

Color Your Dreams Podcast - EP62

Elaine Lou Cartas: Legacy leaders, welcome. This is the fourth podcast episode with my date and Monica Schrock.

Monica Schrock: Welcome back. Thank you. Happy to be here. Also, you've got that legacy leaders down, so like locked

Elaine Lou Cartas: in. It might be for my marketing strategist or something. So for those that don't know who Monica is, where have you been?

Elaine Lou Cartas: Monica is a dear friend, a client, my marketing strategist. You are layers, man. Yeah. Introvert soon to be former basketball player. I always say that because you're talking about being old

Monica Schrock: and we might be hanging up the basketball shoes soon in the rafters. We'll see what happens.

Elaine Lou Cartas: Monica is my introvert to my extrovert.

Elaine Lou Cartas: What else? What else do you want to talk about

Monica Schrock: yourself? Yeah, non binary human, which I love. And I have two cats, which are very important to me. Their names, give their names, And yeah, I live up here in the Pacific. Oh my gosh, Omar Little and Biggie Smalls. Omar is a black cat and Biggie Smalls is a tortoiseshell.

Monica Schrock: And I live up here in the Portland, Oregon area.

Elaine Lou Cartas: Yeah, Monica left L. A., but that's fine. And I moved to L. A. This is my first podcast episode in my new home. In the new home.

Monica Schrock: Congratulations. It has a new vibe.

Elaine Lou Cartas: I know. We'll talk more about that in another podcast interview. But this is about Monica. I was talking to Monica and I've also noticed from my clients Especially this post pandemic world.

Elaine Lou Cartas: I know some people are still getting COVID sure. How to network, as an introvert, how to network in this post pandemic world. I don't know if you remember Monica, remember that first time when things started opening up and you're in a big crowd, what do I do?

Monica Schrock: Yeah, it was very.

Monica Schrock: Uncomfortable. Very confusing and uncomfortable. You're like, how do I feel? I want to feel good about this, but also I don't know. Yeah. And also, I, I guess something to say is that I Brand on socially inclined. that's my LLC that I do all my work under, but I used to do a lot of content around introverts in business and networking was like a huge sticking point even before the pandemic.

Elaine Lou Cartas: Yeah. And I also wanted to share, I know the title of this podcast has the word introvert, but Hey, this could help you for an extrovert and I'm an extrovert too. So just know we are open to all introvert extrovert. What's that? What's the other one? Ambivert. Ambivert. Yes. Okay. Thank you. A little mixy. I'm educating myself.

Elaine Lou Cartas: Okay. We're not trying to push an agenda to be an extroversion school or introversion school. Okay. We're not pushing that here.

Monica Schrock: I'm non binary, so I would never push that. I'm all about the spectrum.

Elaine Lou Cartas: So let's just get into it. What are some misconceptions about introverts and networking that you just want to squash now, just squash

Monica Schrock: it?

Monica Schrock: Yeah, I think a big one is that all introverts are shy. that's not what it means. No, and

Elaine Lou Cartas: let me just say, we just had my retreat. And I had to keep yelling at Monica to quiet it down.

Monica Schrock: Yeah, I'm not shy. I used to be shy, to be fair, to all transparency. I did when I was like a kid and a teenager. I was very shy.

Monica Schrock: But I do not have social anxiety. So those are like two different things, right? And that's like another topic for another day. Yeah. So just to clarify, I do not have social anxiety, but I totally can like... sympathize with that reality for sure. I know a lot of people close to me that do. But I would say a misconception about people who are introverted is that they're automatically shy or socially anxious, And really, the purest definition as far as, I know is that introverts do not get energy from interacting with other people. It drains their energy. And again, black and white definition, extroverts do get energy from interacting with other people. And need that introverts needed to like we're not just we can't be homebodies all the time.

Monica Schrock: we still are humans that like want to be in a pack of people and be included, like that mean that's always like I want to be invited, but I don't want to go. I want to be included, but I don't want to go. that like funny introvert meme. It's like we still want that. yeah,

Elaine Lou Cartas: it's really funny because my partner Albert, he is an introvert.

Elaine Lou Cartas: So sometimes yeah,

Monica Schrock: it's yeah. For sure.

Elaine Lou Cartas: And it's, funny because I, my fellow extroverts, if you have a partner or even a friend who's an introvert, straight up ask, sometimes as extroverts, we just want to talk because we like love you so much. We want to talk. And I noticed like Albert does like sometimes like short sentences or words and I have to straight up ask, do you need me time right now?

Elaine Lou Cartas: Yeah.

Monica Schrock: what's funny is it's not always that I even want to be alone in a room. It's that a lot of times extroverts will want to fill the silence because they feel uncomfortable with it. And you're just like, we can just sit here. we can sit here and do what we're doing on our own. You know what I mean?

Monica Schrock: That's usually me. Cause I'm like, I don't need you to leave the room, but we don't need to like, feel uncomfortable with the silence.

Elaine Lou Cartas: I will say that I used to be a lot like that when I was younger and more so now that I'm in my thirties, I actually do the quiet, that drive when you're in a car and it's a road trip, you need to have sounds, but now I'm like, and I'm just going to enjoy this view of the mountains or whatever it is.

Elaine Lou Cartas: And I think, another thing I'm also hearing too is. Obviously you're louder. we're, we've been friends for how many years, but yeah, I'm loud , you're louder or just more comfortable with people you feel safe with? Oh yeah, absolutely. And if you don't feel safe with someone, then I'm not gonna be,

Monica Schrock: I'm gonna be a different, I'm gonna be a more button.

Monica Schrock: I don't wanna say I'm never buttoned up, but Yeah, I'm not gonna let as much Seep out. Yeah. For sure. I'm going to be a more, guarded version of myself for sure. And also, guarded might not be the right word, but I am going to conserve. I'm going to conserve my energy because I'm like, I don't know if this person is, who I want to spend that energy on if I don't know them very well.

Monica Schrock: And that

Elaine Lou Cartas: is a strength. because when I was a former fundraiser, I would go to a lot of fundraising events, meetings. By the time I get home, I won't be in a cave because that was just so much energy I expended.

Monica Schrock: Yeah. And I think, the other misconception is that, introverts, don't want to talk to people, just don't want to, because, that's not true.

Monica Schrock: Introverts still want to connect with people, even on a, on an emotional level, but even, on a, networking level. I don't think, There's a lack of wanting to be able to do that, in my opinion, from what I've, gathered. Not It's just the, I feel like I can't.

Elaine Lou Cartas: Okay, I'm curious, not going against you, I'm just saying based off my relationship, right?

Elaine Lou Cartas: let's say we're lost, or we're at Target, we're looking for

Monica Schrock: something. Oh. Okay? Yeah, Albert

Elaine Lou Cartas: will look at the Target app to go find it. And I'm like, why are you looking at it? There's like a staff member right there, I'm gonna go ask. You don't have to go ask, they're right there. I

Monica Schrock: know, that's so funny.

Monica Schrock: I think that's like a mix of thing, but I would say yeah, I would say introverts generalizing would not want to do that. I think for me, I worked in customer service so long, which is what strengthened my like muscle of being able to interact with people a lot more and feel comfortable with that and not.

Monica Schrock: Be so like introverted about it because now for me, if I'm going to go talk to the target person, that's not a lot of energy. I'm just going to be like, Hey, like we're looking for this thing. Do you know where it is? Like boom, But that took a lot of strengthening because when I was younger, like I didn't want to bother people.

Monica Schrock: I didn't want to talk to people. I just wanted to be able to find it on my own and go about. My day. So I think that could be like a personality thing too, but I do think generally speaking introverts are like, nah, Tom does that too. Like I'm like, I'm just going to find someone.

Elaine Lou Cartas: I wanted to ask too, because so often I think people think it's a.

Elaine Lou Cartas: It's, you're born with it in terms of communicating and talking to other people and networking. And what I've, shared with my own clients, it's a skill you could learn. Oh, no. Yeah. You gotta strengthen that muscle. And to be the extrovert, parting it up

with everybody. One of the things I've heard from introverts, and others, not just introverts, they hate small talk.

Elaine Lou Cartas: I don't want to sound fake. How can I make sure I'm not fake and it could actually be meaningful? I don't want to seem like I'm using someone. So I would love to get your

Monica Schrock: take on that. these are a couple different things, I would say. But I agree, I, think maybe your disposition, you're born with a not a, like a personality, just a temperament, that's the word I was looking for.

Monica Schrock: You're like born with a certain temperament and how you, how much you like to emote and and then of course those things are, your environment shapes those things very much probably when you're a kid. But I will say as someone who was super shy and still can be in some ways, but really was like a hundred percent of the time, like even with my family and stuff, like when I was younger, it was something that I had to challenge myself to do, and for me, it was like money motivated when I was a teenager, I worked at a restaurant when I was 16 or 15, I was a host and then a couple of years in, I could be like, a server, but I knew that meant like a lot of interaction with people and sometimes not fun or comfortable interactions, It's going to be very surface level, which is something that we don't like all that much, but then again, it's you don't have to go that deep and that can be comfortable too, depending on who you are. So I really was like, I want to make more money. So honestly, being a server.

Monica Schrock: was like, I think, in my experience, crucial to me being less shy and being more confident going up to random people and asking things but also just being like, Oh, we know what we're here for. you're here to pay me to give you food and make sure you have everything you need. And I'm here for the money.

Elaine Lou Cartas: I loved how you were just you just figured it out, Oh, I think what I'm hearing is This is our roles in this situation. This is our

Monica Schrock: roles in

Elaine Lou Cartas: this situation. And here's my boundaries. Am I going to share my whole life story? No, I'm going to ask you if you want wheat or white on your sandwich.

Monica Schrock: Yeah. Yeah, and I'll, I'll make a little small talk to be personable, because that's what people, that's what makes people, and not in a way where I'm trying to, dig into people, but that's what makes people feel less guarded, we, we don't like small talk, and I get it.

Monica Schrock: It's how's the weather? this is not a fun conversation, but I think that's the case when we're just, randomly talking to someone and there's no, hope to go any farther. this is just a person that you're just coming across and you are not, you, this small talk is not

a gateway to anything else, But in a, networking situation, I think there needs to be like a reframe around what small talk is. let's talk about

Elaine Lou Cartas: that. Because, you're a marketing strategist. I'm a business coach. Both of us have noticed it's 2023 when we're recording this podcast that you cannot just be online.

Elaine Lou Cartas: You have to go back to in person. So events, conferences, networking, what advice or tips would you have for someone who's an introvert? Or maybe it's just because it's a post pandemic world, how to start networking again.

Monica Schrock: Yeah, absolutely. And I think the small talk thing, I think reframing it with this networking, lens, because that's what we're talking about, and these are the situations we'd be doing it.

Monica Schrock: this is more of a, to me, so to me as an introvert, And to other introverts I've helped, it's we have to be more strategic. We're not going to be able in this, networking situation to throw, spaghetti at the wall and see what sticks. we don't have that many spaghetti noodles.

Monica Schrock: we have to conserve our spaghetti noodles. Yeah, we have a couple, and that's as much as we're going to be able to throw. we need to be very How do I feel

Elaine Lou Cartas: like this is, a Pokemon game? Do the Pokemon balls, and I have X amount to throw and catch my Pokemon. You only have

Monica Schrock: X amount of Pokemon balls.

Monica Schrock: And extroverts will have more. They're just gonna have more. So There's no right or wrong. There's no right or wrong, but there is the reality that we're not gonna be able to just be like, la, to, everyone in the room. You know what I mean? it's just not, we don't want to. In this case, this is a want thing too.

Monica Schrock: I don't want to talk to everyone in the room. I want to have my energy, not completely, depleted when I leave a room because there's probably more stuff to do that day. Yeah, go to meetings and Yeah, so many other things to do that day. for me, it was about being strategic. And when I, just going back real quick to the small talk thing, like, how else would we start a conversation?

Monica Schrock: what else are you going to do, unless they were a speaker and you're like, I love the thing you said, and then let's talk about it. But otherwise it's something needs to spark the situation and you're going to do a little bit of quote unquote small talk to be able to connect with this person on just a not business or career level, just on a Oh, for me, it's I try to find common ground at the end of the day.

Monica Schrock: I think for me, common ground. if someone has tattoos, and I have a lot of tattoos, you can't really tell, there's some like neck situation, but it's fun for me to be like, Oh my gosh, that tattoo is super cool. Like I love, I think like it really is about being like, okay, like this is small talk to make us feel like we're connecting to be comfortable.

Monica Schrock: It's not fake, cause you want to get to know this person generally speaking. Yeah. Cause business is not. Transactional necessarily, anymore. think about even me serving tables, people who came into the restaurant all the time came back and requested me. at that point, that relationship is not purely transactional.

Monica Schrock: You know what I mean? There

Elaine Lou Cartas: was, when I was, when I used to do political organizing, we always talked about how the first time a volunteer comes in is for the candidate, and the second time is for you. Like, all Yeah. The second, third, and all that time. And it's interesting because I know you love sports, but what I find with people who love sports, like for example, my partner and there's always like a bar or they have something, they're wearing a logo and it's Oh, sorry, I didn't, I don't mean to create, controversy here, but it's like, Oh, the giants suck, Dodgers all the way.

Elaine Lou Cartas: Do you know what I mean? Boo.

Monica Schrock: Yeah. Yeah, no, it's that like common ground. Yeah, like generally speaking is like a team,

Elaine Lou Cartas: but the

Monica Schrock: sports, yeah, it creates this like playful competitiveness, generally speaking, sometimes people get out of hand, but that's what I love about sports. Honestly, that's one of the things I love the

Elaine Lou Cartas: common conversation starter.

Elaine Lou Cartas: I'm not saying you go love a team, but there's always something that you can see. Yeah.

Monica Schrock: And I will say if you're comfortable sharing things about yourself, if you don't want to do small talk in the networking event in the sense that you're like, Oh, the weather's really nice. Like things that we, relate to small talk.

Monica Schrock: I think a lot of the times you don't know if there's common ground with people just by looking at them. Like how would you, unless there's a tattoo situation or a really colorful hair situation in which both of us will usually compliment each other on those things. So that's like an easy in. But. A lot of the times, I'll just like, whatever you feel, I always tell, clients, whatever you feel comfortable sharing with people, share it.

Monica Schrock: Because at the end of the day people want to connect like I said and like for me I can't tell by looking at a person unless they have like comic book tattoos that people that they like that But a lot of the times I'll just mention oh, yeah I read a lot of comic books and then people will be like oh me too or oh I used to collect them or oh whatever things you feel comfortable sharing about yourself, giving a little bit of information about the things you like, creates those, common grounds.

Monica Schrock: And even if they don't like the same thing you do, if I'm like, oh my god, I love basketball, they're like, oh, I feel the same way about football or soccer or dancing or whatever, it just, it's not manufactured. It's not, Less genuine, we do that in social settings too, like, why would it be, like, fake in this setting if it's not fake in the other setting?

Monica Schrock: And if all of it's fake, I feel like you're still you, you're not being fake, you're just having to, be strategic about how you're communicating, which is, our entire existence. Yeah. we're just making it something else because the word networking is a part of the situation.

Elaine Lou Cartas: It's just interesting, like hearing, find that common ground. And also to be honest for me, yes, I'm an extrovert, but now that I'm older, I am very picky with who I talk to as opposed to when I was in my twenties, I'm like, who has good energy? Because, I'll be at conferences and

Monica Schrock: tell who you want to talk to.

Monica Schrock: Yeah, I'm

Elaine Lou Cartas: like, okay, they're just talking way too much. And I will be transparent. I used to be the person talking to every single person at the conference. And when, and now when I go to events and conferences, and I see that person, I'm like, oh my god, they have way too much energy. Yeah.

Monica Schrock: And then, for me, it depends, right?

Monica Schrock: Because even if they're way too much energy, but I can tell that they're like a connector and they do something complimentary to me, I'm like, cool. I don't have the energy to do that. So let's, that's,

Elaine Lou Cartas: I'm gonna get Monica using me. ,

Monica Schrock: I'm using as a strong .

Elaine Lou Cartas: Monica puts an army of extroverts to brag about them.

Elaine Lou Cartas: And then Monica, these clients, no know, I know. That's Go share. Go share.

Monica Schrock: Yeah, you do that. That's a big introvert, like, strategy to me. Like I find, share your secret. Share your secret. Cuz you think, haha, cuz think about, the extroverts love to do that.

Monica Schrock: Think about what we just said. there's, they're not doing that for me, they're doing that for them. And this happened yesterday,

Elaine Lou Cartas: everyone. Monica sent a text message to me. Do you know so and I was like, oh yeah, they scheduled a call with me and then canceled it. It wasn't a good fit.

Elaine Lou Cartas: That's totally cool. And Monica is awkwardly, oh, they just paid a session with me. And then I was like, that's great. You're probably a better

Monica Schrock: fit. No, and totally, we looked at the, intake form and for what this person needs, I am a better fit. Also, but

Elaine Lou Cartas: since it's being recorded, I am mad at Monica.

Elaine Lou Cartas: Let's just put it on the record. I'm kidding. For the record. I'm kidding. I'm kidding. I'm kidding.

Monica Schrock: Continue. No, but that is legitimately one of my strategies and, I don't... And you can even tell someone that. You don't have to be, like... You don't have to hide anything. I'm transparent about everything that, I do.

Monica Schrock: I'm like, look, I do this for people. You have clients that need this, you do this for your clients, and you need someone to refer to because your clients need this, and it's just gonna make them look good, and it's gonna get me work, and they wanna do all that stuff anyway. And honestly, they take pride in being able to connect people together and working out.

Monica Schrock: I just wanna put that out there. Yeah, I do. I've never met an extrovert that's oh my god, I introduced two people, what a bummer. never, because that's just like part of their like, how they operate in the world, and it's not how I operate. I'm a lot of

Elaine Lou Cartas: introverts. You I was like, I'm happy money was thrown at you, you've thrown money at me too with other clients, Yeah, I think it's knowing that you're not, not just extrovert, introvert, ambivert, but just in general, oh dang, okay, this is what I do. I keep getting asked about this. Who do I know? And then connecting them and then karma happens and you'll end up getting a butt in somewhere else.

Monica Schrock: Exactly. And yeah, so like a strategy of mine is look for the extroverts in the room.

Elaine Lou Cartas: They will

Monica Schrock: find the common ground and they want to talk to you. Every extrovert loves to bring a little introvert under their wings. Like y'all love it. We love it.

Elaine Lou Cartas: I did put deodorant on, don't worry. Yeah,

Monica Schrock: yeah. Non toxic. Non toxic. So yeah, I think it's that's totally one of my strategies. And I think another one is Again, being strategic with it in general, we're not, we don't have as much spaghetti, as many spaghetti noodles to throw on the wall or Pokemon balls. So we have to think, so if you're in like a networking situation and you can look at who's going to be there beforehand, I highly recommend because then you can look at, cause everyone has their like, their title, usually their business.

Monica Schrock: You can look up people's businesses. You can do your research. I think that's a big one is do your research. If you have the. Resources to do it because then you'll feel a lot like more grounded in what you want to do. if there's three people, I always tell people, make your goal to connect with two, three people, whatever you feel like you can do.

Monica Schrock: I can do a little bit more now because I've strengthened like that muscle. So I feel confident doing five, six, maybe even more depending. So it's if that's what you got. In your tank, then be strategic about it, look at who's going to be there, who complements what you do, who could you learn from, who is someone you just want to like, be around their energy, maybe because they like, do things the way you'd like to do them, or whatever your kind of aspiration is with this, for this relationship, do that research, and if you're at a conference or something, We always do, because, introverts, we love gathering information, but sometimes we gather too much information and don't do anything with it, which is a struggle.

Monica Schrock: It can be a challenge. So I think do what you do best and gather information, whether it's beforehand or while you're there, but then make sure you take the next step and introduce yourself to them and, let them know. for me, I always let them know. I let people know what, the intention.

Monica Schrock: Is of me coming over there. I haven't met anyone that doesn't like when people are like just straight forward about why they're walking up to you. Wait,

Elaine Lou Cartas: so give an example. Let's say you're Let's say you saw me and you like, oh my god, her vibe. What would you say?

Monica Schrock: The vibe. I think I would be just really if

Elaine Lou Cartas: I saw you Like, how would you is this?

Elaine Lou Cartas: yeah, what would you say if you just came up to me?

Monica Schrock: If I saw you and I liked your vibe, I would be like, hey, like Love what you do and the energy with which you do it with.

Elaine Lou Cartas: Dude, as an extrovert, I'm like, I am loving this person. Exactly. continue.

Monica Schrock: Exactly. And I'd be like, specifically, I like that you said this.

Monica Schrock: for me, when I do things, people would be like, oh my gosh, I love that you said Like for introverts, I love that you said doing less social media or not doing all the marketing channels, like having, being able to cut some things out. So it's like finding that thing that you really liked about it, which you'll have something because you actually liked it.

Monica Schrock: So you're not going to have to fake anything, Yeah. Because you were into it. And if you feel like you need to fake it with someone, maybe they're not someone you want to be networking with at the end of the day.

Elaine Lou Cartas: Yeah. And I will say. So I went to two LinkedIn top community events, and I did do my research.

Elaine Lou Cartas: I put a spreadsheet. I didn't do it. I had a team member do it. Put a spreadsheet, put the website, Instagram, Facebook, and I literally looked at everyone, but I wasn't reading everyone. It was more of a vibe check. And then if they seemed really cool, I want to connect with, but the thing is, it's not a question of how can this person help me, but to your point, what you were saying earlier, How can I even support them?

Elaine Lou Cartas: Oh, 100%. That's a better question. Or oh, they also went to UC Irvine, like even that commonality. Oh my God. Yeah. It doesn't all

Monica Schrock: have to be work. And it does not all have to be work, but honestly, networking events, I have made connections, but I make, I've made a lot of like business connections because I'm out doing the things that I like, like playing basketball.

Monica Schrock: People who play basketball are business owners, or doing the things in those like communities that I really like. Herein lies the rub talking about what I do because introverts, bruh, y'all got to tell people what you do.

Elaine Lou Cartas: Let's, go there because a lot of people struggle with self promotion.

Elaine Lou Cartas: So what tips do you have here?

Monica Schrock: Let's go there. And this goes hand in hand because I didn't finish the example of telling someone like your intention. So I think this like really goes hand in

Elaine Lou Cartas: hand. I apologize. I was an extrovert. I just cut you off. continue.

Monica Schrock: Absolutely not. So I think also it's like you were saying, how can you help them too?

Monica Schrock: And the one thing that people always need is content. So let's just let's just put that out there right now. Look at Monica

Elaine Lou Cartas: promoting themselves in this podcast episode.

Monica Schrock: Everyone needs content. But even with this podcast episode as like a, an example, if this person has a podcast, they're looking for people to be on their podcast.

Monica Schrock: you better believe it. they need content. I think that's a huge thing to, think about. If you want to be like, how can I, help them too? But, at the end of the day, if I was to walk up to someone and say what I said, love what you do, how you do it. I, do XYZ and I think I could like, we could help each other by X and X.

Monica Schrock: Like I'd love to, for you to be a guest on my podcast. Like I absolutely I have other business coach. So if it's a business coach, I have other business coach friends and I love to come in and help their clients with marketing hot seats or like XYZ. And it's just like giving an example of how you do work with other people I think is a big thing.

Monica Schrock: But if you're not there yet, because for me, I'm very confident in just telling people Just from, historical context of how it's go how it's gone for me. It's generally worked out. yeah, when it comes to self promotion for introverts, I know that can be, like a sticky thing. Because here it is, this, I'm being fake.

Monica Schrock: I'm not being genuine. It's transactional. this, the, these, this small talk is just, surface level. And I think we really have to, challenge... Our relationship with those things, because at the end of the day, most of them aren't true, I think that's just it, if we're having a conversation with someone, regardless of how deep we think we can go, and introverts, we like to go deep rather than shallow, we want to go deep with fewer people instead of shallow with a lot of people, and that's still possible, which is why I was talking about being strategic about meeting three people in an event, even if you don't know beforehand, being like, I want to have, A little bit deeper conversation with three people at this function.

Monica Schrock: That's why I think that's important is because we connect on a deeper level and having surface level conversations does not give us energy and does not make us feel fulfilled. In the conversation or in the beginning of the relationship, right? Like for me, a lot of the times I can tell when it's, shit's just surface level and I just want to fucking bounce.

Monica Schrock: That's why I'm not interested in having a surface level conversation with a person generally that I'm never going to see again. And I think that's like the the definition of what, why we don't like small talk, right? It's not the oh, we're going to share a few common sentences before getting into some business stuff.

Monica Schrock: I think that's normal and something people want to do. Yeah. You don't want to be like, hey, my name is Monica, I do this and I want to connect with you because of this. Maybe some people might do that to you. I actually don't mind it. I'm like, thank God, because I don't want to waste my time, so I think it really depends on the personality.

Monica Schrock: I don't recommend going with that strategy because I don't think a lot of people do like that. I just like to be one of, I think I'm like one of the few that do like that. But I think with the self promotion thing, it's okay, what may commerce is something we all participate in, I'm going to say capitalism, unfortunately, but even if we were to like dismantle the system of capitalism before there's still commerce that happens, there's still services and goods that we're trading, selling to survive.

Monica Schrock: So I think at its very core, like we do this. You know what I mean? Yeah. this is what we do. This is not abnormal. It is something that I think some people enjoy more than others but if we're going to be introverts in an entrepreneurial space and we're the ones that have to market ourselves and get all our clients or sell all our goods and do these other things, it's a muscle that needs to be strengthened and something that eventually just can't be an excuse.

Monica Schrock: You know what I mean? It's a

Elaine Lou Cartas: skill. I was watching a documentary on Netflix. It was like multi documentary, but it was about Bill Gates. Yeah. And he is an introvert, right? Oh, yeah. But... But that Bill had the network.

Monica Schrock: There's no way he didn't.

Elaine Lou Cartas: Yeah. I don't know if you know this, but... he's from the Pacific Northwest too.

Elaine Lou Cartas: Yes. And his parents were really into philanthropy. And his parents knew that he just wanted to stay in his room, read books, basically. Yeah. Yeah. Bill Gates created, but he would just read books and to, make him get out, they would make their son or bill go out and he would be the greeter at these philanthropic events.

Elaine Lou Cartas: Bruh. That's like huge. Yeah. So that forced him as a teenager to. To socialize, but I'm sharing that, like with even your example of being a waitress, like it is a skill you can't learn. It's like basketball. It's like yoga. It's like Muay Thai. You, continue learning it as a muscle. But I think what I'm also hearing as a strength, as an introvert, you create that as a muscle, but you still pick and choose who you want to connect with.

Elaine Lou Cartas: You do not have to be an extrovert and talk

Monica Schrock: to everybody. No, not at all. I, that's totally 100%. It's And it is one of those things where, if you're choosing to have your own business, who else is advocating for your business in the beginning other than you? no one. Yeah. The answer to that question is no one.

Monica Schrock: because if you're not telling people what you're doing, it's impossible for other people to say your name in the rooms that you're not in, to advocate for your business, to just tell other people that you exist and you can help them. If you haven't told them first, it's not possible. there's no chicken or the egg.

Monica Schrock: You got to tell people and self promote what you do first. And what I do

Elaine Lou Cartas: sometimes too when I meet someone, they're really cool, but I know that I can't support them, but I met someone else who might be able to, or they could get clients who are like, Hey, you guys should meet. Like I was at the podcast conference.

Elaine Lou Cartas: See your connector. Yes. I'm I met.

Elaine Lou Cartas: I met a woman who is a swinger. She has a swinger podcast. And then my other friend has a sexology podcast. And I was like, you both need to connect. I don't have a sex podcast. And they

Monica Schrock: just hit it off. Amazing. Yeah. And that's like a skill. That's a learned skill too that like introverts can do as well where it's like seeing those connections and that is value.

Monica Schrock: Like it's value for me that I'm friends with extroverted connectors because like I don't have to promote myself as much because they do it a little bit more for me. But it's not like I'm not doing anything for them on the other end. Yeah. You know what I mean? Yeah. Whether I'm doing that with my time or supporting them with my skill.

Monica Schrock: Or like doing the same because if I, randomly meet people, I'm going to like, but I think at the end of the day, like experts like doing that more. So I've never been in a situation where someone's been like, Oh, you're not doing this as much for me because I think we know like our roles. what I do for them is I'm really good at what I do.

Monica Schrock: So when, they refer me to someone and they hire me and I do the thing I'm really good at, because I've spent all my time acquiring this knowledge because I'm an introvert, and that's like the thing that I do, right? Oh my God.

Elaine Lou Cartas: Sorry, I'm like, I'm just thinking about Elbert right now, my partner. I'm like, yeah.

Elaine Lou Cartas: People like do research on it. Like I had to do, put this podcast, use podcast stand, right? I'm like, Oh, I'm going to go like YouTube is like YouTube, the instruction manual is here. I'm like, Why am I going to look at an instruction manual when YouTube could show it to me in 15

Monica Schrock: seconds? Oh yeah, I definitely look at YouTube too.

Monica Schrock: That just saves me time. But no, it's that's like a very introverted quality, right? And sometimes again, we're too much information, like overload and freeze a little bit and don't use it. But for instance, I just was working for an NBA team for a year doing marketing. And now that I'm back like full time freelance, I've Taken a digital marketing course that I, bought a long time ago and didn't finish because if you're doing digital marketing, you have to update, what your, knowledge and your skill set all the time.

Monica Schrock: And I already read a marketing book and I've started back into a copywriting book. So it's like these things, I love to, feed my need for knowledge and to update my skills and because of that, I'm valuable to the people who refer me. So again, it's even if they're referring... More are talking about me more in other rooms.

Monica Schrock: They don't need me to talk about them as much as I need them to talk about me. So what I do is I do my job super well, and I make them look good. that's the value I'm also bringing on the other end, right? Is that because I can't. Connect with as many people, I need to make sure that I'm making a big impression on people, which, you know, Elaine, that's like a big thing for me and how I get work like based on being your on your podcast.

Monica Schrock: And I've been one off on other people's podcasts and people have found me and messaged me or booked a call because they're like, I heard you on so and so's podcast, right? Like the impact that we need to make in the like smaller amount of situations we get to make it. Is big and like we're totally built for it because we spent all this time.

Monica Schrock: We're not jumping into a situation without, having a fuck ton of information. Introverts are not doing that. Like I guarantee you, you know enough to go sell your skills right now. You know enough. I don't even have to meet you and I know you know enough. You probably know too much. Like at this point.

Monica Schrock: Oh

Elaine Lou Cartas: my God, you're bringing so much clarity into my own relationship, right? No, like he does so much. he has a, he's an accountant and he has a CPA and they have to like constantly update their skills. Yeah. It's really obsessed.

Monica Schrock: Oh yeah. Yeah. Absolutely. I've, I love it. I would just learn all the time if I could.

Monica Schrock: I have 15 years experience marketing and copywriting and sometimes I'm like, Oh, I love learning, but I'm like, Oh my God. do I have enough knowledge for this? And then I'm like, Oh my gosh, like you have plenty of knowledge for this. You just need to like, go out there and apply. And in terms

Elaine Lou Cartas: of advocating for themselves, Monica, like a month ago was like, I think you should have me as a segment in your podcast.

Monica Schrock: Every month, I'm like, I think I should be a monthly podcast.

Elaine Lou Cartas: And I'm like, fine, Monica. But it works out not just because Monica is like my marketing strategist, but I'm being straight up honest, Monica's also a client. So I know they could give their perspective.

Monica Schrock: Absolutely. So there, again, mutually beneficial.

Monica Schrock: I'm not like, you should get happy on my podcast. We're not using

Elaine Lou Cartas: each other. Yeah. Go ahead, Monica.

Monica Schrock: No. But then it goes back to that skill thing, right? I would say, maybe I'm wrong, that you're excited to bring me into your stuff because you know I'm really good at what I do. you wouldn't hire me if I wasn't good at what I do and you wouldn't trust me to do marketing hot seats or come to retreats to teach your clients.

Monica Schrock: If I wasn't good at what I do, So it's like the value. That

Elaine Lou Cartas: self promotion, recorded.

Monica Schrock: Clearly I have no qualms with that at all anymore in my life. But it's but it's true. that's the value I'm bringing is that it brings value to your clients, which brings value to you as well.

Monica Schrock: it's like thinking about it in these not so linear ways, like thinking about how the like ecosystem works, how the web is weaved. Because nothing about. Life is linear, really, except for a road that we paved that we drive our cars on. Yeah, pretty much. Those aren't even linear sometimes.

Elaine Lou Cartas: So what is one, one tip that you would give as we end this podcast episode?

Monica Schrock: Yeah, so I'm going to go back to self promotion because I think this is if you aren't willing to tell people what you do, none of this other stuff matters, right? So this is like the big one and I think a big tip is creating.

Monica Schrock: I think elevator pitch seems overwhelming to people. Also, it's very abstract. Yes, it's less than 60 seconds, but a lot of times we're not even in an elevator for that long, so I don't even know if that even works anymore. I digress. So if, I think a tip for me is come up with one line.

Monica Schrock: That explains what you do and who you do it for. How long is the

Elaine Lou Cartas: one line? Because the one line could be two minutes. like a minute. Oh,

Monica Schrock: yeah. yeah. Not even less. one line or maybe two lines max, that is like less than 30 seconds. because you're not going to want to talk a long time anyway.

Monica Schrock: You're already like, self promoting is challenging. let's keep it short and sweet. But I think it has to be very clear. So I think write a few drafts of something like, I do this for these types of clients. That's what I do, and being super transparent, being super direct about it, and not worrying about, if it explains it, because I know we're information people, we're, even when, even though we're like sometimes people of few words, we have many words.

Monica Schrock: We have many words when it comes to wanting to, really give an explanation of who we are and the depth that we have as people. So I think it's that can be a really big, Boost is just being like, this is what I do. This is who I do it for. And this is how I do it. Boom. And that way you can practice that sentence.

Monica Schrock: It's not this big, long thing that you get nervous about messing up in the moment or whatever. It's just One and a half to two sentences and it's just like cool at least people know what I do at the short very bare minimum Short

Elaine Lou Cartas: and sweet and obviously everybody has fallen in love with you how can people find you?

Elaine Lou Cartas: I

Monica Schrock: love y'all, too You can find me On my website, which I just updated which is very exciting. It is Monica Schrock calm You can also find me on Instagram at money shrock, which I'm sure will be in the show notes. So I think it's going to be down there and yeah, I'm on LinkedIn too. If you want to connect with me there.

Elaine Lou Cartas: Yeah. And since this is a mutually beneficial podcast episode. If you want to work with both me and Monica, so Monica comes in, does marketing mental health sessions. Monica is not a therapist or certified mental therapist. Monica just holds space. And then I do business strategy and career strategy. So we have my mastermind, if you want to be a part of.

Elaine Lou Cartas: Monica, what's, what friend promotion do you want to provide for people interested in working

Monica Schrock: with me? Yeah, and I think it's fun the mental health, like part of the, cause I, we talk about what, things we struggle with, like with mental health wise and how that impedes on our marketing. Cause that's a huge thing.

Monica Schrock: So I think that's just put that in a like tiny little neat little box. But as far as friend promotion, I think fellow introverts out there listening, I've never not said this about you, Elaine, when I talk about hiring you. Is that you never, push me or try to force me to do things that are out of my comfort zone as the person I am.

Monica Schrock: we obviously have to get a little uncomfortable and, do things. But if I've been like, ugh, I don't feel comfortable doing that, you're like, okay, let's pivot. Let's try something else. it's always, honoring who you are. So I think that's always what I've loved about you as a coach. And by the way, Elaine's been my only business coach and first started working with her in 2018.

Monica Schrock: That's awesome, miss. Thank you. So I think it is like you let people, let people, but you really embrace people being themselves and find strategies that work really well for them. And I think it's you're really transparent when you can help someone or not. And I think it's like, if Elaine wants to work with you, then she really thinks that she can support you and grow your business with you.

Monica Schrock: Yeah. So that's what happened

Elaine Lou Cartas: yesterday. someone wanted to Yeah. And said they went with you. Yeah. it's a win situation.

Monica Schrock: The win. Yeah. So You're gonna feel supported and you're gonna grow if you trust Elaine to, guide you, I would say.

Elaine Lou Cartas: Thanks, Monica. You're welcome. I, I probably just do these like monthly podcast episodes with Monica for some of my ego booster, Just for that? Yeah. Yeah. Just for the end part. Just for the end part. Yeah. But if you want to schedule a call with me to see if it's a good fit, you can go to elaineloo.com forward slash call. Also side note, I'm going to do some coaching for my extroverts, introverts, fellow humans. If you notice Monica and I were talking about how we could support you.

Elaine Lou Cartas: So if you didn't feel like it, this was nasty and just. Thanks. Salesy and sticky. Like you could do it too.

Monica Schrock: Just saying. It's just an invitation people here. Not forcing anyone to do anything. You don't

Elaine Lou Cartas: have to say no, like you don't have to do anything. And if someone says no, that's great. They're being transparent with you, Monica.

Elaine Lou Cartas: Thanks for your time.