

Greeting Entrepreneurs I recently interviewed Stephaine Scheller a

Michele 0:00

Okay. Okay, greetings entrepreneurs, I want to welcome you to another episode of savvy painter podcast. And today I have a special guest and her name is Stephanie sheller. And before I bring her on and ask her some questions regarding our businesses, I want to give you a brief introduction and overview of her expertise and how she can help us as entrepreneurs and small business owners.

So she so Stephanie sheller is the number one best selling author of the books, friend power, and how the fringe you choose can change your life and getting past the gatekeeper how to turn your greatest enemy into your greatest ally. She is also a TED speaker, a Forbes 30 under 30 nominee as well as a top notch business trainer and coach with a focus in sales, marketing and systems and is located in San Antonio, Texas. She has been delivering powerful motivational performances for more than 12 years in all ways. delivers a commanding informative session no matter the audience. So I think those credentials are awesome because I know that we're going to get a lot of value out of today's podcast. So let me just bring on Stephanie sheller. Welcome to 70 partner podcasts.

Stephanie 1:15

Thank you so much for having me. I'm so excited to be here.

Michele 1:19

Yes. So how are you doing today?

Stephanie 1:22

I'm doing good. You know, it's been a crazy week earlier this week, I had to have some dental procedure done. So this is really the first like, public

appearance I've made where I'm talking mostly normal. So you know, this is a win. This is a big

Michele 1:35

Well, that's awesome. Well, I hope everything went well with the dentist because I am one that used to be definitely afraid of dentists.

Stephanie 1:44

I have always been, I mean, I was like laying in the chair like doing my medication, breathing and I kept catching myself not breathing better. It was a little rough, but we made it through so

Michele 1:57

well. That's a good thing. So I want to get into that. asking you some questions because I have a lot of questions I want to ask you, but I want to take up too much of your time and overwhelm my audience with so much information. But I want to just ask you some key things that I know my audience struggles with, and even some of the things that I struggle with that I think that can help them. So what has your journey been like as you starting out in this space? And what were some of the challenges that you had to overcome being in this business?

Stephanie 2:27

So my journey kind of starting out in this space? It's an interesting question because it

Stephanie 2:33

kind of goes hand in hand, right? The journey and the challenges like they came together and you know, one of the big challenges I had I started the business very quickly and of course, you know, you heard my bio right, I started the corporate job. less than five months later, I walked away, I was working my my business full time.

Stephanie 2:52

And I started the business five months later, right. And

Stephanie 2:57

I did it quickly because I needed to get away from My job like there was some stuff going on that was not great, wasn't healthy I didn't want to be involved in so I needed to get away. And I started the business very quickly. And I we built it very quickly. But what this ended up doing was it ended up putting me in building a brand. That wasn't really where I wanted to be long term. So I started a sales training business and I was great at sales, I was doing sales for my corporate job. So like, that's my head. I was the number two sales rep for the number one division in the country. So when I start, like sales training just kind of made sense, but it didn't play into my passions. And so I had to go through them this this transition period of like, Okay, what do I actually want to do? Like what's, who am I?

What makes me special? What makes this work? What makes us not work? And it was very challenging to get through that. Um, And then what was really funny was like on the other side, and that was like a year and a half of me like having this identity crisis and like, halfway doing this thing that I thought I wanted to do, but not giving up on sales training, because that was what paid the bills, right? hyper successful sales training practice. And so for a year and a half, I was like both, and both of them struggled. And so then I said, Okay, you know, what, we're going all in. We are an event company, we design and put on events for small business owners. And that's what we do.

And so when I really leaned in, and I embraced it all the way the events were actually able to swell and grow very quickly. But there was that that like, you know, yes, challenges. That was one of the big challenges like this. Do I give up on this thing, right? We were the largest, most active sales training practice in Central Texas. Very successful, I make good

money doing that, right? Do I give up on this in order to make this transition into this new company and that was you know, I think a lot of entrepreneurs really struggle with that. Yes,

Michele 5:04

yes. And I think, too, we struggle a lot. And I know in one of your blogs with mindset issues, and I know for me, that was a big thing, and how would you address it because I know in your blog, you was talking about how you even had to go and you know, have a counselor how you journal through that process, and even to the point where you were on medication. And I think that that is so key. And I think a lot of business owners don't talk about that as much. Because if we are stuck in our mind, then we can't really perform to the level that our business needs us to, because we are going through our own thoughts and kind of judging our business by what we're thinking. So how do you suggest an entrepreneur who's maybe in that mindset, how can you get them to even recognize that to see those red flags and to come out of that?

Stephanie 5:57

Yeah, so that's, that's a really

Stephanie 6:01

is a loaded question. Good questions here.

Stephanie 6:05

But no, I mean, so, for me, I went through that was one of the things that was, you know, getting past that that mindset of like, okay, am I going to let go of my safety net and not be the sales trainer anymore and go full in here. And the reason it took so long was because of some of the stories and some of the mindsets that were playing in my head that were holding me back that were causing problems for me. And I, the way I recognized it was twofold. One, I, I noticed I was having the same problems like I was learning the same lessons over and over and over, right, yes, so I do this, I

do this meeting with myself at once a month I called the inner CEO meeting. And so I sit down once a month and I have a conversation with myself because I am the CEO of my own life, right. So, you know, just like I as the owner, of Gro disrupt I have one on one meetings with my staff. Right? I need to have a one on one meeting with myself as the person who's building my life, you know, exactly following. So every month I would sit down and I would go through, you know, what's gone? Well, what what lessons have I learned, which is a really I had to shift it because when I first started doing the meeting, I was I was doing what's gone well, what's gone bad, right? And what's gone bad doesn't actually help you like, right? You just had a beating yourself up. So I shifted it to what lessons that I learned. And I started to notice, because I did this meeting every month, what's gone? Well, what lessons have I learned? Where am I going from here? And every month, I started to notice, I wasn't learning the same lessons

Stephanie 7:45  
every month.

Stephanie 7:48  
But what would happen is I would look at Okay, what problems did I have? What lesson can I learn out of it? Right? So I had this problem, okay, what's the lesson I could learn? And I would notice I was learning the same lessons on a cycle. Every month, but every other month or every third month or every fourth month, I'd be like, Wait a second.

Stephanie 8:09  
Right. And so when I started to notice I was learning the same lessons again and again and again.

Stephanie 8:16  
And not just that I had this moment where I have the exact same feeling in the business and beginning of to 2018. The 2018 I think it was the

beginning of 2018. I wrote about this in my journal, and I said, Oh my god, I have this feeling of like, that moment at the top of the roller coaster and you're about to go like tearing down and you're waiting for the rest of the car to clear right Hanes Right, right. And I was like, I feel I'm so excited because I see we're about to go tearing down. And then the growth we had that year wasn't as big as that we had growth Okay, we but I expected like, you know, 300 400% growth, we did not have that kind of growth. I think we have like, you know, 174% growth.

Which, you know, still good growth, but it wasn't where I expected it to be and really where it should have been. And so, I had another moment at the beginning of 2019 kind of feeling the same thing, right? And I was like, okay, that's a problem. I'm like, why am I feeling the same way, but it didn't what was what held us back last time? Right. And so when I started to look into that, that was when I started to realize, Oh, my gosh, there's these stories playing in my head. There's these mindsets that I have control issues that I still deal with. I think every entrepreneur deals with control Yes, yes.

Michele 9:35

Absolutely. Um,

Stephanie 9:39

and you know, Hero complexes which actually is a really you know, has become something I realized I need to address right. I cannot be the hero for everyone. not healthy. So control freak issue. And so what what I said I sat down, and I went and I looked for someone who was an expert in billing With entrepreneurial mindsets and mind shifts, and I started working with them every other week. And that's been I still meet with her. I still meet with her every other week. And it's been massive. I mean, we just met yesterday. And we still we uncovered a whole new issue that I was like,

Michele 10:20

like a constant thing here. And I think that's so important because, you know, we self sabotage and we don't understand it, because I had to really go back even when, you know, I would say maybe two years ago, and I just kept hitting this wall like Okay, why am I not seeing any progress? Why am I still you know, doing busy work, but nothing productive is being you know, coming out of that. So when I realized that I had to, like you said, dial it back, do some journaling, and, and I don't believe a lot of entrepreneurs, depending on how they grew up are things coming from maybe relationships or how You know, have grown up, and it trickles over into being an entrepreneur because basically you're putting yourself out there to take on risk and certainty, you know, so you're basically saying to yourself, like, I'm just gonna throw caution to the wind and just let you know, with a plan, hopefully this thing will pan out. So you're putting yourself in a place where it's unknown territory. And I think that we don't kind of logically think of that until we get into the business start all this busy work, then it hits us. Oh, wow.

Stephanie 11:32

Yeah, well, and then we're stuck because now we're so busy trying to put out fires. Yes, we're so busy dealing with this thing, right and dealing with that thing, and, you know, oh, my god, there's not enough money in the bank account to pay bills at the end of this week. I guess I gotta go make a couple of sale. Right. Now I have to fulfill on them. And so you end up in this like, hamster wheel right? And so you're sitting here going, Yeah, like you're hitting the wall, right. You're on bam, bam, bam and knocked back on your butt. And you're sitting here going, I know. I know I've got more potential than this

Michele 12:03

I know exactly so

Stephanie 12:05

much further along. And that was one of the mindsets I had to work on to was like this whole I should be further along. This you know, comparison. Yes. Let me compare myself to you know, I always used to compare myself It's been a while since I've done that I don't remember all the details now But Michael Dubin with the Michael the Dollar Shave Club. Mm hmm. I mean, he turned that into a billion dollar business in a matter of like, I don't know three or four years I mean, like just blew it up billion billions of big that people don't realize how big a number of billion

Michele 12:34

exactly exactly

Stephanie 12:37

billion is huge. Like if you think about this small businesses and mean that less than 2% of all small businesses make it past the quarter million dollar mark. Wow. Okay, so to get 2 billion, like that's a whole new world. And so I used to compare myself to that right like Michael Dubin took his business from zero to a billion in like three or four For five years, why am I not there? You know why he said that? As long as the problem is, as long as you're continuing to have those comparisons, as long as you're continuing to hold yourself up to someone else's level of success? You will. The issue is you're looking out right instead of it.

So I'm so busy focused on what's going on outside of me that I'm it's a way it's a it's a security thing that our brains do. Yeah, because it's easier to focus on what's going on out here than it is to actually have to pay attention to what's going on inside exam. And so we distract ourselves with these comparisons and with beating ourselves up we are you know, I talk about it a lot. We're our heart. We are the hardest manager we've ever had. But like no, I'm way harder on myself than anyone else has ever been. And that's very demoralizing. So that that getting past that looking out and starting to look in Look at what is working well for me and what do I need

to shift for me? And where's my next level? My Michael Durbin's next level not anyone. Where's my next level? That's, that's the key there.

Michele 14:13

Exactly. And I think when it comes to is we have to define what our own definition of success is. Because everybody has, you know, they may say, Well, you know, success for me is just being able to have, you know, pay all my bills and have this amount left over for savings. And it's just a real good lifestyle for them where somebody else's level of success could be much more than that. So I believe it comes with us determining within our own souls, what will you feel is success to you when you've reached that?

Stephanie 14:44

And so agree, and I want to kind of gills. Yes. They were you were gonna go there. Say that again? Are you gonna talk about the nightingale definition of success? No, no. It was so it was the first time he wrote this book called The strength Just secret. Mm hmm. And

Stephanie 15:03

I think it's the Strangest Secret, man. It's been a while since I've read it. It's you can get it all over the place. But he talks about he says, Look, my definition of success is the person who's doing what they're doing because they want to be doing it. It's the housewife who is staying home with the kids, because that's what she wants to do. It's the teacher who is teaching because that's what they want to do. Yeah. But that requires a really honest conversation with yourself that I don't think most people have, which is what do I really truly want? And why

Michele 15:33

Yes. And I so agree with that. And I think that, you know, when we shift the narrative, instead of like, you say, looking outward and comparing ourself in our business to other people's business and say, What do you want your business to look like? Like, what does it look like to you? What

dollar amount make Will you say, I'm successful here and I don't need to, you know, if you want to surpass it, then that's fine. That's a goal for you. But if you just feel like I'm committing Making like two to 50 K a year, you know, if that's your lane and you feel comfortable there, then nobody should say, Oh, well, you need to make you know this million, you know, next year, right? So it depends and it you know, it defines us when we can, when we can come to that, you know, conclusion of, I don't need a lot to be happy. And I think that's what it really boils down to what makes you happy as an entrepreneur?

Stephanie 16:25

Well, and you know, what's one thing has been interesting for me is realizing that success is a moving target. Mm hmm. So it's not always even you know, people sit here and they think they have to set a goal. And then that's it. You're not allowed right goals set in stone you're like, and that's not how it works. So one thing I've learned is, you know, to look at myself as being successful in business, where I'm at now, right now it do. Do I want to grow? Yes, we have places we're going. Yes, the business is still running, except it's paying my paycheck. It's paying my team's paycheck. There's profit margins on the company. We are able to pay all of our bills easily we have clients coming.

I mean, there's other metrics that I've learned to look at that tell me No, you know what? Yeah, I'm successful right now. Exactly. Now I want to grow the business. Sure. And I've got, you know, I would love to get the business to 5 million within the next two years, right. That's, that's our goal is let's cross the \$5 million mark, in the next two years. But whether or not I hit that goal, I'm still going to consider myself success. Exactly. And that is where I think too many business owners they look, it's one of my favorite quotes. I don't even know who for it. I might have made it up. But I think it's based on something else, is when you get to where you're going, you will only be more of who you already are. Wow. So if you feel successful now, right? You're at a \$5 million business, you're only going to

feel more successful, right? If you are happy with your life. Now, when you get to the size of business you want to be at you will only feel more, you will only experience in more intensity. We all ready have. So if you're unhappy Now, if you're a workaholic now, right? You getting the business to 5 million is not going to change that.

Michele 18:19

Exactly, exactly. And I think Brooke has Stelios says things according to that that thought process and and I love her also because she talks about who you know, the the mindset in getting from where you where you are now, but it's going to be you're going to be that same person who you are at that \$5 million mark that you are right now. So you have to but you still have to work on yourself just like you have to work on your business. So yeah, I want to kind of switch gears but in the same thought process of the mindset and you know, a lot of things that hold entrepreneurs back, so we know, you know, we just went address the situation we're all living in with this, you know, pandemic.

And if we already had these mindset issues or entrepreneurs dealing with these mindset issues, but now we are hit with COVID-19, where, I don't know the last time I checked, it was like 30 million people on unemployment. And that is like unheard of. And now, you're telling someone, oh, well, come on, just start a business, you know, and now people who maybe started are in the process or who've already, you know, in the throes of it now they're filling all this uncertainty, like how what can you speak to them during this time? And how can they either continue on or recover? Because maybe a lot of business has been hit hard?

Stephanie 19:45

Yeah. Well, so I think one of the things that's really important to recognize right now is that people are still spending money. So this is, this is where, you know, people try and tell me, you know, Stephanie, no one's spending money right? No people are still spending money. Okay? They're just not

spending it with you write an article, Jeff Bezos is about to become a trillionaire. Like, wow, people are still spending money. Right? Really, right. There's no spending money. They just aren't spending it with you. Because you have you haven't marketed yourself and put yourself make it easy for someone to convert. Yeah. So if you're in the midst of going, Okay, I want to get a business started. I want to get something going here. I want to encourage you to sit down and get some real clarity on one what your marketing like what are you selling? And this goes beyond the product. So, you know, people sit here and they're like, Oh, I'm selling a phone case. No, you're not selling Exactly. Right. You're selling the ability for me to have faith that my phone is not going to break. Yes. Butter fingers learning. Yes.

Michele 20:49

say Oh, that is I'm so excited right now because I just put that in my facebook group about it is the emotion like I was using and I don't mean to cut you off. But you just hit like a spot right there. Because I was saying like, for instance, there's an entrepreneur in my group and she makes cakes, I mean, beautiful cakes. And I'm saying you're not just selling a cake, you're selling a memory. Yeah. Because when someone sees that they're going to be taking pictures about it. When they go back into their photo album. They're going to see that so you're creating a memory and we have to market them to let people know it's not just a product. It's a memory. So go ahead.

Stephanie 21:30

I mean your spot like I talk about that all the time with I use Kay Jewelers as the example or my kid jewelers doesn't sell diamonds. Right? Kate jewelers sells a moment. Yes. A really special moment that brings you together right? So your lady is selling cakes. She's not selling cakes. She is selling a memory of a special moment. With her with your family. Yes, it doesn't need to be. You know what, here's the thing. We are in a world where right now none of us are promised Tomorrow, the reality is, it's not

just with COVID that none of us are promising. We all have this. And so, you know, the whole YOLO movement sprung from this, which I'm not, you know, big into, but I do believe you know, keep in mind, you can't live your life for tomorrow. That's your marketing, if you're selling cakes is all about, hey, you need to take time to really have a moment with your family. Mm hmm. You don't need to wait for your birthdays or Christmas or Thanksgiving or whatever. Right? Have a moment. That's right. Have a cake to celebrate with that to bring because cakes bring people together. Right? That's so much more beyond, you know, a red velvet cake with cream cheese frosting, like, red velvet cake with cream cheese frosting from Walmart. Exactly.

Exactly. Great. Okay. So, that's where I think, you know, keep in mind you're not you know, back to the original question. You're not marketing your product. You're marketing something way beyond that. So you need to get clear on okay? This is I'm selling phone cases or I'm selling cakes. But here's what it does beyond that this is what we call your marketing message. And when you can get some clarity on your marketing, the beautiful thing about this is when you have clarity on your marketing message, you can talk about so much other stuff than just your cakes or your diamonds or your phone cases. And people still relate it to your marketing message. So our marketing message is all about in order to succeed in business, you have to do things differently. Because if what was working, you know, what works is what everyone's doing, then you'd be success, right?

So know exactly, do stuff differently. We don't have to talk about this in relation to our events all the time, right? So I can sit here and talk about, hey, the event we're putting on this is how we're doing things differently. Right? We're putting on a virtual conference, you know, coming up small business supercharged, so excited and we're doing all these things differently. I can talk about that. But sooner or later, people get really tired. tired of hearing me talk about our exam. So instead, I can talk about

all the ways people are doing things different. And it's silly marketing. And it's still a really solid marketing message that gets out there. And when you can create some clarity on that for you and your business, it makes marketing a lot easier and allows you to be more consistent. So I would encourage you, I actually have a really cool, really cool webinar, where I go into how to uncover your marketing message and stuff. I'll send you the link Okay, down below and get access to that. Oh,

Michele 24:32

thank you so much. Yeah, thank you. So I wanted to kind of switch gears because there's a lot of great information on your website and I come across a couple of your blog posts and in one way hit me because I am good. I love when you use analogies, because it puts it in my mind because I'm such a visual person and when you use certain things to explain a process it like light bulbs go off.

So in your blog post Manage your business for growth. We speak about how entrepreneurs are stuck in the day to day grind of their business. And I can so much relate to that. But then you said about building an ecosystem and you talked about how a garden and all the things that a garden needs to thrive. And you said that we need to be creating debt within our business. So can you kind of explain just maybe a couple of you know, key points of how that process would look?

Stephanie 25:26

Yeah, so I love that analogy. I use it all the time. Because if you think about like a garden, if you let your garden get overgrown, what happens to that garden right, it starts stuff starts to dry out. We start to choke in and what's interesting is you know, we talk in business about firefighting all the time, right? I got to put out this fire got about this part. Well, when your garden your business gets overgrown, it's actually much easier for it to catch on fire. Hmm, because you got dried out stuff. You got too much stuff when your garden is really well cultivated. It's not as likely to catch

on fire. In fact, if you've got chunks of your garden that are really well cultivated and a small fire springs up in another area, it's not going to send the well cultivated green moist area because there's enough moisture and water there right? Beat. So what I talked about is in business, it's a matter of figuring, okay, once you get the garden cultivated, it's much easier to maintain it right? When you're trying to build this thing from scratch when you're trying to when you're going. You know,

I think most people have read or heard of the book, *The Secret Garden*, and they find this this garden and they go in and they start trying to clean it up and make it pretty again, right, and it is so overgrown. And all they're trying to do is get three to four hours a day out there in the garden, right just to just to do some clean cleaning out some weeds and roots and then you know, watering and all this stuff. And sooner or later, they really they develop it into this really gorgeous garden.

And so I encourage entrepreneurs to think of your business like a garden, right and no one extra work you have to go in there and create you know standard operating procedures and it's extra work to have to go in there and run one on ones with your team members and it's extra work to have to go in there and and you know review your financial statements once a month right and most of us are running on almost on empty yes we're

Michele 27:25

fumes

Stephanie 27:26

yeah it's like I can barely keep my you know, you're we're treading water with our little nose

Stephanie 27:33

so when when someone like me comes in and says you got to put a little extra energy and like the only thing they're thinking is like Screw you.

Stephanie 27:42

But I am coming at this from experience from from experience, right having built a business that was overgrown and saying, Okay, I'm gonna, I'm gonna clean up and cultivate this area. Right? I'm gonna clean up and cultivate this area and, and you know, it was taking a couple extra hours on the weekend.

It was deciding to take stuff off my plate. plate that didn't need to be on my plate. So, you know, there were projects we were working on that we really had no business working on because, yes, they were going to let the business grow but the business wasn't stable enough to grow. Right. So, you know, that to me is is really the key is sometimes you have to clear stuff off your plate. I know people talk about you will make time for what you what's important to you.

Now, you know, you only get so much time like a time loom and they're like, you know, looming, right? No one's out there crocheting more time for you. You will have to take stuff off your plate to free up time, right? But I guarantee if you'll do it, and I think all entrepreneurs are terrified to do that because they're terrified that

Stephanie 28:51

it's, it's gonna, you know, they're there. The thing they're working on is what's going to pay the bills next. But most Have the time it's not. And so be willing to have that honest conversation and say, Hey, this isn't gonna help me grow right now. But fixing this other thing will. And so I'm going to focus on fixing this thing. We actually have a really cool quiz on a company site, the grow disrupt site that will actually point you in the right direction for what do you need to work on first in your business.

Stephanie 29:20

And once you get to the end of the quiz, there's like all these resources.

Stephanie 29:23

So it's like, Hey, you need to work on your hiring process. Here's three resources that'll help you out in room. So, um, because you know, cultivating the gardens, right, but yeah, it's overwhelming.

Michele 29:32

Yes, I agree. And I wanted to talk about another another key point that I found in me starting out in this space, because before I came online, I would say in being an entrepreneur, I had already nonprofit. So when I came in the nonprofit wasn't something that I was doing online, it was you know, it was a brick and mortar. And when I came online, I didn't realize all of these things that I had to learn As far as creating my business, which is part of business coaching and web design, and when when I started to try to find, you know, like you were saying, like experts and who was already you know, had a handle on this to teach me, what I came across is a lot of how I want to say it tactics where they would tell you to do this, but it was not giving you the insight or information that Wait a minute, are you Where are you in your business?

Are you starting out? Do you have a foundation and I just want you to speak to entrepreneurs, who are putting themselves out there online through maybe Facebook, Instagram, and they're posting but they don't have a foundation in their business meaning they don't have they know what they let me say it this way they know what it is that their product or service is because they're already putting that out online. But behind the scenes, they don't have systems in place. They haven't built an email list. They don't have a target audience, so speak to the detriment of putting yourself out there before building that foundation.

Stephanie 31:07

So the challenge of putting yourself out there is before you before you start to set up, I mean that there's a balancing act here, right? Because you don't want to wait until everything's perfect to start marketing your business. It's never gonna be um, but at the same time, if you start putting yourself out there too quickly, you end up in this situation that I ended up in, which is my warm market was

Stephanie 31:27

all warmed up to Stephanie being the sales trainer.

Stephanie 31:30

And it took us a year to transition from being and we still had a year later, we still had people going, Oh, Stephanie is a sales trainer and I was like,

Stephanie 31:41

come on, right. Um, so not only do you

Stephanie 31:45

do you risk kind of alienating your warm market because you don't have your stuff like your marketing message figured out you don't have you know, your voice your brand figured out because you're you're experimenting. Now you're gonna have to experiment around a

Stephanie 31:59

little bit. Here's my advice if you're going to be experimenting around if

Stephanie 32:03

you're doing your posting on social media, because you've been told that is what yet, gosh, gosh, darn it

Michele 32:08

I need to do,

Stephanie 32:09

okay. You need to be analyzing what works and what doesn't work and comparing it to other people. There was a period where I was posting on social media. And I know we're running out of time. So I'll keep this short. But I was posting on social media consistently. Well, actually, I wasn't posting consistently complaining to myself, but how it wasn't working. And I would get, you know, I would post something, and it would be an identical post to this post, this other person would write, and I would get two likes, and they're over here with like, 150. And I was like, what's the difference? Right, and so I started to look at what was the difference, right, it was their consistency, they would put out posts that would get five to 10 likes, right? Hmm. But then they would have the one post that I would actually see in my Facebook feed because I because I got 150 likes on Facebook circulate, right. And so doing that, you know, take a couple of minutes.

Stephanie 32:58

It doesn't have to take tons have time, right?

Stephanie 33:02

To set up that business foundation?

Stephanie 33:04

Yeah, um, it really doesn't. And we'll take a couple minutes to do that. And you will take a couple minutes to analyze what other people are doing that works and what you're doing, what's working, what you're doing, that's not working. You learn from it. That's marketing. In a nutshell, marketing

Stephanie 33:19

is never one and done. There's no silver bullet in marketing, exactly what you're getting is

Stephanie 33:24

all about testing and science. And, you know, when I say science, everyone thinks, oh, so if I do  $a + b = C$ , right, I'll get

Stephanie 33:32

no, that's math. Yeah.

Michele 33:36

Exactly.

Stephanie 33:38

Right. So you, you know, make it Yeah, it is a science. There are certain things you know, immutable laws. That webinar I mentioned will give them those things, right, that there's immutable laws of marketing, but for the most part, most of it is testing.

Stephanie 33:51

Try something out and the word on

Michele 33:53

exactly and I think that is something that entrepreneurs you know, don't understand because you were leading right into My next question, so maybe you could just explain the other part of that, because I was going to ask you what is the difference between marketing and sales? And what should we as entrepreneurs be doing more of our should they go hand in hand?

Stephanie 34:13

So marketing and sales, they do go they go hand in hand. However, in my experience as a small as you're getting your business off the ground,

you're going to do more sales. Okay? So sales is when you go out there, you find a lead, you recruit that lead into an appointment and you convert that appointment on you can convert that lead on the appointment. Okay? Um, this is much more proactive. It is what you do. You go out there you have conversations, you're going to networking events here, you know, you're active in a social media group, trying to get people to engage with you and then you're actively so you make a post in a group, people engaged you're actively trying to start conversations with

Stephanie 34:52

these guys that you can get them into that sales. Okay, sales

Stephanie 34:55

is very actively pursuing leads and most small businesses need to spend their time in sales first. Okay? Because marketing takes time. In order for marketing to work, you have to have an established brand that your network recognizes. Which means you need to know what a brand is comprised of, you need to have a voice a message, all of the key pieces that make a brand is not just a logo, right? That's right. It's so much more than a logo. That's right. And so you need that brand and then you have to be putting the content out consistently. And you need to have a plan for how am I going to marketing is outbound let me put out content and draw people to me. However, that's going to happen a lot less like with a lot less frequency than sales, right? So most small business owners need to put their energy into sales First, go out and pursue people who you think are fit to work with you. That's going to bring money in the door where small business owners get their butts in trouble is when they sit there and they put out a post on social media and they expected deals to just flood them Yeah, right. They put out a billboard but their websites sucks exactly like they've got a billboard driving people to a website that can't convert for crap. And so they're spending money or they're spending time marketing, not realizing that, hey, I can put a social media post out there. But I didn't have to do the sales side. Yes. And actually transition people and get a

conversation going with people to get them to agree to buy. And so it's a really good question because people don't realize, like, I didn't really do hardly any marketing efforts for the first two years of my business. It was all sales was what built us up into the largest sales training practice in Central Texas.

Michele 36:34

That's awesome. And I'm glad I asked that question, because I think sometimes we don't see that we were so busy marketing the business that we're not doing anything on the sales end of it. Yeah. So thank you for that. So my last question before I go, and I love this podcast. It was so much information that you gave and this was one of my best podcast to date. So I want to ask you, um, for those who are just starting out in the space and they're trying to find their target market. And they're limited on funds trying to do it. And besides going to Google, because we know we all Google the heck out of everything, what are what is the tool or what are some, you know, ways that they can start finding who their target audiences.

Stephanie 37:17

So two pieces, there's you knowing who your target

Stephanie 37:19

audience is and then finding out information on them. So first things first, you need to know who you want to talk to who you want to target. This, there's a whole ton of like, this is going to help you target your marketing efforts a lot better, quicker, get your message in front of the right person. So that you know because you pay every time you put out a marketing message. So you're either paying with time or money. Most small business owners don't have a ton of access of either, so you want to make sure that your message is getting in front of a good candidate. So there's a whole lot you figure out who am I marketing to? And I always joke because I'll get people will be like, well, I want to market to men or women between 30

and 60 years old. I'm like that's not a target market. That's three generations. Okay. Keep in mind, just because you're going to target Mm hmm. Then between 25 and 35 years old, doesn't mean if a 45 year old man calls you, you're going to be like, no, right? Doesn't mean if a 30 year old woman calls you, you're going to be like, no, you're just going to design marketing that will resonate, right? With the 25 to 35 year old man. Exactly. And that's what you put out there. So that's where you draw in the most. Okay, you look at where does the 25 to 35 year old man hang out? And Google really is a great tool for this. If you

Stephanie 38:37

know what you're googling, right? You're googling

Stephanie 38:40

Where do 25 to 35 year old men hang out in Minnesota?

Michele 38:44

Exactly.

Stephanie 38:44

Okay. That's a super specific answer. Yes, super specific question. Right.

Stephanie 38:50

So specific questions are really valuable look for multiple answers, right. So you want to look for multiple articles. Because anyone can throw anything online. You want to make sure the information you're pulling is accurate. It. One of our favorite tools is the Facebook, the Facebook audience tool. So you can actually go in there and say, Hey, Facebook, I want information on men between 25 and 35 years old on Facebook, and it will tell you what pages Do they like, where they like you can narrow it down by city, and it will give you all kinds of is one of the most powerful tools and it's completely free. It's amazing.

Michele 39:27

Wow. And you know, back in back in the day, because before this, I used to do like a little gift basket type thing. But you know, before the internet, you know, it was astronomical about marketing your business. I mean, you really couldn't do it, as we have all this free access on online. And so what I used to do is I used to, I used to get a publication, and I would ask for a media kit, because they already have done the work. They've already had, you know, gotten the demographic and the income levels and all of that. So that was something that was a key tactic of mine that I would do is I would just ask for a media kit. So I would have the number so I would know who my audience what the messaging is and how to market to them through to that. Yep, media. Yep.

(I apologize the notes got cut off (however you can listen to the podcast to get the rest of the message)