

Episode 9. The Real Reason Marketing Feels Hard

JACLYN: Welcome to Go-to Gal Episode #9. I am super excited for today's topic. One, it's just us again today. And I feel like this is almost a series of things that we've been talking about off-air that I now wanna talk about on-air. But honestly, just because you don't live near me or we haven't had that coffee chat or we're not Voxer friends, I feel like I still need to bring you in on these conversations because this stuff is important and I wanna get this out there to you. So I'm so glad you're listening. I can't wait to share this with you. And it might even be considered a little bit of tough love, but like capital L – Love. But it's a little bit of tough love. But keep an open mind.

So a couple of things. One is go when you're done listening, and I'm gonna remind you at the end, too. But when you're done listening, I want you to go to jaclynmellone.com/goodies. First of all, this is where I keep literally all my freebies. So if you've gotten a freebie from me in the past and it's just lost in your inbox like every other freebie or it's still in your download folder. Or maybe you're organizing and you have a folder for your freebies but you never actually go look at it. I know how this goes. Then you can log in and you can access all of those plus more that you probably didn't know existed. And if you haven't, you can very easily sign up and get a free access right there when you go. But I'm adding something a little bit different. So I'm actually giving access to a free business assessment that is gonna tie in to what we're going to talk about today. And this is gonna give you a chance to get my eyes on your business for free and get some input. So listen closely and make sure you go do that. I honestly don't know how much bandwidth I can handle with this. So I may have to take it down after a little bit of time. We will see how it goes, be patient. I really want to give you that feedback. So head on over to jaclynmellone.com/goodies, and I got your back there.

So I wanna start off, before we get into the good stuff, with a little story. If you're not a parent, I apologize in advance because it's a little gross. And if you are a parent – it's kinda gross. But you know what, this is my stage of life and my point of reference, so I just want you to go with it. It's a good story. And this is the best illustration that I can come up with for the point I wanna drive home for you today. So I'm gonna share it. If you've been following me for a while you might know this story already. But still listen because I have a different twist on it that I'm gonna bring to you. So a couple of years ago, when my little guy was about 10 months, I had just gone away on a business trip. The 90-Day Year conference and it was amazing, it was in San Diego. And I came home and he had a horrible diaper rash, like pretty bad. It was going on for days. I had been away and apparently it started when I was away. So immediately we're

just like trying to see what can we do. Calling up friends and getting recommendations. We probably spent hundreds of dollars in diaper cream over the course of a couple of weeks because we just kept buying more expensive cream. And just getting all these, who knew you could spend \$40 on diaper cream? But you can. And just buying all of these things and trying to find a solution for his poor little tush. It was so red. I will save you the details, but it just looked really painful. And it was going on for a long time. So we kept trying to buy higher quality things and see what we can do, and none of that was working. And then in talking to some friends or maybe a little bit more smarter, clue it in. It could be something with a dairy. Because I was travelling, we have supplemented a little bit with formula. And I thought oh, I wonder if it's the formula? I wonder if it's the milk and the formula, right? So I was like oh gosh, if that's what it's doing, so we can see on the outside what's happening inside his little body. And he was feeling really bad. So then we switched formula, a goat milk formula. And my poor little dude was like "thank goodness". He just goes with the flow with these things. But still, this diaper rash... it was legit a month of us trying different creams and doing all these things. And it's a diaper rash! You don't go to the doctor for a diaper rash, right? But we have tried to solve it in so many different ways and nothing was happening. And we even switched to goat milk formula but it was not making a difference. So finally, we called the doctor. And we actually go in and do a couple of different tests and blood tests and we were shocked in what came back. But what came back was that some kids would have some milk allergy, his case that was not the case. But with him he actually had an intolerance to eggs. He was not allergic to eggs but he has a really severe reaction and he can't digest them. So we have been egg-free since. But we were just blown away and just so sick to our stomachs that we had tried for weeks and we were on our own and were not able to help him. But two, we were like wow, we just stopped giving him eggs and now he's better and we're spending all this money on his creams and potions and natural stuff and all the chemical stuff. At one point we were just like alright, what's it gonna be? We were making homemade stuff and we're buying fancy stuff and lord knows what's in it. Changing his food - all this stuff. And nothing helped because we didn't really know the source of the problem. We're trying to solve the wrong problem. We thought it was a topical thing but really it was happening from the food he was eating. And there was no way that we could've come to that conclusion on our own without getting doctors involved, without getting experts involved.

So there are two reasons... there probably more than two reasons why I'm probably sharing this story, but I'm just gonna say there are two reasons why I'm sharing this story with you. One is because as an expert yourself, I want you to take this to heart and I want you to know how

important your role as an expert is that you can diagnose people's problems. And you can solve their problem. You're not a doctor, but you can help people. That's a role that as an expert you can do. And when you're not an expert you can do that. so I want you to really find power in that. People should be coming to you for these things and paying top dollar that you can really change their life that way.

And then the flipside about it is I want you to know that there are times you need to go to experts to solve problems because what I find more than anything is that people are trying to solve the wrong problem. And I used that story with my son because we were trying to solve the wrong problem, right? We were just trying to put diaper cream on something that is not going to be fixed that way. And with you as you're going out there and trying to grow your business and scale your business and all of these things, I wanna make sure that you're not just getting shiny marketing strategy and trying different things. But that you're actually solving the right problems that are gonna help you grow your business. And one of the biggest things that I see happening that I just wanna reach through the internet and shake people about is that you think that marketing is your problem.

Now a big disclaimer here. Sometimes marketing *is* the problem. But right now there seems to be this culture thinking "I need more followers" or "I need more fans"; "I need more email subscribers," "I need more engagement, more likes, more comments, more website traffic". And thinking that more, more, more - more audience, more attention is going to solve the problem. Or let's just say that in a more obvious way. Thinking that more of those things is going to equal more money and scale your business. Because when I say solve the problem, their problem is really growing the business. And here's the thing. Those things can all help. They can all help. But if it's not working at the scale you're at now, growing that is not going to help. And that's the tough love my friend. If you are selling something that people do not want, it doesn't matter how many people you have that are paying attention. It doesn't matter how good your marketing is or how well you know hashtags, or the latest in social media platforms. None of that will matter if you don't have what you're selling down. Now, I don't mean to say that what you're selling isn't valuable. But it starts with talking about it, packaging it in a way that people know that they need it. And this is where I see so many people going wrong and that they're going out and chasing after more, more, more, more of all these different things. But they're not really paying attention to the problems that they solve and how they can help people and the difference that they can make in the lives of the people and the businesses that they're supporting. They're focused on these other things but they're not really focused on their offer. And it

comes down to two things. It's either you have the wrong offer or the wrong audience. And sometimes you need to package your expertise in a different way so people get it. I've been there a million times. And sometimes you just got to take that very same exact thing that you're offering that's amazing, but that you're putting in front of the wrong people. And you don't necessarily need more people. You just need different people.

So if this is you – if you're watching YouTube videos on how to grow your Instagram following and your watching Instagram stories about Facebook ads, and you're pinning things about that new social platform called Tik Tok; and downloading all the freebies about all of the things. I want you to listen up and give yourself some of this tough love and really question things because sometimes we are just so stuck in the day-to-day of our businesses and we're so head-down hustling that we don't come up for air and give it that distance it needs to have perspective on what we're doing. All of the time, we have better perspective on what other people are doing than what we're doing. And I don't usually speak in absolutes but I think in this case, it makes a heck of a lot of sense. We have much better perspective on other people's businesses than our own.

So I want you to really give yourself that space. You look critically on what you're doing and what you're focused on and what you're selling. So what are you selling? Are you selling one-on-one? Are you selling a done-for-you or are you selling a group coaching or a mastermind program. Or do you have a membership or a course. What is it that you are trying to grow? What is that ultimate goal? But something that's real. I'm not having this conversation about a maybe someday I want a course thing. No, this is the actual stuff that you are looking to sell and you're out there marketing. And you're frustrated and you want more sells for it. Is the problem the marketing or is the problem the offer? That's what we're trying to figure out here.

So this is for actual real offers that somebody could buy right now that you want more sales for. That said, go through – and I want you to really critically look at where you're spending your time. Are those offers converting the audience that you do have? And then maybe start having some conversations to see maybe here's the offer. Is it the offer? Does it potentially need to be offered in a different way? Or is the messaging wrong? Or is the marketing for that specific offer the problem? Or is it the audience? Are you putting this amazing offer in front of the wrong audience? I see this happen so many times. We get stuck thinking that there's only one audience for all of female entrepreneurs. There's a reason why everyone's audience is female entrepreneurs. Let's say there

are a lot of sub-niches there. If that's you, that's okay. I raise my hand here with the Go-to Gal podcast. But you want to get more specific than that. So maybe your audience is too broad or it's just the wrong audience. So really start to look more critically at that. If you're not converting at a small scale, converting at a big scale is not gonna happen. You're just not gonna convert more people but you're gonna spend a lot of money trying to get there. SO I want you to figure this out on a small scale and then we can take it big, right? You can have all those followers and fans and email subscribers, I promise. But getting them and then not being able to convert them is way worse and way longer.

So let's solve this problem now. Let's nip it in the bud so that when you are growing and when things are taking off, you are converting like crazy. That is what I want for you. So that is why I put together this free assessment for you. Remember, I was talking about that earlier. So head on over to jaclynmellone.com/goodies and when you're in there you will see the assessment and plug it in and I will give you my feedback on your assessment. I really want to help you here. I feel like this is a public service announcement. Listen, I am a marketing person. You do need to have good marketing. However, marketing isn't gonna solve all of your problems. You need to have a solid offer. Just like if you were selling a physical product, you'd want to make sure that was a physical product that people really wanted and that you were selling that product to the right audience. It is the same thing for online services and offers.

Alright. Go have a good talk, too. Pour yourself a big cup of coffee or tea if you're a tea person. And I really want you to just explore this. Be honest with yourself. Everything is changeable. Marie Forleo says everything is figure out-able. I'm gonna say everything is changeable because you're doing businesses in a way now or you've had a certain offer does not mean that that always has to be the case. There is nothing wrong with shifting or repositioning or packaging or just like a full-on pivot. It's all okay. It's all part of growth. But if you're not willing to have these conversations with yourself, you're only avoiding the unavoidable [laughter]. I think I need to pour myself a cup of coffee. The inevitable – that was the word I was looking for! You're avoiding the inevitable because this is gonna catch up with you. And I want you to nip it in the bud now. So go off, do that. Let me know how it goes. Go have that assessment. I'm gonna be looking for your results. I'll see you next week!

Can I just say thank you so much for listening? I don't think I say it enough. But I love that you are here. If you enjoyed today's episode and if you're getting value from this podcast, would you do me a quick favor? Head on over to iTunes and leave a rating and review. When you leave a rating and review, it basically tells iTunes they need to spread the word

and tell more people about this podcast. And I am on a mission to get the word out. I'm so grateful for your support. I wanna make sure to shout you out, too. So if you do leave a rating and review, keep your eyes and ears open. We will be either chatting on the podcast or on Instagram stories.