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Are you a purpose driven entrepreneur struggling to get web traffic that converts into paying clients? Stop wasting time and money. Discover how to position yourself as the go to authority in your niche or industry. Infuse your Wow website with the best on marketing strategies and drive traffic to your website that converts to leads and clients. Listen to the On Market Your Business podcast today and watch as your ideal clients find you with ease.

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Let's head into the studio now with our hostess with the Mostess, Carol J. Dunlop.

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Hey everyone, and happy New Year! How are you? I hope that your new year is going really well right now and starting off the new year just great. Well, you're actually listening to me, so that's a great start, right?

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I I'm loving it. 2025. Did you think that you would be here to see this? I don't know if I thought that I would be here or not, but it's kind of crazy that this is 20, 25 or 25 years into this century, if you think about it that way.

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So let's not get on a down low. Let's let's stay up and, and, happy and stuff because I'm up and I'm happy and I hope that you are as well. Today we, have a special guest. His name is Shawn Lane,

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and I met Shawn in a web design and website coaching group that I talk about a lot.

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And he was, one of the members, and I think he's in there right now. But, at the time, he had started his YouTube channel and I watched his first video, and I thought it was totally awesome as he was talking about, you know, when you go through entrepreneurship and you go through life and there are ups there, downs, it's just, you know, a great conversation to have.

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And I was like, you know what? I need to invite him on my podcast. He said, yes, and we had a great time. I can't wait for you to listen to that. It's going to be awesome.

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So now we're into 2025. We are, you know, looking at how we can make our business better. How about looking at how you can make your marketing better? And one thing that you could do is you can join the UN Marketing Academy. As you know, I've talked about it all the time, really, because I think it's quite awesome.

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It's a few years of curating my live trainings that I did all the videos that I did from 2017 until now. Guess what? They are still relevant right now. You can still use all the information that I give you right now in your business, in your marketing, and it's still going to make you money. So and that's been talk about some good stuff.

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Yes indeed I was I am and you can get into that and save \$10 a month by entering this coupon on. And that is new start 25. New start 25. You'll get \$10 off a month. And for as long as you stay a member, I got some great things coming up, some great masterclasses that will be coming up this year.

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Guests that are coming up, some and some more stuff that I'm going to be putting into the academy, and we're going to really get the community going so that, you know, that there are other people out there that are experiencing things just like your experience. And, and we can all talk about it, mastermind about it, and get the word out about each other and help each other grow.

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So that's my vision for the UN Marketing Academy, and it's

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coming straight at you right after right now. So again, you can go to UN market your business.com/join and check out everything that everyone has to say. I have some amazing testimonials. I'll tell you all about what's involved and everything. And then when you get ready to join, all you have to do is hit that check out button and enter

this code.

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New start 25.

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All right. It

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is tech time

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for the first time in 2025. And we are talking about the plug in for WordPress word Fit

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now for January. The word here for this month is protection. Protecting your website, protecting your your intellectual property that's on your website, protecting your business. And if your business, you use a website that's your hub online so that people can find you, find out about you, and start working with you.

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You have to protect that information and work. This does the job for you. I just love it protects you from unwanted intrusions like hackers and spammers and brute force attacks. When these old people get together and just try to figure out your passwords so they they so that they can get inside, that is called a brute force attack because there's just types of bots coming at it, you know, like round the clock trying to figure out that password.

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That's why you need a strong password. And that's why you need that two factor authentication. So if someone does break in, you know, get the password to your site. They still have to go through another layer which is enter in that code. Then you have on your phone in your authenticity, authenticity authenticity tracker I believe this one, the Google Authenticator.

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Can you call the Google Authenticator app and use that? So they have to have not only your log in information, your username and password,

they also have to have that code. And they can't get that code unless they can hack into your phone as well and get that code, that little code that comes up, I think it changes like every 60s probably.

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So that's a lot to do. And, and most hackers, spammers and, you know, malware or intrusion intrusions are not going to go that far that deep into getting a hold of your information when they see that too, if they think they're just gonna click on somebody else, leave yours alone. And that's all we want them to do. Go find somebody else who's not as protected as we are.

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Unknown

Mess with them. Don't mess with that. So you need to get word. Fix it. Only works as far as I know. It only works on WordPress site. And if you go into the WordPress repository deep hot Suppository depository. I'm trying to tell this year then it is free for you to download you. It does have a paid piece where you can pay \$99 a month, but free works is fine as well.

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It helps you to keep spammers at bay. It tells you if some, something has been kind of, messed with or seems kind of funny because hackers get in so many different ways they could get into, not just into your WordPress site. They could get into the server that you're on and then try to get into your site.

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So WordPress is going to help you with

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all of that.

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So without any further ado, let's get in there and interview

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Sean Lang. I'm sure you're going to enjoy it, and I'll see you on the other side.

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What's holding you back from hitting well on your marketing plan? Fear

manager. Imposter syndrome. Frustration that stops now. What if I showed you how to reach your target audience and get them to buy? How to make social media marketing easy. I don't understand the power of email marketing and how to conquer your fear of putting yourself out there.

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What if I provided you with simple tools and techniques, easy to implement training that bring you clarity and give you the expertise and the know how to convert marketing into money? Hey there, I'm Carol de Dunlop, the online wild strategist and six time bestselling author. I teach purpose driven entrepreneurs, just like you to convert marketing into money. If you're a purpose driven entrepreneur who's ready to stop allowing fear and frustration to keep you stuck and instead embrace clarity, authority, and expert instruction to convert your marketing strategies into money in the bank.

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Then you need to join the UN Marketing Academy in the Academy. You'll take a deep dive into the tools, techniques, and training that helped me and my husband have the same. Our successful business. In spite of the 2008 recession, two major health crises, and of course, the pandemic. The Academy is about replacing expensive, frustrating and overwhelming marketing practices with simple, easy to implement marketing resources that get you in front of your target audience and get you paid.

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This academy is for purpose driven entrepreneurs who crave simple marketing strategies, coaches who need real life trainings to take the overwhelm out of marketing. Small business owners who are ready to conquer their fear of putting themselves out there. Service providers who want to use social media and email marketing effectively. Action takers who are ready to go live without fear.

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Marketing your business successfully takes work. And marketing without marketing. They don't know you exist. If you're ready to convert your marketing into money, you need to join the UN Marketing Academy.

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Join the UN Marketing Academy today by going to [UN marketer business.com/join](https://unmarketerbusiness.com/join).

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All right. Hey y'all. Welcome everyone to another episode of On Market Your Business, the podcast, and I have this super special person here right now who we're going to chat with if we can come each other down. Because we've been having fun the whole time before we even started talking. So Shawn Lane is joining us all the way from across the pond in the UK, and I'm actually in Playa del Carmen, Mexico.

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So two worlds are colliding in the best way. I don't know the universe may tell or two, thank John. Absolutely. I mean, it's bringing the world together. We're bringing the world closer. That's what I think we are. We are. We're the peace, the peacemakers, the goalkeepers, whatever you want to call us, that's what we are. All right. Yes, yes.

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And today we're going to talk about the entrepreneurial struggle. That's, as you can see by the title, it's the curveballs that you know, the world, the internet, the universe, whatever you want to call it throws at us. Now we're going to talk all about it. So before we get into doing that, John, why don't you go ahead and introduce yourself, tell everybody you know who you work with.

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Who are you for everything. Everything we need to know about you. Yeah, well thank you. Carol. Yeah. Thanks for inviting me on. And, I'm Sean, I'm a designer, so, I specialize in websites, digital design. I've been a designer for what works out this year. Embarrassingly, 30 years now. And, I'm also an illustrator as well as I do children's books.

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Unknown

And you see behind me over there, actually, sketchbooks and, paintings and that sort of thing. But mainly, these days, my business, some of the creative, said we specialize in digital design. I'm all things creative. I love it. It's it's, I was one of those kids at school that was was good at drawing and, you know, just love it.

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Unknown

And I still do it and accomplish some people pay me as well at the end of the day. So, yeah. I love it. And, I met Carol, through, an organization that we joined, so and, we've got to bring this, so I'm happy to be here. Yeah. Good. I'm happy to have you here.

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And that you could take time out of your day, because compared to my day, your day to your day is much later. But it's okay. And, we're going to have. So. I'm sorry. What you say is help us five in the evening. I've had a very busy day. Designing all sorts of things from caps today day to doing some super frames for websites and getting things, getting things signed off.

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So yeah, it's been a very productive day. Well that's good. I'm just starting my day here right now. When we're recording, it's about like 1:00 or something. No, no, not 1:00, 11:00, something like that. The time change is crazy from the States to here, I'm telling you. And then from there, then they also it's like, yeah. But before.

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Yeah. So yeah. Yeah, definitely. But what I wanted to talk with you about and what we had discussed talking about. Yeah, was a curveballs that, you get that get thrown at you that you calls and all that stuff. And I wanted to start out and say, you know, I started out with the curve curveball because as I was, I don't know where y'all are in my journey listening to this podcast, but I'm going to tell you, we just moved to Mexico, Playa del Carmen, Mexico, about, two months ago.

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We just recently returned from the states to vote because we had to go vote in person. Not that we had to, but we really had to. And so whether this is plan, this is going to play after the election. So I have no idea. I'm hoping that my person wins. She wins without even telling you who I voted for.

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Unknown

You already know right in have to win. So. So, I can't even vote, but, but that's okay. See some of vibes, send those vibes. So as we just got off the plane yesterday, just got back into the office today, our internet was not working. Oh my God, what does an entrepreneur going to do without internet? What?

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Unknown

Yeah. So nightmare scenario. Oh I know no wife, I know nothing. I mean, we did have a phone, but I can't conduct an interview like this. Oh, damn. It just where it will burn up the phone. I've tried. It will burn up the phone. Shut down. Nothing would happen. And it would be crazy. Yeah, so we just got our internet taken care of.

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Thank you. Thank you to the internet providers here in Mexico, which, you know, we were talking. Sean and I were talking about this soon come the manana all of that, you know, just do it when you get it. Got to do it. But this guy Oscar is his name. Oscar was amazing because it took him, like, I would say, 20 minutes.

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The badass. Because neither one of us, I don't speak a lot of Spanish. He doesn't speak any English. We were trying to communicate through WhatsApp and phone and he it was just crazy. But he did an excellent job. He got us up and running five minutes before I had to be on here. Then I then when I get on here so I can't hear me, I mean, he can hear me, but he can't.

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Unknown

And then the the Google Chrome shuts down. It says you need to reboot, you need to reinstall. I'm like, oh my gosh. So that's just one of the obstacles and things that happened as an entrepreneur that you got to be ready for right now. What do you have to say about it? Well, firstly I want to say muchas gracias, Oscar, for the seeds.

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It's a grass. It's. So in that out and, and. Yeah, I mean, you know, the other day, my main, my main Mac that I use it just just said the drive damage and it turns out it wasn't. So, you know, it just didn't work. I mean, I think there'd be, like, people that just temperamental, like, they just.

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Unknown

Yeah. Oh, yeah. You know, they get they get, they get crafty if you, shut them down at a certain time and then, you know, it's only going to get worse with AI. You can have attitude with, machines. Yes. They get attitudes for some reason. They, you know, it depends. They just act crazy or don't want to answer your question or give you the same answer when you get, tech that they're like, well, it's your problem.

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Unknown

I'm not going I help you to happen. We're going to have robots doing work on our house, and then they one day they're going to go, no, I'm not going to clean up that mess, you know? Right. You did it. You're cleaning up, right? Please. Or is it is it is just crazy. I think I make a point actually on that on that, on that point when I use chat

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Unknown

that GPT for sort of like copy and stuff.

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Unknown

Sometimes I use it for some posts and stuff, I put some ideas and then it comes up with some great ideas, but some great copy. I always make a point of saying, dear chat. And then I'll put please at the end, because when they take over, when the robots take over, I think that have a lot

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of how you talked

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right, how you talk about it.

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And, you know, they might not exterminate me because I think he's quite a nice guy. You know, he's always been. Sorry. A different time. So. Right. I do the same thing. I was like, please can you. Thank you. Oh that's great. No. Yeah. No, no. Very cool. So, people are people like, sure I yes, definitely. Speaking of Max, and I know we're going to get in further into the interview in a little bit.

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But speaking of Max, I just got my baby Mac back because when we first came to Mexico, you know, we just we came with, carry on and a backpack. That was it. Because we wanted to check it out and make sure it's not. I couldn't bring my Mac because it was too dark or big. And so my I was using my husband's, MacBook.

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So just imagine you and your wife using the same computer, and you both work from home and you having to divvy up time. How about that? As a as a nestico as a recipe for disaster. But but God got us through it, and we're still talking to each other now. So he's he's in heaven. He's got his his MacBook back.

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I have my baby Mac back, and I would I tell you, when I, I was skeptical about bringing it over because I didn't know how I was going to do it. And I'm like, well, if I ship it, I have no control, and I'm

probably going to wind up paying like \$1,000 in, you know, where the customs and duties and all of that stuff.

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Unknown

And then I've heard from some, I've talked to some people and they said, well, they're going to open it up, they're going to start it. They're going to look at it and make sure you're not trying to sell it. I'm like one Mac one. They're like, yeah, they're going to open it up and look at it and like, oh my gosh.

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Unknown

So then I was like, well, maybe I can take it on the plane as baggage, right? I was like, great idea. But the caveat you can't send boxes to Mexico or Chile

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Unknown

until a yeah, I don't know why, but then I don't know. I was like, well, I got I have thank God that I saved the original, box that I bought it, when it was when I got it

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and they said, oh, you have the original box.

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Great. Just bring it on. Tell the flight attendant, the desk, person, when you first get in there, then it's fragile that you need to ship it and it can ride with you on the plane. And I'm thinking, where would it ride? Where? And I'm not buying a seat for this thing. So, yeah, I was praying it.

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Unknown

The price is right rise. I'm praying all the way. And we get there to the airport. And we arrived like 3.5 hours early so we could get things settle. And I showed it to the the agent and she was like, oh, that can't fit on the plane. There's no place to put it. You're going to have to ship it with the baggage.

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I was like, oh no, you know that look, I don't know. I was like, is has anyone done that? And she was like, yeah, we do it all the time. You got it in the original packaging. It should be fine.

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And she was right. So I had to give kudos to Oscar and Mexico and to Delta Worldwide for Do It.

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Unknown

They did an excellent job. Yeah, I know I said yeah that Apple packaging the Apple boxes are lovely on the I mean it's great when you find where they're like a machine, you know, like a machine when you open them. Yeah. It's just it's sort of engineered, you know. So it's a lovely experience. You know, when you buy an iPhone or a mac or anything like that.

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Unknown

I mean, I'm a little bit to, I mean, I've got a PC, I'm on a PC now, actually, but I've got, a lot of my stuff is sort of Apple, you know, it goes to the territory when you're a designer, you kind of grow up with, right, Apple products. So yes. But I'm a I'm a little bit kind of too much.

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Unknown

Apple really is kind of in front of being brainwashed for that for a little bit. No such thing. No such thing as too much Apple. I left it, I left it for a long time, you know. So it's all that. So. Yeah. Yeah. Hey, you know, we're we're entrepreneurs and we're designers and we're creative. So we got a lot of stuff going on.

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Which brings me to the fact, you know, this podcast is all about how to help entrepreneurs get more traffic to the website. So let's start with you, John. How do you get traffic to your website?

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my main way is actually, it's a couple of ways to do, obviously social media is, pretty important these days and that I spend a lot of work, a lot of time working on ideas on LinkedIn, like post a lot of LinkedIn.

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I don't really take the heart set on there. I kind of, I kind of help people. I think the way in is to I don't like the term thought leader, but the way is to sort of, you know, post, post stuff that kind of helps people. And, you know, obviously in our profession, I post a lot about design and web design and things about security.

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All, you know, there's there's a myriad of kind of topics within that topic itself. So, right, you know, SEO etc., etc.. I just, I have a particular way I believe the website should be built. It's bespoke and it's not like,

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you know, it's, it's thought through. I mean, the, the reason my company's called thumbnail sketch is nothing to do with that YouTube thumbnails, which subsequently has come to the fore, is the fact that, I always sketch things out, and I think

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Unknown

the goal is to tell the performer quite well.

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I think my way to a solution. So it's nothing to do with like downloading templates or using the latest software. Also, it's also, yes, it's everything I think things through for the user, for the, for the business. You know, I take in

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I like to think I'm quite a good listener, like taking what they want out of the website, which obviously usually is more traffic, more business, etc. equals more cash.

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But. Right. Because I do brand identity as well. There's also the brand element in there, and I make sure that their messaging has that. And you know, it's consistent with their all their other brand. And so, you know, I've got quite a few clients where I've actually done that brand identity, a little bit of strategy. And then they say, oh, I see you do websites to.

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Unknown

So yeah, I do actually. So maybe it's best if I do your website. So it's like it's a nice sort of,

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Unknown

you know, you kind of like go in there. Not every time I kind of friend,

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Unknown

I got a brand identity client, I end up doing the website as well, which is like, you know, it's more business.

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Unknown

It's good for me. Right? So, you know, your question, I also do, you know, a lot of NorCal networking, which I've just, I've just started up again recently due to, probably this is another question. You know, I won't go into too much, remember? But I've had a I've had a physical problem, with my back over the last few years.

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So I have to stop doing the local networking and networking side. But now I've noticed since I've started,

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because I'm getting a little bit stronger and able to,

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get back out and that sort of thing, my business is really started to flourish again because, you know, I'm out there, I'm talking to people, I'm engaging with them, helping solve problems.

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Unknown

Right. I'm not doing again, I'm not doing the hard sell thing. I mean, you know, does that when does that ever work? When does a hard sell stuff never work? Because you're always, if you come across that you're helping, you're there to help their business grow. Yeah, that's to me, that's the model that, you know, it comes back to you in spades since like, you know, you will reap the benefit of helping people, you know, improve their business and improve the way they operate.

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Unknown

And, I, I would think it's just good practice. Anyway, and occasionally I might put, you know, on LinkedIn, I might put a post about if you're looking for a website, you know, give me a drop me a line. If you're looking to grow your business. Business? For example, I did a post the couple of weeks ago, and the analogy was people that believe that there are businesses like websites out there.

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Unknown

You, which I, you know, I still can't believe, but right. But the

analogy was if you have if you're a business with a website or if you're a business with our website, it's like having a shop in the middle of a desert and you were expecting traffic to come,

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but no one knows you're there. You have no right footfall.

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Unknown

No one's walking past your shop because they're in the middle of it. They've got a really good bit of feedback, actually, and I think I generated this image with a shop

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Unknown

in the desert and it's completely isolated. And, and it's those sort of those sort of stories I like to tell. And it just make people think, you know, well, maybe I should get a website because I want traffic and I want business.

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Unknown

I mean, to me, a business man that doesn't want business. Right? Right. What do you what are you doing? If you don't want business, you know, why are you even doing this stuff? If you're just pretending that you know you're going to be successful. So, luckily, most people do want success. And, you know, I believe I use social media to sort of guide them how I believe they should go about getting that success.

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Unknown

So, those are my two main, ways of enhance your question. There's my two major quotes of going out there and and generating kind of interest in what I do. So I like it I like it easy peasy man. You know, just being you just being simple. You not doing hard sell, just helping people. That's what I've always done and it's always helped me a lot.

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Unknown

If I help others, when I help others, you know, it's not all about you anyway. It's about the person. If you show them that you're interested in them and what they do and all of that, they're going to repay you by at least looking your way and maybe even subscribing to something and possibly becoming a client. Right. There's a there's a phrase, an open source of mine, an old, creative director, when I was sort of a young, young, you know, energetic designer.

00:25:15:49 – 00:25:42:58

Unknown

Those, those those days are over. But, Well, he said he said people remember how you make them feel. Not what necessarily what you say. And and that's so true. You know, over the years, I've kind of kind of looked him quizzically and said, well, now then, remember what you say, you know, you know, but it's it's how you make someone feel is a deep, you know, it's it's deep inside and it's kind of like, you know, if you if you annoy someone, they're going to remember that you were the guy that annoyed the more, you know.

00:25:42:58 - 00:26:00:57

Unknown

So. Right. Hopefully if you if they make you feel, if you make them feel that, wow, he's going to be easier to make my business really successful, they're going to remember you say that's the guy that's going to help me, my business to flourish. So, that's sort of stuck with me over years. And I use that as a kind of guide going forward.

00:26:01:02 - 00:26:21:20

Unknown

I love it, I love it. That's that's the way to do it. So since we're talking about all these curveballs and I've talked about my curveball just in the present, what the what has been your number one, the number one curveball for you as an entrepreneur that the internet, the universe or whoever has thrown at you? What has it been?

00:26:21:27 - 00:26:38:55

Unknown

Well, I sort of managed the earlier that the thing for me is, I've always been a very sporty, active guy. I used to play a lot of sports and, you know, I played basketball for like, 25 years until I retired. And, because we do play basketball over here, we're not quite the NBA standard, but not quite.

00:26:38:55 - 00:26:56:35

Unknown

But maybe. Maybe I never know. Now I'm so everywhere. I love sports, I love to have been drafted by the Pistons. That's my team over there. But some of what I was, I was quite good enough. But I was okay, you know, and but I play for years I was very supportive. And then about five years ago I got a back injury with my son sort of jumping on my back.

00:26:56:35 - 00:27:16:17

Unknown

And, I was about three years into my, running my own business. And, as I said, I was always I was out networking, I was out I had a lot of interest in my business and, lots of clients. And then suddenly, because of the injury, I couldn't really, you know, leave the house very much. And, it was a real test.

00:27:16:21 – 00:27:20:39

Unknown

Luckily, over that time, over the initial 3 or 4 years, I built up a lot of,

00:27:20:39 – 00:27:36:14

Unknown

confidence in my clients. And so, you know, and these days, like I said, we've got we've got the internet and we can, I can use social media to generate interest. So, that's been the biggest thing for me because I've never I've been lucky to that point.

00:27:36:19 – 00:27:56:02

Unknown

I've never had a physical. I never knew what pain was or, yeah, that injuries from my sporting life and stuff. But. Yeah, but nothing debilitating like that. Right. It's. And suddenly out here I was debilitated with two young children, you know. So and I'm still find my way back. You know, it's it's it's a massive.

00:27:56:02 – 00:28:15:04

Unknown

It takes a long time when you get to come back. And luckily, I found a really good person in London who I trained with privately. And she's she's building me up bit by bit to deal. Yeah. It's amazing. And, you know, and one thing it's taught me is it's about resilience is like, is about it's about resilience.

00:28:15:14 – 00:28:42:54

Unknown

There's no life out there. It's it's just it's a flat, you know, everything's easy. Every life is like this. It's a rollercoaster. Every single life has ups and downs. Oh, yeah. Yeah. And and, you know, it's how you, I've never, probably never been the most resilient person in the world, but this has taught me that, I can carry on a business through even when I can barely move some days, you know, I still was, like, sitting in my armchair on my iPad, on my laptop, creating stuff, you know, and just also getting up and moving.

00:28:42:54 – 00:29:02:08

Unknown

So that to me, it's probably been the toughest challenge, especially for my business, you know, as it turns out, if I had a normal job in a company, they probably wouldn't have been in. It probably would have got rid of me because, you know, luckily I was my own boss, so I could I could have fired myself if I did that.

00:29:02:08 – 00:29:18:13

Unknown

You let yourself go. That's good, that's good. I looked in the mirror and I said, look, listen, you're not working. You know, you've got your injury. So I think if I had, I had a normal job with a, you know, in the company, they probably would have let me go. So luckily, I have my own business.

00:29:18:13 – 00:29:47:31

Unknown

I'm going to keep it going, so that's great. You know, that's, that's a good thing to say as well. If you had had a regular job, you probably either would not have been at this point now, in your health or you would have been, you know, just so struggling so much that you couldn't do anything anyway because, we I was talking about this with, my sister in law, and they were talking about how other country we were talking about how other countries have different types of health care that's not so expensive.

00:29:47:31 – 00:30:05:04

Unknown

And you don't have to give your arm and a leg to get it fixed. But, in America, where I need to say, in the United States is more secure than anything, you got to be sick before they'll do anything for you. And then the goal seems to be to keep you sick. Now, I'm not saying that that's what it is, but that just seems a goal.

00:30:05:04 – 00:30:23:05

Unknown

Because if you get well, then they're not making any money. You know, we need some. It's I mean it's a quite different we've obviously got the NHS over here, but as I discovered and you know, the NHS is an amazing thing. It's, you know, people get free health care over here, which I believe is it people should get, you know.

00:30:23:05 – 00:30:40:58

Unknown

Well, I don't want to go. Yeah. Me too. Yeah. We don't get that over here. No, I know I it's one of the things about America, or the US. Sorry. Is, I've always found it baffling why people don't go around the street and say, look, it's it's one of the things that human humans deserve, you know, as a basic kind of need.

00:30:41:02 – 00:30:57:51

Unknown

Everyone should everyone should have access to healthcare because health. Because unfortunately, health is one of the things that you're going to appreciate it when you've lost it. Oh, yeah. Definitely. You know, it's like I was saying before I was, you know, I was always a fit athlete running like 30, 40 miles a week. I never, you know, I eat well and stuff just.

00:30:57:56 – 00:31:19:38

Unknown

But I never thought about it. I just took it for granted. When you lose it, it's it. That's when you realize how important it is because you just can't function. You can't run a business. You can't do your job. So, you know, everyone should have health care, I think, as a basic need, but, you know, that's a that's a bigger that's a bigger picture, a bigger problem for another conversation.

00:31:19:38 – 00:31:38:41

Unknown

Yeah. Yeah it is. And you're right. You know, people should be out in the streets, you know, up in arms about it. But I know they're up in arms about some craziness going on and not not even health care. They don't care about health care. But, this the what? Now, I say, never underestimate the power, you know?

00:31:38:46 – 00:31:57:11

Unknown

Because if if, if everyone, you know, complained about it or demanded they would do something. Yeah, but they know that for some reason. And like you said, you don't even think about it until you don't have it. Because I know that happened to my husband and myself. He had a devastating stroke in 2011 and we're like, wow, where did this come from?

00:31:57:11 – 00:32:18:56

Unknown

Even though we knew we had risk factors and he was on medications, he still had a stroke. And then six months later that same year, I was diagnosed with stage two breast cancer. And I'm like, I'm a personal trainer. What the heck? Why? Why am I being diagnosed with this stuff? But you know, there are certain things in your environment and your DNA that you can't outrun, no matter how hard you try.

00:32:18:56 – 00:32:35:22

Unknown

So, you know, you just don't know. You just don't know what's around the corner. You know, that's why I said resilience. You know, things are thrown at you, but just it's usually it's usually not always when you think you've got everything together, you think everything's going well. And suddenly life has a habit of just throwing these things at you.

00:32:35:22 – 00:32:53:13

Unknown

And yeah, you basically got two choices. You could either bounce back from it or not. So, you know, it's up to the individual to say, well, I'm going to I'm going to fight this and bounce back. So, yeah, life's a tests, I believe. You know, I do too. I think so, because, you know,

we fail. What happens?

00:32:53:13 – 00:33:12:16

Unknown

We don't get another chance. Yeah, we just got to keep going. Exactly right. That's it. So I mean, you know, I've learned a lot in this, in this journey, getting getting things back. But I did miss I did miss some bit of it, as you probably saw a bit of a people person. I did miss the sort of face to face on networking in the chat and stuff, and it was weird.

00:33:12:16 – 00:33:31:48

Unknown

It was just on the back of sort of Covid as well. And. Right. So I mean, or in living history that people were taken away from other people, you know, I mean, I used the second hand for I was social animals. That's what we are famous, you know, it's not about people, really. And so, you take that away and we all struggle.

00:33:31:48 – 00:33:47:04

Unknown

So. Yeah. But, you know, I think that Covid was a blessing in a certain way because it helped people to realize, okay, you're not a tree. You know, you don't have roots to wherever you are, you can do whatever you want. And a lot of people started advocating for themselves, like, I don't have to put up with this.

00:33:47:17 – 00:34:03:54

Unknown

That led to the Great Resignation, where I think it was, what, eight, 8 million people or something in the States anyway, I don't know about other countries resigned their jobs just because I'm like, I don't want to do this. And picked up and moved to other places. You know, for years, my husband and I have been saying, we need to telecommute.

00:34:03:56 – 00:34:17:57

Unknown

We need to telecommuting. The companies were like, I don't even know what you're talking about. Telecommuting. What is that? Then 2020 comes are like, oh God, what are we going to do? How are we going to oh, I guess we have to let people telecommute. And now they're trying to go back on it by making people come back into the office.

00:34:18:02 – 00:34:22:23

Unknown

But you know how it is once you let that cat out of the bag, it's not so easy back in there.

00:34:22:23 – 00:34:32:25

Unknown

There's no way this, you know, and you've got now you've got this thing called hybrid working over here. What sort of that? But yeah, you know, it's a bit a bit of both. I mean it's a control thing is that for businesses they want.

00:34:32:26 – 00:34:53:48

Unknown

Yeah. They want to they want to see what, you know is trust and control. And I can understand. They can see it. They can see it automatic. I know it's true, but so, you know, I'm a bit sort of in the middle with it because it's good to build. I've been I've been in great teams. You know, I've worked with great people and stuff and it's it's nice to have that, especially in the creative industry.

00:34:53:48 – 00:35:17:37

Unknown

It's nice thing where you're sort of like bouncing ideas off each other. And, and when you work together, you get that kind of mutual and you reach your goal. It's kind of a mutual eye, you know? And, whereas when you're isolated a little bit, it's kind of it's not quite the same, but at the same time, you know, I, I'd much rather work a bit in a hybrid sort of role, maybe two days a week in a studio and then three days and that sort of thing.

00:35:17:37 – 00:35:35:44

Unknown

So that's the perfect, medium for me. Yeah, people do give me energy. But recently when we were when we first moved here and then we moved into our condo, we didn't have internet for like ten days. Oh, my God, no internet for ten days. What are we going to do? So I had to do how did I survive?

00:35:35:44 – 00:35:52:10

Unknown

I went to a co-working place and I found the best co-working place. It was totally awesome and had a quiet room where nobody was talking. They would just work and it had a like an open area where a lot of people were working and talking. I don't know if a lot of work was going on, but they would do a lot of talking.

00:35:52:14 – 00:36:06:49

Unknown

A lot of talking, yeah, a lot of talking. And then they had, separate meeting rooms and then they had separate singular rooms, because that's how some people do on their podcast episode and stuff. So it was a great mix of everything. But you know what? I got out of that? I was like, this reminds me of work.

00:36:06:49 – 00:36:25:19

Unknown

I want my internet at my home so I can go in my office, close the door and not be bothered. Then I can come out and then I'm good. So it's, you know, different strokes, different strokes for different folks. But you, you can truly focus when you're, when you're in your home environment and you can just get on with stuff and you know what you need to do.

00:36:25:23 – 00:36:43:22

Unknown

But sometimes you do need people, you know, you need somebody around you to say something to you are to are here another individual. So my husband usually, you know, he's the person I talk to. So most of the time I don't need anybody else. But I do, you know, I think crave to be around different people, others, you know, all of that.

00:36:43:22 – 00:36:59:25

Unknown

And just look at how they're live and how they are, what their business is. I'm very curious about what people do as a business. So that that leads me to my next question. So how can we and you said this, we don't know what's around the corner, but between you and I, we got a lot of years between us.

00:36:59:25 – 00:37:21:24

Unknown

And we've seen a lot of ups and downs, good and bad and all that. So how can we get our audience to anticipate when things go wrong, and what can they do about it? How do you say, you know something's going to go wrong? How do they prepare, and then what can they do about it? Well, it comes with thinking, really, I think you just you can't really prepare 100% for it.

00:37:21:24 – 00:37:45:24

Unknown

But, it's best to think about maybe take some time out and just, you know, write down what could possibly happen, what could impact my business. I mean, you know, Covid, you could never you could never sort of, like, particularly write books that come in nobody you go crystal ball. But there's always something that, you know, is going to come along and you just become prepared for it.

00:37:45:24 – 00:38:05:37

Unknown

But when it comes to business, you can think, well, okay. I mean, I've know guys and ladies who own businesses and they they spend everything they don't anything away. They spend anything on, you know, I always find is a little bit conservative. I'm not usually a conservative person, but it's always nice to tuck some stuff away for, like, you know, disasters.

00:38:05:38 – 00:38:23:08

Unknown

And so just in case, you know, just to say something, you need a new computer for your business. Your computer. Right. It goes down. You're right. It goes down. Well, you know, it's not going to be a you got your what I call a buffer zone financially. So, you know, I don't I say it sounds it doesn't sound very creative to do that.

00:38:23:08 – 00:38:42:49

Unknown

It sounds too safe, but, I feel a bit sad saying that, but I have, you know, I have a sort of buffer zone that if something was to go wrong, if if my house was to blow up, you know, you know, God forbid. But, I've got I've got something tucked away so that, I could still start again.

00:38:42:49 – 00:39:03:48

Unknown

Or, you know, I can I could answer problems for my clients. Right. Just in case sort of thing. But, it's about thought, really just thinking. You know what could possibly go wrong? How am I prepared for that? And then from from there, it's up to you whether you want to, you know, take the steps to be prepared or not.

00:39:03:53 – 00:39:25:37

Unknown

That's so true. Because I will tell you, if I had not had the box, the original box and my Mac came in, I would not have been able to bring it on the plane with me and take it. I would have had to have shipped it. And that was going to take weeks because we we shipped something from the States to Mexico, like when we first got here, just kind of trying to test it out.

00:39:25:41 – 00:39:44:57

Unknown

It was just like a gadget. We had to pay \$100 in duties and all of that stuff. Then we had to pay more money when it got through customs and we could tell that they had opened it up and looked at everything because they had like, sealed it. They had sealed it sealed and they could get it. So like, I don't want that going with my Mac.

00:39:44:57 – 00:40:02:16

Unknown

So I don't know the fourth out of keeping it, keeping that box. And I have to blame it on my husband because he keeps all the boxes so you don't throw any boxes out. We got boxes galore. When we were coming to Mexico, we had to throw boxes away. Yes, but this is looking like I said, you can't prepare for everything.

00:40:02:16 – 00:40:18:51

Unknown

But looking to the future about possible what could happen, you know, you know. And I don't know if you could in years, years ago think, you know, I want to move to Mexico. Therefore I'm going to keep all these boxes back that never that never happened. But, you know, we were looking at we were going to move. We were renting.

00:40:18:51 – 00:40:39:37

Unknown

So we knew we were going to move. So I was like, when I saw that mechanical box that Mac said that that Adobe and Adobe. Apple said the Mac it. And I was like, wow, this is pretty neat. I mean, I opened it up. It's like an experience opening the thing up, right? It is. This beautiful machine is you just signed by, you know, it's engineered.

00:40:39:37 – 00:41:00:32

Unknown

It's designed by, you know, they they weren't one of the first people to actually think about that, you know, is this getting them getting an Apple product is an experience from the moment you receive products to no one else is doing that, you know. And now I don't, you know, I don't even know if anyone has doing it now, but because it's obviously a bit more expenditure.

00:41:00:37 – 00:41:28:02

Unknown

But but they keep doing it. They keep doing it. Doesn't matter if you order a replacement watch, wrist watch thing, you know, for for your Apple iPhone or your Apple iWatch or whatever is going to be in some magnificent packaging, it's going to be buffered and all of that, I love it. I mean, I, I've used Apple products often over 30 years, but for the 20 previous years to this, my husband was a he was a PC guy and he didn't care.

00:41:28:04 – 00:41:49:13

Unknown

Like, what do you do with an Apple thing? Get it away from me. So we went straight to, you know, Microsoft and and the PC stuff. But then when iPhone first came out, being the engineer, the network engineer person, the computer guru, the person that he is, he was like, I gotta have that thing. And so from then on, you know, he started with that one little phone.

00:41:49:13 – 00:42:10:45

Unknown

Now he's he would all apple, I want to say probably 2021. He went all out the phone watch you had you know the the book app book and all it. And I was still doing the PC and then, he's like, you gotta you gotta switch over. You need to switch over. It'll be much better. We can communicate better.

00:42:10:56 - 00:42:34:00

Unknown

And I was totally Android. I'm like, no, we don't need to do that. I can, you know, get on Google and all that stuff. But I'm telling y'all, if y'all are looking for the difference between iPhone and Android, there is no comparison it because the communication factor between me and my husband, you know, we're in the same place, but just being able to use our watch to talk walkie talkie to each other.

00:42:34:14 - 00:42:55:56

Unknown

The in the stuff that's in there, how my health, our both our health has improved because of the eye health and all of that is is amazing. I mean I'm just I'm just amazed with tech. This is the internet for for Apple isn't it? It's yes. Yes I they've got they got the new you know talking of AI they've got offline challenges.

00:42:56:01 - 00:43:14:10

Unknown

So yeah we haven't gotten that yet because I think is and then on the next thing it comes out soon. Yeah, yeah. But I'm waiting. I'm really I, I don't ever buy the latest of iPhone or iPhone iPhones. Kind of like a couple years old. Ours too, but something, you know, we have a new. But this Apple intelligence.

00:43:14:10 - 00:43:33:08

Unknown

I'm like, okay, let's see what it's all about. Because, like you say, eyes everywhere. And the people who don't use AI are going to fall behind the people who do you. Yeah. So you might as well do something, you know, entrepreneurs. Hello. AI is a whole nother topic for us to talk about, isn't it? It's like another that, I don't know, kind of, video, but.

00:43:33:13 - 00:43:59:32

Unknown

And I'm, I'm telling you, some people are really coming around to it because I own son Saturday, Friday, Saturday and Sunday. I was in this conference that spoke on Saturday, and it was for not a church but religious, you know, a religious conference. And the people are all spirit based and faith based and stuff like that. How about they had somebody talking about ChatGPT and you need to use it for your ministry, and if you don't, you're going to get left behind.

00:43:59:32 - 00:44:22:31

Unknown

I was like, okay, I'm in the right place. Yeah, I know, and that was awesome. Yeah, there's no there's no sector that's not going to be affected by it. Right? Oh yeah. Yeah, it's really crazy. I mean

hopefully I mean I somewhere in a creative job someone's asking me for what they think, you know, because it kind of ruined web design or I don't think I don't think it will.

00:44:22:31 – 00:44:40:38

Unknown

I think it's, it can't really generate, you know, I had a job. It's not a web design, but I had a job recently. Gentlemen, it's quite funny because he he filled in my on my website. I've got contact form, like a lot of us have. And, and he said something like, I don't really like designers, okay.

00:44:40:43 – 00:44:54:39

Unknown

Which I thought was a funny way to get someone to work for you. He said, I don't really like design. He said, I've had a bad experience with designers in the past, but I've got this awards logo that I need designing and, I really original design. So I thought, oh, this is going to be a really challenging one.

00:44:54:44 – 00:45:01:18

Unknown

But, you know, long story short, it all turned out really well. And, and he said, when, when, when I

00:45:01:18 – 00:45:10:37

Unknown

generate this design, you know, and he was really happy with it and he was like a, he was like putty in my hands. And he was like a little kitten, you know. Yeah. Starting off, I said, you started off really grumpy.

00:45:10:37 – 00:45:22:32

Unknown

Then he was like a little kid. Yeah, I've had those. I've had those. Interesting. Which is why I mention it. He said, there's no way, I could have an AI prompt could have generated this design because it was

00:45:22:32 – 00:45:33:25

Unknown

so different. And so, you know, if you if you generate an AI, if you go into a prompt and you've got logo things there that generate, you know, logo designers

00:45:33:25 – 00:45:39:44

Unknown

and stuff, right, that you will just have like badges and the standard kind of stuff.

00:45:39:49 – 00:45:41:15

Unknown

I thought it was an interesting thing

00:45:41:15 – 00:46:00:05

Unknown

and to say, you know, it was like, yeah, that's true. You know, you wouldn't there's no way an AI generator could have, generated the design that we ended up with. So, maybe there is hope for us after all. I think so, I think there is, of course, because AI is here to stay.

00:46:00:05 – 00:46:18:38

Unknown

It's not going anywhere. And if we expect sooner, we accept it. And kind of work with it. I think the better off we will be. So I have enjoyed this so much. Thank you for taking this time. Thank you for this, this chat, this really authentic chat. Because to tell the truth, yeah, we didn't know what we were going to talk about.

00:46:18:38 – 00:46:31:33

Unknown

We had a subject and we just let it flow and I hope that everyone got something out of it. But I hear a little birdie told me, a little birdie told me, Sean, that you have a gift for the people here. Tell us all about it.

00:46:31:33 – 00:46:33:02

Unknown

Yeah. I mean, if you

00:46:33:02 – 00:46:40:02

Unknown

want to contact me, I'll give you a free consultation on whatever project you have in mind for the design.

00:46:40:06 – 00:47:00:49

Unknown

If you want a website audit or, you know, if you currently go a website or any kind of digital design that you think, well, it's not really working for me. Just have a chat with me, and, I would take a look at it and I'll give you my feedback and, Yeah, if you want to, if you want to, you know, carry on the conversation and my services, you can if not, you can go and hire someone else.

00:47:00:54 – 00:47:28:55

Unknown

But yeah, I'm more than willing to, have a chat with you and, let me know any issues you have with your branding or your design. Oh, great. And how can they contact you the best way? Yeah. So, my my business

is, it's, thumbnail creative decoding UK. It's my website. And as I mentioned before, I've got contact form on there and all my details, my phone number, my contact phone number, my email, etc., just drop me a line.

00:47:28:55 – 00:47:49:03

Unknown

A lot of people have dropped me, to fill in my form. And, as I say, please don't start with, I don't like designers. Because I've already had that. That's already been done. Right? Trying to be original, be original. Don't be anybody else, you know, or, you can look me up on LinkedIn because I'm always on link ten.

00:47:49:08 – 00:48:12:27

Unknown

And, and I've, I've got my illustration side I've got on Instagram as well, but, yeah, my, I think my LinkedIn feed is, I think it's similar, but it's my. So yeah, it's LinkedIn forward slash iron for SAS slain art. Okay. So so yeah. But yeah, if you want to contact, I'm all the way and have a free chat.

00:48:12:32 – 00:48:32:15

Unknown

Even fits across the from there in America or Mexico. I know right. So, yes, yes. Help us do this. And one thing we almost forgot. I'm going to cut this part out and move it up a little bit. The challenge. What kind of challenge would you like to issue to the people that out there?

00:48:32:26 – 00:48:54:39

Unknown

And I'm going to just think about it for a second. You got something in your brain? Not really, but, let's see, let's see. Maybe maybe they should not. I want to say look at your wheel as well. Maybe you do. I'm trying to think of something. Go ahead, tie it into. What is it for?

00:48:54:39 – 00:49:13:50

Unknown

Is like, maybe take and take half an hour every day and think about what could what issues could arise in your business. And. Right, analysts. Oh, I love it I love yes, let's do that. Let's do that okay. Let's start back up. All right okay Sean, before I let you go, you know that I love challenges and the audience love challenges.

00:49:13:50 – 00:49:32:26

Unknown

So tell us a challenge that you can offer to them that's going to help them in their business along, you know, along the lines of what we've been talking about today. Yeah. So I mentioned earlier about, it's

very difficult during the day, you know, you get if you set your you busy, you know, you just concentrating on getting the job done and getting it out and pleasing the client.

00:49:32:26 – 00:49:53:30

Unknown

But it's hard to actually take half an hour of your day or even if it's in the evening. So my challenges, as I mentioned before, maybe take 30 minutes to an hour and just write down what could possibly what issues could happen with your business, think about future events or, or, you know, and have I got contingencies for that?

00:49:53:35 – 00:50:14:42

Unknown

You know, what do I need to do to to, you know, take that off, and, and. Yeah. And then let's see what you can come up with, come up with. Obviously nothing too disastrous like floods or Covid. We've already had Covid and, but something, something reasonably lighthearted. But it could impact your business, you know, because in this case, it how many entrepreneurs, how many business owners actually do that?

00:50:14:45 – 00:50:33:02

Unknown

Because, if we all focus on the day to day aspects of our business. So a little bit about future planning, you know, and also on the positive side, where do you hope to sort of be, you know, in in a year's time, two years time, three years time, what sort of, you know, what sort of goals, are you going to set yourself?

00:50:33:02 – 00:50:53:42

Unknown

So is this like a two pronged positive or negative side of it? I love it, I love the positive negative because we're all we're always, you know, we don't always want to be the Debbie Downers and stuff like that. We want to look up, but we we don't want to walk around with rose colored glasses. Now, although I have recovered glasses, we don't want to walk white rose colored glasses on in that think about things, but so on.

00:50:53:42 – 00:51:14:47

Unknown

That is amazing. I love that, and I hope everyone takes that to heart and does it because you just never know. Like Sean said earlier, you walk around the corner, something else can happen. We don't know. But John, you've been amazing. Thank you so much for joining me on the podcast and for being as authentic as you are across the pond or wherever you are, wherever we all are.

00:51:14:47 – 00:51:31:09

Unknown

Maybe we'll meet someday in the middle. That would be great. Yeah, yeah, thanks. Thanks for inviting me. I love I love chatting to you and, Yeah, I hope we will do this again. And, that's my wish. Everyone out there, you know, peace. Peace and sort of love. And I hope you're having a great day, wherever you are.

00:51:31:14 – 00:51:49:05

Unknown

Yeah. As we say in the old school, black culture, peace, love and hair. Grace. I think that's what it was. I. Yeah, I'll let know it. We're gonna let you go. Bye for now. Take our best. See you soon. Okay? Okay.

00:51:49:05 – 00:52:12:11

Unknown

Is your website ready for prime time? When your ideal prospects land on your website, do they see the true professional you are? Are they greeted by a site that's not quite ready for prime time? For 30 years, we help coaches and service providers transform their online presence into powerful, client attractive machines. As a premiere website to Sanders in Atlanta area.

00:52:12:16 – 00:52:42:44

Unknown

We don't just build websites, we create conversion engines that work for you 24/7. Why choose CSI for your Wow website? We're experts in authority marketing. We help you convert web visitors into paying clients with our proven UN marketing strategy. We offer complete protection. We'll work hard to keep your website safe from hackers and accessible to all. And we offer purpose driven results custom designed for coaches and service providers who want to make a real impact.

00:52:42:48 – 00:53:12:01

Unknown

If you're ready to make an impact with your website, download our free Wow Website Planner today. Inside this planner, it'll give you all the information you need to create your own Wow website. Whether you use us or someone else, you need a website that converts web visitors into paying clients. So go to KCI corporation.com or slash planner right now and download the free Wow website planner.

00:53:12:23 – 00:53:29:33

Unknown

Did you enjoy that interview? I did, we had a great time. And as I mentioned before on last week's episode, if you look in the back, I don't know if you did and you can, you can run back. You'll see that it went from light to dark because we were talking so in-depth about so many things. He said.

00:53:29:34 – 00:53:37:28

Unknown

He's a great person to just chat with and stuff and he's across the pond, so it was a great time for us to to have to talk and all that.

00:53:37:28 – 00:53:55:26

Unknown

All right. My client success story for this episode of podcast is Minister Harriet Ward. Harriet Ward was the first person to buy my book and market your business ten ways for Savvy Entrepreneurs to Stand out, Stop struggling, and Start profiting.

00:53:55:41 – 00:54:06:51

Unknown

And she actually contacted me on social media and said, Caroline just bought the book, and she has questions that answer them. I've known her, you know, ever since then. I was into 2017

00:54:06:51 – 00:54:16:57

Unknown

she's been a part of a lot of things that I've done. She was just in the recent, very recent, like in October, I believe, was when we put that out of the Power of Your Message summit.

00:54:17:02 – 00:54:45:03

Unknown

She's a coauthor in the book that I did, prayers and inspirations for mom Preneur that she's actually since since then, she's actually become a bestselling author. And not only my book, but two other books. She's been busy. Her and her husband operate a a channel, a Facebook Live that they do weekly about, marriage. And they've been married.

00:54:45:03 – 00:55:05:50

Unknown

I think I will have been married for 30 years. I think they've been married 28 years or something. I think we're ahead of them. They're trying to catch up with us. I don't think that she's ahead of us. But anyway, long time doesn't matter who's ahead of who. There's a lot of time and they are great together. So hats off to Harriet doing her thing.

00:55:06:03 – 00:55:26:47

Unknown

And our company is called Beauty God's Way. That I think that's how we initially met, because she had just put together her formula for skincare and she was starting to sell it. And that's how she got the book to find out how to market it. And she, I just, so proud of her because she has taken that idea of hers and expanded it in so many ways.

00:55:26:59 – 00:55:44:48

Unknown

And she always says, and you've heard this, if you've heard her talk about that, I've helped her a lot with the market, and I'm very proud to have done that. I'm very happy that she's in my audience, in my tribe and stuff, and I love to see her being successful. Harriet Minister Harriet Ward.

00:55:44:48 – 00:55:55:36

Unknown

Hey there. Would you like to be a guest on the Unmask at Your Business podcast? Simple. All you need to do is go to UN market or business.com/podcast.

00:55:55:36 – 00:55:57:26

Unknown

All right. Are you ready for your spotlight?

00:55:57:28 – 00:56:25:59

Unknown

Be on the lookout. All you need to do is, number one, the awesome. By either being a client or by letting me know that you used, did, or follow the advice you heard right here on a previous episode posted on social and social media of your choice. And be sure to tag me at cSAC Corporation and use the hashtag best on marketing strategy, and you may find yourself being highlighted in the client spotlight.

00:56:25:59 – 00:56:45:23

Unknown

remember the challenge that Shawn was talking about. And that is to think about what you can do when things get out of order, because a lot of times they've got out of order quickly. They, you know, go, boy. You think they don't go the way you planned. So take 30 minutes to think about what you can do to get yourself back on track, because there are a lot of pitfalls in entrepreneurship.

00:56:45:28 – 00:56:53:08

Unknown

There are a lot of downs. There's a lot of downtime. There's a lot of up and celebratory stuff too. But sometimes, you know, it just gets you. So

00:56:53:08 – 00:57:00:51

Unknown

if you're going through that right now, especially at the beginning of the year, when you're thinking about what you're going to do for the rest of the year, take some time.

00:57:00:51 – 00:57:21:03

Unknown

30 minutes is is good and just think about what you can do to get back on track. Get your business back on track. Get your life back on track. Get everything back going the way that it needs to be. So a recap on what Shawn and I were talking about. Remember the importance of looking beyond day to day operations.

00:57:21:08 – 00:57:42:39

Unknown

Also, remember to keep a balanced perspective and examine both positive and negative aspects of what's going on in your life and in your business, because they're all kind of melded together like your business is your life. Your life is your business. You need to kind of keep them separate it, but sometimes they just fell over. A lot of times they just fell over into each other because we're only human, right?

00:57:42:44 – 00:58:01:13

Unknown

We have a business, but we have a life. We don't want our business to take over our life or a life to take over our business. We need to kind of keep them separated. But sometimes we just can't help that. They all kind of meld together in a way and be authentic in your approach to business relationships as only one you, so be you.

00:58:01:18 – 00:58:18:42

Unknown

Be authentic. Just. Just like I did when I invited Sean to be on the podcast, I didn't know if he would say yes. I didn't know if he would say no or what, but I was just so kind of moved by his YouTube. The YouTube episode that I watched. I was like, I got to get him on here.

00:58:18:42 – 00:58:26:15

Unknown

We got to talk about this because it's very important to talk about entrepreneurship. Some of the things that people don't even think about at all.

00:58:26:15 – 00:58:35:19

Unknown

Would you like to get free coaching for me? Simple. All you need to do is go to [on marketer business.com/podcast](https://marketerbusiness.com/podcast).

00:58:35:19 – 00:59:01:59

Unknown

So now I want you to kick off the year right, with the Purpose Driven Entrepreneurs Daily Prayer Journal. This daily journal, 90 days, will help you kick the year off with getting closer to God and having a better prayer life as you do it. Because we talk about your life goal, your business goal. There's a place in there for you every day for you to put down who you're praying about.

00:59:02:12 – 00:59:24:35

Unknown

There's a scripture. There's a place for you to think about that scripture and put your reflections on it. So every day you're just reminded, like I said, your life is your business. Your business is your life. Who's in your life? What's going on in your life and your business and kind of, you know, keep them on track because sometimes things just meld all together and you can't get yourself.

00:59:24:40 – 00:59:39:44

Unknown

It feels like you can't get yourself out of it, but you really can. And the Purpose Driven Entrepreneurs Daily Prayer Journal will help you do that. So make sure you get that book right now. You can go to see us at corporation.com/prayer-journal

00:59:39:44 – 00:59:41:10

Unknown

and to check it out

00:59:41:10 – 00:59:43:39

Unknown

and get your copy right now.

00:59:43:39 – 00:59:51:16

Unknown

Okay. So I want to thank Sean Lane for coming out and being so upfront, authentic and honest about entrepreneurship.

00:59:51:16 – 01:00:18:04

Unknown

And Sean, I hope you're doing well out there. I haven't talked to you in a while, and I'm sure we'll be hooking up pretty soon and chatting and talking about what's going on. So y'all stay tuned for the next episode where I have my biz bestie, Naty Mullings, and she's going to join me to talk about how to dominate your niche, niche, niche, niche, whatever you say, one of them with the best content marketing system.

01:00:18:08 – 01:00:44:06

Unknown

Nadine and I have done a lot of things together. I don't see any. I don't see competitors, I see collaborators, and that's what Nadine and I have done because she's in marketing. I'm in marketing as well. We market a little bit differently. We talk about things a little bit differently. But she's going to talk about her best content marketing system to help entrepreneurs to do the things that they need to do with getting the word out there.

01:00:44:11 – 01:01:09:45

Unknown

So before we get off of here, could you do me one favor? And if this episode has been valuable to you, if you've learned some things at this stage, you go, oh, I'm just thinking about some things. Please leave a review on whatever podcast platform you're listening to at all right now. And if you want more information, you can also look at the show notes like it if there's a like button around there.

01:01:09:50 – 01:01:22:11

Unknown

And one more thing. You can always share this podcast with your friends, your audience, and let them know that there are some things about entrepreneur life you'd like to share with them. So thank you so much and bye for now.

01:01:22:11 – 01:01:50:57

Unknown

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01:01:51:02 – 01:01:52:23

Unknown

See you next episode!