



Episode 21
Developing a Winning
Marketing Strategy with
Troy Sandidge



**Jason: [00:00]**

Welcome to Designer Discussions today. We're going to talk about developing a winning marketing strategy.

Intro: [00:15]

Welcome to the Designer Discussions podcast. Tune in each week where we discuss marketing, branding, PR and business advice for design professionals.

Jason: [00:22]

Today we are joined by Troy, who is a very good friend of mine and marketing strategist expert, and he also has a podcast of his own. So how are you today, Troy?

Troy: [00:33]

I am great and amazing.

Jason: (00:37)

We wanted to have you here today because as we enter the year of 2021, a lot of small businesses in the design world are developing their marketing plan for 2022. And I thought it would be perfect to have you on here to talk about developing a marketing strategy. So for our audience, if you could just do a brief introduction into who you are.

Troy: (00:59)

Sure. So for the past twelve years, I've been in the B two marketing space. I've been a de facto CMO. I've been a global marketing director. I've been that odd guy that just like you just keep having these odd titles and just making things happen. I'm that guy. I'm that guy. I'm very passionate about marketing and strategy and business. I'm very diverse and different disciplines on that. But I think ultimately I try to simplify it all to make it make sense. So I help start ups entrepreneurs, just people who are in that mid level trying to get that grind on, get to that seven figure growth.

**Troy: (01:34)**

Or maybe they're there. They're trying to transition further. I help them simplify that process to get there. So it's been very fun. And I think in 2021, I think the challenge has been we've gotten past 2020. That's great. Now it's like, how do I make myself sustainable again, or if you're starting from scratch, how do I kind of scale what I'm doing? What's working? What's not working. I made a little money. I'm getting some traction, but there's a destination I'm not reaching. I'm so close. There's some simple things I need to do. Maybe it's social, maybe social audio, maybe it's podcast, and maybe it's blogging. I don't know. True, but I can't figure this out. I'm so close, and I'm hoping point 22 is that kind of rejuvenation. It's like, yes, I made to the next level. And so I've been trying to help a lot of businesses kind of break that mode and get to the next level. And that's what we're going to talk about on this episode.

Jason: (02:25)

That is, honestly, you can lead right into that. And what are some obvious tried and true marketing methods that work regardless of the year, because I know we're heading into 2022, but you always have the strategies that sustain over time. So what are few of those that you could tell our audience about?

Troy: (02:46)

That's the first thing you want to build a story of. And there are many ways of doing that. We have some public relations experts on here. So we understand. But authority leads to credibility, leaves the visibility leads to activation, leads to money. And most times we have to separate ourselves from the effort that we put in, as if we immediately get brownie points. We get reward points because for the effort, look how much effort it took me, Troy, to make that carousel on Instagram or that reel to showcase what I'm doing as a designer as a solopreneur.



Troy: (03:34)

True. You know how long it took me to put my kids in the room? My dog. I got it. I got my makeup phone. The camera was great. The light was perfect. I got it. I did the dance. I did the whole thing. Where's my money? Where's my leads? Where's my DMs of people saying how amazing I am as a designer as a creator. And it's not that simple. Great. You created content. Guess what? Everybody else did the same thing. Everybody else that you're looking at did that. Top ten X. So we have to separate ourselves from the effort that we're putting into it, and we have to see what is working, what's not working to build that authority. And sometimes to build that authority is doing things that you're just uncomfortable with. And I like to say this, are you just doing a hobby or are you trying to make money? If you're trying to make money, you're going to relinquish yourself with some of your personal views of. Well, I'm not a podcaster. I'm not a writer. I'm not a real person. I don't want to be on camera. Do you want to make money? Do you love what you do enough that you want to make money doing it? Therefore, the audience. I like to say this part culture dictates, the actions you must take to activate to get the results that you want, not you. I may want to be an introvert. I'm just hiding, Troy. I just like to do a certain thing. I don't want to be on camera, but if we know, the data tells us that to get to that result, that you want the visibility, the authority they have to see you not high behind your logo, not high behind a business card. They have to physically see you, the emotions, the tone and how you articulate about why you do what you do. The back story, not all the personal stuff, but a little bit about who makes you you that differentiates you from other people. And so when you're approaching social media, when you're approaching marketing, it's not so much about what you just feel comfortable with it's. Doing things that your audience knows that they need to see in order to exchange money for what you give back. And to build that authority, it may require you to do things that you don't want to do, but in time, you'll love to do it because it'll make you money.



Jason: (05:34)

I love that. And I have to say for my own personal experience. It's true. I'm an introvert growing up. That's how I was. I was introvert. And not until I hired a coach about two years ago. Did he tell me, okay to scale. You have to get out there. And I was hesitant about that. I was like, Why? I'm like, I love the behind the scenes stuff. He's like, no, he was like, you have a story that others in the marketing world to your audience does not have. And he had talked about me being an architect and all that stuff. He's like, you need to say that you need to show that and that actually differentiate you from everybody else. So it was hard for me. Honestly, it's still hard for me sometimes because I'm an introvert at heart. But I know I gotta put myself out there. I know. So that's 100% sure. So with the businesses that you are working with now, what are some limiting beliefs and are mistakes that they are making that you can really help our audience avoid heading into 2022?

Troy: (06:32)

Yes. The first thing that they're probably doing, they're not doing enough distribution. Content creation is just one part of the coin. You need to be able to distribute effectively and efficiently. And I'm about to debunk the myth. And people say all the time, quality over everything. Let me ask you a question. If no one sees your content, how can they determine how much of a quality the content is quality? And people deal with that. They're perfectionists. They're too afraid to push. They're too afraid to distribute. They care about what other people think.



Troy: (07:11)

I had to tell someone this, too. And I'll get back to the point in business. When you're a solopreneur, you're an entrepreneur, you're grinding and grid and everything else. That comes a point that when you really need that money, when you really want that business to take care of yourself, your family, your loved ones for yourself. When you look in the mirror every day that I'm doing this for me, something switches and you just start doing what you should have been doing the whole time. And so a lot of people are failing at distribution of what they're doing or what they're saying. They're not getting in front of people. They're not creating content quality wise. That can be redistributed can be converted into three tips, can be referred to a series of reels, a YouTube piece or whatever, a blog post, a series of LinkedIn posts, a LinkedIn article. There are so many ways you can distribute your content because, yes, you may be a certain person. And you're saying that everyone who is a specific designer or interior designer or entrepreneur and my niche is on the ground or is on TikTok. Well, it's over saturated, too. I had to tell someone this. I said this specifically to one of my clients I've been helping lately. They said, Well, I sell products, and I'm going to send my Instagram shop and do all the stuff and no one's buying. And I'm trying to buy in bulk. And the prices are too high for most people in this market. I said for most people, if you're at a certain price point, they don't want to pay that they can pay for somebody else much cheaper because they're designed. I go to that platform for a certain price. I go to wish for a certain price. I go to Amazon for a certain price because that's how I'm seeing this platform. So if you want to get to that higher level, go where the people aren't, but the money is there. You position yourself in that situation on maybe a LinkedIn or somewhere else. Now people see you at a different authority at a different price point. But it's also about distribution of that content. So that's a big thing that many of us, even myself.

**Troy: (09:11)**

I feel that all the time. I'm not distributing enough and volume, but I'm not distributing enough on per platform per channel just because you see at one time how many ads? There's a number that says somewhere between we see at least 4000 ads or some type of call to action piece a day on our phones, on our phones. So you need to tell me that one piece of blog post that R1 that you did is supposed to generate the money you need for this week or this month of this year? No, we got to distribute that constantly. And don't be ashamed about it because you got the good news. You are the game changer. You're the bridge between where they are mediocrity and success to what you're trying to achieve, whatever your superpower is. So you better tell that like it's the bees knees and keep going. And so that's a really big thing that we're all failing with that we all can do better in 2022 is distribution.

Jason: (10:11)

So to follow up to that with the distribution because some of our audience, they're actually solo entrepreneurs. So what is the best and most time effective way to have that distribution effectiveness, but not spend all your time every day trying to get that blog post out. Get this out.

Troy: (10:33)

I'm going to say it's live streaming. Few reasons the audience is. So forgiving it's less pressure. You got to have a studio, have a nice light, put a mic, \$99, 129, whatever, or just use the iPhone, whatever, iPhones, whatever, and talk about stuff. Ask questions. If you get a good audience, they'll ask you questions. And it's amazing how if someone asks you a question, you think you're a high level of authority. Wow. They are smart. They know exactly what they're talking about. All you got to do is talk about how much passion you love what you do and educate people on why you do it the way you do.



Troy: (11:13)

It not what everyone else does. Not pull a million calls with everybody else in your space. But why are you doing and people see that? And like something about what you just said lands with me and I want to work with you. But the other reason why livestreaming helps so much because you can do so many things at one time. One is posting a wrestling and platforms. And if you use like a stream yard or Restream or something like that tool you can do LinkedIn, YouTube, Facebook, all the different things and we're all up at the same time. It's out there. So now that's one content distribution, you just distribute your content through different channels. It's lives. People think you're so courageous. You're so brave. We're still there. If you press recording, talking, you're doing something that 85% of the people aren't even doing. So kudos to you for that too. But then now if people engage with it and we sleep on the replays y'all, that content is going to help give you residuals over time. You keep having people come in and engage with it. But also that content that could be used as a sales funnel tool because I get tired of repeating yourself, why you do what you do about yourself, how you help client festivals. I don't know about you, but it's all a blur. Sometimes some days you got it all. Sometimes you don't. Maybe you make it ain't just right. Your words aren't coming to you today. It just ain't my day. You know what I can reference this last year I talked about. Hey, go to this time stamp here. You want to work with me, work with me. So I just heard this one piece of content that happened live into all these series of activities that I can pull from it. Don't even sleep on the SEO part. I can help you with authority and SEO there, and it can always reference in other things as well. And you can pull out make audio snippets blog posts directly from the live stream. You can put the link in your blog post. Hey, you don't want to read watch. There it is. And so it's just taking one simple thing. You mean to tell me you can't take five minutes a day and do one focus live every single day for 30 days.



Troy: (13:13)

Or just put it to Friday. Let's just make it simple. If you can't commit to that. See what happens. I think that's just one big thing. Now, if you want to go a little bit further or the camera is very intimidating, I get that sometimes that is a stop and block for certain people. Social audio, no excuse. It's a part of the line. You just having conversations. You don't got to worry about what you make it look like your outfit on whatever you can make money in PJs educating people on what you do, why you do where you do, how you do it. I've had people who have done clubhouse rooms or Twitter's faces or Facebook audio rooms where while they're in the conversation. Hey, book an appointment with me. Did you do it yet? They did it. Okay, great. I'm making sure that I'm closing ten to 30 leads while having the conversation. So I think those are two really dynamic ways that are cost effective, cost efficient, help your distribution, help with your sales funnels, help with your confidence. Sometimes the more reps that you do about what you do, the better you don't be about and people respect you for it, and you'll build community through it.

Maria: (14:21)

I was just going to say, I think a lot of designers feel like we are artists and we create a craft that people desire, and they see us and they want to work with us. And that's either based on recommendations from our friends or their friends. And they heard about us second hand that we're trustworthy, and then they see what we do is beautiful, and they want to hire us. But I want to talk a little bit about how our business has some ability to control the types of clients we get and maybe even pull in clients that are not within that immediate range of people that our businesses are supported by.

**Maria: (14:57)**

That we can start to reach outside of that. So what are some things as an interior designer that we can do? Like you said, one is the authority. Two would be doing live streams. How can we do that? How can we model some of that for specifically, like, a small interior design business?

Troy: (15:17)

I love that. And I think the first thing to think about is what is the goal you need to see first, not the big audacious goal. Like I'm talking this week. If you saw this happen, you would feel inclined to continue doing what you're doing, even if it's weird, awkward, different new. And so is that seeing an increase on your Instagram account? Is that seeing more engagement? Is that seeing more mentions? Is that just seeing just more content being created? Like, I don't know what that is. Those who are listening or watching, you're going to know exactly what it is. How did you know the tea? I don't know the T. I don't know the tea, but whatever it is, you inserted it there. And now we just work our way that way because it's all about a series of baby steps. And so as designers, you are clearly and utterly passionate. You are built for this, maybe not built for sales, maybe not built for the hard conversations when it gets to the bottom line. I love a journey. I love the story. I love the experience. How much is that going to cost again? You got to have that straight face. I'll be like, oh, yes, that's 25,000 starting out or starting out that's 50,000 or sorry, we do about six figures and you want to hold your breath and see what they're going to say. And you don't want to mention payment plan because you want your money up front because you've got bills to pay and things you got to do. You want that vacation in the Bahamas in 2022, right?



Troy: (16:36)

Am I being real? So with that being said, we got to have a certain position of how we present certain things. And so I'll share something really quickly that I've coined. People remember things when it's very mnemonic in a sense. So it's called the leads generated blueprint, but I'm not going to focus on what it stands for. Legion, engagement, authority, demand and sales, and kind of talked about all these things in a sense. But I really want to focus on the activation steps. So the first thing you want to do is leverage language to launch. The second thing you want to do is educate and entertain to enchant. The third thing is to attract and amplify to activate. The fourth thing is to dream big and distinguish yourself to drive. And the last thing is share frequently and support often to shine. That's kind of like your framework from first engagement all the way through to getting that contract, getting that green in that bank account, they pay, we're ready to go. Okay. And I think as designers, you have to understand how to incorporate your passion and love with just business acumen. That's the hard part because we know what we're doing. It's like you can explain all the passion and everything else. But sometimes you don't know how to justify why it costs us, or they need to see this is great. But how does this experience change my life? And I think that's the hard part. So I think when we come in with creating the content, when we come in with engagement of conversations with the intent for people to sell, first of all, selling is not a bad word. It's not a negative word with the car dealership, and they get a bad reps. That shouldn't be the case. It's not the case because sailing is the doorway for you to continue to do what you love. And so we have to reset our minds about the sale, and we can't wait to see the end to have a small call to action. And of our amazing Instagram post that we wrote out, hey, let's have a conversation. No lead with that. My design, my experience allows my clientele, my customers, my consumers, to be this to achieve this.



Troy: (18:53)

And this is the time for you. All we have come out of 2021 was a little rough, but the money is there now the money is there now. So that means we're coming out of this Valley design interior designers is your time to shine and get to that mountain top. And so I think you have to apply those different mechanisms in place. But ultimately, when you are a designer one, we are so entrepreneur one, it can be very intimidating because I don't have someone to do the sales for me. I don't have the one to have those tough, hard conversations. But when you leave with that and position it down, if you want to make six figures per customer, I'm going to leave with that. What does a six figure interior designer experience look like here's? Three steps, man. Maybe I'll do the dance to in the real. This is what a six figure interior design experience looks like. Y'all you just do the swipe, swipe, swipe, go down, down, down. I'm conditioned. Now that when I see you and I go through these things, okay, that's what I already know what it costs. Speaker There's no hesitation on that. Now it's up to you. If you want to take conversations that you haven't qualified for another conversation of this today, but your point, the better you can have people disqualify themselves. Guess what? You ain't got to be the mean person that says the price is this the price is this. You don't got to do that because you've already qualified and disqualified them across the top of the whole way. Your content creation, your conversation, your website. So whatever amount of money that you're trying to achieve, you have to incorporate that into your passion and your conversation, and it gets easier, the more that you do it. And for the record, I was coughing out of character. Not that I have anything.

**Jason: (20:38)**

Keep preaching. I'm over here saying Amen, but I'm sorry.

Maria: (20:44)

I mean, I think that some of the most compelling information I see from interior designers is when they say on social media. Hey, if you're at the framing stage of your house, this is when you should start with the furniture. This is when you should be placing your orders. So things are ready when your house is ready. And I don't really see that very often. I don't see a lot of people talking about when is the right time to hire your interior designer? How much money you should be budgeting for your interior designer? I just don't see a lot of advocacy amongst interior designers for the whole industry. And so just that comment of saying this is what \$100,000 interior design experience looks like isn't set. And so to do that would really cause authority and someone to really stand out in their industry.

Troy: (21:34)

I saw a post he would reframe the call. I'm sure you offered this quote, Take it till you make it right. And he said, no, that's not honest. It doesn't make sense. You want to frame it until you make it. So when you're creating the persona, the audience, the customer that you want, you have to create that vision for them. You have to frame it. So maybe I haven't had a six figure interior designer client yet, but in my mind for someone to pay me for that, this would be the experience that they would get. So in my content creation, in my conversations and my website and my landing page of how I use my messaging, my visuals, all those components. I'm integrating that framing into everything that I do that way in period of time. Those who do qualify at that price point, who do want that six figure experience, who ain't no hesitation, who will give me the money on the spot? No questions, ask no payment plan involved. Boom, there is. Can we get started next week? That's how you have to frame it.



Troy: (21:34)

I saw a post he would reframe the call. I'm sure you offered this quote, Take it till you make it right. And he said, no, that's not honest. It doesn't make sense. You want to frame it until you make it. So when you're creating the persona, the audience, the customer that you want, you have to create that vision for them. You have to frame it. So maybe I haven't had a six figure interior designer client yet, but in my mind for someone to pay me for that, this would be the experience that they would get. So in my content creation, in my conversations and my website and my landing page of how I use my messaging, my visuals, all those components. I'm integrating that framing into everything that I do that way in period of time. Those who do qualify at that price point, who do want that six figure experience, who ain't no hesitation, who will give me the money on the spot? No questions, ask no payment plan involved. Boom, there is. Can we get started next week? That's how you have to frame it. And we get so intimidated because we haven't achieved it yet. And you know how you're going to a destination and you haven't got to destination yet. But you're so excited. You already know what you're going to do when you get to the destination, and we have to have that same mindset, vision and thought process when we're doing it, as an interior designer, as a solopreneur, wherever your case may be, who is listening? You have to have that same thing. I'm not trying to meet you where you are. I'm trying to meet you, where you're trying to be, and the quicker you can have your customer connect the dot to, hey, meet me here. Bring your six figures, maybe bring your seven figures at this door. I'll meet you there we go. Hit that ball at the same time. And here we are. You get the experience and the value and I get to pay. Finally, the money that I'm worth. And I think interior designers, you have a natural ability to take abstract things and tell a story from it.



Troy: (23:34)

Do you know how powerful that is? Do you know how many people can't even begin to do that? Do you know how you can snap your fingers and see a vision that is not even there? There's nothing there. This is the wall, just a home, just a building. And you're taking all of this in a matter of minutes and you're charting out a whole journey. You know how powerful that is? Do you know how hard that is? And I think sometimes we need to raise our prices one because we think it's so easy to us, and we explain it so easily that I need to have a low entry point. That's not the case. If that's your gift, you better have that at the premium level and let people see and say, I want that experience at that price. And it may take some time to get there. Sure, but I'm not going to shy around. I'm going to have a landing page that says, hey, seven figure interior design that's there. Now I might get one click a month coming there, but eventually someone's going to click, they're going to see and they're going to buy it. And I'll say this and I'm done. I had a person one time. I was trying to do paid speaking engagements, and I'm like, I'm new with this. I don't know. I'm just at \$500, but the prep work, the experience, the energy, all the stuff should be more to it than that. And the guy told me one time he said, I'd be willing to pay you \$20,000 for it. But you never said that it will cost that much anywhere. So I never was willing to pay for it. So I pay you what you asked me. And I said, because I never sold the seed of what the potential that could be, it could never become. And so when you're looking at your interior designer business, you have to position yourself as what you want it to be, not where you are. You have to have your customers and community, your consumers, your support system all see the vision of where you want to go, and those people will be your buyers, advocates and elevators obey a whole thing that I say to help you get there as well.



Jason: (25:34)

Love that. And you had talked about the quote that we often use the wrong way. I was listening to one of your episodes, and I mentioned this to you, the quote I used to always hear, and I'd never look it up. But if you're a Jack of all trades, you're a master of none. And I didn't hear the whole rest of the quote until I heard your episode. So if you can just explain a little bit about the whole quote and the context, I think that'll help our audience.

Troy: (26:09)

And for all you multi hyphen it's for all you creatives, probably most of you. This is for you. This is for you. You've heard all the time. Jack master's, master none. And they'll stop right there. And so you feel small. You don't inadequate you to be little like I want to do more than one thing I want to do. Maybe you do more than one design style, or maybe you're more Renaissance. Maybe you're more modern, or you're a combination. I'm a hybrid of everything, whatever I need to be, but oftentimes better than a master of none. And the person who the original person of that was was William Shakespeare, the greatest playwright in ever. That was that quote was for. And it's amazing to me how that quote has been taken on the concept for so long and has literally framed certain people's internal molecular structure in their minds, how they see themselves of their business, how they approach it. And if we just would have done a little bit of research, Google one on one, you would have discovered it like 0.5 seconds what the full quote was. And it amazes me. Jason, how many people that was kind of like a slight detour from my normal kind of podcast episodes in recent memory. But that's the one that's had the most conversations like, I didn't know. I thought I was the last one I'm like, man, I must have been the last person on this planet, and every day I get messages like, bro, I didn't know either. I'm going to go back to my old boss and say, hey, do you know the full quote? You use that quote.



Troy: (27:49)

That's why I left your firm. We ain't going to go there today. But I'm saying to say that now those are the same people, the Jack of all trades. Well, like I said, the Jack of many trades. I ain't the Jack of all trades. But you'll get my point during this pandemic, where the people that thrive, the people that survive. Because when you're a master one, you only got one card to play. When you're a Jack of many trades, you can kind of with the flow. You can just shift. Okay, I got to do 30%, this 20%, this 50%, this, and I keep it moving. They only got one card to play. So as a Tanner designer, you probably shifted from specifics on style and whatever to family. How does this make me more emotionally, mentally stabilized in my home? How does it make me more productive? How do I take all the things I used to do when I couldn't do anything anymore because of the pandemic? Bring it back to my house. There's so many other layers because you were able to shift and take the very skills that you do and apply it in a slightly different way. And everyone got it wants to give you money for it, because you're a Jack of many trades. So you better celebrate that. You better accept that, because not many folks can do what you do. There are more people who are just master one, not by choice. They just have that they're just stuck with one. And so I think those who are interior desires to embrace their jacket trading this and really relish on a lean with it, because there's so many characteristics and skill sets that you have that you can pivot to help you make money, to build community, to build authority, to have these conversations, to keep you in business. But many others cannot. But it takes a little bit of time to do that deep work to see how these different facets of who I am or what I'm able to do fit to these different dynamics to make me more sustainable. I'd rather have multiple pegs and one peg is off. They don't have one gigantic peg, and it falls over. Now I'm done, I have to say.

**Jason: (29:49)**

And when I heard you say that on your podcast, it was like, mind blown. I've heard that quote. And like I said, I never did the research on my own. And I used to always be told that. But the actual quote, as you said, if you're a Jack of all trades, you're a master of none. But the part we leave out oftentimes better than a master of one. And that part when I heard that I was just like, wow, and I've been hearing that all my life, I'll be like, and I've told people I cannot do just one thing. And so now it is mind blowing, and I used to teach them what I used to always say if you want to hide something from anyone, have it in the book because they don't read and I didn't even look it up myself seriously. So it's so true.

Troy: (30:45)

Last thing I was going to say on that context never come. Thinking about this industry, interior designer industry. There's a lot of best practices that you'll see that maybe are accepted by trends or accepted by a certain percentage of you. But if we do a little bit digging, the only reason it works for them is because of their situation, of how they position themselves. And we have to understand that that is not law for you. You have to take what content is giving, what advice is given, even on this episode, even in this moment, and learn how to apply specifically to where you are in your business infrastructure, advanced designer what your goals are and align it altogether. Some parts are going to resonate. Some parts are going to hurt what you got to do. Some parts are going to vote at the plague, but you got to know how to make that fit for you. And I think with a lot of entrepreneurs, we need to understand that just because 1% of our industry says it has to be this way, a doesn't mean it will work for us for starters. And then B doesn't mean we can pull it off and see that doesn't make you a failure.

**Troy: (31:45)**

As a business. As interior designer, you have to make it fit your experience to where you are. And I think once we are able to look through that certain lens, it's kind of like when you write secret messages in lemon on a piece of paper, you got to show up the back end. You got to debunk some of some social media and how certain things are coming across to make it fit. What's the real message? What's the real process of how I can apply this takeaway for myself to go get mine? I think that's something we need to just remind ourselves of casually that when we look at certain things, it's not always as obvious as that there's a deeper layer. Some parts will be for us. Some parts won't be for us, and we just got to apply that one that works for us accordingly to help us grow.

Jason: (32:37)

So as we're entering into 2022, what are some marketing trends that you're seeing that our audience can take advantage of?

Troy: (32:47)

I definitely think, for starters, newsletters are coming back, but I don't want to say newsletter because it's kind of outdated. I don't know what fun, exciting way we can say certain things these days. It's gone against me. But after the Facebook shutdown of the universe right before Meta verse showed up, the Winston is, I think now, but we're not going to talk about that. I think a lot of interior designers woke up whether you had a blue check Mark or not, whether you had 100, 100,000 1 million followers, you had all of their content on the Gram.



Troy: (33:23)

You had a whole Facebook community, but you had no email list. You were doing Facebook Live and Instagram Labs and Reals faithfully, but you had no email list to contact them to say, hey, our Zoom is over here. Now. I don't have the Facebook group no more. I don't know what I'm going to do. So I think for starters, if you haven't created an email list, start now make a record yourself and take that record and make a three page. And now you got a record and a three page and maybe a few quotes or tips and have that as allegiance for people to subscribe and send in their email. I want to download what does it look like to work with a six figure interior designer in 2022? What's my checklist of things I need to have prepared before I work with you specifically. Okay. Do I need to have certain research and have an idea of how much square feet, all the stuff now that alone one drives from people to email list, but it positions you now to get conversations happening. And so, for starters, email list number one thing we are, all of us should double down more on email because it's been very apparent there's been a shift in the pendulum. It's more relevant than ever. You need it as sustainable business and put the time in to create it. Get that started. They're not being able to be emailed every single day, but I would start having a Keenan flow with that. The second thing I would say is either do what I talked about earlier or however, this is a range. We talked about this earlier regarding either live streaming or social audio. I think social audience like along the way, it's been very dynamic. You've seen the emergence of crypto and NFPs simply off social audio.



Troy: (35:07)

There are so many ways of doing that where you can take rooms and bring informers and past clients and conversations to help you win new business right there in the moment. In 30 minutes, in just 1 hour, you can build and collaborate with the designs. I like to say this too. There's enough room for all of us in the sky to fly. So if you're seeing other interior designers in different locations who maybe you're not in conflict, you're in collaboration mode, and it makes sense to kind of bounce off each other. Don't be just me. Myself and I collaborate. Have conversations, start creating content together. A that's going to plug in you to multiple networks and multiple communities and groups. Build your authority at the same time and show that you're not just about yourself. You about everybody else getting theirs too, which only means when you get more pieces of the pie, no matter how small the percentage, you still get more pieces of path. And so I think investing in social audio, live streaming and collaborating with other people is going to help you. And all the facets that you want in your entire business, being seen, being heard, being shown as authority, educating, exciting, building that community, all those facets within. That the last thing I'd probably say at this moment when we're looking at 2022 is find a slightly different platform that your industry isn't mainstream on and put some time over there. You've seen this in the emergence of the pandemic, we saw health care professionals who don't get enough justice in the line of day took over tiktok. Why? Because we got to see them in different light on the platform that normally seemed for specific type of creators.



Troy: (36:37)

Tell me why lawyers and accountants now there's people who in that sale. No French people love it. So it's quite frankly boring and we all cringe at it. But there's people who all they do is show simple Excel tips and have made millions and millions of engagements and followers. I'm sure that much money has followed too, because they took something they love. And the part of popular isn't seen on there. And so if we know that Instagram is the interior design Homebase, they should partner that up with LinkedIn or TikTok or Twitter or YouTube and just start investing content over there. And so I think one because it separates yourself from them. And now you're known as the interior designer on that platform to that community. And so sure it's not as high volume right away, but anyone who's over there, they know you're the be all on that platform, who doesn't want to have that authority level on that platform, and you can still drive people to your core change whatever that may be. So again, those will be the things that I would suggest going on in the 2022 that we all should do. Email marketing. No brainer. You need it, you need it, live streaming and social audio. I would suggest doing both, but you can't do both. Hey, I'm all glam and damn. Let's go visual bottom. I've got time. Social audio, whatever makes sense that fits your schedule. And then lastly, find that secondary platform that is not so popular among your industry that you can start investing time and effort and energy in to hopefully draw new leads, draw new business, SEO and authority on.



Jason: (38:07)

Just to recap that with the email, listen to Episode 19 where we talked about email marketing. I actually have a client that reached out to me when we had that whole thing happen. When we have Facebook, she said the one thing that saved her was her email list. And I religiously talk about the two things you own is your website and your email list. So email list. You got to have one of the other things you talked about Maria on a future episode. She's going to talk about TikTok or designers. And then you had also talked about the social audio. So I wanted to hand you some time to talk about your podcast because you are on the HubSpot Network, which is invite only, and that is a major deal. So I wanted to hand you some time to promote your own podcast just to talk about what it's all about, because I listen to it every week.

Troy: (39:00)

Please like and subscribe to the podcast. No, Maria, don't hear what happens on the rebrand before this even recorded. Maria oversaturated me. I'm over, about to cry. I couldn't take it no more. I said, that's what you experience, because when you deep in it, you don't separate yourself from it. But I think the reason I started I was a pandemic podcast. Baby. I started doing the Panda. I needed something to do. The jacket ball trades in me. I needed something to do. And so I just created the podcast experience, but I wanted to be short. I wanted to be to the point. I wanted to have actions. I want to have a moment and educate and be for everybody. Simple. I know people who are like, explain things in a certain way, who look like me, who sound like me. Just make it make sense. Don't talk about my head and then let me listen 30 minutes of ads. I'm glad you make your money, but I listened because I want some information. I want some substance. What I've learned that I've learned to accept my voice and the totality changes of my voice.



Troy: (40:12)

When you do podcasting, you will learn to embrace your voice. I didn't know how much I was breathing, though, but we're not going to talk about that. But the whole point of why I did the podcast was for that reason when I stood to that core belief over the time. Not sure. The first five months I probably got 300 to 500 downloads total. Granted, right. And one day I just kept doing it. I was like, Why are you doing it? Solo host. I should have done your route. I should have had guests. I don't know what I was thinking. I do the hardest route. I don't know why I picked level hard to start a podcast, but I did. Here we are now 40 episodes later. Lose my mind. But I think what I've learned. I see podcast. When I started the podcast, I saw it as SEO. I knew the RSS fee will be distributed on multiple channels over, I think, 137 distribution channels right now, if not more, for all that I know of. And I knew that would help me with my SEO and be seen. And we heard help with authority. I was less focused on downloads and more of can short consistently create episodes in this manner, which is apparently much harder than what should have been. Now that I look at other podcasts and how they do certain things. But I digress no pun intended. And I think the journey of making that content consistently. If you do that on anything, you're going to be successful. Something is going to happen for you, but we don't see it when we're in it. When you in post R1 number two, episode number seven, I'm quit. I'm going to be done. But I think over time just a community of people who I was able to listen to, like, an episode, and I understood something and it helped me out then that was the goal of anything. And all your experience is such an intimate experience for someone to choose to even spend five minutes listen to your voice. And what you have to say is so empowering. As a young black entrepreneur, you know how hard that is to just get access and authority people to hear what you have to say.



Troy: (42:12)

But on an audio wave, there's no biases. I think one time someone didn't know I was black, they heard some different intimate music. They're like, oh, wait, this got to be your brother. What I'm saying is you're social media, use podcasts and use these type of tools to help you get access in places that maybe for whatever reason, a certain bias is in certain situation where you're marginalized one military, all these different things that sometimes are breaking points from you not getting to the access of the business, these platforms, these podcast experiences can allow you the ability to do that. And I've also learned that through the podcast experience at a glossary content I can use for sales. But also it helped me. I'll try people here, get the stuff out of your head and you find it's so authentic. That episode Jason just said episode 19, y'all reference it, and now you can reference them that you say, like a library and say, Listen to that. Call them. Are you ready? Come on now. And I don't try not to talk about myself, but I'm trying to get you on that we're doing right now. And I think that's just the joy of what I'm doing is what I love about what you guys experience. And I knew how real it was and authentic how the experience was going to be before I even came on. And now I'm saying like, yes, it's totally what it is, 1000%. And that's the thing when people can hear the fatalities and the severity of your voice, there's a certain level of trust that is established that can't happen any other way. You go through the funnel so much faster. Relationship builds a lot faster because they hear you. And now they're allowed to create that vision of what it looks like to work with you. They create the vision of what it looks like, where your efforts and energy can help them achieve. I'm not saying every interior designer in the world should start creating a podcast, but I am saying social audio, live streaming. You can do that same kind of visualization and how you write as well. Email marketing, blogging. It's not there. It's not there. Put some time and effort to a separate platform that's separate from your core channel, make it work.

**Troy: (44:21)**

And that's why different podcasting. And I double down on it. And thankfully, host Bob was like, You're the guy. I'm the only black African American podcast on the network right now, and it's very humbling. It's very exciting. Sometimes I forget how well the podcast is doing because I got to create an episode today. It's hard to keep the commitment, but anything that you do, any type of content or whatever, and we're not pushing just podcasting, whatever piece of you got to show me consistent about it, and the results are going to come to X amount of time later. I didn't get the host by contract deal until month ten. It was 29 episodes. I still hadn't broke 5000 downloads, and they took now we're averaging 20K and all that fun stuff. And everyone, I don't get all lost about that because it can be lost in the moment. But I just want to show you what's possible. You just be consistent and we hear all the time. It's like, okay, that's cliché, but it's true. Just be consistent and show up. If you do your reels, your Instagram, whatever it's going to be that R1 that's going to take off. And guess what? You have a library. So now everybody go back and start seeing your old content as well. So be try to ensure and be consistent. And I'm proof that if you just be consistent with it, it'll work for you too.

Jason: (45:42)

After actually reference episode 32. And I'm staying at episode because you handed me an idea that we're going to do in about two weeks because we're going to do a review of the year and we're going to read off testimonials. You read a testimonial that blew me away. I had told Miriam about this because we were at a conference and I had my daughter's iPad. I sent you a message in episode 32 that you read off. You said, I want to give serenity AO some publicity and I was like, serenity. And then when you read it, I'm like, that's not like something. I went back and I said, oh, I wrote that on my daughter's iPad. You had a testimonial from an eight year old girl. Episode on yours where you had talked about you have the potential. That was episode 32, and you had read that off. It blew me away.

**Troy: (46:41)**

It's a small thing.

Jason: (46:42)

It is. So we have in Georgia time here. Troy, if anyone wants to get in contact with you, how do they do?

Jason: (46:48)

It is. So we have in Georgia time here. Troy, if anyone wants to get in contact with you, how do they do?

Troy: (46:55)

So you can find Troy everywhere at find Troy. I did that on purpose. Brandon. Brandon, it's the whole thing. Findtroy.com at find all social platforms. If you go to rowitroy.Com, you can explore more about how to see me, how I can help you. Or I'm a great connector. I just connect. I love just connecting with people. Jason would know. I just love having those conversations and it's already mentioned idogress.fm. Apparently I'm still stuck on the moment. I wish I had new like I didn't know I was going to find that out loud. That's crazy, but we're just happy about the whole experience. So that FM for the podcast. You want more high intensity experience like this for me.

Jason: (47:39)

As I said, listen to your podcast once a week. Great podcast. Listen to it. Check it out. We enjoy your time, Troy, and we hope to see everybody next week on designer discussions.

Outro: (47:51)

We hope you enjoyed this episode of Designer Discussions. What was your takeaway care to share your thoughts and tag Jason, Maria, and Mirjam on social media? You can find them on all platforms at DesignerDiscussions.Com. Don't forget to like subscribe and leave a review or comment for this episode from wherever you are listening.



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