 years or so. And it got became really clear about what needed to happen after my first business failed. So you get the benefit of all the hardships that I've experienced in my life, and you can use those things in your business to overcome any challenges that you might be facing. So the model consists of three parts, it starts with the most important are actually all the parts are really important. I'm not going to say one is more important than other others. But this part is the really the most important when you're first starting out. And that is creating desire. Creating desire is all about attracting the right people to your brand, or creating desire for your jewelry brand. Because you need to create desire to create that demand because here's the thing, jewelry is not something people need, unless they're wearing a medical ID bracelet that is going to save their lives because they have a peanut allergy or they're allergic to penicillin. You know, it's it's not you don't no one really needs jewelry for anything. Jewelry is a nice to have item. And so what is it that gets people buying a ton of jewelry every season?



Tracy: Well, it's you're selling them a promise, you're selling them an aspiration or something bigger than themselves, you're selling them a feeling or a positioning. And that's what a lot of people don't understand they're trying to sell their jewelry based on like the the features of the jewelry sterling silver handmade semi precious stones, like all those things, instead of what that jewelry is going to provide to someone, how is it going to make them feel? How is it going to position them in society? You'd be surprised this is actually a real thing. How is this going to contribute to their belief systems are the core values that they stand by or the philanthropies that they support. And there's so much more I could go on for I could do a whole podcast episode just on that. So I'm going to keep that part brief. And we go much more in depth in the book. So creating desire is all about your brand assets, which are all the physical things that represent your brands, your collection, your packaging, your website, all the things that you use to sell your jewelry. And then we talk about your audience, which is the people in your network. So this might be actual customers you've had before. But it might also be people who are just following you people inside your personal network, your professional network, and so much more your social media networks, all those things. So that's your audience is the people who you know, or the people who are following you, and like what you do.

Tracy: And the third piece of this is all about your brand voice and your messaging. So this is how you communicate with the world. The stories you tell the story Have your brand, the messaging to use that standard words and the personality that your brand has beyond just you, these are all really important to creating desire for your business. So when we think of, you know, really famous brands like Tiffany and Co, like, what is the promise that they're selling? Or you think of someone like Cartier? What is the promise that they're selling, or you think of someone like Melissa Joy Manning, very different brand, she's also selling a promise, right? So all of these brands do something very differently. And that's what you need to do if you really want to stand out in a saturated market with your brand.

Tracy: So the next piece of the desire brand effect is all about sharing desire. And sharing desire is basically the sales and marketing wing of your business. Now, obviously, there's overlap in each of these. And I mentioned that because sometimes it's hard to delineate things, you know, it's like sharing desire really does mean like the "pay it forward" mentality of like, you create a great experience for someone, and they share it with their friends in the sharing economy, which is really important. And I went to, in my master

classes, I talked about it like this, you know, what do people do when someone gets engaged? The first thing that they want to see, like if you're with a girlfriend, she got engaged, let me see the ring, right. So the jewelry is a symbol of this relationship so that when people are experiencing your brand, and they're wearing a piece of your jewelry, people comment on it, they share it, they want to, they want to experience what it's all about. So the more that you can, you know, deliver a great experience in a brand experience for yourself, the more excited people are going to be to share what you do.

Tracy: So sharing desire, obviously includes sales and marketing. It's also about the experience that you give to your customers before and after the sale. This is really important because what happens before the sale is just as important as what happens after the sale. And that experience right there will determine whether or not you get someone to buy from you a second time because if you give someone great jewelry, but a terrible experience or a great product, but a terrible experience, they aren't going to come back to you again, they actually probably won't even say anything, they will tell their friends what an awful experience they had, instead of a great experience, they might still enjoy your product. But you know what matters. After that what we really want is people saying great things. If you give them a great experience, and you blow their mind and exceed their expectation, guess what's going to happen. They're going to be say amazing things about your brand to other people. And that's going to create this ripple effect that gets more people buying from you. Does that make sense? So you have to really be vigilant in this stage to deliver a great experience with your brand.

Tracy: Now, the third piece of this is all about revenue generating activities or the actions that you take to grow your business. Now, the first thing I ask a designer who's struggling with their sales, are struggling with growth is what are you doing to make sales on a regular basis. And a lot of times what they say is that I'm posting on social media or like I sent out a newsletter, or they do their marketing in a pat more passive way. And all those things are really important. Yes, you do need to post on social media consistently. Yes, you do need an email market consistently. Yes, you need to do need to get your brand in front of people consistently. But the problem is, is if you're doing only those passive strategies, and you aren't actively reaching out and creating repeatable ways to bring cash into your



business, when you need it, then you're basically giving away your power when it comes to sales.

Tracy:

So when I worked at Nordstrom years and years ago, we had a speaker come in, she actually was, I don't know, probably another salesperson on the floor. And they talked about who's got the ball, who's holding the ball. This was the analogy that they did. And so they had this little mini nerf football that they were throwing around the room, we were having this meeting. And the point of the story was is that you always want the ball in your hands so that you're in control of the driver's seat of your business. If you hand it off to someone else, or you're passive about your sales strategy, then you actually aren't taking ownership of your outcomes. And so I know that's sort of an elusive way to say it, the way that we they would describe it at Nordstrom, was that, you know, if you like hand the ball off to your customer, and you're waiting for them to get back to you without following up, then you're basically just letting them hold the ball instead of you, you taking the ball and running with it. And so what we want you to do is to get into this proactive mode of generating revenue for your company, so that you're always in a place of spending 75% of your time doing the things that grow your business really, really important. We call this the 75% rule in the book and in our programs, so that's sharing desire.

Tracy:

Now the third pillar is all about selling desire. And this is everything that you need to do to optimize your business for growth, to remove yourself from the day to day operations. And what I like to say here is like we all have things that we dislike doing in our business, the only way that you will ever get out of doing those things that you dislike, and make enough money to remove yourself and hire a team and stuff like that is if you have a proper business plan so that you know where you're going. And I'm not talking about a 35 page business plan, your business plan could be one page, but you need to be working that plan, you need to understand where you're going, what your goals are, how your project planning for that plan, and continually moving forward. You also need to set financial targets and goals for yourself. The next part of this is all about the systems and automations that you create. So creating systems in your business, you probably have heard about this a lot is just basically your way of doing things so that when you have other people coming into your business, you can train them on your way.



Tracy:

The biggest mistake I see people make when they're hiring a team is that they just expect them to come in and know what to do. And sure certain professionals that charge a lot of money can do that. And they can come in and optimize your business and do all the things. But if it's not your way of doing things, or some sort of middle ground, I guess is the best way to put it, then you're going to probably find that you'll be frustrated a lot. And you're going to be setting lofty goals and expectations for someone who, you know, might not be well equipped to basically just take your business and run with it. So you want to make sure that you're documenting how you do things so that when you are bringing people on eventually or even streamlining the way you're doing things, so that you can move a lot faster. And then the other part of that is automating anything that you can in your business. Technology is amazing. And a lot of people don't use it. They're manually doing everything in their business. So think of different things that you can automate in your business. Can you automate your bookkeeping or parts of your bookkeeping? Can you automate certain tasks that happened in your email? Can you automate, when triggers go out to follow up with customers? Can you use a CRM that's going to set reminders for you, so that you can make sure that you don't forget to do something can use a project management tool that is going to help you remember all the tasks that you have to do to hit your goals.

Tracy:

And you can create workflows and things like that inside these tools that allow you to not have to redo it every single time you set it up once you copy the template, and you can repeat it over and over again. And it makes life so much easier. And that's why you know, over at Flourish and Thrive Academy, we have all these bundles and templates that people can buy and swipe copy things like our emails that sell bundle, just they can swipe copy subject lines, or or when we're doing things like our virtual trunk show, we have a complete system for the virtual trunk show bundle. So if someone wants to host a virtual trunk show, they can literally follow step by step sidebar here. We create these systems to make it easier for our community. I had someone comment on a post that I did the other day as I'm recording this. And she bought our virtual trunk show system and didn't use it for some reason. I don't know why. And she basically said like, I don't know why I didn't use it. But I didn't use it in my trunk show failed, like it sucked so bad. Then she's like, I decided to have another one a couple months later, and I followed your system step by step. And I actually exceeded my goal. She's like, I didn't sell out of all the jewelry, but stuff is still selling long after that event is over. So she was really happy with the

result. And so the reason why you want to do this for yourself is like, sure I can give you some templates and systems. But the more that you can create them for yourself. Like when you identify what's working for you, you can just document it. So the next time you want to do that process, you can copy and paste it and you don't have to think about what you're doing.

Tracy: In fact, we're doing this for our book launch. Right now we're documenting everything is been really hard. It's like a learning curve for all of us. We're documenting all the steps so that the next time I write a book, even if it's two years from now, or three years from now, we can copy and paste the template and we know everything that we have to do in order to get it to market, right. And the third part of scaling, desire is all about getting the right support. And I use the term support because support looks different at every single stage in business. Obviously, if you're a startup and you don't have startup capital, the chances of you being able to hire someone on your team is going to be pretty minimal unless someone wants to work for you for free, like your husband or your wife or a friend or something they just want to help you out. But that's that's not sustainable because most people don't want to work for free for very long.

Tracy: So usually support comes in the term in the form of finding a supportive community of people who've already done what you're trying to do. That's exactly the reason why we created Flourish and Thrive that's exactly why we've created our membership the Diamond Insiders. That's exactly why we created programs like Laying the Foundation and Momentum to help support you you in your business, especially when you're at a place where you can't afford to hire a bunch of people to work for you. So we kind of act as your board of advisors in those in those programs. Support also looks like hiring a coach or a mentor when you can, when you have a chance, you can hire someone to work with one on one. Or you can join a coaching program like we have over here with momentum where you can get access to a variety of different kinds of coaches who have expertise in different areas to support you. So that's another way that you can get support.

Tracy: And support also looks like as I mentioned earlier, hiring employees or contractors or virtual assistants, people to help support you inside your business, and do the work for you. And there's a lot of different ways that you can get support. But those are the key components of that. And so when you start getting the right support, you have systems of automations in place, and you're really leaning into solid business planning and goals,



you're setting yourself up to scale and remove yourself so that your business can grow a lot faster. The problem is, is that if you don't do it right, then you start noticing and experiencing problems in your business. And when you do do it right, you notice successes. So for instance, if you have your creating desire, pillar all dialed in and sharing desire all dialed in, you're going to see that you're getting consistent, predictable sales in your business, if you don't, you're gonna see that your sales might be kind of rollercoaster or inconsistent, or you're in that feast or famine mode, you get a lot of sales at once. And then you don't get any sales for a while and then a lot of sales again, and then no sales for a while. So we want to get you on the consistent sales process.

Tracy: Now when you have when you have that intersection between sharing desire and scaling desire, if you're doing this right, you're going to see that you're getting a lot of repeat customers. And we know that it's a lot easier to build a business with repeat customers than it is to keep finding new customers. When you don't have this right, what you're going to see is that your business is going to plateau, that means that you're going to have profit plateau, you might be working harder than ever, but your sales aren't growing. And you don't understand why. So that's typically what happens there. When you have everything dialed in between creating desire and scaling desire, you're going to see that you're hitting higher profit margins, that you're making a bigger impact because your jewelry is reaching more people. And that you're really kind of creating this sense of accomplishment for yourself. When you don't do this, right. This is the worst one because this is when you might, your business starts to shrink, or backslide, as I call it. So this happened to me in 2008 things I could tell things were shifting in the market, I'd been on QVC, I didn't have like the greatest QVC show. And I was like what's going on like, this is not normal for me. And I started noticing that we're our sales were declining a little bit from 2007 In the beginning of the year.

Tracy: And I didn't totally pay attention to it. I just kept working, working working. And instead of realizing what was going on, I kept putting band aids on things like, Oh, well, you know, people aren't buying personal jewelry as much anymore, this dainty stuff. So I'm going to I'm going to go find a bunch of brass components and make some big brass jewelry. But it was confusing, like it was a huge brand disconnect because my audience was like, This is not what we expect to see from you, Tracy. And so they didn't buy it. With the exception of these brass cuffs I made those ended up being

my best seller that year. And it was but what ended up happening is that it was really confusing for people. So that ended up that starting the trajectory of my sales declining that year. And then when September happened in the market crashed, like everything really wiped out. And it was devastating for the company. And really, really hard. And so hopefully no one ever gets that point in the backside can be like, much more minor than that. But at the same time, you know, you really want to get into this place where you're being proactive. If you notice things shifting and changing, that you're on top of it. And you're not just sitting around and resting on your laurels trying to try to wait for things to change, you got to get proactive in that in that state.

Tracy: So when everything's really working in tandem, this is the best part. This is where you start to create financial security for yourself. You create a sense of freedom because you're aligning your business with your lifestyle. And you're creating a bigger impact with everything that you do with your brand or as I like to say a sense of accomplishment because the jewelry you're putting out there is being worn by people who love it. So that's the model in a nutshell. And this is what the book is all about. So in the book, I break down each of those segments and tell you exactly what you need to do in every area of your business so that you can start reaching your goals right. Now the one thing that I want to mention here, that is sort of the big overarching picture of everything that we do first mindset is important, you have to make sure that you are working out of an operating out of a an abundance, and a success mindset. And what I mean by that is that you keep an open mind with everything that you do, and that you're always focusing on solutions instead of problems.

Tracy: So do you have those friends like it that sit around and talk about problems or rehash a scenario over and over and over again, I noticed when I'm doing it, and I don't like myself, when I do that it's human nature that we do that. The problem is, is that when we're always living in the past, and living in those issues that we've had, or things that are happening, it prevents us from actually providing ourselves with solutions and moving forward in our business. Other things that affect mindset are our confirmation biases, things that we were raised, whether belief systems that we were raised with, they were passed down from our parents, our childhood experiences, maybe the trauma we experienced as children or as adults. And I'm saying trauma, because trauma can mean a lot of different things for people. In fact, in December, we have a couple of episodes on mental health and

trauma and healing, that kind of stuff. So I'll just leave it at that for now. But we all have experiences and things that happen to us in life that shape our reality. And if we're not cognizant of those things, and cognizant that of what it's doing to our current state of mind, in reality, then it can truly affect our ability to succeed in business.

Tracy: And a lot of times it's really unconscious. In fact, a couple of weeks ago, I released a podcast, I think it was episode 320 with Alicia Merrick. She's been a longtime student of ours for a couple of years. And she talked about how she was really negative in the beginning all the time, she I can't remember the exact words that she used, but she would be almost resentful of people who are successful as artists. And she's like, and then something happened one day, and she shifted her mindset. And she was like, why can't I have that too, there is no reason why I can't have that I just have to be different and also believe that it's possible for me to so she started really digging deep into her mindset. And within a year, she basically quit all of these part time jobs that weren't paying her very much. She started working in her full jewelry business full time, she for extra sales in a year, she went from like making, I don't know, maybe 20,000 a year and then eventually making over \$100,000 A year hiring an employee to run a store, and so much more. So there's a lot that a mindset shift can do in a very short period of time. I mean, forex in your business in a year is not that easy to do, especially if you're not in the right headspace. But when you really lean into it, a lot can happen in a very short period of time.

Tracy: So with that being said, mindset is key. But the second part of this is aligning your business with what matters most to you or your vision of success. So for instance, if what I think success looks like is having my weekends off, and making you know, \$150,000 a year from my jewelry sales, and not having a big team, just having maybe one one production assistant and someone to help me with like an executive assistant to help me with emails, then it wouldn't make sense for me to sell low end jewelry, and work every single weekend at craft shows, and sell my jewelry that way, it just wouldn't make sense. What makes more sense is that I'm working with high touch clients who value my time who I value their time, I'm working in a higher price point so that I can make more for per piece of jewelry and keep my overhead low that I'm designing custom pieces that don't require me to carry inventory. Like all these things. And this is actually the example of where I was about 12 years ago, when I was aligning my second business with what mattered most to me. I had a vision. I'm like, I want to make

\$150,000 a year. I want to not have a ton of employees. I didn't want to have an office space. I didn't want people to come into the office space. I wanted to reduce my overhead and so much more. Because that first business I had had a ton of overhead we had to carry a ton of inventory in order to ship orders. And it sucked the life out of me.

Tracy: But I still wanted to design jewelry. I just wanted to do it a different way. And so by getting really conscious about building my business around what I desired, it happened really quickly. And so for you, you can do the same thing to maybe you have a handmade business where you want to be able to pick your kids up every day from school at three you want to make them dinner and still be able to sell. Do a great job. So, you know, maybe it's that, you know, you do sell at at shows on the weekend so that you can support your family, because you have your husband or your partner around, who can, you know, help you with the kids on the weekend. And that's your main money making source. And then you leverage those shows to sell more on your website after the show. I'm gonna be doing a whole episode about this next week with Ana Maria Andricain. So definitely stay tuned. And that might provide the you know, extra financial income that you want coming into your household. Because that supplementing you know the rest of your annual household income.

Tracy: And I say it like that, because like, everyone's got a different vision. Like, when I started my first business, I wanted to be famous. Like that was my goal was to be a famous designer, I wanted to have celebrities wearing my work, I wanted to be in all the magazines, I wanted to do all the trade shows, I wanted to be in all the stores. And I did it, you know, I saw it was sold in 350 stores, I had a ton of celebrity clients, I had tons of press and all those things. But at the end of the day, I didn't define what I wanted my life to look like. And it burned me out, like crazy. I created like basically a prison for myself, emotionally, and that was fine for a certain period of time. But it wasn't fine when it wasn't fine. And so it became really hard to fight for a business. That was like sucking the life out of me when that time came. And so really leaning in to your vision of success is going to be the key factor in designing and creating the desired brand effects for your business. Because at the end of the day, what we're trying to do is to create desire and demand for your brand, attract those perfect customers deliver a great experience they want to buy from you again. And then optimize and streamline your business in a way so that it doesn't require manual tasks, and you to be the doer of all things, even if you're not hiring someone else



to grow. Capiche Does that make sense? So anyway, I would love to I have so much more to say. But I want to keep this in our little timeframe. I just want to mention one more thing, because this, this gets asked to me a lot.

Tracy: Is is the Desired Brand Effect just for beginners? And the answer is; hell no! And I say that because even though Flourish and Thrive Academy is not a jewelry business, it's a seven plus figure company. And I'm using this methodology in the business right now. In fact, what I will tell you is that, as my business has grown, I've had to revisit this model over and over again. In fact, we are in the process of diving deep into scaling desire in the internal systems of my business. For a variety of reasons, we're bringing on a bunch of new staff, we are optimizing all of our systems to reduce inefficiency, we're optimizing our systems to create a better experience for our students, because we noticed over the past few months that there were a ton of tech glitches that were not like releasing bonuses and stuff like that when people had bought something. It wasn't happening for everyone, it was just happening for certain people. So we are doing a huge revamp and overhaul and I will tell you that this is not going to be the last time that I'm going to have to do this, we're gonna have to do it another time, again to when the business changes and grows. Because what got what gets you to a certain point in business is not the same thing that's going to get you to that next step.

Tracy: And if you have one takeaway from this whole thing, it's that, that at every stage in business, your business is going to you're going to need to revisit all of these things over and over again. So I've been told, in fact, by a lot of people that I should write this book for just general general businesses, as well, because it is so helpful. A lot of people who are service providers or coaches and consultants are like, Why are you not like you need to create this for us too, because it's so helpful. But at the end of the day, what I really want you to take away is that this this is not a book for beginners, it is a book for people at all stages in business. And if you are a beginner and just starting out what this is going to create for you is a strong foundation of what you need to do to get started in your business and to start layering. On top of that, if you have an established business where you're doing a couple \$100,000 a year, and you're kind of out of that startup startup mode, and you've been established, this is going to give be a tool for you to look at and say like, oh, well, I want to do x. So here are some things that I can do to optimize that or to grow that or to become a better leader or to improve



some of the systems in my business or to really amplify my customer experience or whatever it might be.

Tracy: And when you're in that kind of really growth phase, it's going to give you the tools that will help you streamline your operations in a way and optimize certain things in your business. And with the scaling desire, there's so much more depth that we can go into in fact, we work with designers and many mentees in our programs, with this, especially in our momentum program about this a lot, which is hiring team and leadership. And because there was only a limited number of space that we have, it's not something that I went to in as much depth. But if you're someone who would like some support, hiring people, or leading a team and all these other things, then I can offer you that support in our momentum program. And you can just head on over to [flourishthriveacademy.com/momentum](https://flourishthriveacademy.com/momentum), if you're interested, for more information on that, and get on, fill out an application, we can tell you when the next cohort is starting, get you enrolled, and all that stuff.

Tracy: Anyway, with that being said, I hope that you'll pick up the book, I promise, it'll be worth your time. You can buy on Amazon or and we have all the links and everything that you need. We're also giving away some amazing bonuses for those of you who pick up the book for a limited time. So you can head on over to [desiredbrandeffect.com](https://desiredbrandeffect.com). And we're doing as this book is coming out for the first week or so we're going to be doing special pricing. So you can get it an awesome deal. The Kindle version is usually 999. And the paperback version is 1999. We're offering it the paperback for 1499 During this promotional period, and the Kindle version for 399 For a limited time. So definitely go grab those. And we're going to be giving away as a bonus, the video training of the Desired Brand Effect in Action. So you can see how visually it works in your business. I'm also this is one of my favorite things, you get access to a your vision of success training.

Tracy: This is really where I help you dial in like what success means to you. This is a crowd pleaser. Trust me, you will love it and it is so value packed, you're going to be thinking about things you never thought about before and aligning your business in the right way. Plus, you're going to get invited to a special training that I'm doing in December, inside a seven figure jewelry company. And I would love to share that with you. And so this training is great for anyone, it doesn't matter if you're a startup, if you only want a six figure business or you want a multiple seven figure business. The point of

this training is to show you what it really takes to scale and grow your business. And we're going to be sharing with you what that looks like inside of that. So thank you so much for listening today. Head on over to [desiredbrandeffect.com](https://desiredbrandeffect.com). If you do have a copy of the book or the Kindle, the paperback or the Kindle version of the book, I would love for you to snap a picture on social tag us @flourish\_thrive, you can tag me over on Instagram @TracyMatthewsNY. And we just be honored for you to share this with your friends as well.

Tracy: And I'm honestly if you do pick up the book as well, please, please, please take that extra step after you buy it to head on over to [desiredbrandeffect.com](https://desiredbrandeffect.com). Upload your order number so that you can get these amazing bonuses and all the resources in the book. Plus, give us a review on Amazon. I really want to know what you think about it. And the reason why reviews are so powerful is that especially you know obviously I want you to hopefully you enjoy it and you're going to give us a good review. But the reviews kind of help people on Amazon figure out is this a good book should I pick it up and stuff like that and also helps with the Amazon algorithm if someone doesn't know about us and they are trying to find books about growing a jewelry business so it's it's super powerful. So thank you so much for listening today. I hope you will enjoy this book and I hope that it helps you create the desired brand effect in your business and that you're creating a ton of desire and demand for your jewelry and or product brands. Let's do this. Thanks for listening today. 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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