

Color Your Dreams - EP70

Elaine Lou Cartas: Legacy leaders, we made a mistake. Monica! You're back on! You were so sultry when you said that. I know. But, I had to change the tone. I know, yeah. It's a different tone for this podcast. For those that don't know Monica, where have you been? Hiding under a rock.

Monica Schrock: How have you made it through this whole podcast without knowing?

Monica Schrock: Or maybe it's because of this episode, maybe it's your first episode, no shame, Oh yeah,

Elaine Lou Cartas: sorry, I did not mean to attack you if this is the first episode that you're listening into. We apologize, but Welcome, welcome. To the new name, we got a facelift because, I'm from LA. Or what's the new thing?

Elaine Lou Cartas: Is it facelift? Is it Botox? I don't know. You're asking the wrong person. Yeah, I'm, I don't know what the new procedure is. Anyways, welcome to the new name, WOC and Allies Business and Career Real Talk. That was a mouthful.

Monica Schrock: Yeah, it's a mouthful but also it's super accurate and we're going to talk about all the other things that it is but it sounds like a really cool radio show segment.

Monica Schrock: Yeah. Do

Elaine Lou Cartas: you, do you like that? Because Monica did pitch themselves a couple of months, ago to me, I should be in your podcast like once a month. Cause I'm in your team. For those of you that don't know, Monica, Schrock goes by she, they My marketing strategies, not only for me, but also my clients, also a client, also a friend, also a fellow Sagittarius human.

Elaine Lou Cartas: Yep. Anything else you want to add to that long list of who you are? Human, sorry, forgot human as

Monica Schrock: well. Human you said Sagittarius. No, I think I'm good. I think you described me perfectly. And for those

Elaine Lou Cartas: that don't know, I'm Elaine. I'm a business and career coach, and I love long walks at Target. Amazing. All right. Why did we make this, what happened? Why did we make this mistake? Why nothing is a waste of time. Yes.

Monica Schrock: So when we say we made a podcast mistake, quote unquote, it's very rare that you make actual mistakes in your business. These are just choices you made when you didn't have the information you have now, right?

Monica Schrock: We didn't make a mistake, we just didn't really have all the information. We didn't know how this was gonna go. And I think we want to talk about how nothing is a waste of time in your business because usually you don't have the same knowledge or information that you had when you made a decision prior.

Monica Schrock: And so when we made the name of Elaine's podcast? we didn't really make the name. It was a part of your brand anyway. Color Your Dreams. Yeah,

Elaine Lou Cartas: we called it. Yeah. Yeah. Color Your Dreams podcast. It was the name of our brand. It was, it's a cute name. That's what we named our events. And we figured let's do the same thing with the

Monica Schrock: podcast.

Monica Schrock: Let's keep that going. Yeah. Yeah. Which totally made sense. It's it was something that you've done in business since you started. So it just the thread through continued. And I want to say that nothing you do is a mistake or a waste of time in your business. Because again, you learn all those things along the way.

Monica Schrock: Like you learn how people respond to the name. You learn who you attracted through having that name. You learn what people want, which is part of how we like. renamed the podcast, what people want from your content. So these are all like data points and qualitative and quantitative like research that you're doing by doing anything in your business.

Monica Schrock: So I just want to say that before we start this podcast. Anything you've done, even if people are like, you should start doing XYZ, like a lot of the times my clients, I'll be like, Oh, do you have an email list? If they say no, I'm like, okay, cool. Let's get one for you because it's really important for XYZ reasons. And we can talk about that later. On another episode, why it's important to have an email list. But sometimes people get really, down on themselves because they didn't, they haven't been collecting emails up to that point. And for me, I'm like, it's okay. you didn't know how important this channel was and what it could do for you, so we don't need to focus on why you didn't do it.

Monica Schrock: We're just going to focus on how to build it now, So I think it's just, Giving yourself a little bit of grace when you didn't know the things that you know now.

Elaine Lou Cartas: Correct. And I think both Monica and I, we're really scrappy starters. we're like, okay, this sounds cool. I'm gonna start a podcast.

Elaine Lou Cartas: Let's do it. We're gonna do it. But we're not, waiting. it's one of our strengths as well as weaknesses in terms of, let's just do it and see what's gonna happen. And what we realized when we were doing the podcast, not just a podcast, but even looking in my business, I was like, wow, SEO is so huge.

Elaine Lou Cartas: Yeah. I still get majority of clients about 60 percent when I last looked at my numbers from referrals or annuals and about 20 percent from SEO. And I was talking to Monica, I, spoke to my whole team. So it was Monica, my marketing strategist, spoke to my SEO strategist, spoke to Tiffany, my brand strategist, also talked to my lawyer about this.

Elaine Lou Cartas: So it is being trademarked, FYI. And you're like, why didn't we put SEO words into the name of the podcast? think about it. for example. I was getting into a fight with a family member, not fight, physically, but, misunderstandings that happen, and I was typing into my Spotify, I'm like, okay, dealing with tough family member, and then in my head, I'm like, wait, if I'm looking for this, other people are probably looking for me, but.

Elaine Lou Cartas: What is color your dreams? That doesn't make sense. But if I put something like W. O. C. business, career, then they would easily find me. Anything else you want to add, Monica?

Monica Schrock: Yeah, I think, I, it's funny because what I have to do is put myself into the shoes of how someone's most likely going to search for something.

Monica Schrock: Because for me, I'm gonna go to Google before I go to any of the podcast platforms and I'm gonna say, Best podcasts about comics or whatever I'm looking because I want to see what a person has said about these podcasts But that's just how I search for things and like thinking about what someone's gonna do when they go in those ABS was something that maybe I wasn't thinking about when we, were doing the podcast either.

Monica Schrock: I wasn't thinking, oh, someone's gonna search in the podcast, platform. I was just like, oh, I always search on Google and find the best ones because that's how I want to find them. So it's that's something too, is to think about how your audience might be, like, searching for things. But that, just in my mind, I'm like, oh, it'd be cool to get on some lists for, the best podcast for, certain things.

Monica Schrock: So that's, an idea for later. Oh, yeah, but I think, yeah, it was one of those things where we just went, like you said, we just go for things. Like I'm one of those people too. I have an idea and I go for it and there are pros and cons to that because I didn't probably spend a lot of time planning and, consulting everyone that I could consult about what would be the best way to do something.

Monica Schrock: For me, when I get that momentum, I run with it. So we're similar in those ways. And I think, like we said, that's a pro because we have no problem starting things, right? We don't have like analysis paralysis when it comes to starting new things, we'll just do it. And then. We probably could have done a little bit more research, but I don't know.

Monica Schrock: I still think it's a great way to start something. You start something, you see what works, you improve it. And it's just up from there. Because what you have subscribers now, you have a lot of downloads now. There's no cons in that situation. No, and,

Elaine Lou Cartas: and it's not being attached to the results. So whenever I even try something new in my business, let me try out for three months or six months of the podcast.

Elaine Lou Cartas: I heard it's interesting because even working with Andres, my podcast SEO strategist, I'll, we did a podcast episode. I'll add it to the show notes. He even shared with me, Hey, a lot of your, I hate the word competitors, but it's just a word that's easy to use. But a lot of your competitors are people that work with the same demographic as you have a podcast.

Elaine Lou Cartas: I'm like, Oh, that's interesting because I've always wanted to start one. And that was just in the back of my head.

Monica Schrock: Yeah. And there was data informing that. It would be a good idea to start a podcast because your audience is listening to podcasts.

Elaine Lou Cartas: And I just got burnt out from doing Facebook and Instagram lives.

Elaine Lou Cartas: And in a podcast, I'm behind a mic and I'm not holding space. Like I'm a projector if anyone's into human design. So it's a lot of energy. It's like an introverted energy. wait, I just have to hold space for Monica or whoever guests I have. And the hard part though, when it comes to podcasting or any long form content, like email marketing or blogs is It is not a short term win.

Elaine Lou Cartas: It's not Ooh, I got 300 likes on my Instagram post. I knew it was gonna be long term. I waited probably six months until people started saying, Hey, I wanted to work with you because I binge listen to my podcast and I wouldn't even say my podcast is the number one way I get clients. If anything, it builds authority and trust for people who want to work with me and my team even more.

Monica Schrock: Yeah, it's a nurturing platform a lot of the time. Yeah, it's that middle of funnel. People are going to find you elsewhere. And they're going to go to your podcast and see what you're all about. So it's that next step, which is so important. usually we think

Elaine Lou Cartas: it's just like The second date! The second date!

Elaine Lou Cartas: We're on the second date, everyone! On this podcast!

Monica Schrock: In a marketing funnel, I think we, sometimes forget about that really important middle part of the funnel. You have top of the funnel, middle, and then the bottom. The bottom is converting people, the top is acquiring people, as leads. And in the middle, there's a lot of work that has to go into that building trust and giving people the value.

Monica Schrock: and giving them the approach you're going to take to helping them to support them with whatever your business is. it's really important to have something so

strong as the middle of funnel. I think it's it's so important and you've created something. I think another reason why it's not a mistake to like it is because, okay, there, there's always these two sides of a mistake, right?

Monica Schrock: in, in marketing. There is the what if of how many how many more people could have found your podcast if it had SEO before, now. Don't say that. no.

Elaine Lou Cartas: Oh my god. But that's what we're talking about here. I know. yes, Continue, But,

Monica Schrock: or, and. Now, when people find you through this SEO, you have this catalog of amazing episodes with amazing guests, and you don't have to start from scratch.

Monica Schrock: Everyone's gonna be like, oh my gosh, I'm finding this, podcast that's tailored to me that I didn't know was out here, and look at all this content I get to binge. So it's, there's mistake, but also, it's a happy accident in the sense that it's not like you're starting from scratch.

Elaine Lou Cartas: Correct. Correct. I'm really grateful for creating the podcast, but then at the same time, I was like, why are my numbers not as great? I was like, wait, we're missing this part. We're missing the name of it. Like, how is,

Monica Schrock: how's the growth gonna happen if people aren't able to search for it? And that was the main, like, how are we gonna get more growth?

Monica Schrock: It needs to be more searchable. that was it. And it sounds

Elaine Lou Cartas: so simple and it's fascinating because I know not just Anyone that's listening to a bit myself, which is why we're doing this episode because we often hear oh my gosh, especially since it's the new year, look at me. I'm so great. This is all the great things.

Elaine Lou Cartas: you know what? Let's just talk about the mistake, why we changed the name in our first episode of relaunching again, but, looking back to it, it's like, at least we tried one and then two, I remember one of my mentors telling me I'm clear over clever. I know. So often Ooh, fancy name.

Elaine Lou Cartas: Like for example, I do call myself a business and career coach, but some people don't like the word coach because of how other people in the industry feel about it. So they call themselves a guide. Or I know I don, I don't like that Mon Monica's,

Elaine Lou Cartas: but people have called themselves like a guide or mentor.

Elaine Lou Cartas: But here's the reality and yeah, I know some people have changed their names to that, but I'm just being honest. Like even looking in my own business, when people

Google or Yelp you, which people have, by the way, they're not putting guide or mentor. Like people look for coach. No one searches that kind of Hey, oh my gosh, I have, I need to fix, like I need to change the pain.

Elaine Lou Cartas: Yeah. They're not gonna call like. They're not gonna Google or Yelp, wall creative. No, they're gonna look for painter. That's the word they're gonna use, painter.

Monica Schrock: Absolutely, and that's the thing about, titles. as long as it's accurate, you really want to think about what people are searching.

Monica Schrock: Like, how they think about these. I, if, marketing strategies wasn't what people were looking for and they were looking for marketing contractor, then my title would be marketing contractor. I don't give a shit what it sounds like, that's what people are searching for and it means the same thing, So I think it's important to. weigh the odds. If you have a strong feeling about not being, a guide or a coach or a mentor or like whichever word you have a strong feeling about that, is totally cool, but I think it's, worth looking at what people are searching for to be more, yeah, so people can find you so people can understand what you're doing.

Monica Schrock: I've had, I've worked with a lot of. Entrepreneurs who like to be clever, like you were saying. And it's not that people should never be clever. Like, when I was working predominantly making content for introverts, people would use the word intrapreneur. And they really liked it. So it was like something that was very, made a connection with introverted entrepreneurs.

Monica Schrock: So that was something I would use from time to time. I wouldn't call myself that. But there are people who have called their audiences something of a mashup with two words. And my question to them was always, okay, does your audience know? What that is.

Elaine Lou Cartas: Yeah. Yeah. I, have to even remind my clients too, I'm like, okay, you're using like these very big words and very much in your niche, but I want you to, you're an expert.

Elaine Lou Cartas: It makes sense that you're going to use those words. But what will the average person, a normal person, think about and look for what are the words they're using? Don't think about you because you're at a high level and you're the expert, but just go back to basics.

Monica Schrock: Yes. Yes. Yes. Yeah, I've even been using marketing for like freelance marketer because that's what people are looking for.

Monica Schrock: Because there is something about like marketing strategist that seems a little bit more like unattainable. Does that make sense? Yeah. Yeah. Or marketing consultant. These two things seem very not, they seem. Not accessible.

Elaine Lou Cartas: I think is the word. You know what, you're right. And then there's the, trend right now is also like the part time CMO, chief marketing officer.

Elaine Lou Cartas: The fractional CMO. Yeah, there you go. Fractional CMO. So it's Yeah. Okay. So second part is the breakdown of this full ass long name, WOC and allies, business and career real talk. You're like, why is that such a long name? make it shorter. we just talked about the SEO part, like WC and allies.

Elaine Lou Cartas: If you go to my website, elaineloo.com, you see that woman of color and allies, business and career coach. I've worked, I want to say in the past three years on my SEO. So if you look up WOC business coach, for women of color, woman of color, business coach, WOC business coach, I am number one.

Elaine Lou Cartas: And we had to add, yeah, on Google. And we had to add that again in the podcast, because if we know what's working in one area, then it should work in another area. I would love for you to add more Monica about what happens when other business owners notice that Hey, if this is working here, what can we do here?

Elaine Lou Cartas: Yes,

Monica Schrock: absolutely. Also, just to say, if we could make the title shorter, then we would.

Elaine Lou Cartas: Yeah, we tried. We

Monica Schrock: tried. We tried, and this is what would really, really serve. Both Elaine's audiences and tell people what, because we don't want to miss out on people, right? Because Elaine is has such a like an expansion of, what you do and who you do it for.

Monica Schrock: And it's really important that we include everyone within your audience. So that's why we can't make it shorter. And,

Elaine Lou Cartas: and let's be honest for Monica's selfish reasons. podcast guest. So honestly, I was going to call it, I was going to call it WOC business and career real talk. take out the allies part.

Elaine Lou Cartas: Monica's Hey, bitch, I'm in your podcast. I'm an ally. not just No, that's not true. It's not true. It's not true. That's not true. I was like,

Monica Schrock: wouldn't it be weird Yeah, wouldn't it be weird if I was on your podcast and it only said WOC, which is, that's the, your audience is both.

Monica Schrock: And I think really we wanted to be transparent, right? That's the biggest thing is like not wanting to only say women of color when there are clients and people on your podcast that are, ally, from the

Elaine Lou Cartas: ally community. I don't know if I've even shared this in a podcast episode, but I will share it on this podcast episode.

Elaine Lou Cartas: Yeah. When Monica first reached out to me after the first event, Monica was looking for a business coach. So Monica slid into my DMs and they were like. Elaine I know you serve women of color. Do you know any coaches that serve allies? I was like, Monica, that's my niche, but, I welcome all.

Monica Schrock: And then I think what I said is I don't want to take a spot for your audience.

Monica Schrock: I appreciated that. Do you have a coach that you can recommend that, serves people like we'll take a white client and we'll take up space. But then you were like, Oh, I do. I do serve allies too. It just wasn't what's the word? Advertised, Yeah Marketed. because as soon as you became a client, I was like, I need to make that more clear.

Elaine Lou Cartas: But that, talking about mistakes. But there we go, yeah, learning. That's another mistake in learning. And I will say In my own business, because I know a lot of people make it specific whether it's an Asian American community or just BIPOC community. I have found so much benefit when I'm holding space for women of color and allies because we learn and grow from one another from our different lived experiences.

Elaine Lou Cartas: Yeah,

Monica Schrock: absolutely. Absolutely. yeah, I think what we were seeing when we were looking at changing the podcast is like we had to include all the elements of Elaine's business. So again, we just talked about women of color and allies, but then there's business and career, right? Because Elaine is a business and career coach and comes up in search on Google with career and business searches.

Monica Schrock: So it was really important. Like we can have a podcast meant for Women in executive positions at corporations that's also for women who have their own businesses, but only have a word for one of them. Like it just, it didn't make any sense, like we can't do that because that's cutting Elaine's business in half.

Monica Schrock: And why would we have a lead generator and nurturing platform that cuts leads in half? Yeah. That was part of the length of the, like this is necessary. Trust me, we went through every single word and made sure it was necessary.

Elaine Lou Cartas: And I know there's some people out there that may have a business similar to me, where maybe you're doing two different services of two different audiences.

Elaine Lou Cartas: And so I had to figure out that balance. Like I might be teaching different things for my business coaching clients, my career coaching clients. So how can I make sure I still provide that individualization? So in my business, which is why I limit the number of clients I work with, I at least provide a monthly one to one with me. So there's that. and here's another mistake I do want to share. I used to separate my office hours with my business coaching clients and my career coaching clients. I used to have separate events. I'm like, wait. there's no problem with testing things. So I tested, I was like, let me put my business clients and my career coaching clients and office hours and events.

Elaine Lou Cartas: And it actually was beautiful where even though they may have different professional experiences, they have. Similar challenges being a woman or non binary, basically being a leader, whether in their career or in their business. Yeah,

Monica Schrock: absolutely. And, I would say too, like the main, the core messaging of what you do for folks is really a sustainable business or career. And balanced with their lifestyle and their goals personally. So I think those things go perfect, like they go together regardless if people have a business or are looking to stay in the corporate or nonprofit or, any organization world. So it really is the core of your messaging applies to both sides of your audience.

Monica Schrock: And I think if you do serve, if anyone here is a business owner and they do serve a couple different audiences, it's really important to have your core message apply to everyone you're serving, regardless of what services you offer. So I just wanted to throw that in there because that's how you keep a cohesive brand.

Monica Schrock: Even if you're serving different audiences of people.

Elaine Lou Cartas: Yes. And so I want to talk about the last word, which was a pain in the ass to figure out. And the last word in our podcast was real talk. It was supposed to be called WOC and allies business and career conversations. Yeah. We were going to do business and career talk.

Elaine Lou Cartas: There were so many things. And then what happened was we were doing. We always look at my numbers, my marketing numbers once a month. Yeah, every month. Yeah. We are looking at it and then, Monica, what happened? You were observing the

Monica Schrock: patterns. We observed the patterns, so that is, yeah, that's marketing, right?

Monica Schrock: It's it really is, recognizing patterns and then pulling those patterns out. And like you were saying, going with what's working. So if you see these patterns of things that are working, that's the direction you want to go. You don't want to keep doing things that Aren't hitting with your audience.

Monica Schrock: So what we do every month is we look at all of Elaine's emails, podcast episodes, social media posts, and, more specifically email and podcasts because that, they carry more weight with your, audience. We look at what are the subject lines that people are opening? What are the emails that people are clicking more?

Monica Schrock: What podcasts are being downloaded the most? And when you look at these patterns, and there usually are patterns, there usually will be. You're not gonna look at a lot of isolated cases. And what we noticed is, people were really, hot takes are like, whether they're in or out anymore, people really want, they want someone to be like, To stand on, just to really, stand on what they're talking about and be like, this is what I think or this is what happened.

Monica Schrock: I love that Elaine talks about mistakes all the time because a lot of people won't talk about what has really, gone wrong or what they've had to change or I've loved that since day one. You're always like, look, I'm going to be transparent about what's happening in my business. I'm not like this, guru of everything.

Monica Schrock: I learn as I go just like you do and you get to learn from my mistakes. Love you so much, Monica.

Elaine Lou Cartas: Love you.

Monica Schrock: I think we saw that people wanted to learn from your, mistakes and I think people also wanted to hear what you thought about, industry trends, just about like how businesses and corp, corporations operate.

Monica Schrock: That was my cat. I don't

Elaine Lou Cartas: know if you knew that. I was like, are you burping? No, okay. I was like, it was either a burp or a cat, but it's cool, you know what, we are talking about Real Talk, so there you go. Part of the brand. Real talk.

Monica Schrock: So yeah, to, sum all that up, like the real talk subject lines and the real talk, I think one of them was work life balance doesn't exist.

Monica Schrock: Like you've been lied to. Oh, work life balance is a

Elaine Lou Cartas: lie. Is a lie. So that was

Monica Schrock: a big one. Yeah. The number one downloaded podcast. So when we thought about like different podcasts like that and subject lines that you had gone through, we were like, okay. People are really into when you just keep it real.

Monica Schrock: just keep it real. And then we went back in time to when Elaine did a live on Facebook and Instagram every day. And it was called Real Talk with Elaine Litz. Yeah,

Elaine Lou Cartas: literally, that was what it was called. Like the first

Monica Schrock: or like the second year you were in business or something? First

Elaine Lou Cartas: year in business, I was doing a Facebook and Instagram live.

Monica Schrock: 365 days?

Elaine Lou Cartas: I was crazy, man. I was young. I was young. I was in my 20s. 20s then. I was still in my 20s.

Monica Schrock: Lots of energy. So we looked at that and we were like, People still like the real talk with Elaine Liu. That's still what they love about you. This has been a pattern since you started your business. So this was an easy pattern to latch onto and feel.

Monica Schrock: I think really confident in this decision. And then we looked at conversations and my opinion on it was like, I wouldn't want to listen to that podcast because that sounds really boring. I don't want to Keeping

Elaine Lou Cartas: it real. Keeping it

Monica Schrock: real. I was like, oh, that doesn't sound like I'm going to have fun at all.

Monica Schrock: but when you say like real talk and then you add a person there, I'm like, oh, this may be, maybe this is going to get spicy or at least this is going to be fun, and I'm going to learn some stuff. So I think between that and that's the main, I think a really big thing in marketing that people need to understand.

Monica Schrock: Data is really important, but so is your guts. So is you enjoying what you're doing. So is you being proud to share what you've put out in the world. So I think if the data's pointing to something that you just are not into, think about that. Don't just do it for the data. But we, thankfully, had a sweet spot of okay, the data's telling us this, and also, oh, this has been part of the brand the whole time, and it's really fun, so it was an easy choice to make.

Monica Schrock: I'm going to stop there so you can add to the lane.

Elaine Lou Cartas: I loved that it, came naturally. I know so, so often when we think of names for something in our business, we're like, oh, okay, let's have a brainstorming session. And we basically like parking lot it, okay, it originally was supposed to be WOC and Ally's business career conversations.

Elaine Lou Cartas: And Monica and I just came you know what, it'll probably come naturally. So it was one of our monthly meetings going through the data. And then Monica, I remember you were just saying. Yeah, people just really like how real you are. And then I was like, Monica, it's real talk. I think that's the last word.

Elaine Lou Cartas: That's what you're missing. And also, we're both millennials. Majority of our listeners, maybe you are listening, you're a millennial. So we're used to

Monica Schrock: what real talk means. Not just elder millennials, but geriatric millennials. Yeah.

Elaine Lou Cartas: Sorry, I cater to geriatric millennials.

Monica Schrock: So we used to say, real talk. And that's, I think sometimes like nostalgic things, regardless of if they're in right now.

Monica Schrock: To your audience. If your audience is more your age, then think about that nostalgia for them, not what's trending right now. Yeah,

Elaine Lou Cartas: okay, I just, want to do a live workshopping. If this was for Gen Z, what would that word be instead of real talk? Oh my god,

Monica Schrock: I'm dead.

Elaine Lou Cartas: That! Wouldn't it be that?

Elaine Lou Cartas: Business Ed Career. WC and Alex, Business Ed Career. I'm dead. I'm dead.

Monica Schrock: Or, oh my god, that's so funny. I don't even know. I don't even know. Okay, so

Elaine Lou Cartas: clearly, if you are a Gen Zer, please do not hire us. Because you just don't know your lingo.

Monica Schrock: We don't. I know some, but I don't know how it would fit in here.

Monica Schrock: if we're like, bet. Bet. Oh, bet? Business and career. Business and career. I don't know.

Elaine Lou Cartas: Okay. So funny. We're just dating ourselves.

Monica Schrock: Yeah, now we're just, now we're just having fun.

Elaine Lou Cartas: I know, we were talking about us, but, just like the name of our podcast, real talk one, and then two, we're just being real.

Elaine Lou Cartas: What can. Monica, what can our listeners learn from our mistake? Also, you guys, you're, you are mean. Let me just say that. Like we're looking at the data. Yeah. Looking at the data, you all really want to learn from my mistakes so you don't have to repeat it. You are welcome. put me as a punching bag instead of yourself.

Monica Schrock: Yes, me too. We can do a podcast on all my mistakes if we wanted to. I know,

Elaine Lou Cartas: but at the same time, you know what, I, joke around my clients, you hire me because I've made all the mistakes. I've been fired. Oh yeah. I've quit. Yeah. I've gone on debt twice. So I joke around my clients saying you learn from my mistakes so you don't repeat it, but I cannot protect you from your own mistakes.

Monica Schrock: Mistakes will happen. Mistakes will always happen. What can people learn from this? the number one thing when you do anything, whether it's your website or a podcast, or anything that can be searched on the internet, think about SEO. You don't have to be an expert to think about SEO. You can just search yourself.

Monica Schrock: Search. Do a search. Google it. Google anything you want to know. Ask a question and see what comes up. Business coaches and wherever you live, just like people are like, you

Elaine Lou Cartas: know, business coach in Los Angeles, I show up.

Monica Schrock: Business coach for women of color in Los Angeles, Elaine shows up. So searching the questions you think, I think it's really, important to think about what the people you're supporting are asking when they Google things.

Monica Schrock: That's like what you can learn, Major. If you were to take anything from this podcast right now, I would say that would be it. Yes.

Elaine Lou Cartas: No, I, 100 percent agree with it. And then I'm even starting to do it in my own podcast. Or also, if you don't have a podcast, because I get it, it does cost money and time.

Elaine Lou Cartas: even when we're writing a social media post. Or a blog. Or a blog, or an email. I now, I haven't done this a lot. I started doing it in the past two months, Googling, What are people searching for? What are the words?

Monica Schrock: Yeah, that's how I write blogs. Whenever I've written blogs for any client, for any job I've had, for myself, I always a lot of the times making blog, podcast titles and blog post titles a question is the best thing you can do, by the way, I think one of the biggest,

I worked for a non profit and we did like non toxic content and one of the questions, one of the blog posts were like Is tattoo ink toxic?

Monica Schrock: And people search that all the time. So our blog came up all the time. It's just like really thinking about like the questions people are asking. Sometimes having a question as the title is like a really great strategy.

Elaine Lou Cartas: And why it's important when you do convert a client or a customer, whether it's over the phone or they buy your product, ask them, hey, How did you find me?

Elaine Lou Cartas: What made you decide to work with me? Oh, yeah, that's

Monica Schrock: a big one. If you have an intake form, please put that on there. Please. Absolutely. I have that. Like, how'd you find me? Or if you don't have one, or if you're just talking to someone, please, yeah. Oh, yeah. But if it's on there, yeah.

Elaine Lou Cartas: I have some clients, I have a client who has a plant shop in the Bay Area.

Elaine Lou Cartas: obviously, it's not online or intake, but make sure when you're, scanning their products, Hi, how'd you find us? I was walking around, so that means storefront's really important. Or how'd you find us?

Monica Schrock: Yeah, foot traffic or word of mouth. Yeah. Yeah. My friend told me about it. Or I saw you on Instagram.

Monica Schrock: Or I searched on Google. It's so important to know those things. And I think if you ever, it's important for you to know those things, but as your business grows, and it will, when you Bring on a marketing person. Us knowing that. Wow, look at

Elaine Lou Cartas: Monica. Monica self promoting. this isn't even a self

Monica Schrock: promotion if you want to.

Monica Schrock: But, This is just for any marketer out there that's going to be hired by your business. That information will be So crucial for them to start getting you results immediately. they'll be, you'll be wasting so much, not that time is wasted, but you will wait less time to see results if you have that information for them.

Monica Schrock: If they know which, channels of marketing people are finding you and which are converting the best, if you can track that. Please do.

Elaine Lou Cartas: and if things like change or are trends, like before, majority has always been referrals and renewals, but before I like, I got a lot of, like when I first started it was Facebook.

Elaine Lou Cartas: Yeah. And then it became Instagram. Yeah. And now it's Google SEO and LinkedIn. So when you keep that track, that's why Monica and I meet monthly, like we're looking at my numbers like, Oh, this is happening. This is changing. My leads have never come from Instagram, by the way. I just want everyone to know that, because I think people think that Instagram is like the place you're supposed to find business all the time.

Monica Schrock: No, it's not. Absolutely not. I've literally never. and not be, and I want to be clear, it's not because I'm doing all this content and pitching things and no one's biting. I just realized. doing a little bit of content that it's really hard to get business off Instagram. And it is. Instagram is

Elaine Lou Cartas: 1%.

Elaine Lou Cartas: It's a 1%, like Yeah. 1 percent of your followers see you on Instagram, which is why you focus on Instagram. Yeah, they

Monica Schrock: might find you there through your content, and that is something that does happen, top of funnel. But for me, I just wanted to say that because I think a lot of times people think they should be on Instagram, quote unquote, just because it exists and people might be on there selling stuff and doing a lot of content doesn't mean you should be on there, which is a whole other, Episode.

Elaine Lou Cartas: Oh my gosh. I think Monica, you've created like two other episodes that we need to do in the future. I

Monica Schrock: know! Why you need email marketing And why you shouldn't be on, like Why you might not need to be on Instagram, so stop trippin about it.

Elaine Lou Cartas: and to be transparent, as we're creating this in the new, or this is gonna come out in the new year, like Q4, I've had myself and a lot of my clients, have seen a decline on Instagram because of everything that's happening in the world.

Elaine Lou Cartas: Oh yeah. So people don't want to be on it.

Monica Schrock: Yeah, and that's the risk, right? If a lot of your stuff is only on Instagram or any other social media platform because people are still checking their emails. I promise you that. Yeah. People are

Elaine Lou Cartas: checking emails. And what I love, the reason why I got into SEO, it's like Something that really wants to look for something.

Elaine Lou Cartas: think about it. If I'm craving boba, I'm gonna go on Yelp. And go find a boba place. I don't like Yelp, so I never go to Yelp. But I go to Google. As a marketer, I have beef with Yelp, and we don't need to go into that.

Elaine Lou Cartas: that is a The very podcast episode that I'm hearing in here.

Monica Schrock: Yeah, for sure.

Monica Schrock: But yeah, they're going to search you on some platform, right? Whether it's Yelp or Google. there could be Safari. People are searching Safari. It's or that's, like Safari on, or sorry, Safari is definitely not. It's a it's a, those are not search engines. I don't know why I said Safari.

Monica Schrock: I'm talking about Bing or like the other ones that exist. So people are searching elsewhere too, Google's number one, YouTube. YouTube, if you're making YouTube videos, think about the SEO. That's a huge SEO.

Elaine Lou Cartas: SEO is really huge. that was another thing that I was considering, too, on YouTube.

Elaine Lou Cartas: Not now, but maybe in the future because Google is so huge. But I will say, the reason why I chose the podcast, it's because it's real. I don't need to put, a shit ton of makeup on, a lot of other people. No shame, by the way, for people that do a lot of makeup, but my brand is just Yeah.

Elaine Lou Cartas: Real talk.

Monica Schrock: Real talk. Absolutely. Absolutely. And I think something, yeah, I think something else that people can learn from this is that trends are, always like, changing, but there's SEO, the things that people are like looking for, they do change, but that's why it's it makes sense to stay up on it.

Monica Schrock: But Google, email, all the, fundamental things that people use don't go away. They're not going away. So I think it's important to have that solid foundation like we always talk about it, those sustainable strategies, those long term strategies. They're gonna keep you top of mind for people regardless of your capacity to create content and trending content.

Elaine Lou Cartas: I had a very disgusting metaphor of what Google is. I was like, it's like a cockroach. if there's a nuclear bomb, Google will still

Monica Schrock: be on. But Google's always going to survive, for sure. Yeah. What is one reflective question, one takeaway that you want our audience to get from this?

Elaine Lou Cartas: Yeah,

Monica Schrock: reflective question. It might be the same thing, by the way. Reflective question, I think, for me is like, where are people finding you? Just think about that. Like,

how are they finding you? And you said take away? Take away. You know what? I think this is a take away for everyone. Whether you have.

Monica Schrock: Whether starting things is challenging for you or whether starting things is not challenging for you. Whatever side of that spectrum you're on do a little bit of research and I think if you were gonna do research like SEO is a big one, how your people are finding you, what they're searching for. But also not too much because you want to have fun and just go for it. So I think, think about striking a balance. Progress over perfection is cliché, but it's also true. We've made a lot of progress with this podcast that now we can build on with a little more data.

Elaine Lou Cartas: Yeah. So for me one is be clear over clever.

Elaine Lou Cartas: And then two, which is really hard for a lot of my clients when I share this with them, be unattached to the

Monica Schrock: results.

Elaine Lou Cartas: Yeah. And if you do make a mistake or it doesn't create the outcome that you wish you had then reflect on it. Why didn't it happen?

Monica Schrock: Yeah. Absolutely.

Elaine Lou Cartas: Welcome to Real Talk. ha. Yay.

Elaine Lou Cartas: Welcome.

Monica Schrock: First episode. So exciting. I think we had some real talk in here for sure. We didn't disappoint. Ha ha ha. We did not disappoint. Now,

Elaine Lou Cartas: speaking of like self promotion. If you want to work with both of us, Monica. Oh yeah. How can that happen? Or what would they receive if they worked with both of us?

Monica Schrock: Oh yeah, some seriously holistic strategy for sure. But also, I think, I mean I think we do a great job of, meeting you where you're at, and not trying to stretch your capacity, but really helping you not do the most, but still get the most out of it. As much, the most results. Cause I think, when it comes to most things, I know that less is more, so unless it's ad dollars sometimes, but we don't have to talk about that, but when it comes to marketing channels, you want to do less well instead of more, not as well.

Monica Schrock: an

Elaine Lou Cartas: example of that, one of our clients, we updated their website for their membership and they converted, Oh my gosh, she laid Monica, like I got five new members this past week. I was like, yeah, one

Monica Schrock: simple change. Which besides, the fee of hiring you that was a that, that change had no cost.

Elaine Lou Cartas: Yeah, so it was very simple, and so if you want to work with both of us, go to elainelou.com forward slash call, and you'll have a direct call with me to see if it's a good fit. And if it's not, that's cool, I'll refer you to other people. I'll just be real. And if you just, don't want to have an open relationship with us two, and you just want Monica, how can they be monogamous with you in a one relationship?

Monica Schrock: Yep. Yeah yeah, if you're looking for a freelance marketer for all your Marketing needs. I can definitely help especially email marketing and copywriting. You can find me at MonicaSchrock.com. There's a few ways to work with me monthly or a one time strategy session. yeah. Hit me up on my website.

Elaine Lou Cartas: And this, and if this is your first episode with Monica, don't worry, Monica's gonna be, she pitched, they pitched themselves like three episodes on this podcast. I'm like,

Monica Schrock: okay, fine, whatever. You know what you don't get unless you ask what you want.

Elaine Lou Cartas: And Monica's an introvert, so if you haven't listened to the episode of, How to thrive as an introvert in my podcast.

Elaine Lou Cartas: Go check that out. I'll put in the show notes too. Please do. Please do. Monica, thank you for your time. Always. Yeah. We'll see you in another episode. Alright. Bye!