

## Episode 1. What Will Grow Your Business in 2019: My Predictions

JACLYN: Welcome to Go-to-Gal Episode 01. Omigosh, that feels so crazy to say! I've been podcasting for over three years. This actually should be Episode 313. So to say Episode 01 feels really, really crazy. And full disclosure: part of me – let's just say the ego part of me – was like let's just keep going! Because getting to over 300 episodes felt like a really big accomplishment, and going back to 01 felt like a setback. But it's not. It's an exciting new beginning. We've made so many changes here that it kind of warrants starting numbers over because pretty much everything is changed. We have a new name, a new cover art. And here I am flying solo. So I'm so excited to have you listening. And with this fresh start for Go-to-Gal also comes the fresh start of a new year.

And this Episode 01, we kind of went back and forth on what should the first episode be. But given the timing of it all, I figured what better topic than to dive into my **2019 Predictions** for the online marketing industry. Oh so good! There's so many, but I've narrowed it down to seven; I probably could have had a hundred. But these are the seven that are the most top of mind for me as I'm planning out my 2019. So I wanted to tell you not just the predictions but also what it means for you and what it means for me and my business. And how we're making plans and implementing with these trends that I'm predicting. So without further ado, let's dive on in.

**Prediction #1** is the **Rise of the Super Micro Influencer**. Full disclosure: super micro influencer is a term that I made up. So when people talk about influencer, there's a lot of leeway and wiggle room in that title. I've not looked up the Wikipedia definition of influencer; I don't think anyone has a defined number of followers that you need to have in order to be an influencer. But in terms of the influencer space, usually influencers have hundreds of thousands – if not millions – of followers. And so over the years, we've seen a trend rising: the “micro influencers”. And those are the influencers that maybe 100,000 followers. Maybe 50,000 followers or 30,000 followers. But

I'm actually predicting a rise in the super micro influencer. That person maybe has 2,000 or 3,000 followers, but has engaged raving fans and are very targeted over a certain set of influence. Some might even say a niche. These are better ratios than the bigger brands who are working with a bigger influencer. If you look at the actual percentage of people that are engaged in their audience versus a smaller, let's call them super micro influencer; that percentage of engaged fans is actually a lot higher. A lot of times it's because the audience isn't big, that super micro influencer – who may just be \*you\* - has a really close intimate relationship with their audience. And that has a lot of power there for brands. Both big brands and small brands. All the things. So I'm really thinking that this is going to be on the rise this year.

And I want you to be on the lookout for it. What does this mean for you? Number one is that you should be niching. If you don't already have a niche, you need one. Go back and listen to episodes from November – they will be spot on for you. Having that niche is so important, and this is another reason why. So when you start building your community, you're going to have a much more engaged loyal tribe because there is a common interest there. So start with where you are. Whether you have 100 followers or 100,000 followers, I would say a really good thing to look into right now would be affiliate marketing. What are the products that you already use - and you're already probably talking about - and you love? And how can you be sharing them more in a more thoughtful and intentional way with your audience and making money by doing that? It makes so much sense. My yearly revenue does come from affiliate marketing in a few different ways, both from me promoting courses that I've taken. Also, promoting a software I use. And products I use and things like that. I really want you to give some thought there. What could I be? Either a super micro influencer. You could be a micro or an actual influencer. Wherever you are in the influencer scale, you have a small group of people that follow you. Whether it's telling a couple of friends one on one about something that they use that could help them. Or it could be sharing on Instagram with 2,000 followers. There's opportunity here for you. So be on the lookout for that. If you have an audience, think about where you already spend your money and who you're

already talking about? Usually these are brands that are already part of your feed. It's just making it a little bit more official. You're already gushing about them; you might as well make some money doing it.

So what does this mean for me? Like I mentioned earlier, affiliate revenue has always been a significant part of my revenue. So I'm gonna continue partnering with brands that I love. Then it just comes from a really genuine place. It's not hard. If it's a product or service that I've never used before; one, it usually is not as lucrative as being an affiliate, but two, it's also not as genuine. I'll share some stories here. In the past, we've had a couple of affiliate sponsors in the podcast. And ConvertKit is an email service provider that I've used for several years now, and Jessica Sansberry uses it as well. And we were with them for 2 and a half years and ran ads consistently, but they were always affiliates. We were able to become a Top 25 ConvertKit affiliate by doing that just by sharing the email service that we were using and talking about how we were using it. It was just all very natural. They did not pay us to run those ads, but we were able to make money by being an affiliate for them. But we've promoted other things; I'll just be very transparent here. We've had a sponsor in the past, Gusto, which is actually an amazing company. We've reached out to our audience and several of our listeners and friends and peers have used Gusto and really liked them. So we felt good about having them as a sponsor. Now this was a paid sponsorship, not an affiliate sponsorship. And we had really great feedback about. We were like you know what, our audience members already like them. This would be in alignment for us to promote. But the thing is neither one of us were using Gusto. And so we were able to talk check it out and log in but we weren't actually using it. and because of that, the partnership was not as big of a success as it could have been. So we had them for a sponsor for a little bit. But then it did not turn into a long term sponsorship relationship because I think we weren't able to share our personal experience there. So that is something that I really look to in partnerships and with other paid or affiliates, I should say. Because for this super micro influencer trend, it could be paid or affiliate or a million other combinations of the two. You can get creative here. But I say look for what you're already using because if you're not

already using it, it's just a little bit harder to talk about it. And I feel like there's just a disconnect when you're sharing it that doesn't convert as well. Whereas something that you're really, truly gushing about as you've had success with it and you really believe it. Or you use it and are really obsessed in it. That just shines through and people are like oh I want that too. And whether you're an affiliate or you're just getting paid to talk about it, if it's natural like that, it's gonna be better both for you and the brand partnership. So one, don't let this totally derail you with your plans. This should not be something that should take you off-course with your goals. But I want you to start thinking of yourself as an influencer. Whether you're a super micro influencer or micro influencer or an actual influencer, you are an influencer and you should start thinking about that and thinking about how you can share the products and services you love in that way.

Alright, moving on to **Prediction #2**. I'm really seeing a trend here. I'm seeing this big trend of **Transformation Over Education**. And this is something that I'm really passionate about so I might be looking through this with – would you say rose-colored glasses? I see this is a really good trend, but this is something that I really noticed. So I think that the season of the \$2000 to \$3,000-mega course is coming to an end. And I know that's a really bold statement to make but from the outside *and* the inside, this is what I'm predicting. So too many of us have made these big investments. And a lot of times, when you've made these big investments and courses like this, you have not seen the results that you really wanted. And if you did see the results, it's probably because you had some form of outside help. Now I'm not blaming the courses; I actually don't think the problem with people not getting results from the big courses is because of anything to do with the quality of the course. I think it's just the nature of them being courses! Most courses, the content you're learning to be able to implement requires a ton of accountability and a massive amount of behavior change. And it's just taking us so far outside of our comfort zones. And if you're in this with 1,000, 2,000, or 5,000 people, and you're trying to learn new material, then there's all this resistance and there's all this other stuff that's required of you to really implement and make the change. But you're not being offered that personal support or

mindset support to go along with it; of course you're gonna quite the course halfway through and not implement anything or maybe just implement a little piece. And if the courses are good, you can implement a small fraction and get big results. That's always my favorite. But most people are not able to make it all the way through the courses and they're not disappointed with the results. And that is because there's been a big focus with information and education and not as much of a focus on transformation.

So my prediction is that we're going to see more of this emphasis on transformation. We're gonna see more programs. We're gonna see more coaching. But we're gonna see more of a hands-on helping people be able to implement. So what does this mean for you? One, if you're looking to invest, if you're looking to get an education, or if you have a knowledge gap somewhere in your business; and you're like I know I need to learn and need support in this and this is something that I need. I want you to look for programs that offer support to help you actually get what you need to get the results. So maybe that's a group coaching program or a course. Or maybe that's working one-on-one with a coach strategist. Or maybe it is a course but really getting together with a Mastermind and you guys are gonna hold each other accountable to implement together. Something like that. So making sure that you have the support you need if you do buy a course, whether the course includes some type of incentive or not. Just having the personal responsibility to say you know what, I am gonna buy this course. I love this instructor. This is the content that you need to learn. But I know that I might come across some resistance and you have a support team that is there for me that is gonna help you overcome and commit to these other things to make sure that you are implementing and you are getting those results. That is okay. That's not always the course instructor. I love programs that include the help of the transformation and not just the education. But not all courses need that. Sometimes you just need to know what it's gonna take for you to get the results and set your expectations accordingly that'll also allow you to set your budget accordingly as well. And I don't think this is the end of the course but I do rethink we have seen so much information out there.

Free. Paid. All of the things. And so really getting clear on why you're taking the course, not just because of FOMO, but what is it that you really hope to get out of it and really knowing what do you need to be able to do that and get that out of it.

So if you're considering offering a course, I want you to look at it from the perspective of how can you serve your students best. How can you help them get the best results? What do you need to do within your course to help them get the best results? And maybe there's a couple different levels of support they could get. Gosh, I could make a whole upside just in it so I won't go off on a tangent. But to come out from that perspective, just keep asking yourself "How can I serve them the best?" and that won't stir you wrong.

So what does this mean for me? Oh, so many things. This is the lens that I'm looking at all of my offerings through this year: how can we really provide transformation? How can we really get people the most results? And that's actually causing some big changes. I think it's a good thing. The first time I ran Go-to-Gal, my course, I ran it as basically a group coaching program. We did live calls every week. And I truly believe that's the reason why people had such great results in that program. And then I switched it to a year-long membership, kind of impulsively on the fly. It happens, guys. It happens. And the reason why I switched it is because I felt like what was missing this time around was the community. And I knew and felt that they needed more from just the eight weeks that we ran it. and so I was a little bit torn on what to do. And I ran this other program, Best Month Ever, and the community with it was amazing and contagious. Oh, this is what is missing from the course. And so I combined the course and the community into one year-long program. But going into this year, what I realized is that to get the most out of the Go-to-Gal course itself, people need that live coaching experience. And even though I do a coaching call in the group once a month, it's not the same as having more frequent calls and having a group of people that are all going through it at the same time together. Just this synergy and energy that happens when people are doing that. So I'm still evaluating how that's

going to be structured - if it's going to be the whole course or if we're going to break it up in different sections. So stay tuned for that. But it's all through the lens of how can we help the people get the most results and support. And the Go-to-Gal club is not going anywhere. But I do think delivering the course through a more live group coaching hands on experience like that is what's gonna make the people get most results from the content. The club is more designed to foster connections, the community, the referrals. That daily energy with celebrating wins or sharing the struggles or being able to have access to me for support for different things. But it's not the same as that we're all gonna learn this new thing and implement it together.

That said, Best Month Ever was a very short course; only a two-week course. And it was super hands-on and a ton of energy. And I think that's why it worked so well. That's why people had the results that they had. So Best Month Ever is staying just as it is, and I think I'm gonna launch it once a quarter this year. So I'm really excited about that. And then behind the scenes, I'm actually putting together a more tailored offer that's actually going to include both the strategy as well as support from my team. It's an offer; I'm creating offers. Very meta [laughter]. But it's something that I've been doing just from the strategy perspective of helping people create their offers, and then they're on their own to implement. So I've been really looking at how I bring my team in more to really help with that side of things. So stay tuned to see more to come on all of that for me as well.

**Prediction # 3.** This is actually very similar to Prediction #2 but there are some big differences which is why I have it as a third and not all of them together. So this prediction is **Implementation Over Courses.** Or maybe we just say strategy. I'm just seeing such a big need for implementation. Like a big giant need for implementation. And there are so many people out there that are trying to grow their businesses and just trying to do it by themselves. And they're realizing that they can't do it all and they need help implementing. So this is kinda similar to the one before but it's a little bit more so in that I am really seeing

a big growing need in a more done-for-you, more help with implementation side of things. It's interesting.

A friend of mine locally, she's one of my local masterminds, paid \$2,000 for a training. And she now offers what she learned from that training as a service. Now the purpose of the training was for her to be able to offer that as a service. So listen to this. I could go buy that training myself for \$2,000 and learn that thing, then figure out how to do it and figure out how I'm gonna implement it for my business. Or I could pay her \$1,500 to implement it for me. Think about that. So this is not something I'm trying to offer in my business. And I shouldn't. I should be sticking to my zone of genius with only what I can do and what I'm best at. I could pay her less money to do the thing for me. And for me to set out there and learn how to do something and spend all those time trying to learn how to do it and how to implement it. And probably still not have it be good as the person who's doing it for multiple people to be able to just do it for me. That is something that I think is really powerful. I think we should all be thinking of our time and our resources this way. We don't need to go out there and learn to do everything. A lot of times it makes a lot of sense to hire people to do those things for us and get it done right and get it done quicker and not have it on our plate. So **every minute I spend not in my zone of genius is literally causing my company growth and opportunities.** And that is something that I have to remind myself of every single day. And I really want you to process that, too. Every minute you spend not in your zone of genius is costing you growth and opportunity. It's costing you money. So what can you be hiring out? Who can be implementing on your behalf? And maybe instead of taking so many courses to learn so many different things, you just need to be hiring the right people to get those things done for you. Now, sometimes you will spend more to have someone do something for you than to learn it; it's not always going to be a cost savings. But I think the true cost savings is that you get to keep your focus and your momentum and not be scattered in a million directions. Plus you're hiring experts and hiring other Go-to-Gals which is just great for everybody. And two, they're way better to do it than you if you did try to teach yourself to do it.

So for you, I kind of already ranted what it means for you. But it means more. If you are offering a done-for-you service - hello, this is your year! Welcome to your year [laughter]. I really encourage you to just double down on that and know how much value you are providing to other people that are offering a done-for-you service. Now if you don't offer a done-for-you service, this does not mean you go out and change your whole business model. But I want you to think about this from the other perspective, too. How can you hire people to help execute on your behalf? Even if you're offering a done-for-you service, how can you hire a team to help execute on your behalf? Because there is a big demand for this. And there is no need for Go-to-Gals to be solo shops. There's no need for that. We are allowed to have support. We are encouraged to have support and not go at this alone. We cannot try to be everything to everyone or we would just be burned out and hot messes. I won't let you to even go down that path. Don't do it.

Information is everywhere. People are really needing the implementation of this and not taking it away from them. And if you're offering a course, I want you to think about how your students could implement. This is not my anti-course rant. I actually think there's a budding need for more programs and support in that way. And there's always a space for courses, too. But if you are offering a course or a program, think about how you can help your students implement. That doesn't necessarily mean you implementing for them. But how can you help them implement or encourage them to maybe get some help implementing? Or even just helping to make your course more of an experience. So some things to think about there. And the what does this mean for me? I actually hinted at it in the last prediction. And that was I'm putting together an offer on offers and I'm pulling my team into it. We're gonna actually be offering some done-for-you. I have actually already offering some done-for-you behind the scenes that you didn't know that I have a service-based business in that way and I have a done-for-you service-based business. I have a handful of clients that I've been able to do this and bring my team into support and implement

for them. And it's been really successful and really beneficial for everyone involved. So I am looking forward to doing more of that in 2019.

**Prediction # 4. More Automation and More Personal Touch** are going to be added to just about everything. And yes, you've heard that right. More automation *and* more personal touch. These do not have to be mutually exclusive. I just wanna get on my soapbox and preach that, that automation and personal touch can go together like peanut butter and jelly. In the past, automation meant less personal touch. It's almost like this war existed between automation and personal. I don't know why that was the case. But there's even times where I felt like that, right? I felt like oh, in order to keep this personal touch... I'm really one of those people who take pride in myself on high touch experience with clients. And I think I've let that get in the way of adding some automation because I felt like it was going to take away from it. and what I've really seen is that the two can work together so well and I really see this as a big trend in 2019 of there being more automation but also more personal touch. Because people are really craving it and they're really valuing it. So going into this year, I think we're gonna see better, smarter ways to automate, systematize and create better customized solutions for our clients or students or community, what have you. But at the same time, the companies that are going above and beyond with the personal touch on top of the automation are the ones that I predict are going to have the most success in 2019.

So what does this mean for you? I want you to think about what can you automate? What automations would make your client experience better? And then think about how can you add a personal touch to make your clients or make your students feel super special and valued. And when I say super special and valued, I don't mean in a way that are bought or an instant access download. Something on top of that. So there's the value of time and instant gratification of things, and that's where automation really comes into play. But being able to add on that personal touch, that client experience that you just can't replace the technology; think about how you can go above and beyond in a

surprised way. How can you wow them? Because that is what's really standing out right now. So people expect the automation and that's gonna deliver a much better overall experience. And then you're gonna be able to save all that time on the front end. So how can you add a little bit of access or a little bit of personality or personal touch that's gonna make you stand out above the rest and give them a better experience or give them a better result. An important thing to know here, especially in Go-to-Gal, we think we're the Go-to-Gal. But remember, this personal touch does not necessarily need to be you. But it does need to be a person [laughter]. It needs to be a person, but that person does not need to be you. So let that sink in.

So what does this mean for me? Well, this month is really big on – and we're doing a big automations audit behind the scenes in my business. We're looking at the processes. We're looking at the systems we're using. And one, really hammering it all out and seeing where we can improve; where we can add and just make things work better and easier. I just think that this will all be done this month; it probably won't be. But that's definitely on my mind as we kick off the year to make sure we're doing the best we can do to automate and systematize things. That is so important to me because I want to be spending more of my time being high touch. I want to do more by being able to give that personal touch. That said, I'm also looking at the people I need out of my team that are gonna help me deliver on that way. So realizing that the personal touch doesn't always have to come from me. I'm telling you and I'm also telling myself. Sometimes it's harder to take your own medicine. But it doesn't always have to be me. So I'm really looking at where can I add some support on my team or pulling support that's already there in a bigger way. But then also how can I take things off of my plate so I have more room for the personal touch. Because relationships and that high touch experience are really just of utmost importance to me. And I really think this is where the future is headed this year. So even if this wasn't a prediction, it would definitely still be on my radar. But because I see that this is the direction we're going into, I wanna make sure that as a company and as a brand that we're delivering the best experience that we can.

**Prediction #5.** When I started my business 3 1/2 years ago this is the one that I would have been like “what?” In just 3 1/2 years that’s gonna be the prediction? So we will see if this comes through. But I feel really strongly about this one. So this #5 prediction is **Online Businesses Embracing More Local Business.** You heard me right. As times are changing, I really feel like there’s of a divide between the “online world” and our local world. And this has not been the case. In fact, I think it wasn’t that long ago when I still come across people that are like what do you do? How does that work? Just like they have no idea. But it’s been less and less I’m seeing that and there’s less of a divide. And people are more and more interested in that and are asking questions. And not just like oh you’re crazy running a business from you’re living room. Asking like how does that work; tell me more. Or like oh my cousin does something like that. My husband does something like that. Whatever it is. so I really see that there’s less of a divide here. And I think that is only gonna be growing which is a huge opportunity. *[SIDENOTE: Especially because most of us – I actually don’t know if that’s true. I was gonna say most of us don’t live in big cities, but I actually have no idea if that is a factual statement or not. 00:01:26]* But for those of you that don’t live in big cities, historically that has not been the case, right? I want you to be on the lookout. So if you have not been paying attention to your local community, I really encourage you to do that. I’m telling you: myself, my clients, my friends, have all been doing business locally. And I’ve been looking at this from the big picture and I just see this growing more and more.

So for you, I don’t care how teeny-tiny your town is; I want you to take a look and see what’s going on in your local community. If there are different business events or meetups. Start being aware of what’s going on and how you can insert yourself into it. One, I think you will, as a person and as an entrepreneur, be so much better for it because having real humans in your life is you can talk the same talk is really powerful and motivating on all fronts. But I know there’s gonna be business for you locally; you just haven’t been looking for it and you don’t notice what you don’t look for. So start opening up your eyes for it. Get away from that

computer, some of the time at least, and start seeing opportunity that might literally be in your backyard. So what does this mean for me?

Well, last year, last September, I really started to pay more attention to local events. I had my son in day care then. So my little guy now is 2 ½ years old but last year he was just starting to be in daycare a couple of days a week. And I finally felt like I was able to be out of the house and do something because I had some more cushion in my schedule. It was so tight before then that I just needed all my work hours to be like head down. But now, I still don't work full time hours but I have more flexibility with that. So last September I really started to do more locally. And I actually joined two Masterminds. So I had one, which is a small group. The four of us that get together about every other week, sometimes every third week for breakfast and masterminding. The other one is a local mastermind that I run. And I'm actually launching a Mastermind which will be my third local Mastermind. It's not actually for me but I'll be running another Mastermind locally that I'm launching this mind, which I'm really excited about. And I'm really just making it a priority. I carve out time to attend more events locally. That's right. You don't always have to go on a plane to San Diego to go to an event looking for more speaking opportunities. I don't always have to fly across the country to speak. And also just to have more in-person coffee date. They're not "efficient" but they're so much more powerful both in the way that I feel and also in the connections that are made and the opportunities that come from them. So that is something that I'm making a priority. And just a little bit of a sneak peak of where things are going here with the Go-to-Gal brand. My vision is that local and in-person events are going to be a big-big part of the Go-to-Gal brand going forward. So walking that walk is oh so important to me and kind of starting some of that locally here, too, as a beta. It's like okay, we're doing it here before we're doing it in other places and it makes a lot of sense. So you'll have to be on the lookout for more to come with that one.

**Prediction #6.** Okay, I'm gonna say "this is gonna be the **Year Of Video!**" which is kind of sarcastically because I'm pretty sure the last three years have been deemed the year of video. But I'm saying this is the year of video in two different extremes. It's not just video that I'm predicting but two different extremes of video. So I want you to be on the lookout for this and I want you to see how you can implement it too. So what are these two different extremes?

One is I'm seeing more people that are empowered to take imperfect leaps the goddamn record button. I may or may not be one of those people. But I'm really predicting more people just recording video imperfectly. Maybe having poor lighting or they don't have tripods. Maybe it's just blurry iPhone video. Maybe it's from their desk and not have a pretty background. But whatever it is, seeing a lot of imperfect videos. And I really think we're gonna be seeing a lot more of that in 2019 of people just saying you know what, video is video; let's get my face on there and not being so worried about having it be perfect or look perfect. And I actually think there's some type of magic to it not being perfect and just embracing them. So that's the one side of this.

The other side of this actually predicting more people showing their show before getting a deal. So what I'm predicting, and I've seen this happening and I just see this trend growing. That people have a goal to get a talk show or a reality show or something like that, and instead of just sitting around or just creating "typical content" and waiting to be discovered or the right opportunities or waiting to meet the right people; they're actually like I'm gonna start basically doing the show without a deal. And maybe that means they're getting professionally "video'd" like a show. Or maybe it's just a lot of content, almost like a reality show that's giving you a ton of behind the scenes here. But I'm seeing this happening and I think more and more people are doing this as more and more people are setting their sights on bigger things. Especially with growing their brands in a bigger way. They're like you know what? I'm not gonna wait until I get that show. I'm gonna start doing that show now and then with the hope of somebody picking it up. Now I've seen people

doing this. I don't know if that's their intent, but that's what I'm viewing is their intent with this.

Kathleen Shannon mentioned this at some point in one of our three interviews with her that she would love to have a show and she was really thinking of her Instagram in that way. And that was a while ago. This year I've seen Mel Robbins really step up her video game and YouTube. And I think that had a lot to do with the fact that she booked a syndicated talk show. I also think, if you want another example of this: Nicole Walters. I think that's exactly what she's doing with her behind the scenes and basically watching her is like a reality show, right? She should totally have her own reality show. I'm surprised she doesn't already. But I see people doing this. Jasmine Star is another one. Her IGTV literally looks like a show. You can just take this and put it on a network aside from the fact that it's vertical. But it is so well-produced and so well edited and all this different kinds of content. And it literally looks like a TV show to me. So this is something that I'm seeing a trend of maybe it's just really high quality of content that we're getting and people are upping their game in terms of being able to watch video on their phone or computers and not always have to get the quality content from TV. But I also think it's gonna help the people that are doing that to leverage their careers and opportunities. Because they're showing their show before they get the deal. We're just gonna make it easier for a lot of those opportunities to come.

So maybe you're like that sounds awesome, Jaclyn, but I don't want my own reality show or I don't have aspirations of a talk show. That is fine. So I would put you in the first camp, then, and hopefully you are taking some imperfect leaps just hitting record on the video. Now I wanna make it really clear that *I don't think everyone needs to be using video on a regular basis in their business*. However, I do think that people want to know you and they wanna feel like they know you. And it's hard to do that through a couple of posed pictures. So think about how you can really start building that relationship with your audience and be more present with them. How can you do that? So maybe it's just having a video on your website as a first step. Or maybe it's doing

weekly Facebook lives or showing up on Instagram stories. It does not have to be a produced video. It could be really just be you talking about behind the scenes stuff on Insta Stories. Maybe you're launching a YouTube channel this year. That doesn't have to be the goal for everyone. So I want you to think about how you can work video in but just know that the people who buy from you, they really wanna feel like they know you. If you're just like this static overly posed picture then they're not gonna feel like they really know you. They wanna see you in action to feel like they know you. So how can you incorporate even if it's just a little bit of video to kind of break through that wall a little bit? And if you are one of those people that's streaming to get that reality show or that talk show, don't wait to get the deal to do your show! Start it now. Think about how you can start showing that show before it's a thing.

So what does this mean for me? Okay, so my name is Jaclyn Mellone, and I solemnly swear to do more video in 2019. Oh this feels like a lot of accountability announcing it here on the podcast which is why I need to do it. But I have a confession to make: I *don't* love doing video. Now I will say there's probably some of that "Oh I gotta do my hair; I gotta do my makeup; I don't have fake eyelashes". There's part of me that can get caught up in the perfection of it all. But really, the biggest piece for me, and this is a really big confession here and maybe you might relate to me on this so I'm gonna be transparent. But for me, I don't love creating content alone. Now this is a big discovery because for a while I would say I don't love creating content. And I really believed that. I was like ugh, I hate creating content. It felt so heavy. It felt so hard. It's always something I would procrastinate and nothing else would get done because it would be on my plate and I would just think of a million other things to do and avoid doing everything at the same time. And I wouldn't get it done or it would take way longer than it should. And I honestly haven't created a ton of content in my business. This year, I'm working on creating more content than ever had before. And there's some key reasons why and how I'm doing that.

But one, I don't think you need to be creating a massive amount of content in order to build your business. I am able to do it without. But the point that I'm at now, it is important to be creating content and I wanna share more value. What I realized is that it's not that I hate creating content. It's that I hate creating content *alone*. And in realizing that as an extrovert was so powerful. It's like okay wait, I love creating; I just don't like creating it alone in my living room. This needs to feel collaborative for me. I'm the most energized and creative when I'm bouncing ideas off other people or people are challenging me by asking questions and making me think deeper on things. Even just physically being in the room with someone else makes me feel more creative and alive. So it wasn't that I didn't like creating the content. It was that I didn't like that the content was keeping me alone and that I was just doing it in a bubble. So realizing this, I've been working on some creative ways to create content with others and more collaboration with my team and just getting creative with how we can do that. And making sure that I'm creating the type of environment that allows me to create in a way that doesn't completely suck all of my energy and make me hate doing it. And this exists. So I'm really excited about that. I feel like I've just unlocked some massive potential here. And you will be seeing a lot more content from me. And a lot of that content will be video. So I'm excited about it. And once I do it I feel really good about myself, kind of like the gym. But I will say after I do video, I feel so drained. And it's because I'm not getting the energy from other people. I'm just giving all the energy. Where if I was talking or doing podcast interviews all day long because I'm with someone else, but if I'm doing it by myself it feels different. Doing this show felt like it's going to be such a big thing. But now that I'm doing it, it feels really fun. It will be interesting to see how I feel afterwards. I'm not sure how many solo shows like this I'm gonna do, so you'll have to give me feedback. Do you like the solo? Do you like it better when there's someone else? Do you like me to mix it up? Feel free to leave a comment to let me know or send me an email or an Instagram DM. But it's definitely something I'm considering, like maybe I should be doing more solos like this. So yes, you will be seeing more content from me. Specifically, I am committing to doing more video in 2019. Oh, it pains me to say but you can hold me to it.

And last but not least, **Prediction #7**. This is a really big one, a really bold one, but one I am oh so passionate about. And that is that **Personal Branding** is going to be the industry standard for all CEOs and entrepreneurs. If you are running a business or own a business, you have a personal brand. Like it or not, you have one. So might as well get intentional about it, right?

Listen, hopefully I'm preaching to the choir here. You're listening to Go-to-Gal. You're probably already on board with this whole personal brand thing or at least aware that you should be on board. But, as I'm looking across industries I'm really seeing this all over the place. I think Sara Blakely with Sphinx is a great example. Jen Gotch for Ban Do. I think Rebecca Minkoff is also a great example. She just launch her Super Women with Rebecca Minkoff podcast. Love it! And technically her brand is already a personal brand, right? But there is still opportunity there for her to grow her personal brand and her impact and that is why she is doing her podcast. I'm really excited about it.

You're probably already thinking this way. At least a little bit, given that you are listening to the podcast here. But like I said, whether it is intentional or not, you already have a personal brand so you might as well set some intention behind it. Put some thought behind it. And this goes for whether your brand is a company name or whether it's your name. There's so much power both in short term growth, long term growth, all of the things and being able to build your personal brand to grow your business. So whether it's your company name or your own personal brand, either way it's helping. And that is why people across all different industries are doing this. And I really do predict that this will be the industry standard. People paying more attention to this.

So, it is time to stop hiding behind your business. Hiding behind your clients. Hiding behind your work. You have to get out there. You really do. You have so much to share and I promise you -

you're the perfect messenger for your message. So, let's not hold back on that. And for me, because I got to walk the walk too, right? So, it's actually kinda funny, I'm gonna say it's ironic. Because a big focus of my 2019 is growing the Go-to-Gal brand. So you may have noticed recently, we kicked off the Go-to-Gal Instagram account, go.2.gal. It was an old account that I had that we kind of revived and brought back to life. Some people might from the outside say, you're talking about personal branding but you're now not a personal brand, right? Like I'm growing this Go-to-Gal brand. But it's actually the opposite.

I'm gonna be growing this Go-to-Gal brand by leveraging my own personal brand. And I actually think having both is going to be kind of fun. And it's gonna help me grow faster. So I'm gonna be creating more content than I ever had before and I'm really excited about it. and being able to have the Go-to-Gal brand on Instagram and having this podcast is one, it's gonna help me grow my personal brand. And also it's gonna be able to leverage my own personal brand and what I'm out there doing my own personal Instagram account. It's gonna be able to focus on more Instagram stuff and behind the scenes. And my thoughts and ideas and the Go-to-Gal account can talk more about podcast and sharing people from our community and clients and not just have it be all about me. So it's giving us a lot of opportunities to create content in different ways. But it's also going to be really good for you to say I can grow my personal brand and this other brand and leverage the two to grow each other.

So, I'm super excited for all that is in store here. These were a lot of predictions. I would love to hear some of your predictions and how you are planning on implementing any of these. Whether these are already on your radar or something was new for you. I would love to hear. Feel free to come over to the Go-to-Gal Instagram account; DM me, it is still me over there. But I do have help, it's not just me. Maybe don't send me something super private there. But I am on there and responding to comments and DMs. So we'd love to hear your predictions and takeaways. I'd

love to hear how you plan on implementing some of these predictions yourself in 2019.

Alright, well, thank you so much for joining me here on the very first episode. So much to look forward to this year. And I'm so excited to have you here with me.

**[END OF TRANSCRIPT]**