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SPEAKERS

Lisa Simone Richards, Britney Gardner

- B** Britney Gardner 00:03
All right, Lisa, I am really excited to talk with you about this subject because, well, as you know, from our pre-interview chat, I have opinions.
- L** Lisa Simone Richards 00:14
I love that you said that! My husband and I say it all the time, like, "I have opinions on that," like I have opinions!
- B** Britney Gardner 00:20
Yes. You know, the funny part before we dive in is my 10-year-old is like, starting to regurgitate some of these things I say, and I'm like, "Oh, honey, you don't know enough about the world to have opinions." But you know, that's the thing. So let's let's dive in. Let's talk about some PR and small businesses. And if it's okay, I'd like to start with my big gripe about this whole industry. Is that cool?
- L** Lisa Simone Richards 00:48
Please do. Let's grind my gears. Let's go for it.
- B** Britney Gardner 00:53
So a year ago or so? Maybe not even a year ago? I don't know. Anyway, a while back, I get an Instagram message from a girl who's like, "Hey, I love what you're doing." And I'm like, "You haven't even seen my profile." But you know what, we'll play this out, we'll see what happens. And she's like, "You know, you're obviously doing a good job. I'd really like to feature you as

one of the top 10 branding coaches in the US." And I was like, "Well, I mean, I personally agree. I am one of the top 10 branding coaches. But how would you know that?" She had not engaged with me at all. Looking at some basic Google Analytics, I could tell she had not likely been to my site unless it was from a different location. And she hadn't liked any of my Instagram posts. So I knew what was happening. And I think the email I sent my list was actually titled, "I got pitched so hard last week, here's how it went." So you know how it goes, right? She wants to feature me on Yahoo Finance, of which I didn't even know that was a thing for the record, like legitimately. I didn't know that Yahoo advised on finance, because they're like a dying company and whatnot. But, you know, and I had reiterated before she wanted to set up the interview, I do not pay for PR. Period. "Yeah, no problem, no problem." Well, we get on the Zoom interview, and she's like, "You know, this is so great. Now, there is a modest fee. But luckily, there's 10 of you. So it'll be split 10 ways." And I was like, "You know, honey, um, what part of I don't pay for PR, did you not listen to?" And her response was like, "Well, you know, there are costs for getting your information out there online." Like no. The Internet is free. I mean, you don't actually need to pay anything to include my name on an article. But now that we know what's going on here. I don't do this, this interview is over. So I detail the whole thing on Instagram, I sent it to my email list. It was actually quite fun, I got a lot of response over it. And turns out this is not uncommon. And that is my big gripe with the PR world. It's really hard for regular people -- people who have not been approached by these situations, although I think most people have at this point. But, you know, you see the "as seen on" banners on sales pages, on websites, and you're like, "Are they real? Were they actually featured on The Today Show? You know, were they actually featured in The New York Times?" I can ethically tell you that if I put those two on my seen by banner, like I have been. But how has anyone else to know to believe specifically? So that's my gripe, I'm really excited to talk with you because I know you have the same gripe and I know that you have real ways to kind of combat all of this, so tell me, how did you get to where you are and where are we going from here?

 Lisa Simone Richards 03:35

I'm excited to give you the whole lowdown, but literally as you said, "I got a message on Instagram," I was like, "It always starts with the Instagram message." Preach! And it began with "Hey, girl," like always with the "Hey, girl, love what you're doing." I'm like got that one too. I could recite it back at you. Okay, I'm going to close the loop on this one. And then I'll tell y'all a little bit about me. Thank you for having me on the show, Britney. I'm excited to be here. And I know even just from our pre-conversation that this is going to be a fun chat. But let me tell you a little bit about that whole game, because I've gotten it too. So a lot of companies out there are doing the whole like "pitch for publicity" thing, just pay a nominal fee pay for play angle. Here's the truth behind that -- and this is where my two cats Peaches and Ginger the loves of my life come in -- my husband even said in his vows like, "Well, I know you'll never love me as much as your cats." Not wrong. Love you a lot. I can write an article that says "Peaches and Ginger are the best cats in the world." And the same way that you strongly believe you're one of the top 10 coaches in the States. I firmly believe that Peaches and Ginger are the best. It's just a fact. But we could write and publish that article and it doesn't mean that it's true. It doesn't mean that people are going to find it. It doesn't mean that it's being put on a credible site. It's just someone paying for real estate to post something the same way they would a blog. And that's where those companies come in scamming you to say, "Oh yeah, you're on the top 10 list." Although where is this? What credibility is there behind it? So I love that you open with that story. And for everyone who's tuning in who's like, "Who's this person with these cats that she loves as much as or more than her husband?" Hi, everyone. My name is Lisa Simone Richards. I'm a PR and visibility strategist. I work with online coaches who want to get seen

everywhere. So I'm the antithesis to this "pay for play to get featured on msn.com, yahoo.com, forbes.com, whatever they're selling you for however many dollars to get featured. What I share with my clients is how to find the right places to get seen, depending on whether they're trying to build awareness, buzz, or credibility -- which is something we can dive a little further into -- find the right places, and get featured. So this isn't just like paying a few bucks to get on a site that nobody's ever read in their lives that's not indexed by Google, that's not going to come up anywhere. This is actually how you develop real relationships with the right people to get that kind of credibility to honestly be featured as one of the top 10 coaches by Forbes or whatever it might be. So really briefly about me, I got started in this back when I was 18 years old, Sex and the City was in its heyday, Samantha Jones -- oh, and just like that is coming up next month, very excited for that. So back in the day Samantha Jones made PR look so sexy, so cool. So I was like, "Oh, yeah, no, I'm into that." So I started doing it right from university, I worked in fashion and beauty for a few years. I moved into working for a huge agency where I had clients like Staples, Virgin Mobile, and Crayola. I moved into fitness helping one company grow from 30 locations to over 100 across Canada. So we more than 3x that business. Where 400 comes in is we took that company's revenue from \$400,000 year to over a \$4 million year. That's where we're able to grow them with huge visibility and growing the locations that much. So now what I love to do is take all those skills that I gained from the corporate world and help online entrepreneurs who might be spinning their wheels on social media wondering why they're not actually getting buyers, and helping make sure that they get right in front of the right people.

B

Britney Gardner 07:08

Yes, please. Like, you know, we're talking about know, like, and trust, right? And I am a firm believer that you need to have something to back up your authority. I can sit here on this podcast for, you know, 170-odd episodes and tell everyone, "Do this, do this." But why do people listen to me? It's because I have proven my authority over time. And sometimes one of the ways that you can do that is having a good feature in a good place. But as a small business, as a micro business sometimes, how are we supposed to separate the good ones from the bad ones? Like that's my question.

L

Lisa Simone Richards 07:49

Well, you know, is it okay, if I actually take it back a little bit? Because I'd love to make a distinction. Because I think that a lot of coaches might mix up the different ways of getting seen and what different types of media are. So I'd love to make a distinction between three ways to get seen, and then we will dive into the one that really does create that know, like, and trust factor. So two types of visibility that I'm sure a lot of coaches are familiar with, two types of media, specifically, are social media and paid media. Social media is fantastic because we are controlling the content, whether we want to do a Reel or a story or a static post, we're saying what we want to say when we want to say it and nobody is editing us. Going beyond that, we can DM the people who engage with us, our ideal clients, send them voice notes or video messages. I think it's so powerful that we have the ability to do that two-way conversation. However, one of the mistakes that I see with coaches and social media is that they think that posting on the same platform over and over again is going to grow their visibility. And the distinction here is you're nurturing your existing audience, you are not growing your audience, you're not getting in front of new people. So social media is powerful to

nurture your followers, but you need to make sure that you're growing all the time. Another one of the challenges with social media is that everybody is doing it. Like it does not make you stand out. Writing a post and saying hashtag online business coach is not gonna land you on the search page in your next 10 clients. I'm so sorry. But that's just the truth. So you have social media, and it has its pros, but it also has its cons. The second type of media that I think a lot of coaches and entrepreneurs are familiar with is paid media. So again, I'm dabbling in this one as well -- Facebook ads, iOS update, what did you do to us? So I know when I started off doing Facebook ads, I was doing it on the cheap on my own, a few hundred dollars. I remember I signed up for a \$7 a month monthly membership site to just kind of give you all the need to know on Facebook, which was really good content, props to the creator there. However, the truth is I do not know what I'm doing on Facebook ads. I just ended up wasting a few hundred dollars and many hours of my time. So this year I started playing the game properly. I hired an ads agency who cost multiple thousands of dollars per month. And then when I'm spending that much just on the agency, it feels silly not to beyond match my investment with an ad spend. So now we're getting into some serious dollars doing paid media. Pros and cons, always. Pros of paid media: how powerful is it? Like think about advertising back in the 90s, that was spaghetti against a wall hoping the right person would hear your message and it would land with them. Now we can vary in a targeted way, say, "This is who I want to get in front of, this is what their demographic is, their psychographics, where they're located, their likes and interests." It is so cool that we can do that. But again, cons. The second we turned that ad spend off, all the content is gone, nothing of it lives on forever. Advertising is saying, "Hey, look at me, I'm awesome" versus somebody else giving you that endorsement. We also all know how to ignore an ad. When I'm watching YouTube and an ad comes on I grab snack, if I'm scrolling on Facebook, that's not what I logged on to Facebook for. I know how to go past it. And we have to be cognizant that our ideal clients, the ones that we want to get in front of, know how to do the exact same thing. Also cost lots of money. Like when you're in the multi figures, five figures ad spend, that's when it kind of starts to make a difference. But if you've got a few hundred bucks, like it's probably not going to do anything. So that's social media. And that's paid media. The third type of media that I think a lot of online entrepreneurs don't know about is earned media. And what earned media is is leveraging somebody else's platform who already has a group of your ideal clients hanging out and now you can get your way onto that platform to get in front of them. Is it somebody who has even an Instagram following. Like I'm saying social media is great and all but like, what if you went on somebody else's Instagram TV, or you went live in somebody else's Facebook group? Now you're using social media in a way that gets you visible in front of new people, not just the same ones over and over again. What if you were to be interviewed on somebody else's podcast whose listeners are all the ideal clients that you want to get in front of? Kinda like this interview! Hey, Britney, thanks for having me on. I really, really appreciate it! What if you were to be interviewed on Forbes or you were to be interviewed on your local morning TV show? How many more people would that put you in front of? How powerfully would it position you? So a lot of people are focusing on ways that are either going to cost them time, which is social media, dancing on Reels, doing all pointing, still never tried that yet, or a way that's gonna cost money, which is Facebook ads, or Google ads. But what earned media is going to cost you is value. How do I show up with expertise and knowledge that no matter who consumes this information, regardless of whether they work with me or not, that they're going to get something from it. That's the kind of value that you need to give to have access to earned media. But when you're doing it, now you have somebody else saying, Hey, look at them. They're incredible. We trust their expertise so much that we interviewed them and highlighted them on that platform. So it's a difference between saying, "Hey, look at me, I'm a coach, I'm great," versus somebody else saying, "Hey, look at her. She's an incredible coach. She's great." And we all know which one of those two scenarios we lend our trust to a little bit more.

B

Britney Gardner 13:10

Yeah, absolutely. And I love that you called out right at the beginning of that, that social media is fantastic for nurturing your existing audience. And sometimes that nurturing is for actual clients that you are still in the game, that you are doing what you say you're going to do so they should continue to listen to you. Sometimes it is nurturing potential clients, people who have heard of you, considered you, and kind of, you know, placed you on a ledge over there to be done later, you know what I mean? And all of that is fantastic. I've been down the ads rabbit hole myself, and I do think it's really great for generating a lot of leads in a short amount of time. But if you don't have the backend systems to handle those leads, one of which is that nurturing content on social, right? But, you know, ways that you can upsell them. And I don't mean that in a skeezy way, I mean it in a real way, like, "Hey, how are you going to show this person who you took in as a lead that you can actually deliver and help them?" So unless you have all of those systems, and that might mean sales funnels, it might mean programs, or one on one coaching offers, depending on what you do, might mean actual services, you know, maybe you're a website designer, maybe you do something else that they need to hire for help. But you need all of that in place before you get to paying those, you know, definitely four figures but easily into five figures of ad spend. So that leads us to, of course, getting featured somewhere.

L

Lisa Simone Richards 14:47

Let's even take it to a different a different distinction. I feel like that's going to be the theme of our conversation today. I'm really big on intention. I think we all know if we want to get visibility for our business we need to keep reaching new people all the time to continue to grow, to be able to make offers, to be able to make sales. So I always like to check in with people with "what is your intention with visibility, why does being seen matter?" And I call this my ABCs of visibility. So I'll kind of wrap this up with a story to kind of explain it after. But typically, I find that entrepreneurs are looking for one of three things when they seek out visibility. They're either looking for (a) awareness -- you need people to know that you exist. If you're the best kept secret, people aren't going to be able to work with you. So a lot of people, most of the coaches I work with, honestly, are simply looking for the "how do I break through the noise so that people even know that I'm here." So that's one of the reasons for visibility. The B stands for Buzz. And I always liken this to a movie. So I am not a movie goer, I don't know what the last thing I saw in theaters was, but I know that something called the Eternals is out right now. I think that's a Marvel movie. So even for me, somebody who doesn't watch them knows it exists. Know why? Because they have a ton of buzz. There are ads for it on YouTube channels, there are magazines with them on the cover, there are interviews with the actors on podcasts or on on Entertainment Tonight. They're showing up in all these different places at the same time. So even me, someone who has literally no interest in it, knows that it exists because I've been beaten over the head with it so many times that I've heard about it. And there used to be an adage that I think it was "it takes seven marketing touch points before a consumer makes a buying decision." Hmm, my coach was sharing with me last week that it has grown to the number 26 now. That is how much we need to be in front of people to get them to create a conversion. So if you have a new course launching, you can't mention it once. People need to hear about it over and over. So maybe you're looking to create B which stands for Buzz. Finally, C, and this is one that's really relevant to listeners of this show, is credibility. So are you in a stage where you don't want to just be another coach, another online entrepreneur, but you

actually want to have your name said in the sentences as the people that you look up to, you want to grow your influence, your affiliation, your expert status, your authority. So are you looking for awareness, buzz, or credibility? And here's the story that kind of brings the distinction between those three together, I had the opportunity to speak with a copywriter, and this copywriter wanted to get new clients who are online coaches. So people who are looking for their sales page, their email funnels, etc to be written. And she shared with me, "Lisa, I want to be featured on [imagine the name of the show was The Coffee Chat." I can't remember name what the name of the show is, but I always go with The Coffee Chat. So she's like, "Lisa, I want to be featured on The Coffee Chat. That is like the top copywriting podcast. All the people I look up to have been featured on there. And I knew when I get featured there, I will have made a name for myself." And I had to share with her "Okay, but your clients are online coaches. They're not going knee deep into copywriting podcasts at this stage. They want that top-level information that's going to help them, you know, get their business off the ground. So if you're in the credibility stage, 100%. Getting on The Coffee Chat would make sense. But given that you're in that awareness stage, you want people to know that you exist. What if you stood out from every other copywriter who exists and went on an online business coaching show, and you start out as the copywriting person and now the right person is going to flock to you, because you're actually standing out." So having that intentionality before even pursuing any type of visibility is always going to make sure that what you're doing is in alignment with your goals.

B

Britney Gardner 18:25

I love that. And you know, it's funny that you've framed it in that way. I like the story, it really kind of ties it in together. But I've experienced that with clients as well. They're like, "Well, I want to do this." And I'm a poker, you know, a challenger, right? So I'm like, "Well, why would you want to do that?" And I don't mean to be combative. I tend to warn my clients about my personality upfront for this reason. But I don't mean to be combative. But I want to get to the heart. Why do you think that is the right step? I'm not saying it isn't. I'm not saying that at all, it might very well be. But what is the intentionality behind that? And I love that you were able to very clearly say, "You know, it's more of the awareness stage where you really need to focus on right now. And while this is a good, lofty goal for your business, it might not be the right time for it. And even if you did accomplish that goal (being on The Coffee Chat), you know, right now, what would that do for you?" And I have found, at least in my clients experience, that a lot of times when I frame a question in that way, they don't have an answer. And I'm not saying this in a mean way. I'm saying you know, it seems like such a good career goal to do that one thing, but if you don't know what that's going to do for your business and how you're going to use it and how you're going to honestly back plan from it, why do it? Why waste that opportunity when you can't make the most of it?

L

Lisa Simone Richards 19:48

I love that we kind of come at it from a similar angle. You seem to be a lot more friendly and compassionate than I am you. You ask questions and you evoke and you have them answer it themselves, meanwhile, I'm just tough love up in there. And I'm like, "No, here's why that might not work." And I'm just like, "You know what, if we're going to be in this container together, better that we have that conversation in here then you go out and try it and it's an unsuccessful strategy. Let me save you the time and the effort." And let me tell you, like, not

tell you, because again, we want to be coaches, and we want to be evoking, but I will definitely come in and happily be the devil on the shoulder to just be like prodding into the holes at every argument, just to make sure that my client can come out as strongly as possible.

B Britney Gardner 20:31

Yeah, no, 100%. That's the goal, right? For both of us. We want our clients to succeed. We love them. We want them to attain their goals. And sometimes our goals stated are different than our actual lived goals.

L Lisa Simone Richards 20:47

Absolutely. I think our friends job is to be our cheerleaders and say, "Yes!" As coaches, our job is absolutely to say yes, and to support you, and also number one, first and foremost, to guide you to the result that you told us you wanted to create

B Britney Gardner 21:01

100%. So Lisa, before we wrap up here, let me give you a scenario, is that okay?

L Lisa Simone Richards 21:08

I love these games. Try me.

B Britney Gardner 21:10

Alright, so let's say we have a coach-type business and they have good leads, they have a couple group programs, maybe some one on one things that are going really well, but they want to expand their business and in their case, at least, that's leading towards a like group course, you know, coaching slash self learning kind of situation, right? They need buzz, right? They've got good awareness. Maybe they even have a good list, right? But they need some buzz. What would be, if that's all you know about them, which I'm sure you know far more about your clients than what I just gave you. But let's say that that's all you know about them, what would be like the right next thing for them to do?

L Lisa Simone Richards 21:53

I would absolutely go on tour. I would pick one visibility platform, and I would milk it all day. So for example, one of my clients, she's a pre-conception health coach, she helps women who want to get pregnant. So she has her methodology of how to eat to get pregnant. Remove, replace, rebalance, and repair your internal gut system, so her four R's. So she has that message. And what she did was take the message and she -- this is a quote that I want to attribute to Lisa Sasevich, because I did not come up with it, her dad did -- but the quote is, "Don't change your talk, change your audience." So Nora, knowing that she had a launch

coming up, she looked up various fertility podcasts, women who want to get pregnant listen to fertility podcast shows, so what a great place for Nora to show up in front of her ideal client. So she went on something like 15 or 20 different fertility podcasts, and guess what? She talked about the four R's over and over and over and over again. And I'm sure for Nora, she might have gotten blue in the face and a little bit bored with what she was saying, truthfully. But the truth is, she's busy planning a launch, she doesn't have time to come up with a new message and a new pitch and a new story for every single opportunity. If she can take one key message and find 15 different places to put it that all get in front of the right client. And you know what, what person who listens to one podcast is probably listened to eight on average. So they're hearing Nora's name over and over again on every single fertility podcast. Guess how they're going to develop that know, like, and trust factor for her by the third time that they listened to her on a show? And what's really cool that Nora tells me is when people come on her sales calendar, it's not the tire kickers, it's people who can recite her four R's back to her because they know her process because they're familiar with her system and methodology and they're already enrolled. Now they're pretty much ready to take what the next step is.

B

Britney Gardner 23:42

Oh, I love that. When people know what you actually preach about, they're out in the world and they recite it back to you and sales call is like, you know they're a good fit. Yes, there could still be things like, you know, budget mismatches. There could be timing issues, but they've already sold themselves as your client. Your job is just to kind of show them the next step and let them take it.

L

Lisa Simone Richards 24:03

Absolutely. When I signed up to work with my last coach who I've been with for two years now, like I binged her content. Again, I found her first, needed the visibility, paid attention to her content, knew the system. And by the time I hopped on the sales call, I knew what the price was. And I'm personally one who likes to cut to the chase. So like it wasn't a 30-minute coaching call to see if he could get me and I was like, "Okay, so when does it begin? What is the process look like? Can you send me the paperwork? Sweet." Like, how many more clients would we all like to have like that?

B

Britney Gardner 24:31

Yeah, no, I've made my process with my current coach was the exact same way. I've been in her mastermind for over a year. I'm in for another year, and our sales call, I think was 10 minutes. And if it was longer than that, it's because we were doing chit chat. You know what I mean? It was like, I was like, "No, I just I need to know exactly what the price is. I need to know what time the calls are to make sure that I can make them and that's that's it." I've been looking at her content for over a year at that point.

L

Lisa Simone Richards 24:56

Just a reminder, guys, don't say don't come up with new stuff all the time. You can say that same thing over and over again. You're the only person who's hearing it and is so intimate with

same thing over and over again. You're the only person who's hearing it and is so intimate with it. For other people, like it's just getting the system in for them. And that creates consistency. And I get I don't mean to be cheesy, but it really does create that whole know, like, and trust factor

B

Britney Gardner 25:14

100%. Yeah. All right, Lisa, this has been fantastic. So awesome. Where can people find you if they are looking for more information on your services and what you offer?

L

Lisa Simone Richards 25:23

Yeah, I think you know, I talked about so many different ways you can get visibility, is it being on other people's social media platforms? Is it being on podcasts? Is it doing guest training in someone's mastermind or being on TV? You can probably feel overwhelmed with which one to pick, so I have a quiz that's going to help you figure out based on who you are as an individual, do you have only child syndrome like me and you love being on stage? Or does that terrify you? Based on who you are as an individual and based on your business goals. Are you trying to enroll new clients? Are you trying to create the credibility factor we talked about? Based on those two things, I'm going to tell you which mode of visibility is going to make the most sense for you. And I'll also send you a video on how to get started so you can find that at lisasimonerichards.com/quiz.

B

Britney Gardner 26:06

Perfect, Lisa, thank you again so much.

L

Lisa Simone Richards 26:09

Love having this conversation. Thanks Britney.