

Speaker 1

Welcome to the More Life Podcast, where creative problem solvers and entrepreneurs talk about squeezing more out and finding meaning in this crazy thing we call life. Let's dive in. Well, welcome. We are here this week with Helen Knight. Helen, I'm so happy that you're here with us because I feel like you offer a service that a lot of people really care about, especially my audience of the More Life podcast, either creative entrepreneurs, and you have a great service of helping people find their best types of clients in their niche and helping their agencies thrive and creative businesses thrive.

Speaker 1

Please introduce yourself. Let people know exactly what you do. Welcome to the More Life Podcast.

Speaker 2

Thank you so much. Yeah, my name is Helen Knight. I'm the creative leads consultant for Creative Business Brain, and I really set up the business to help designers and agencies. Originally, it was creative people in general, and then I've narrowed it down, but, yeah, designers and agencies. I used to be a designer, so they're the types of people I can really relate to. I know the struggles. I know how hard it is when you first start out. I literally struggle for years until I found out the best ways to build your business and how to get that consistency, which is what most people struggle with the most.

Speaker 2

The big sort of dips and the big intakes of huge amounts of projects and then nothing for ages. I used to live like that for so many years, and my partner as well, because we're both creatives. He used to be a designer, too. So can you imagine both of us living like that all the time? Like we struggle for the crazy. Yes, we still together, though.

Speaker 1

I do have one problem with what you just said. What do you mean, used to be a designer? I feel design is like creative problem solving. And you're still doing that? You are a designer now you're more of an architect of systems, and maybe that's maybe more appropriate. But you're still a designer. I'm sure if I give you access to Photoshop, you'll be all right.

Speaker 2

I've still got the creative suite. Yeah.

Speaker 1

If Adobe is still charging your credit card for sure a designer.

Speaker 2

I guess I don't think of it like that because I don't really have time to do that kind of stuff anymore, but yeah, I do love it. Still, I still draw, still got loads of canvases and things around me, like all sorts of things that were making and created. So we are creative people at heart, say. But yeah, I'm determined to help people and stop that struggle because it's so common. It's just like we lived out for years and it was so hard, and I just don't want other people to go through that.

Speaker 1

We're going to start at the front end of the story. But just before we do that, you just mentioned something. Isn't it amazing when you really find your Lane, like, your calling because it's very much your persona about your personality and your helpfulness and how you come across on social media on Instagram, specifically where I follow you. And it's like you're so in your element, I couldn't imagine you're doing something. Anything else. If you told me you were a bank teller, I'd say, no, it doesn't seem right.

Speaker 2

Yeah. I've totally found my calling. It's taking me a long time, but, yeah, it's been worth the journey.

Speaker 1

You're here to help us.

Speaker 2

Absolutely love it. Yeah, absolutely love it. And I thrive on it. And just like, course that I've had with clients today. I've just been so excited for them, even, like, halfway through a call as well with a client today. And he got feedback that he got his first big win. And we were both like.

Speaker 1

Yeah.

Speaker 2

Pretty excited together. And it was just amazing, that kind of experience. I just love seeing people evolve and being really close to that and showing them making a big difference. That's all that's important to me.

Speaker 1

Really? Yeah. So let's start at the beginning. How did you start in this industry? Because I know you mentioned you were a designer, maybe doing more traditional design work, whereas branding or graphic designer web. Let's hear about the early years for Helen and the artistry and how that all seemed about.

Speaker 2

Okay. So, yeah, I was a graphic designer. I graduated in 2002 from Darby University in the UK.

Speaker 1

And.

Speaker 2

I was a slightly older student because I went to Sikh form as well. So I did it the long route anyway. So even that bit was the long route. I did eight levels, and then I went to College and did a BTEC National Diploma in graphics. And I did a University degree as well. Got two.

One.

Speaker 2

I think Moni downfall was my writing because I've never been good at writing until now. I'm amazing at copyrighting, but that's another story. I was never good at explaining myself in written words. I just wasn't very good at it. And so, yeah, my dissertation was my downfall. Otherwise we would have gone first. But anyway, I loved it. And after University, I just felt a bit lost. Like, I think a lot of people do. I don't know what it's like in where you live, but in the UK, there's never that much guidance or there never was.

Speaker 2

When I left in 2002, it wasn't a lot of guidance. After University, I literally got onto the computer, searched loads of agencies, sent my CV out to hundreds of people and sat and waited. And that's kind of all I did. And I didn't really know what else to do.

Speaker 1

That's all they prepared you for it's. Just do those things, send out the resume and wait to see what happens. Yeah.

Speaker 2

And it was very painful responses. Yeah. I did get a few interviews and I ended up working. What was my first job was in house, like a car. What do you call it? Like a place where they promote cars. So it was what you're doing, like, car listings and cars in the newspaper. And that kind of thing.

That.

Speaker 2

Was not very exciting, but it was a start. It was a start.

And.

Speaker 2

I didn't even stay there that long because it was really boring. I stayed there for about seven months and then decided to have another go looking for something else where I could be a bit more creative. And then I got a job in house with. It was a plastics company. So they made, like, things that they selling Toys R US and things they sell in mother care baby products, all that kind of stuff, garden products. So I would do all the packaging, which was great. So that was not my first decent job.

Speaker 2

Really nice to be packaging. I actually did a lot for that company because I was the creative. So I have my own office, which was lovely. They brought me a brand new Spanking computer with a massive big screen. I was in my element.

Speaker 1

Yeah. Amazing. You had a lot of cutting your teeth on lots of life experiences. And the beauty of it is at the time when you're in those moments, it's kind of like, oh, man, I really want to get a better job because you're kind of dreaming the whole time when you're in school. But how great it's going to be. It's going to be so amazing. And then all of a sudden, it kind of becomes kind of like, oh, this is not what I thought it was, but you end up learning so much in some of those not as extravagant jobs or those types of positions, but you learn the skills.

Speaker 1

Maybe that's where you hone it on your keyboard, shortcuts or how to run scripts in Photoshop because you have to do the exact same thing 45,000 times. I first learned how to do that in Photoshop batch work just because I was as a photo editor out of College, and it was not fun. You get 2000 photos and you have to get 150 selects out of it. It's going to take forever. So you learn how to do little things. And over the amount of years or months or however long it is, you end up accumulating all these additional tools, which I call real tools because they teach you technical tools in school.

Speaker 1

But then the stuff you use in practice, and every day that only comes with real life experience. That's the stuff you kind of accumulate over time. But that's really impressive in terms of the stick to it that you've had. And at some point along the way, you made enough mistakes to have graduated to help others to help other people kind of figure out what they want to do or how to achieve those things that they want to do. How did that transition and transformation take place.

Speaker 1

Yeah.

Speaker 2

So the transition from being a designer to helping other people next. So after that job, I was working a couple of agencies after that. And then I decided to have my own business because when I worked with agencies, that's a whole different ballgame than working in house. And I was basically working really hard, even all night sometimes, or, like, working at the agency to two in the morning. Then I'm expecting you to be there early in the morning again. And it was just like, crazy. And I just thought, I can run a business better than this.

Speaker 2

I decided to set up on my own. The company that I was working with at the time weren't doing very well. They just couldn't get a working. I actually started when I started the job that I left before I started my own business. I started thinking I was joining a team that I thought I was going to learn a lot from. And I was really excited because I thought, oh, I'm going to learn from all these other really

experienced designers. And when I got there, there was one lady left.

Speaker 2

There was one lady. And then there was me. And they obviously hired me because I was cheaper because I was still kind of junior or whatever. And still at early stages, and they were trying to keep their business going. So, yeah, they were working us really hard. It was ridiculous. And in the end, the company just said that we haven't got enough work in. So I decided, okay, that's fine. I'm going to start my own business. So that's what I did. At first I was like, oh, my God.

Speaker 2

What am I going to do? I was really panicking because back then, I was really shy. I was not the same person I am now. I was like, I had anxiety. I was like, rubbish. You're talking to people. I couldn't hold a conversation.

Speaker 1

Look at your goal. Sorry. I said, look at your goal. Now.

Speaker 2

That person has evolved drastically and dramatically from, I guess, throwing myself out of my comfort zone and having to really make things happen from being in pre worrying and stressful situation. I had to make it work. I had to start making money. I wasn't living at home. I was living with friends. I had to pay my rent. I had bills. So I was really worried. I remember crying with my friend, what am I going to do? And yeah, it was really hard because it was about 23 at the time.

Speaker 2

I was 22, 23. And I just thought, Right, I can do this. Put my brave suit of armor on and just go for it. And I actually asked a lot of people back then. It was way before Facebook. So if you imagine, like, trying to start business back then was literally going to your local Chamber of claims. It was all that kind of thing, just asking for advice. They sent me to Princess Trust, which was a big help. So the Princess Trust in the UK, if anybody is listening in the UK, they still do this scheme, which is fantastic.

Speaker 2

So I recommended it to loads of people just starting out. If you literally have no funding at all and you start from scratch and you have no money, they will give you a grant. And when I did it, it was a loan. So I had to pay it back. But I think it's a grant now, which is even better. And it was £5000. So I got a 5000 pound loan from Prince's Trust, bought my computer, bought my software back then. I don't know if anybody's listing that's old school, but I had to buy Clock Express, which was £1000.

Speaker 1

That's what I learned in school.

Speaker 2

I had to buy all the old school stuff and I literally set up in my bedroom going to network events. Petrified really scared, really nervous, trying my best to talk to people. And that was how it started really hard. And then I just kept going. I was so determined. I'm probably the most of them person you'll ever meet. I never give up on anything if I feel like I can do something, even if it's not working straight away, I just keep going. And that's how I think you've really got to be determined if you want to make something work.

Speaker 1

Especially nowadays, with everybody on the same path. Everyone has a social media presence. Everybody is a quote, unquote photographer because of iphones. Everybody has a podcast, everybody has a YouTube channel. Everyone has something they're promoting that they're doing that they're talking about out loud to others. So if you don't actually have that determination to kind of carve out your own space, you're going to get washed in with everybody else because everyone is doing that. Everyone that has their things they're trying to promote. So how long, Helen?

Speaker 1

Have you been running this business?

Speaker 2

The business that I run now helping other designers and agencies.

Speaker 1

So.

Speaker 2

My first online business wasn't actually anything to do with design related business, but it was because I just wanted an online business to learn how to have an online business, if that makes sense. I just wanted to go through the process and find out what was possible. And I tried all kinds of things. And because I'm also my background with my partner is like running kickboxing clubs as well. That's why he does.

Speaker 1

Yeah.

Speaker 2

So I started actually in the online world in health, fitness, weight loss mindset kind of way and evolved from there. But that was how I learned so much about building a business online. I had loads of coaching. I joined loads of programs. You name it. I was there. I literally joined everything and just realized what an exciting opportunity that people have now to build an online business. It's just like different from when I first started my design business and the things that are available now online, it's just a totally different world, and it's just so much easier now if anybody is trying to build a business now, you compare it to no Internet.

Speaker 2

Compare it to no Facebook. You're in a really great place.

Speaker 1

We are living in the greatest time in the world, just because of the amount of tools like how long it would take you to. We do branding and web design. That's our niche.

Speaker 2

Here.

Speaker 1

How long it would take you to build a website before and then geo cities. I don't know if they had that in the UK back of the day, maybe early 20 00 20 01 20 02 where you can build sites, but even that it was all HTML and code in Java. Even as a young person had to know that I was in high school, you have to kind of like navigate and go on forums or chat rooms back then before we had forums really to find pieces of codes to make something, do what you wanted to do.

Speaker 1

And we have so much opportunity now with the advent of social media and the smartphone and just how much TikTok has blown up and everyone has a platform. And if someone were to tell me that I could speak to 1000 people on a regular basis on my social media, I would say, no way. You're crazy. Someone told me that 20 years ago. How can I ever do that? But you're able to do that on a regular basis, if not more, if not 10,000. Some people have 20 or 100 or a million people that they communicate to on a regular basis.

Speaker 1

And the big number or the number that everyone focuses on is not always the most important one. I think it's more about the engagement, that community aspect. If people really like either the concepts, the things that you are teaching them or showing them or the personality that you have, that's what's

going to attract people to kind of stay on board. It has to be one of those two things. Either they're learning something or they like your approach in teaching or sharing information or having conversations, or they like your personality and they want that relationship.

Speaker 1

But either way, if your goal is to grow the audience is key. And right now we live in the perfect era for audience. I don't know how people would have done it anytime before now to have this audience and retention. It's wild.

Speaker 2

Yeah, absolutely. And it's so exciting. It is literally just being able to pick an audience that you know, you can resonate with and be just be yourself. If you can be yourself and be honest and open and be excited and passionate about helping somebody. That's a massive deal to somebody that's struggling right now. If you really want to help them, you show passion and you can show that you've been on a similar journey to them, or you can just resonate. They can resonate with what you're telling them.

Speaker 2

And it's clear that you have a solution. It's clear that you have got a pathway for them to follow. Then that's why you're really going to get a lot of people following you and talking to you and reaching out to you if it's really obvious that you've got the answer to something that they want.

Speaker 1

Yeah. I think people are looking for genuine connection. People don't want to be sold to by some, like snake oil salesman. They want something that's like, okay, I understand this. They seem to have done this before, and I can track with them. But if it seems sketchy or sleazy, people don't want to be involved with that. There was that era on YouTube. People kind of just talking in circles in terms of how they can help you, but not actually telling you anything of what they would actually do.

Speaker 1

And people buying these courses at \$1,000 or more or whatever the price is. And I think people now are so tired of the manufactured hype. And so now they're looking for that genuine response, genuine community. But, yeah, you talk to people a lot different types of people in different industries, and you helping them find their audience, helping them get bigger sales and leads. What are you seeing in the industry right now? What are some of the needs that you see or commonalities that you see with creatives and agencies that are trying to level up close to the next stage?

Speaker 1

Okay.

Speaker 2

So there's lots of commonalities of things. Like if you're talking about individuals like people, obviously, with the coverage situation, there's all kinds of things that have happened. So a lot of people have either lost their jobs or they've just decided that life is too short and they want more freedom and they want to work from home or whatever because they've had a taste of that from going on. What do they call it fellow things like that they've had a taste of working independently. They're like, right. I've decided I want to build my own business now.

Speaker 2

I've had people like that before. I've had people that have been trying to have their own agency for a long time. But they just are. Some of my clients have been busy, like before they met me, but they're busy with the wrong types of projects. So they're busy with a lot of work that's low paid so they can get a lot of work. But it's not high paid work. So they're really tied out. That was what happened to me with my business. My first business with design.

Speaker 2

I was busy, but I was so tied out. I was working my socks off, and I had to network with other freelancers to help to obviously delegate some of the work. And that's actually how I met my partner,

because that's on a creative website. That's how I missed you. Are we still together now? Like, I think it's 15 years ago. That was wow. Yeah, I know.

Speaker 1

So you guys met on, like, a forum type of thing. Like, you have, like, a community board where people are helping each other. Yeah.

Speaker 2

It's like a creative industry network website with a forum thing. And I just put a post on there saying that I was looking for freelancers to help because I was getting busy. But the trouble was I was getting busy, but it wasn't really well paid. So that's what I struggle with the most. But, yeah, I meet a lot of people like that that have a lot of work, but maybe they're also connecting their own self worth with what they can charge. I see that a lot. And that was definitely me as well.

Speaker 2

I used to not feel that I was good enough to charge more than whatever than the average freelancer. I just didn't think people would pay it. And I meet people like that all the time. I did a testimonial video with a guy a couple of days ago. He lives in Portugal, and he's a digital consultant. He does amazing websites and all sorts of things. He was telling me that when we first met, his self worth was so low, and he just didn't feel that he could charge, like, over 1000 lbs for what he was doing.

Speaker 2

I was like, what? That's ridiculous. Yeah. And now he's got the biggest projects he's ever had in his life. And he said he's so happy. He's just so excited about the whole thing. So, yeah, that's a really good one. I can't wait to do that on my YouTube.

Speaker 1

Yeah. And you know what? I feel like you said something right there. That was almost like it feels like a rite of passage because everyone goes through it where you're selling yourself short. I work in a coworking space. And there's a young designer who was working here in the open communal space, and she was kind of just asking some questions about what I do. And I'm like, I've been right where you're at, where you don't think you're actually good enough to charge those prices. But you have to treat yourself.

Speaker 1

Don't treat yourself like you know yourself. Take yourself out of the equation and think objectively at what you're doing and price it appropriately. How much time am I putting in? How much time am I going to do in terms of revisions? What caliber of work am I doing in the scheme of or the gamut of my industry? Because she's a creative artist, somebody who draws digitally and find a happy medium, find where the highest, maybe call a few people find where the lowest and place yourself as you see the work based on the data, because if you go on your emotion, you're going to end up under selling yourself.

Speaker 1

And it's very discouraging when you're young and you're working, like, really late into the day and into the night. And you still don't have enough money because it's very challenging.

Speaker 2

Yeah, that was me for so many years. And I wish there was that support that there is now, like, there's obviously a lot more support there is now on the Internet. In those days, nobody spoke about money.

Speaker 1

About how they were charging. It was a secret. A massive, massive secret. How much money did you charge on that or how much money did you make on that? Nobody gave you the answer.

Speaker 2

Just to talk to people that understood the situation. Obviously, I had the principle trust. That was it.

But now it's specifically for design. There was no one I can't find anyone to talk to.

Speaker 1

I remember a couple of College mates who got an agency job before I did. So right out of College, my College Professor hired me at a print shop he owned to do some pre flight, like stuff before he gets to the printer fixing of some technical or digital files. And I have friends who have got agency jobs, and they were freelancing on the side. I was freelancing on the side. And I remember asking them saying, hey, what are the metrics or what things are you using to determine the pricing?

Speaker 1

And they would give, like, these weird answers and talk around the situation, but they never actually said, oh, I just go based off time or I have a set price list. And if I feel it's going to go beyond my normal scope, I'll add 25%. They didn't have any metrics. And now if you look at, like, especially on YouTube, there are so many YouTubers and influencers who talk about how much money they make. I know it's harder with brand deals. They can't disclose that information. But in terms of how much money YouTube or how much money AdSense pays them out yearly or monthly.

Speaker 1

There are so many people who talk about it, and they say, hey, this is possible. Here's how I did it. Here's how you can do it. We also grew up. I feel like we're in a similar age bracket. I'm 35 where we kind of pardon.

Speaker 2

I'm a bit older. I'm going to be 43 this year.

Speaker 1

That's awesome. But we grew up in the same era where people didn't talk like that. And it kind of seemed like if I helped you, you would get ahead of me. And the younger generation is so much more collaborative, where you have these big YouTube or Instagram presences who collaborate with their exact competitors because they can see the mutual benefit in it. And they see that if we can work something out, the audience wins. We win. I win, and you win. All three of us all win.

Speaker 1

It's really cool to see how the younger generation collaborate more, but back then, it didn't exist at all.

Speaker 2

Yeah, and it's great. I love talking to the people that have got a similar audience to me. It's definitely a good game plan. I won't rely on it, but it's definitely part of the picture. Definitely important to network for those types of people as well.

Speaker 1

Definitely. Yeah. In terms of prospecting, even until last year, I don't think I knew what I was doing. And then I found Solace in a business coach that I had shout out to Dave Shrine, who was on season one of the podcast. And he talked about how so many businesses followed the same kind of steps where you're kind of just trying to stay afloat your first year and then your second year, you make all the mistakes, you do all the wrong things, and then the third year, you kind of say, I'm not going to do X, Y and Z anymore because it really hurt the business or burn me out or cost me money or opportunities.

Speaker 1

And once you eliminate the fluff and you're left with what remains, that's when you kind of realize what you should be doing. And that was me about 18 months ago with Prospecting, and I spoke with another person who everyone I find who is really cool. I put on the podcast. So Mike Mall on season two talked to me about Prospecting on LinkedIn, making custom videos, sharing them with people, helping them initially and having deeper conversations with them. And that revolutionized how I used LinkedIn specifically. And we kind of not gave up.

Speaker 1

But we kind of just didn't put as much effort in other social media platforms because LinkedIn became so lucrative for us. And then what happens afterwards is where I feel like the magic sauce happens that we've really through many years of mistakes and doing all kinds of crazy things have refined our prospecting and lead generation process. So we go through and we identify somebody. If it's a cold transaction that we're doing, we'll talk with them and find out if we could be of help, send them a personalized message, show them something, and if they actually want to connect, I'll send them the calendar link.

Speaker 1

But before the calendar link or the form and in the form, we make sure the decision maker is on there. We make sure what their budget is. We find out how much money they made in the last year because we try to stay in the commercial, small to medium size business range. So we aim for, like, anywhere between 200,000 to \$300,000. This is Canadian dollars. Companies that make at least that in the revenue, if not higher, at least three to four people on staff, if not more, and make sure that the key decision maker is on the call because we're going to ask real tough or at least insightful, goal centered questions.

Speaker 1

And the more you drive towards the root of what the real goal is, the better it is that I can determine whether we are aligned and I can actually help you. And if that connection is there, it's almost a guarantee to get a sale out of that call, because we've put a couple of processes in place. We then follow up with them, do a presentation of our proposal instead of just sending them a PDF. And in that presentation, they start to see exactly how we're going to help them based on their goals, based on what they said before.

Speaker 1

And once we started doing that process, if you've made it that far, there's no way you're saying no, there's no way you're turning back. After we've made you the proposal before, I would spend three to 5 hours a week just on proposal writing just for somebody to not read it and get back to me. Do you see that as well? With people with prospecting and trying to get new clients that they're kind of spinning their wheels until they figure something out.

Speaker 2

Yeah, definitely. People usually come to me because they've tried just about everything. They tell me they've tried messaging, they've tried sending examples of what they do. They've tried just networking, more, talking to people and asking for referrals and that kind of stuff, and they just don't know what to do. Yeah, most people say to me, oh, I just rely on referrals. I've even talked to agencies that have been going, like, 20 years, and they still tell me they haven't got a process to get their clients, which is absolutely crazy.

And.

Speaker 2

It really is crazy because now, especially after Kovid, when they've lost probably a huge amount of their business, like a lot of them say, oh, we've just lost half of our business because one of our clients was, like, our main income, so they're relying on big contracts, but not very many of them. So when that goes, that's a big hit, and they haven't got a way of getting consistency back into the business quickly. So they just haven't got a clue how to get the right people through the door again.

Speaker 2

Can't hear you.

Speaker 1

Oh, I'm back. I hit the mute button. It's 2021, and I still haven't figured out how to unmute myself. We've been on Zoom now for two years. So many people are stuck in that same loop, though, where they have zero wave like systematized ways like, this is my process, like what I just did. It took me

about what, two minutes to kind of throw it out there and to say specifically what we do to prospect clients. Most people I talk to do not have that. What would you say to people to like who need to start?

Speaker 1

Because I'm in the process of writing, of course, going from freelance to agency just because that's what I've done in the last three years. And I feel like there's a lot of freelance photographers and writers and designers who have a product but don't have a business. My product is I provide writing services, but how do I translate that into an agency? How do I translate that into a business model that operates without me? That's what I think is a major goal for a lot of people where they're like, I can go on vacation or take maybe three days off and go to a cottage and relax a little bit and decisions are being made.

Speaker 1

Things are happening in the business that I don't have to specifically do. If somebody is a freelancer Helen, how would you tell them to start to systematize a way to attract or what the best method is for them to get some new people other than just referrals?

Speaker 2

Yeah.

Speaker 1

Okay.

Speaker 2

So I would say the first phase is all about just identifying who you're really talking to. So obviously, I would highly recommend using social media, because that's what I'm all about. And I feel like you need to really identify who you're talking to, what you're doing for them and what that's really going to do for their business. So once you've done that and you've positioned yourself in a way where you're the obvious answer to that specific person's problem, you get your miles ahead already. So if that's so super clear that you could a five year old could understand it, then people are going to reach out to you just from that.

Speaker 2

If you get that spot on, people can reach out to you just from getting that right.

Okay.

Speaker 2

Because I get it all the time now. Obviously, I do a lot of other things as well. It's important to obviously make sure your profile is aligned to them as well. So it really resonates with them as soon as they land on it. And you're talking like, if there's, like, an about section, let's say you're on LinkedIn, for instance, that you are talking about how they feel first, not about you. So I know the about section is typically meant to be about you, but if you want to really draw people in, it's got to be about them first, so they know they're in the right place.

Speaker 2

So that's another big thing you need to work on. You also need to make sure that you have a very clear understanding of lead generation through some kind of platform. So deciding really researching your ideal audience, finding out all about them, seeing them inside out and understanding where they hang out the most.

Speaker 1

What type of platforms would you suggest? Just throw some out there that people could look into?

Speaker 2

Yeah.

Speaker 1

Platform for, like, lead generation platform. Is that, like, HubSpot or Salesforce?

Speaker 2

No. Just any social media platform where you feel your idea. So if it's Instagram, LinkedIn, Facebook, or wherever you feel they are the most, because obviously some types of businesses are more on LinkedIn, some are more on Facebook, like coaches hang out more on Facebook. If you want to target coaches, I would say Facebook if you want to target designers. Obviously, Instagram and LinkedIn LinkedIn's, more agencies so, yeah, it's really working out where your people hang out the most really learn that platform understand that platform really well, so that, you know, all the tips and tricks for that platform.

Speaker 2

And then it's really important that you know what you're offering them. So once you've done the research and you've worked out everything about them, you've really got to understand their journey, what it's like to be them. You're going to create an offer that gives them everything they want and everything they need. So you've got to realize they're not going to be aware of certain things along their journey at the moment, the moment you meet them will be when they've got this big problem that's on their mind all the time.

Speaker 2

Something that's like keeping them awake at night. And that's the thing you need to focus on. So focus on that first and then think about the journey. Where are they going? All the other things they're going to need, all the hurdles they've got to get over to achieve the thing that they really want the most. And you're going to create an amazing offer for them. Now, that is obviously quite a high level skill thing to do. But, yeah, obviously that's just giving you a very brief framework of what to do.

Speaker 1

Don't give them all the secret sauce we're going to send them to you so that they can call you and find out how exactly should they get this type of help in their business? But you said something really good. The profile. It took me until somebody mentioned this. I don't know who to give credit to. Where somebody mentioned write your social media profiles the way that you search social media profiles, the way that when I go to somebody else's social media. What am I looking to find out?

Speaker 1

That's how you should write it for the person who's going to be looking this up. So when I find somebody who's a very good interior designer, I go to their profile because I want to find out what's their website, where are they or which city do they live in? What specific type of interior is it commercial? Is it modern? What type of stuff are we talking about? And that's what I'm looking for in the profile. So that's how I should approach my profile. I should put the location specified, not just a designer.

Speaker 1

It should say something very specific. We do branding and web design for construction interior designers. That's very specific to what we do. And then how do I want people to connect with me? It needs to be something that's easy, whether it's the website right there that goes to a specific page built for them. Those are the type of things that all reverse it. What do you do do that for those who might be looking for you, who might find you on the Explore page. And that's how you're going to actually use Instagram, the way that the people who started it intended it's for that discovery and that exploration and that sharing and community.

Speaker 1

And that's what you need to actually do. Yeah.

Speaker 2

Absolutely. And another thing to mention about that is when you're looking at profiles, it's also

important to just kind of think about, like you said, about the language that they would use rather than approaching them with your technical language. So if you're doing content, for instance, and you're trying to relate to someone, they probably won't really be focused on the things you're focused on because your world is totally different to their world. And you've got to just imagine what it's like to be in their world. And you've got to bridge the gap between their world in your world.

Speaker 2

So that's the thing most people get wrong. Most people just talk about why you need branding, but that person might not even be thinking about branding. They're thinking about the problem that they've got right now. They have no idea they need branding.

Speaker 1

It's very unique right now in the world that we live because we put so much information online and people search for that type of stuff or people come across it, however, which way? And there's something to be said. Like, okay, I'm putting all this information. If you're not going to put the effort in how it's presented or making sure it's actually valuable, it's a lot of wasted time. And I know people who put a lot of effort in posting information, but then it's very like surface level.

Speaker 1

And it's like, who is this actually for? Because that's the hard part, right? That's really, really hard. Who is this survey really? It's too big.

Speaker 2

Because.

Speaker 1

Like you said, oh, we can help you do the branding. I don't care about branding. Whatever is not working or having a conference happening in two weeks. And I'm not ready because I need a presentation and you're talking to me about branding.

Speaker 2

So I don't know.

Speaker 1

I'm sure you do lots of customer personas for clients as well in terms of how to determine what types of people you're attracting or looking to. It's very interesting. I'm so happy that you were able to join us, Helen, on this call, the podcast. We seek to help people who are trying to level up on their business endeavors. And I think you're one of those people that everyone needs to have in the Rolodex just because your content is so valuable and helpful and laser focused, and it really does help people.

Speaker 1

So please let people know where they can find you. How can they connect with you?

Speaker 2

Okay.

Speaker 1

Yeah.

Speaker 2

So I'm on Instagram and LinkedIn mainly. And my business obviously called Creative Business Brain also got a Facebook group. If you wanted to pop in there and say Hi, they're the main places where you can find me. Even if you just put my name Helen Knight into LinkedIn, you'd find me.

Speaker 1

Nice. Awesome. Well, guys, this has been the more Life podcast welcome to season five. We're excited that you're here have a great week. Peace out bye.

