

EP106

Elaine Lou Cartas: Hi, everyone. Happy 2025, 2025, which is crazy already. Monica, how are you doing?

Monica Schrock: Hi everyone. I'm doing all right. Yeah. We're here beginning of 2025. Yeah. Another year.

Elaine Lou Cartas: Oh, we're, we're recording by the way. I am safe. I'm good. I live in LA and today's. What is it? Is it Wednesday? Wednesday, January 8th when we're recording.

But so much has happened. What, we started Monday with the Prime Minister in Canada resigning. Tuesday, Zuck sharing the changes on social media. The changes

Monica Schrock: on Metta, yeah.

Elaine Lou Cartas: And then fires!

Monica Schrock: And then fires in L. A., yeah.

Elaine Lou Cartas: Yeah, I don't know, I'm just ready for this whole decade to be over already.

Monica Schrock: Yeah yeah.

Yeah. It's, it's, it's not a great start, but I think, you know, as, as we all know, we're, we have to take care of ourselves, but we also, you know, have to have to survive. So we're here to talk about some, which seems trivial,

Elaine Lou Cartas: trauma informed approach, Monica.

Monica Schrock: I know it seems trivial, but we're here to talk 2025 marketing trends because we want you to be able to navigate, you know, Making income for you and your business and your family without losing your mind.

So hopefully.

Elaine Lou Cartas: And I want, I want y'all to know like, Elaine, why are you working? Like there's fires to be honest. Like I was thinking about that too, but I was like, do I want to stay in my anxiety and watch the news? And I was telling Monica this before we hit record. I was like, no, I was like, actually recording this podcast with Monica is so much fun.

Also, I haven't had Monica record a podcast,

Monica Schrock: but it's been a while.

Elaine Lou Cartas: It's been a while. And also the reason why I decided to do this is because. We were doing office hours with my mastermind clients, like, oh, at the end of the year because we were going over marketing plans for 2025, we're going to share with you trends.

But because Monica is so popular with my clients and they love them, we didn't have time to go through trends. And I was like, Monica, why don't we just record a podcast on it instead?

Monica Schrock: You're brilliant.

Elaine Lou Cartas: I know. I'm so smart.

Monica Schrock: So we're, we're excited for a fun conversation.

Elaine Lou Cartas: All right. We got, I got like this cute little messy Google doc.

Okay, eight, eight trends we're gonna be talking about. So everyone, especially after Zach was talking about what's happening with changes on Facebook and Instagram, but also, what are we always scrolling through? Let's talk about social media.

Monica Schrock: Yeah, let's get it out of the way, cause y'all know it's not our favorite thing.

Elaine Lou Cartas: It's not! And just so you, just a reminder of why you know it's not our favorite thing, we did an episode, episode 4 back in We've done like a couple episodes February, February 24th, 2022. Just so you all know, we are futuristic. We're recording this three years later, and we told you, we're like, we ain't gonna be dependent on social media.

Monica Schrock: No, we're not doing it. And, because, we Why? Because now, more than ever, no one trusts it. No one trusts it. Why, why do I

Elaine Lou Cartas: feel like being the annoying aunt and saying, I told you so? Don't you? Like, I feel like I told you, like, I just kind of felt it anyways in 2020 when we were all stuck in our phones, craving connection.

And I understand that, but it, and, and even before what Zach was talking about, like everyone, me actually, one of my 2025 goals is to not have my phone with me, to not be on social media. And there's also so much research and studies talking about the negative effects on being on social media.

Monica Schrock: Yeah, and we've seen that trend regardless of business, just people wanting to be less and less on their phone.

And for I don't know, clarity or whatever, if you don't know what Zuck talked about yesterday, a, like, small snippet of what happened as he went on video and was talking about how they're getting, doing away with third party fact checkers that they've had for several years now and therefore, and are putting in community notes, which is what Elon Musk did on X And they're basically saying, like, there's going to be an uptick in harmful content because they won't be fact checking what people are posting because of Trump's accusations that it is biased, and censoring his and his constituents, his people's content. So, so it's going to be, it's going to be the fact that he said more harmful content is just like in itself. I'm just like, if you literally use

Elaine Lou Cartas: the words, literally use the words and also. Okay. Okay. Go ahead, Monica. Finish your thought.

Monica Schrock: Yeah. I mean, I was just saying, if you have to say that, like I have no, but essentially like we all know what it is.

It's proximity to power. So he's, he wants to get in with the Trump administration. He wants to influence tech policy because he wants to make the most money possible. So like, we're not like, we all know what this is, but it's just the reality of like how social media is going. I think Facebook is going to be particularly vile as opposed to Instagram, depending on like where you're at in it, but either way.

So, two things.

Elaine Lou Cartas: No, so two, yeah, and two things, even before he shared any of that, there was a study Pew Research Center. It's a nonpartisan research center where they were sharing how, regardless of your beliefs politically, both sides just distrust social media, and even more so because of the past elections.

Second, I'm, I didn't ask this before we hit record, so it'll be interesting to take your take since this is live recording right now. I don't know if you feel the same, but I kind of feel like when MySpace was going down, That's, that's how it feels like with, with Facebook, a little bit of Instagram, but like, it's, that's, that's the feeling I have.

It's just a feeling. It's not based off of data, but I remember when my space was going down and nobody really wanted to be on it. I don't know if you feel that same way or.

Monica Schrock: I'm not feeling that way yet. I think, I think we might feel that way in the next like year or two, maybe by the end of 2025, it'll be a different situation.

I think we're going to see how this change in meta plays out and how, how much that's going to affect people's desire to be on these platforms. Because as far as like, we're going to talk about like, edutainment, like education, entertainment, like people want to be on their phones less, but it's also that type of like, those types of videos are like a reprieve from like the everyday, like work and horrors and things like that.

So I don't know if I'm, I'm thinking like there's a downfall of it, but I am interested to see how this change like affects that. And how the rest of the year goes as much as people wanting to consume content. So, I don't know. That's, that's where I'm at right now. It's really, there, we've never been here before.

It's so like,

Elaine Lou Cartas: This is, it's the wild, wild west. Yeah, like

Monica Schrock: we can't even compare Facebook to MySpace. So it's kind of just like, I couldn't, I don't know. You know, they're just so powerful at this point.

Elaine Lou Cartas: You know what? I feel like if out of all the tech bros Tom got it right from my space. He left. He was like, peace out.

Let me get my money. Let me go travel. Like what

Monica Schrock: I'm seeing in

Elaine Lou Cartas: the

Monica Schrock: wall,

Elaine Lou Cartas: right. But also, you know, the U S surgeon general announced like loneliness is a major epidemic there's. A big book on research on it called Anxiety Generation and then Australia just recently passed a law banning social media to kids 16 and under because there's more, more studies and research on it.

It's not just a, Oh my God, what am I gonna do for business and marketing? But there's research on it. It's kind of like when cigarettes were so popular back in the eighties and nineties, there's more and now people are more educated on it. They're not on it. I think similar on social media too.

Monica Schrock: Yeah, and that does affect business and marketing because if people, if that's not where your folks are anymore, then spending a bunch of time on it isn't ideal, but that depends on who your audience is, for sure.

But if, if more policies are implemented with young people, then that's like going to change. A lot of things. So real time, right? And

Elaine Lou Cartas: I want to share another data point. So my, I told you via tax, like of all finances, my bookkeeper and tax accountants, they work with big online businesses. I'm not going to share their names, but you could go Google of all finance and see their client testimonials.

And I'm just like, tell me the trends. I was like, I need to throw it out there, but I'm not going to put names here. Okay. But I really appreciate the reason why I have them as a bookkeeper is because I want to know what trends are happening. Obviously they don't share confidential information like their clients, but I was like, what have you noticed that has been working, hasn't been working?

And they just shared any business that has been dependent on Instagram and hasn't done anything outside of it. They're not doing well.

Monica Schrock: Not thriving.

Elaine Lou Cartas: So, We've been kind of

Monica Schrock: 2022. Yeah,

Elaine Lou Cartas: we talked. I'm going to put it in the show notes for you to listen to it. So y'all know we were lying about this. This is why we're not intentional.

We're both wearing black hoodies for the death of this. Okay. So we've been kind of been Debbie Downers with social media, but Monica, anything you want to share? What, what changes you might see or.

Monica Schrock: Yeah, and we're just going to do this briefly because we really want to get into some of the trends that are not focused on social media as you can imagine by everything that we've been saying so far.

But I will say, you know, people who are creating content especially the creators who have been growing and building that trust. It's not just audience, like fan base. I mean, they have fan bases, like fandom will always be a thing. I work with another client and fandom is a huge, huge part of everything we do.

And content creators have their own fan bases. They're not even audiences. Like, you know, so those, those folks aren't going away and brands are kind of having to position in the same way. So I think here with with folks who have maybe like your own business and it and it's smaller or you're working for big brands.

This might be something to bring back to them too, if they're not already doing it, but the like content creator partnerships and the like edutainment, like the education, entertainment factor is really what's going to keep thriving on social media. Creators have niche audiences. We're looking at people aren't, people have like short

attention spans, but an interesting trend that's going on right now is that people are looking for more, like more serialized content is really thriving, so it's not like one video to get everything.

It's like parts, like part one, part two, part three. I don't know if you've been seeing that, like there's many series, yeah.

Elaine Lou Cartas: Part one, part two, part three, yeah, so you're following along and you're engaged and And it entices people to like, I should hit that alarm so that whenever they post something it could watch it.

Monica Schrock: Exactly. The trust and why this is like big is like trust in institutions and social media is, is down. It's way down. So building those relationships back up and like, you know, count, like partnering with people who have been building relationships with people and have been giving this educational content.

The only thing about that too is like, we all know social media, the challenge is like, well, okay, I'm putting all this like, Yeah. Energy, time, resources in it. And like the ROI is always the big question, right? So, so I think that's the, that's always the challenge is balancing that. And if you don't have a bunch of time and resources to put into brand awareness, like really thinking about what.

Will be impactful for your business which, you know, might be just could be, I don't know what the, like what a frequency could be, but it could be you do a weekly, like every month. There's like a part 4 series. You do 1 short video a week. That's like, yeah. Giving people some some value. It doesn't have to be like you're doing a four part series every week I think I always want to emphasize that because social media is always so your cadence.

Elaine Lou Cartas: Yeah. Yeah,

Monica Schrock: choose your cadence Especially, you know what you have what capacity you have don't look at these big brands or these content creators But that's they have a whole department dedicated to it or it's their entire livelihood to be doing it like it's just not like we have to be realistic about like who we're modeling things after and You Or making it our own, you know when we do as far as frequency and cadence goes.

Elaine Lou Cartas: Yeah. Honestly, I have no like frequency for social media. It's like when I feel like it, or feel inspired. Another thing I've noticed as a trend for social media, I just did it today, just more so I want to share resources of what to do with the fires here in LA is. Putting the source because people are locking trust.

So it was like, here are three tips to deal with the fires. Like, Hey, you shouldn't work out. Like you should check out the stuff. And I put like source NBC, right? Like, I, and, and I think it is because, more so especially with what Zuck announced, like how can people see you as trustworthy? Where can you point to in terms of what is your source that you have?

Not that Oh, it's

Monica Schrock: so, it's so hard. It's so hard because I've seen so many videos lately of influencers like wellness or whatever just putting out random stuff. Stuff where I'm just like, dude, just because of my own knowledge. I'm like, this isn't true, but like, they have like hundreds of thousands of followers and it's just like, yeah, just a warning trust is at an all time low, but also, but also there's that thing where it's like, Oh, this and this and this, I'm like, where did you get that?

Oh, I saw it on Tik TOK, like, bruh, like,

Elaine Lou Cartas: Oh, okay. All right. You know, I know our recalibrate. Yeah, sorry. Like, this is not going to be on video, but my hands are on my head, like, because so I'm the eldest daughter, right? And when my parents are even like, aunts and uncles would text me, like, Elaine, did you read this?

And I was like, what's the source? And it's like, tick tock, or it's like this blog. And I'm like, okay, can you like, make sure it's It's a recordable source. Yeah, yeah,

Monica Schrock: yeah, yeah. Like, and if it's a study, I mean, this is so, this is just where we're at, though, you know? This is

Elaine Lou Cartas: why I shared Pew Research Center in the beginning, which is a non partisan research center.

Monica Schrock: Yeah, and if it's a, if it's a study, you gotta follow the money. Like, who funded the study, you know? Like, people can position, people can position data with most, any conclusion they want. So, yeah. I think, you know, I think, I don't know, that's a weird way to end a social media segment, but I'm like, I don't really have much else to say about it than if you want to make educational entertainment videos, please do it, but please have a next step in your funnel, get people on your email list, please, so you can actually engage with them in a meaningful way.

That's my biggest tip. Social media is a top of funnel, meaning it is the place for for people to have first contact with you. And the most important thing marketing wise is to know what the next contact point is that is like the most important. And that can be email. I mean, mostly it's email or it's sending them to your website and they contact you or getting on a call with you depending on what that means.

Whatever your business model is really, it depends on what that is. But that's, I think that's my like last like nugget about social media. Yeah.

Elaine Lou Cartas: Oh my God, I'm trying to like compress it to when a couple of things come to mind. I mean, listen to our episode for back in 2022, but it just validates what we said three years ago.

Long form content is going to be what people want. And what long form content is, is this podcast you're listening to it right now, listen to it right now. Right.

Monica Schrock: Email newsletters.

Elaine Lou Cartas: Yep. Emails and newsletters. And then going back to your education

Monica Schrock: website.

Elaine Lou Cartas: Yeah.

Monica Schrock: Oh, your website's so important, y'all. I can't even.

Elaine Lou Cartas: Yeah. I, actually, Monica and I did Monica also works on my business on top of coaching my clients. But like, before the end of year, last year, we went through my messaging. So all this week, I've been writing so much copy, updating, updating my webpage. And actually, I was looking at my projections for this year with potential leads and clients, but I'm at like multiple six figures, none of them from social media.

Yeah.

Monica Schrock: Let's go. I don't get any clicks from social media either.

Elaine Lou Cartas: All from my website and relationships. Same with you, right?

Monica Schrock: Yeah, I don't, I don't do social media for my business.

Elaine Lou Cartas: And this Asian former valedictorian doesn't have to be performative on social media. That's why I also wanted to be less on social media.

I was catching myself being performative like I did when I was in school. Oh yeah. Yeah. Yeah. Alright, I'm done. Are you done talking about social media? I'm done. I'm done. Let's move forward.

Monica Schrock: Alright. Let's move forward. Let's move to some, like, really exciting stuff, because the thing about what we're about to tell you all is what I find both interesting as a marketer and funny well, number one, not interesting and funny.

Just like we, me, Elaine and I have always been about this life. So this is not like anything that we're going to be talking about that's super new, but we'll emphasize what's important. And then there's a few things that are kind of like changed within what we're talking about and why it's timely right now.

But like. The funny thing to me is like, these are foundational marketing things. They've never not been true, but at times they've been neglected, you know? So it's like, it's interesting to be in this industry now for 20 years and seeing all, having seen like trends come and go and these not really being trends, even though we're saying that they're right now where we're doing marketing trends, but these are things that have been said about every generation that's come up into the like consumer, you know?

Buying power world and like, I learned 20 years ago to get a marketing degree in like these are, these are not new things, but we're going to tell you what they are and how they are relevant to right now.

Elaine Lou Cartas: Yes. So former or grassroots organizer, what that means if you don't know what that is, is like back in the day used to knock on doors and do phone calls.

Trying to, yeah, to remind people to go vote one or two, like putting small little fundraising events and I raised 11 million for nonprofits and campaigns. I didn't have a big social media following. It was the relationship building. So the second trend is, but it's always been there is community first everything.

Monica Schrock: This just happened in a meeting this morning and obviously we'll not name, but you know, the an organization that I know they were doing an end of year fundraising campaign, and all of a sudden before December 30th, 31st, they got an unsolicited check for 100, 000. And They were like, what?

Where did this happen? Where did this come from? And it was because they were in circles and their name came up when someone at a foundation wanted to donate less at a national macro level and more at a micro level in the region they're in and people in the network that knew them was like, you should check out this organization and then because they built relationships in that way, they get 100, 000 check before the end of the year and it's like, yeah.

Like, social media isn't going to do that.

Elaine Lou Cartas: No, it, and, and honestly, so like I said earlier, right, the U. S. Surgeon General is sharing how loneliness is the number one epidemic. I've been obsessed with Dr. Lori Santos. She's a Yale cognitive science

scientist who talks about tips on happiness and I think I just appreciate her work cause she's a, she's also a woman of color, but to heal the loneliness epidemic is really easy.

Connection. Community. And, and I know that's in a social, personal setting, but that's what people are also craving in a business setting. Oh my

Monica Schrock: god. One hundred percent. It's all connected. 100%. I mean, we talk about for years, it's been people who have their own businesses, but it's also I think it totally relates to like c suite executives and stuff like that, but probably feel alone in their positions because you know, it's like they're managing people and they can't take these problems to them.

They can't take like challenges to their bosses all the time. And it's like you, you crave a community that understands you regardless of whether you're a career or business.

Elaine Lou Cartas: Yeah, and you know, to validate that. So I, I went to a conference for fortune 500 executive and leaders who are females. So target visa, PNG, Coca Cola, Pepsi.

I did a talk on executive presence and it was about 90 minutes long, the last 20 minutes of coaching. And I always ask for feedback. Like, what did you like the most of my talk? 100 percent everybody, the coaching at the end, because it wasn't just me coaching. I also allowed. Fellow executives to come up and coach one another

Monica Schrock: and that peer to peer support.

Elaine Lou Cartas: Yeah, and I think, and I always joke around. I tell when I get paid to speak, I tell people I'm not a motivational speaker. Like I'm here as a coach, like to have a conversation to educate, but that's, that's what people are missing is a listening.

Monica Schrock: Yep. And that, that kind of brings us to like community first, like community first, everything like that's, that's kind of what it is right now.

You know, it's, it's really like. You know, private groups over social followings like slacks, discord channels, like really curating a small, like a smaller group, but the ripple effect is much bigger because social proof and credibility with this distrust and institutions and social media is more important than ever.

It's always been important back in the day before we had this word, word of mouth and social proof was important, then it's always been important. But now I think it's the other side of it where we know. Like where things are headed with tech and know that that's like, not the vibe. Like, we're still going to find stuff there.

It's not like people are going to completely turn their back on social media and tech stuff, but when it comes to actually making a buying decision, like we're going to ask people around us, like, we're going to like, we're going to consult like the communities we're in. We're going to consult people that have tried things where we need that social proof and that credibility when it comes to actually making buying decisions.

Elaine Lou Cartas: Yeah, actually, I'm going to give you a little tip that I have done in my sales process, but when I get on a call with someone that's interested in possibly working with me, and if it's a good fit and it's a good vibe, I actually invite them as a guest to my office hours. I'm like, Hey, Oh,

Monica Schrock: yeah, I get to meet those people first all the time.

Yeah, Monica also

Elaine Lou Cartas: sees them. I was like, you know what, like, I know, like, just so you know, I'm not trying to make you feel good on the first date. Like, why don't you come to office hours, meet my fellow clients, ask a question so you could get to know the community.

Monica Schrock: Get to know the vibe. Yeah, it's a great, a really really great offering that you do.

And you're so transparent. Transparency, again, for millennial, for millennials, it was also key. For Gen Z even more so I think because they've seen the, ha,

Elaine Lou Cartas: ha, ha. Sorry, we were, I'm laughing because we were, we were talking about how Gen Z is like saying they want all this stuff. I was like, this was the same for millennials.

Monica Schrock: Millennials said the same thing. So it, it's, it's just magnified because we didn't grow up with social media as much as they did. We weren't born

Elaine Lou Cartas: into social media.

Monica Schrock: We weren't born into social media. So it is magnified now, that distrust and that need for credibility and transparency. So people are not expecting polished.

They want to see, like, people having fun, being themselves, and being super transparent. I think, you know, things need to reflect people's values. Sustainability, ethical sourcing. Again, like we're saying, this is not new, but we think it's like, it's more emphasized than ever. And the transparency on it is going to be key.

Like don't, like you were saying, don't like what's the word I'm looking for? Like virtue signal, don't exaggerate what you're doing. Be very clear about where you're at with things.

Elaine Lou Cartas: Yeah. I. I mean, I've owned that. So I had, I had a limit of 24 clients last year. I'm like, Nope, I'm only taking on 15 clients this year.

And I'd say, I, you know what? And that has actually helped me. I was on a sales call last week and someone, and I asked for feedback. So we did a sales call and I was like, Hey, what did you take away from my coaching? What did you like about my coaching style? And she just said, you actually got to know me.

Like you sent reminders and emails. It wasn't just the automated stuff. I mean, there is automation, but like, I personalize it.

Monica Schrock: Absolutely. Like our Elaine sends out accountability docs every week. Which is really helpful to for like me to remember what I wanted to be held accountable for as far as what I wanted to do for me and my business.

So that kind of stuff is really like personalization is a huge thing. I don't think we have time to go into the tech of personalization. No. Podcast, but like it's, it's always been huge, but now people are looking for those personal touches like you're not going to get away with automating things in a vague and general way.

So I think, and you know, it's funny, I was just thinking about like credibility is going to be huge. Like people aren't going to trust. Oh,

Elaine Lou Cartas: that is the, we're, we're to the third trend. That was a natural transition. What is credibility? People might not know what that is. What's credibility? Is credibility 10, 000 followers?

Because let's be real, some people think that, so let's not judge them. Don't judge them, Monica. I saw a judging face. No!

Monica Schrock: Not judging. Not at all, because honestly, that's what's like, been happening in the last like, and I told you, hundreds of thousands of followers and I'm seeing people just say things that just aren't true.

So, it's like, you know, I think now more than ever, people are like, just because you have a blue check, which you can now pay for, or whatever, doesn't mean that you are an expert in anything, or that your, your information is credible. And consumers get, as tech grows, as, you know, data is manipulating, manipulated as algorithms, Learn more and more about us.

I think people are more and more savvy. So I think it's really important to have that, like, credibility and I think part of it is just, yeah, proof that you have experience in what you're saying. And I think transparency is key. I find people credible when they are, they can say, I actually don't know the answer to that question yet, but I can check in like on it for you.

Cause when people just pretend like they have the answer, I'm like, I don't find you to be credible anymore. Like it's, it's, we're not expected to know everything in the moment. And I think credibility is very much owning what you don't know and being like, I can find out and do some research. And I think that's.

Thinking about it, like I, now at this point, this is interesting and I wonder if you agree. I personally don't even see LinkedIn as a social media at this point. I see it as like kind of an extension of your website as like a credibility. I agree. Like support system. Yeah. So that's something that's interesting.

I think, I think LinkedIn, it's, it's been growing in the last year, but I don't think that's going to change. I think it's going to keep trending upwards.

Elaine Lou Cartas: Let's because I know that was the fourth trend, but let, let me close the loop on credibility and social proof. So, like, the credibility, you can go on my website.

Like, I link all the online courses I've had with, like, LinkedIn, universities, like USC, Duke, and Brown The social proof in my emails each week. I put a client when they're like a screenshot length of

Monica Schrock: credibility queen.

Elaine Lou Cartas: Yeah, you know, but you know, it's interesting. We were looking at our stats, right? And remember the, the stats that we didn't expect, which was the most clicked on links were the ones with my clients post Windsor articles.

Monica Schrock: Yeah.

Elaine Lou Cartas: And that, that was a shift in Q4, that wasn't there before, so that kind of validated that people lack trust. It's like, oh, is she saying this stuff? Is she making this stuff on Canva and Photoshop? Oh no, it's actually real.

Monica Schrock: It's real. Yeah. No, that's that's like perfect too. And I think things that I do for that outside of testimonials, which, you know, is like, again, like they're there and I, I like, you know, can point to them.

But for my business, I don't have these like pages public because there's no reason for them to be. But when someone's talking to me, I do have email case studies that I can link out to Like samples and then transparency there is that, Oh, well, full transparency. These, these results were in tandem with an ad budget and, and these things, these results were because of like, I can't just be like, Oh, I helped them generate a hundred thousand dollars revenue with email.

There are other things that are happening there. So I think credibility is also like how you position things and like, no, I'm, I'm being transparent about how this campaign. impacted, but it wasn't, it didn't create the results on its own. And then also, you know, having writing samples, having things available for people to just be able to see like what you've done and who you are is really important.

Because I signed NDAs, so I can't. I can't just share, like, this stuff with people. Yeah, I

Elaine Lou Cartas: know. Yeah. And going back to what you were sharing, like, when you don't know the answer to the question, you know, for me as a business owner, I'm like, okay, I might not be the expert for marketing or systems or money, but what I did was like, let me bring a team of people that are so they could support my clients.

Yeah. And also the number of times that I have told clients I'm not a lawyer. I'm not an accountant. So even though I don't necessarily have that in my team, I could refer, or if I don't have a referral, I share here are things to look for. So for example, like my bookkeeper of all finance, who I shared earlier, I would not recommend them to people who don't have online businesses because that's what they specialize in.

So if you have an events business, I wouldn't recommend them, but I would recommend

Monica Schrock: business.

Elaine Lou Cartas: Yeah. I would recommend like find someone that specializes in it because they know industry standards of like. What your profit margin should be, how much you should be spending on operations and labor. All right, you kind of teased us a little with LinkedIn, so.

I know,

Monica Schrock: I'm throwing a curveball, not being social media.

Elaine Lou Cartas: Wait, why is. Hot take. Why is, I mean, I'm a LinkedIn instructor, I have three courses, but why is LinkedIn Not social media. Why does it feel that way, Monica? Tell me. It

Monica Schrock: feels that way in the sense of like people who say Pinterest is social media, which it's not.

It's a search engine, but that's more of like a, that's slick.

Elaine Lou Cartas: Yep.

Monica Schrock: Pinterest is a search engine, SEO. Mm hmm. To me, LinkedIn is a, I mean, it started as a network, you know, posting has become more prominent on there and like people having like, you know, like a little bit more of like followings on there and having them as being like creators essentially is kind of a new thing, but it started as an online network where you and like people you meet and how to stay connected and.

Showing a portfolio of your work. People recommend you on there. You literally get reviews from, like, coworkers, former bosses, clients. Like, this is a reflection of a website where I'm not saying it should replace a website because it is still a place where you don't own that content. So, that is not what I'm saying.

But, I do think there are a lot of opportunities because the credibility is really baked in there and people are expecting it. And I think, like, there's great opportunities to now, you know, feature posts on your profile, to be able to, like, post videos, to create newsletters. Newsletters is a growing thing there, to have LinkedIn content right within the platform.

And I think you can really leverage your network, but it's not necessarily a social platform. platform.

Elaine Lou Cartas: Yeah. And here's a tip that I've been doing with LinkedIn. If I get a lead that comes in, y'all, it's really easy to go Google and find someone on LinkedIn. Oh, yeah. And then I'll just send a message like, Hey, I saw you scheduled a call with me.

I see. Oh, I see. We have mutual friends, Monica, and you live in LA. I'm so excited to connect. Right. You

Monica Schrock: can see mutual connections. That's really valuable. Yeah.

Elaine Lou Cartas: I mean, I know Instagram has it, but it's not as

Monica Schrock: great. It's not business oriented, so I mean, not, not for, depends on your business, but not for you know, C suite executives or people with small businesses or even service providers necessarily.

Elaine Lou Cartas: Yeah. And, and not just even for business owners, but LinkedIn has been a platform. Is it called intrapreneur, right? Like executives and leaders within companies? Oh, yeah. I don't know. They've been doing it more. Like, I have a friend who I could share because, so I have a really good friend she's executive for Salesforce her name's Lucy Watkins, but she's been posting more on social media and wanting to start her own newsletter.

Monica Schrock: Oh my gosh, that reminds me of something.

Elaine Lou Cartas: And she was actually encouraged by her bosses to do it. So it wasn't like I want to do something on my own. She was like, you know what? You have a platform. You have this leadership role. People look up to you. Why don't you start posting and sharing tips and advice on LinkedIn?

So she's been doing that. And we're friends from a former mastermind, but she messaged me late. I'm thinking of doing stuff on Instagram. I was like, your energy doesn't seem like it does not sound like you want to do that. And then she tried it and she's like, yeah, I don't like it. I'm like, that's what I thought.

Monica Schrock: Yeah, and that thought leadership piece is like is really big, but you don't have to do that on LinkedIn It's not something that everyone needs to do But it is a cool thing and and I that reminds me when you were saying that where I was Reading another thing which I've always thought and I always was like why are companies like?

Because I know why companies were so like Mrr mrr mrr about what I'm about to say because they thought people were taking away from their job like stealing time from them Which is ridiculous, but I'm like people within your company You that have personal brands is not a con. It's a pro for you. Yeah!

It is a pro for you to have people be their personal brand and work on that personal content. Like, make it something that is Encouraged, not like shamed because like, this is only gonna help your bus, your business and your company and people, and the transparency there and the like, you know, I think it's, it's a, it's something that's trending upwards and I'm really happy about that because I hated when you had to hide from companies that you have a personal brand.

Like it doesn't make any sense.

Elaine Lou Cartas: Oh, it 100% is trending. Like a really good friend of mine in college, she's. A VP at Capital Group, Leslie Gutierrez. I could share her name. Shout out, Leslie. And I just saw her post just like, Oh, I'm on this podcast, like, yay. I'm so excited to see my friends. I went to college with her that I know.

And so there is a trend of the thought leadership.

Monica Schrock: Personal brands within companies.

Elaine Lou Cartas: Yeah. I'm getting paid an ass to do talks on personal branding. So it is a thing. All right. Fifth trend. What is it, Monica? Yeah. Yeah.

Monica Schrock: Well, we can just talk, we can talk a little bit about branding and, and, and messaging, right?

Yes. It, it's always been, obviously it's always been important, but like ensuring that your brand is like cohesive from channel to channel and like

Elaine Lou Cartas: Define what cohesive is. I know I'm going like such like a baby, but as you know, some people may not know what that means. It's cohesive. Yeah.

Monica Schrock: Yeah. Yeah.

Elaine Lou Cartas: You know, having the nine pictures on Instagram, you know, it looks pretty on the grid. It's the colors. What does cohesive mean? Yeah, I mean, I mean, a

Monica Schrock: good brand visual identity that is cohesive around all your like marketing channels is advantageous. Like, and definitely, I definitely encourage that, but I think that's like less.

I mean, no, it's not less so. I mean, I feel like we've talked about this for a while. I think it used to be people would say, Oh, people need like seven touch points before they blah, blah, blah. At this point in time, I don't even think we could measure how many touch points people actually need before they make a decision or take any action at all whatsoever.

It could be 40. I have no, like, honestly, I couldn't say that's such an old stat and we can't even use it anymore. In my opinion. This is my opinion. This is not fact, but there are. So many touch points that people have to have to convert. So it's so important that your, your branding, let's say visual for sure.

If you can, but your brand messaging is consistent across all platforms. Like your voice. Your brand voice and your messaging should not change, like really the type of content you might post on different platforms, email, LinkedIn, Instagram, could change in its format, like how long it is, what it looks like, etc.

But what you're saying, like how you're saying it, what you're saying and how it presents visually should not change.

Elaine Lou Cartas: Yeah, I mean, so we, I'm doing like a little shout out and referral for Monica. We did a brand messaging guide and whenever I even write emails or even my webpage, I always refer like, wait, what's my mission vision?

Like I just check in. I mean, I know intuitively, but it's like, let me make sure I'm still touching and hitting the points. And actually that's another thing too. I think people are like, wait, I need to hire a copywriter or hire this or that. I really enjoy writing my content. I mean, I have Monica help with obviously the pillars of it and review some stuff, but I know it needs to be my voice.

I tried, I tried to have someone write something else, like, this is too formal to say me. Like, I put gifts. Yeah,

Monica Schrock: exactly. Exactly. I saw, I read this and I put it in our notes here that I read that someone was talking about how it's like, Not a linear path like these marketing funnels are not linear anymore It kind of looks like a crime scene board like in a in a show where you're just like you have the pins going Every direction like it's just like you're not able to create this very like neat funnel as much anymore Because people are just chaotically going in so many places Which is why I think it's really important to keep that messaging consistent and just have a call to action everywhere But know that people are probably not gonna They're probably not going to do it immediately.

Elaine Lou Cartas: Yeah. It's, I mean, it's so easy. I mean, that's also, that's the positive of tech is people could find you. Google, oh, there's everything about Elaine. Let me just find her on everywhere. Let me go check LinkedIn. Let me check Instagram. Let me check her website, her podcast, everything. But, I will say that digital footprint is very helpful.

So people get to know you.

Monica Schrock: Yeah.

Elaine Lou Cartas: Agreed. Are you ready for the sixth trend?

Monica Schrock: Yeah, I feel like we obviously can't get through this without talking about AI. No, we have to talk about that big A. What's the big A we're talking about? The big AI. The big AI. And you know what? As a marketer, this is a very hit home topic for, for me, for sure.

And you're not

Elaine Lou Cartas: scared about your job, Monica. Why are you not scared? I

Monica Schrock: know. I would, I would say we're the ones getting hit the hardest from this for sure, particularly on like writing and things like that. But no, I'm not. I think you know, we are going to have to adjust, but I don't think AI is replacing us.

I think we, if you're a marketer out there, you probably know we have to lean into it and how efficient it makes us. But as you were saying, Elaine, doing your messaging, like, you know, you, You, you can't just take what AI spits out, like it's not, like it's not, and I can tell when people do, and it's not, it's not, it doesn't know, you can give it some briefs on your audience, you can do the, but there's nothing that's ever come out of AI that I've, that I've ever been like, oh, this is 100 percent ready, I've never made a poster like, We still have to breathe that life into it and so AI, it's not going away.

So we can't be, we can't be scared to use it or we can't be scared of letting people use it. Like, I mean, it's like at the end of the day, if you're scared of people like in your company using it, like I'm in such disagreement

about that. It's like, and I'm just going to say this. Thanks. In general about myself as a marketer and other content marketers and people who've worked at these corporations.

We've been overworked and underpaid for so fucking long that it's just like, I'm going to use something that's going to help me be more efficient. I'm going to help. I'm going to like, I'm, it's like, yeah, go save time. Yeah. Save time, like save brain power, like save, like, it's just like, I don't, you know, I don't care who knows it.

Like, I'm just like, I'm an expert in what I do. And I can like use it to help me be more efficient and then put my own expertise on it, my own voice, you know, and be able to like, but it's just, it's something that we can build on. So I think like, it helps with personalization. It helps with ads. You could, my favorite thing to do with it is like, I don't know.

I don't want to spend time to write 20 subject lines. And I know it would be great for me to do that, but I just don't have the time to do that for every email that I'm ever writing. So that's my favorite thing to do with it. I'm like, hey, this is the email I wrote. Can you give me 10 subject lines or 20 subject lines?

And I love seeing what it spits out to see, like, if it's, like, coming up with something better than what I can come up with that I could write. Can A B test for, you know, for like A B test two subject lines or four subject lines or like, so I think it's something like if you're using it for your business or within your company, just think about those little things where you're like, this could really move the needle a little bit.

And when it comes to email subject lines and A B testing, like what a great way to get some, like another input in there that like, you know, sometimes you're like, I write so many subject lines in a week, like it's impossible for me to think of any more, you know?

Elaine Lou Cartas: They're like, I've been doing it myself. So it's just a great kind of sparring partner.

I say, so I do Muay Thai, like, I'll be like, I, so I do the same thing. I actually will differently. I copy and paste the email. Hey, can you make this email sound more fun? I'm like, Ooh, it does sound a little better. And then I'll put the small little updates some like majority of the time. I don't agree with it.

And sometimes there's things in my head like, I want to write copy that says this or update the sentence. I was like, Oh, wouldn't say exactly like that, but it's a really great start. So I could keep. It's always a really

Monica Schrock: great start. That's what it is, which is, which is cool. So I think, I think that in a nutshell, I don't think we need to talk too much about it, but like.

Don't be scared of it. You know, don't like, I mean, in my opinion, don't like, I don't know, punish people for using it. Empower people in your organization to use it so they're using it in a way that makes them more efficient and they're not afraid to be more You know, I don't want it to, I don't want to say that we want people to be more productive because that's not the goal here.

I don't want people to have be thrown more work because AI is making them more productive. It's just like making people more have more efficiency in their work, which makes them like feel a little bit more supported. And I can say as like a content writer and as a marketer, you don't have a lot of support.

And as a business, business owner, if you're trying to do your own marketing, you really don't have a lot of support in that way, most likely. So I think it's a tool that can have. Like, help people feel more supported. It can, it can be a great place to start. And starting is sometimes the hardest place to be.

I mean, you're looking at that cursor on a Google Doc for like, forever trying to start. So I just want to disclaimer, this is not me saying I want people to be more productive. Like, that is not a goal under this capitalist hellscape for me. But I want people to be able to be empowered to use it to help their job be easier and more efficient.

So they could probably focus on things that like are more impactful or like have a little bit more of a like balance, you know?

Elaine Lou Cartas: Yeah. I will, I kind of complained this to you about it, but I'm going to switch up kind of the story. So it's like confidential, but let's say there was like this webinar and they were teaching you how to.

I don't know. Plant. I'm just making it basic. Oh my gosh. I knew that their emails and their landing page was AI because it was not enticing at all. It was so boring. It was like, learn to put the soil, learn where to put the plant. I'm like, this is not enticing to me because the question you should ask when you're creating copy or getting copy from AI or start is.

Is this going to attract my ideal audience member? Because if it's, if it's blue, like if it's vanilla, it's not. And so they had,

Monica Schrock: Yeah,

Elaine Lou Cartas: they had about like a hundred people sign up for this webinar and they're like, yeah We have a hundred people and then like ten people showed up and usually like a good webinar series It's like 20 percent and it's like why didn't people show up?

Yeah wondering but I didn't have that type of relationship where I could give them feedback It's like because your messaging sucked and obviously use chat GPT for it. Like it's just here. You didn't even try

Monica Schrock: You didn't even give it and you have to give it a lot of prompts to be able to know your audience.

So it's your responsibility once you're like, okay, I got this baseline thing I can build off of, which is what I recommend because you have that knowledge about your audience. So,

Elaine Lou Cartas: and where was the follow up? There was no, I'm sorry. I'm just like upset. There is no follow up emails. That's wild for an event.

And then it was very, very clear that they spent majority of the time making the slides look really pretty. That is the wrong thing. To focus on

Monica Schrock: yeah in like focus on getting

Elaine Lou Cartas: people to turn out one and then to give value and value could be just talking like this Like we're wearing black hoodies. I ain't wearing makeup

Monica Schrock: No, and then different a different like example of that which isn't the same but is I don't actually make proposals look pretty either I do them in a Google Doc and I just put my yes But no one has ever been like, yo, I want a PDF proposal that's designed really well.

If anything, it just takes more time and people have to like read it in like a PDF form on their desktop. Like who wants to do that? I

Elaine Lou Cartas: will tell you it takes time. It's me. I do it. Hello. It's me. I actually do it on canvas. That's what I do.

Monica Schrock: It's totally fine. It's totally fine if you do it. I don't want to do it.

I will say too, it's like, I'm, it's, it's that community, my last point on AI, because I'm excited to go tomorrow night. Even like seeing things as AI as like that community first thing, there's a, I found an event on Meetup, shout out to Meetup. I was doing, going to meetup. com when I was like, so when I was like 22, which for everyone here was 16 years ago.

Or 23, I don't know, something like that, looking to meet new people in LA. I went to some basketball runs on meetup. com, some social media, some tech stuff and meetup is, is resurging. And I think it's because of this like community first situation where people are looking at for more local and more like like minded people.

I'm going to, and like how AI can like power charge your life event tomorrow. And it's like, well, like, I think it's like people have submitted topics and people are gonna like speak on it, but I'm like, Oh, I just want to see like how people are using it. But also I want to like meet people who are interested in these things.

So it's also just something of like, you know, finding those events where you can learn more, but then you're going to meet people that are also interested and have their own like experiences and knowledge, which is, I'm excited about.

Elaine Lou Cartas: I, I want to emphasize that community first thing and then, sorry, I'm going back to the social media stuff, the, the other thing about why I think that's community first is going to be more important.

Just remember with social media, it's algorithms. Like both of us are trauma informed certified. You don't have agency and choice of what's going to be seen. We could mute people, but like we don't have agency and choice. But what you have agency and choice in is who I get to meet with in person.

Monica Schrock: Yeah,

Elaine Lou Cartas: which is why we also love long form content.

You have choice if you want to subscribe. You have choice if you want to unsubscribe. You have choice to play this podcast episode or if you're like, I'm done, let me stop listening to it because I don't believe what Monica and Elaine are saying.

Monica Schrock: That's okay. You have choice. That's fine. Yeah. Yeah. Yeah.

Which is that. And I think of course we've like run long. I think we're like, Monica,

Elaine Lou Cartas: we're going to do a 20 minute. We're going to do a 20 minute. Like no way. I think

Monica Schrock: that we can roll into number eight because I think it's the, it's a really important one. And number seven just isn't. Okay. So

Elaine Lou Cartas: we

Monica Schrock: really have seven.

All right. Edit. Seven. Edit. Let's talk about in person and the fact that micro events, these smaller, more focused, more community events are going to be more important than these big mega conferences. That's the trend. Like, that's what we're seeing. So these huge conferences that you're paying hundreds and thousands of dollars to go to, To see these like influencers or, you know, fortune 500 company, like people speak, like these aren't the people that people are putting their trust in anymore, in my opinion.

Elaine Lou Cartas: You know, I will, I want to add to that. So. I'm not going to name names like watching, you know, when you're watching yourself. So I've been to these conferences, right? Where I've been a speaker, but it's more breakout rooms. But then there's obviously the keynote speakers on stage. And then I've been hearing feedback from executives, leaders, business owners, right?

So a lot of the keynote speakers are the motivation. Let's just be real. It's the, I had this horrible experience. Well, I can't go granular. Yeah. I had this horrible experience and then I did this. So here's my action item to you. What's this? You can too. What are your three gratitudes? Focus on that. Like it's literally motivational.

That's why I tell people I'm not motivated. Who

Monica Schrock: wants to hear I did it so you can too anymore? Raise your hand because I'm not raising my hand right now.

Elaine Lou Cartas: And because they, they've had so much of that and I, I'm tooting my own horn. I know I am. You know, then I'm here. I do it and I do a breakout room of a smaller amount.

So not the Thousands, but like a smaller amount where I'm coaching and I'm interacting and they're like, Oh my God, that was so helpful. Mind you, I don't have like a sexy title or a name, but what people really wanted was like, there was no point of community and connection. I had, I had a friend from New York message me also not going to share names, she went to this big name online person event where people flew to New York to see her.

It was just speaker, after speaker, after speaker, and all the attendees complained. There was no time to connect.

Monica Schrock: No time to connect! And I'm like, thinking like, tailored content is huge, with like, smaller groups. Like, it's hyper relevant, people can leave with like, action items, they can leave with next steps, they can leave with like, things they can actually use.

And this was a trend people, like people were seeing in 2024. So it's not, it's not something they're foreseeing for this year. It was, it's already happening. Like, that's what people want.

Elaine Lou Cartas: Actually, you know what? I love that you said that because this morning, I'll almost say it. I got a email invitation to speak at Soho House as a participant.

I'm like, okay, like, it was a curated, I don't know what's gonna happen. It was a curated list. They wanted me to speak. I'm like, okay,

Monica Schrock: that's fine. And the cool thing about that too, for your business or your company is cost efficiency. Like the amount of money you'll be able to save by not focusing on those huge things and really just having more intimate events, whether they're on discord or they're in person is going to be like, just so much easier to like, really like give people value and not have to, and see that, I mean, we ROI, but really, yeah, like you're giving people value and that, that, you know, gives people people will want to, to have that word of mouth, like they'll want to tell people about it.

It gives that social proof. It gives that credibility and then it gives that conversion. So all the things we've been talking about from the beginning is about, is about relationship building and like what that means to a company or corporation and how it impacts the results.

Elaine Lou Cartas: Yeah. And I will say like, Oh, I just, it feels uncomfortable.

I don't know what to do. So And I feel for, for the Gen Z community, because I will say I've gone to a lot of in person like curated events in 2024. I am not, I don't blame you. I know you're born to social media, but can y'all not be scrolling on your phone when you're at a networking event? Yeah, you gotta engage.

That does not mean you're, you actually were at a networking event if you're like on your phone the whole time. Like,

Monica Schrock: yeah.

Elaine Lou Cartas: And I'm not saying you go talk to everybody. Go talk to someone that you probably

Monica Schrock: And we're not saying it's not hard, okay? I just want to say right now, like, and, and I'm like, Very Monica's an

Elaine Lou Cartas: introvert.

Monica Schrock: I am, but I've learned over the last 20 years of being, having to make connections because referrals is what my business is based off of. Like having, like seeing someone I'm at a, at an event and going over and talking to them, you know, it, it's, it's kind of could be awkward at first and sometimes it's awkward the whole time and then sometimes it starts flowing super well.

But I think it's also like, that's why I love going to events where I am interested in the topic because I'm. Assuming that the other 20 to 50 people at this event are going to be interested in the topic because that's why they're there. So yeah, that's kind of like the, that's why I like to do stuff like that because like, if you go, if you go on meetup or you see local things where you're are and like, you know, these small business things or, or, you know, you hear about whatever go because you already know people are there.

You already know, at the very least. That y'all have something in common. Like, and that is just like, you have something you can start with. You have a nugget of information that you can start a conversation on and that's the hardest thing to find when you're just in some random setting. So you already have that baked in, so I think that's something to like, really just empower yourself with and be like, okay.

If anything I can talk about, I can talk about what just happened and that's what we can talk about. Like the typical

Elaine Lou Cartas: question in LA, Oh, how long did it take you to get here? Like literally that is like top three questions. How long did it take you

Monica Schrock: to get home?

Elaine Lou Cartas: Yeah, and it's interesting by like, geographic location when I lived in D.

C. Oh my god, so snooty. It's like, who do you work for? What Ivy League did you go to? You didn't go to an Ivy League? I'm not gonna talk to you. No, I'm serious. Like, there's just the typical questions to ask.

Monica Schrock: Yeah, and I think that one of the biggest thing, like, with networking tips for me is, like, be inquisitive and curious about the other person, you know, at the end of the day, like, people want you to ask about them, like, you, you, you know, you like when people, like, take interest in you and it's not very surface level, like, small talk is fine.

Fine. It's like, we all do it. Like, how, where, like, how long does it take you to get here? Or like, whatever, whatever, like, we do it, like, what would we do when we go, like, we'd go directly into, like, our, like, deepest, like, thoughts, like, we're not gonna do that. So we know that's gonna happen anyway. But I think it's like, good to be like oh, like, you know, how did you find out about this event?

You know, or like, What were you hoping to get out of it? Like, did, did the, did it resonate with you? Or if it's before the event, you're like, Oh, what, you know, what, what are you hoping to get out of this? Like, I'm excited to hear X, Y, Z. And ask the person a question. Because I think I've noticed even in social settings, like when I ask people like, Oh, like what hobbies do you have?

Like, what do you like to do outside of work? Like people remember those things. They remember you asked them something about themselves.

Elaine Lou Cartas: And I want to remind people, people love talking about themselves. Ah, facts. So. You asked like, where do you live? Oh, I used to live there. What's your favorite place? Like it's just And if you don't want to talk about yourself, then ask people questions.

Trust me, people are going to love talking about themselves, but you get remembered for it. Like I've been going to a lot of events here in LA because the, you know, world cup is coming 26, Superbowl 27, Olympics 28. I've been going to these events. I keep telling Monica, but Monica lives so far away. You'll come to one of these events, but.

I also want you to be unattached to the result. I think so often people think, I need to get two contracts. What a

Monica Schrock: great way to cap off this entire thing. Like, please. Yeah, am I gonna,

Elaine Lou Cartas: yeah. Like, are you gonna ask for marriage on the first date? Inappropriate. But just to say too, I mean, an example for, for me, and this happens all the time is I was introduced to an agency where they subcontract people who do what I do a lot of the time.

Monica Schrock: And my friend was like, Oh, just like connect with this person because they do a lot of nonprofit work. And I know that you do too. So I'm going to connect you. So I had like a virtual, like. Vibe check. Hello session with this executive at this agency back in like, I don't know, July, like, and I, you know, honestly, and I followed up with an email, like, nice to meet you, like, keep me in mind, like, and then all of a sudden, early, like, late November, I get an email and I, you know, I kind of just forget about it because like I did the thing and there it is and we met and like, I'll write it down, but I get an email that's like, we have this big project with this potential client that we want you to come in on.

And now that, it's going to be probably a six month to a year contract of consistent income for me. So it's like, don't expect, be unattached to the results. Don't expect the results right away, but do the followup and like be, yeah, and, and, and be consistent with like going out and meeting people. It is why my, my business is referral based and why I don't have to do any of like outward general public marketing like period.

Elaine Lou Cartas: Well, I, I want to end this episode with our love story, how we met and how we hired each other. Oh my god, what a great way to end it. Yeah, that's actually a great way, because you haven't been in my podcast in a while. I know, people might not know. Because Monica's cheating on me with another podcast, but it's cool.

They're, they're an open relationship. You have

Monica Schrock: another podcast! Yeah, but it's about non binary people in

Elaine Lou Cartas: sports. I know, but it's still, it's fine. Just know that a consensual, we know that a relationship is open. So, Monica, how did, how did we meet?

Monica Schrock: Yeah, we met, cause Elaine has always been doing like micro events within the community, but it was your first event in June 2018, ever.

When you were an assertiveness coach and my friend Kat knew someone who knew you, I think, like, it was just like, knew someone that knew you, my friend Kat was invited by that person. And I remember getting a text from you. Because what was I doing? What was I doing when you were following up and you were like, Oh, thanks for always being my fan.

I'll see you in this time, this time. And I was like, What? Like, I remember being like, What? Why am I getting this text? But I went because I was like, Oh, this person, like, clearly, like, Cares that people come you had a great group of people in the room like a lot of people for a first event I want to say like at least 30 or 40 if not more

Elaine Lou Cartas: and now my events are smaller My my retreats are like eight or that

Monica Schrock: wasn't too big It was like and it because it was a free event and it wasn't a retreat It was just like ways for people to get to know each other So we met at that event and then six months later I became your client and then while I was your client you became my client You became my client and the amount of relationships I think we've like had come through our relationship and meeting people and referring is like, I couldn't even say it's probably the

Elaine Lou Cartas: best part is when you slid to my DMs on Instagram.

I forgot about that. So let me do that part. Monica slid to the DMs on Instagram because my messaging was on point. And I know second date. Yeah. Monica was like, Hey, I know you work with women of color. Do you know any coaches that work with like white folks like me? I'm like, Oh. Well, first off, Monica, since you asked that question, like, just know it's like more of a values piece, like, but I would be happy to talk to you and see if it's a good fit.

And that's what I updated my messaging to women of color and allies. So thank you, Monica.

Monica Schrock: No, I loved. I, yeah. I just love the spaces you curate and I'm so happy that you brought me into them. So thank you so much. And now our love story flourishes forever.

Elaine Lou Cartas: Well, and not to, I mean, look, flourish is not just in terms of money, like in terms of us.

I wasn't

Monica Schrock: even thinking about money. Yeah.

Elaine Lou Cartas: Or even referrals, but like we, we like text each other probably on a daily, like,

Monica Schrock: Yeah, we do.

Elaine Lou Cartas: On Tuesday, we message, like, what is going on with the world? What's going on with the

Monica Schrock: world? Yeah. These are

Elaine Lou Cartas: deep conversations on a Tuesday morning, Monica.

Monica Schrock: Yeah, but then we'll do fun stuff too, don't worry about it.

Elaine Lou Cartas: Yeah, yeah. Like, talk about coffee.

Monica Schrock: Oh, we could talk about this forever. Thank you for having me, Elaine. I always love being here.

Elaine Lou Cartas: Yeah, thank you. Just in case people want to find you, how can they find you?

Monica Schrock: Yeah. You can find me. My website is unsociallyinclined.com. Feel free to poke around there. It's a fun one.

I'm very proud of it. And then if you want to connect on LinkedIn I'm Monica Schrock, S C H R O C K. And then Instagram, at [mondyschrock](https://www.instagram.com/mondyschrock). It is not a business Instagram, but if you want to see my life, I share it publicly with some like really cool people. I think fun stuff. So that's where you can find me.

Elaine Lou Cartas: And if you loved our episode and you're like, you know what? Monica needs to be on more. Please let me know. Please let

Monica Schrock: Elaine know.

Elaine Lou Cartas: You know how to find me. Go Google me and then find a way to contact me.

Monica Schrock: Yup.

Elaine Lou Cartas: Yup. All right. Thank you, Monica. Thank you.