

2 Hands Made This! - Episode 17 - Linda Perry

Unknown Speaker 0:01

Linda, welcome to two hands made this.

Unknown Speaker 0:05

Thank you so much for having me. I'm really excited about this conversation today.

Unknown Speaker 0:09

I am too, because I mean, you and I have known each other for a while. And to see your progression from where you have been to where you are now and how you're helping people is I don't want, it sounds so trite to say inspirational, but so many people need what you do, but need it in a way that you do it. Because you really get in and dig deep. And you're you know, make people feel comfortable enough to know that they can have this conversation, and it's a really safe place, and that you've been there too. And I think it's just a needed conversation that we have to have for all learners, whether writer or service provider or whatever you are.

Unknown Speaker 0:52

Yeah, thanks for saying that. And I do want to really hold a space for people because the business owner is not easy. And there's so much that fills our head, we might have thought we had this whole life thing and totally mastered. And then you start a business and you're like what just happened? Right? It feels like someone's like, your confidence just got, like swept away in this like, brief moment. So I am glad we're having this conversation. Well,

Unknown Speaker 1:21

yeah, plus, and like, you know, you're starting on a high. It's so great. I'm ready. I have all the ideas, you know, so a lot of it in that in the mindset things that I want to talk to you about today, too, is, is the ups and downs that happened to like, what does that look like for people if we're not all the same, but we mean, we go through similar experiences. So and to know that you're not alone, you know, that, hey, it's perfectly normal. I'm here to help. You know, I again, there's so many things that you've talked to people about in mindset, that I think are digging a lot deeper than most people, especially in the mindset area, and that you see it so differently, that again, you see people in such a different way, a deeper way that I think you're really gonna be able to help, especially in the maker industry, you know, the maker industry, because, you know, we worry about different kinds of competition, we, you know, makers also have to worry about FDA compliance in many in many ways. So being that attorney that you are the stand that, that's here, you've got a lot of hats. So let's dig in, because you are a recovering attorney, turned copywriter, marketer, and now you're in this area of mindset, your mindset coach for

entrepreneurs. So I want to start with that kitchen table epiphany that you had to launch my newsletters.

Unknown Speaker 2:44

You know, here's the thing, I um, there's actually a little stuff in there after the thing that gave me the courage to leave the law was actually going to study to be a life coach through Debbie Ford and the Ford Institute. And, um, you know, like a lot of people, I think this is something that really makers can really relate to is that I was so excited to go out into the life coaching world, I'm like, everybody needs this. And I was really thrilled to leave law. I mean, I had been a trial lawyer for 17 years. And I go out in the world, and oh, my God, I can't make a living.

Unknown Speaker 3:23

Say I'm a certified life coach. And I remember that feeling so well.

Unknown Speaker 3:26

Right? And it's like, Why do people not want this? This is amazing. This changed my life. How can you not see that? Right. And so I think that's one of the things that happens is we get really excited, you were just talking about that you get really excited, you go out into the world, and you think this is going to be fantastic. I am going to be able to build this six figure business in about a second. And that's not the truth. And you run into all these stumbling stumbling blocks. And so the reason I ended up in copywriting and marketing in the first instance was that, you know, so many life coaches fail. And I went, well, why is that? And so I researched and I learned and I went into copywriting. And you and I were having this conversation actually, before we hit record, about the copy cure, I started taking the copy cure, actually. Right. And I just learned how to do all this. And then I realized how much business owners have this head trash, feeling their head and stopping them from really being able to fulfill their business and their vision for their business. And so I had this realization that, oh, that's my doorway into making sure I help people in such a bigger way. And so I really crawled back into the mindset space. As you've sort of talked about it my way I'm not super Woo, I love woo things actually, you know, crystals in my office, but I don't, I don't make you ever hold one or talk about one and really direct and so I really realized that there was so much opportunity to help business owners entrepreneurs get past their own stuff because this building a business thing is really hard

Unknown Speaker 5:15

it is really hard it is really hard and i love that you call it head trash it's like my favorites that's one of my favorite lines that you use all the time is because it is so true there's so much head trash around it and like oh my god i'm not good enough i have this great idea i'm not good enough my products aren't good enough or why doesn't anybody like it or this is the best thing ever how come nobody sees that right so you know in that head trash really messes yeah

Unknown Speaker 5:40

it really does and i think you really hit on it you know since we're talking about ups and downs that's that's that big one hey what's up big first one that you hit as a business owner is i really thought this was gonna be amazing and you don't know what you don't know particularly if

you're you know new to running a business you think i get to really build whatever this is that i created like to put it in the world and everyone's gonna coming get it and unfortunately it doesn't work that way and so what happens with you know our headspace is we start to tell ourselves stories you know nobody wants what i have maybe this was a bad idea maybe the product i've created is crud right and you know we start to second guess ourselves particularly to you know if we have people who were like what

Unknown Speaker 6:36
are you doing

Unknown Speaker 6:37
right you think maybe they were right

Unknown Speaker 6:39
so that's a big one

Unknown Speaker 6:41
it is a big one and i'm assuming that's pretty big for your audience in particular because people are like you just left what to do what yeah right and i think all of that fills our head and we get really bogged down so then it becomes really hard to become visible

Unknown Speaker 6:59
oh that's such a huge one and very interesting i love because i want to dive into that a little bit more with makers especially with product makers they do not want to be the face of their business but they realize they have to so staying invisible is a really safe thing to do and they know they have to go out and market which is why a lot of times they have some big ugly cries when it comes to campaigns so you know because again that so can you dive into visibility a little bit here

Unknown Speaker 7:27
sure so i often talk about when i work with business owners there's four key pillars for growth and one the first one is visibility if you can't get visibility you're in trouble and i don't always say that visibility means one thing because i think when people think of visibility they think it's like showing up on social media and that's not necessarily what it's about especially for somebody who has a product they have to go pitch people to know it to be able to carry their new product and so if you're like me back in the day that would have sounded like you know nails on a chalkboard there's no way for it i have to go ask somebody and they get to reject me this sounds fun but without that you can't really grow so i think that is a huge ugly cry because you are excited you go ask somebody for something and they say no right and you've poured your heart and soul into this and it can be so devastating and how do you get back up how do you do it again and i think one of the things that i mean that's got that's just an ugly cry right there right like

Unknown Speaker 8:33

totally and and how do you get how do you get to that point where you get back up again and you know again like kind of not fade and become invisible again or i had a really good thought and i can't remember what it is but um you know it's it's really around that having the courage to do it again because it's going to happen over and over so how do you get good at

Unknown Speaker 8:56
stumbling right

Unknown Speaker 8:58
getting rejected and you know learning from it because a lot of times they you know it's all about the learning but we think oh god i am i totally suck

Unknown Speaker 9:07
right right you know and a lot of us think that so here's a couple things i think about that and and i almost don't want to call it a courage thing because i think when we call it courage it's so easy to say well i don't have the courage to do that i wasn't born courageous i don't come from a courageous family i'm not as bold as linda or whoever else i'm talking to easy for you to say linda you are an attorney right like things like that come up right and so i don't want to call it courage what i want to say about this is it is a little bit of resiliency and here's where where we can find some of that we all need a vision for our business and you hear me talk a lot about this christine but like we all need a vision for where we're going and what we believe in in that vision without that it can be incredibly hard to take these hits get back up and when i mean a vision it's it's not the vision of hey i want this you know products to be in you know every whatever store in the world it is i want this product to make a difference in people's life and my life and i want this to give me the kind of flexibility and freedom that i thought of you know and the income and in order to use that vision you have to connect with it so powerfully and believe that it is so there that it has already happened so that when someone says no it's just a no and then you learn and you go okay you know was there something in that pitch that i didn't do fully you know like when i talk about campaigns and launches and stuff i used to kind of half assed them i would be like give myself an excuse so that i could say well i didn't put my full self in there right and the truth is is that i wasn't really learning from them and so instead you want to go back and say what did i what about that

Unknown Speaker 11:03
pitch

Unknown Speaker 11:03
what could i what did i do well what did i what could be improved because we don't want to go what did i do wrong right so it's really about resiliency but the resiliency comes from the vision and the pure belief in what you're doing because there's going to be enough naysayers in your head and outside of you that are going to challenge that on a daily basis and the only thing that will hold you is that vision

Unknown Speaker 11:26

totally totally and as you say that makes me think to naysayers and i want to just touch on this a little bit too because a lot of makers start out and and once we become well into our business we realize a lot of those naysayers aren't we think friends and family are going to be our biggest supporters and they're not you know so there's some head trash around that too like how come my family doesn't want to support me um yeah so i want to clean that up just a little bit just for a minute because that totally hurts the vision because if my parents or my siblings or my friends don't think it's good maybe it's not right

Unknown Speaker 12:05

and how do i know the difference i think that's the next question that goes with that right how do i know when it really isn't a viable thing maybe the the the first thing that i would say about the family and friends is there's there's going to be hurt i can't take that away that's that's the truth and i think you can set boundaries because if these voices are allowed i mean imagine your mother cause has the business how's the business how did the sales call ago how did it you know and you're just like oh my god right you know and you and you you really every single conversation becomes a reminder i think the only thing that we can start to think about is how do i set a boundary here and i want to remind people boundaries are not about anyone else they're about you and you

Unknown Speaker 12:58

that's it

Unknown Speaker 12:59

so mom if you are going to ask me about this every time mom if you're gonna be critical about this every time i'm going to have to get off the phone and just say that it's really hard to say that gets easier with practice but the idea is is you have to start to set those boundaries to protect your vision and even with a spouse who isn't supportive

Unknown Speaker 13:24

always your little business going

Unknown Speaker 13:26

oh my god how's your little business going you want a dadgum right but like i think i think the reality is is you know every time when you say that i feel x this comes a lot from my from my dear friend nancy levin who does a lot of boundary work but nancy would say when you say x i feel y and if you continue to do that i am going to do z

Unknown Speaker 13:52

oh awesome and i'm gonna put that right in the show notes

Unknown Speaker 13:57

yeah and follow through here's the worst part is is like i think i'm the greatest at setting boundaries i'm the worst at maintaining them i've gotten better over the years but that's the truth is is this is how you start to maintain them as as you actually follow through and so it's learning

how to protect your business to that level and then we have to think about you know really is it true because it's going to come into your head are they right is my business viable here's what i can say about that is that it's hard to know when that line of success will come for some it's day one for summit state you know 1000 and the truth is is that you will have the opportunity to ask the experts in the field you will have the opportunity to get the feedback on what is and what is not selling you have to use all the data to come to a conclusion not the story You tell yourself about the data. If you haven't put it out there, if you're not visible, that isn't really data. That's just opinion. And I think it's playing full out in your business, so that you can know and gather the data that will give you the information you need.

Unknown Speaker 15:18

So that's a huge piece is to gather the data. Don't go by opinion. Don't go. I mean, I hate to say it this way, because I'm a feelings person, but don't go by the feelings as much. I mean, yes, it's the gut instinct. That's one thing, but look at the numbers, look at the data. I think that's a really important piece. Because sometimes we feel we feel like, oh, we're not doing enough or whatever, right? We start getting down on ourselves, but the data will show something different.

Unknown Speaker 15:44

Yeah, exactly.

Unknown Speaker 15:46

Oh, then we get in our head about it. Right. Yeah. And sometimes we can just remove that head trash and look at the data to tell a different story.

Unknown Speaker 15:56

Yeah, in you know, I will be honest, this is the reality and the practical piece of it. There are industries that certain things sell better than others, because of necessity. For example, I was never going to starve as an attorney, because people always get in trouble. The truth, right, and mindset people consider a luxury. So it's the last thing they spend. So the marketing has to be more dialed in the marketing has to be more connected to what the results are for somebody. And that may be the same thing with a product that is, and especially with holistic products, for example, you know, people don't really, you know, how do I show the proof of this, particularly when you talk about there are rules about the way they can actually talk about the claims? Right? Yeah. And so that's the reality part of it. And we have to really recognize that the rest of is just our own stories that we tell about ourselves. Yeah,

Unknown Speaker 17:01

yeah. And I think that's a big point to just always remember with ourselves with ourselves, the stories we tell ourselves. And you're right, like for, especially for makers. Last year, was a monumental year, for soapmakers. Hmm, they've had some of the biggest, biggest sales they've had since they started business, and they may have been in business for decades. Amazing, because look at what happened, people needed to wash their hands a whole lot more. They sure did. You know, and so this was an opportunity for for makers, especially soap makers, you know, personal care products to really sell a lot more. And a lot of them are like that, I can't

believe how much I sold without even trying. So one of the things I kind of want to touch on here, because those are some seriously sweet successes when you don't even feel like you're trying, because you're really just having those conversations. But one of the things and I don't want to be a downer about this, but I do want to come into that spot where head trash, I had so many sales last year, and it was really easy. And then maybe a year or two down the road. How can it feel so hard again? Mm hmm. You know, so can we talk about that a little bit? because like you said, that is around what the market is demanding? Yeah, have to remember that way, especially when it comes to our marketing when it comes to, you know, feeling away feeling the way around our business, again, the ups and the downs. Yeah. You know, because a lot of what we talk about here on the show is those ugly cries of failed campaigns. You know, and I want to, I want people to really understand not everyone's a failed campaign, it's just maybe not now, I know, you talked about that to maybe just not now.

Unknown Speaker 18:38

Yeah. Cuz there's so much in here to unpack that you just sort of talked about that I want to really cover. Yeah, there are those times where it feels easy. And you're like, What is going on? This is great. I'm just gonna take it all in. And you should claim those victories. And also we forget to reflect during those times. I'm like, what was it I mean, as you said, it was a market that really was focused on washing their hands. There's also a preventive a mindset of prevention right now. So a lot of people who are focused on prevention, supporting immune systems that's going to continue to be big, and overall longevity of health. But this

Unknown Speaker 19:13

is the

Unknown Speaker 19:14

thing to think about that I think people forget. You can get a lot of information, watching the news every day. I know that the news is really like scary and awful. And you can research it like a marketer, though. You don't have to watch it online, but go online, but really watch what's happening in the world, and how does that impact your business? And how does that impact the people who are buying from you? If you're to sit in their place, and I often I have a program where I talk about the mindset of your customer, because the truth is, is we have we have to really think about where they are at. And so it's one of those opportunities for us to really study what's happening in the outside world because it does impact our business. We forget that

Unknown Speaker 20:00

So we have a dog barking, it's all good. Okay, but why dogs barking on this child?

Unknown Speaker 20:06

Who knows what she sees outside. And so I think it's an opportunity to really reflect and to really start at impacts the messaging, right? If you think about what's happening in the world, you can shift your messaging. We feel powerless during those times. And so I want to invite people to take their power back. And, and, and instead of thinking, Okay, I'm completely a failure, I was really lucky for a period of time, all this nonsense that we sort of give out into the world, and

really start to take it back and go, let me listen, let me reflect. And really, let me get into conversation. You know, I just finished launching my program. And what was really cool is that I said no to some people, and they said no, to me, because the time wasn't right, whatever it was, for really learned a lot more about people. And so that when you were talking about that, hold that now I have people primed for next time or the time after Exactly. And I think I people sort of need to remember now is a whole host of things that has nothing to do with you.

Unknown Speaker 21:15

And it's not a no, it's not

Unknown Speaker 21:17

a no, I take this from Roscoe Laughlin, who I spent a lot of time studying with, and he said, Really, basically, to me is really think about it is people are on your list for a period of time before they buy. Mm hmm. And it's true in getting to know again, going back to the data, how long have they How long does it take till someone buys? Maybe for you? It's a, you know, a minute, maybe they're on your list? Because they bought? Yep. But how is it? How are they going to buy again? How do you create these loyal customers? Which I'm going to get back sort of into that mindset? for a second? If

Unknown Speaker 21:52

I can? Absolutely. Okay, because I have a whole thing. Like, what what came to me when you're talking about this is, is you as a maker can market around clearing up the head trust of your customers? You can, you can, you cannot I mean by like what's going on with them? What are they feeling? What's happening for them, you can be the the answer the solution that help her that whatever we want to call it.

Unknown Speaker 22:17

Yeah. And I think if you can also show that you understand where they're at, they're more likely to buy from you repeatedly. There is something that's happening in the market that people need to also understand, and this is really positive for your small makers. What COVID did in this last year, from a mindset perspective, was takeaway loyalties to big brands.

Unknown Speaker 22:39

Oh, absolutely. And it's just prime for small brands to step up

Unknown Speaker 22:45

huge. And so knowing that you have an opportunity to create loyalty. And here's just some, like ways that we think about in the mindset space to do that. Maybe your business gives back in a way that relates to the values of your own customer, right, maybe there's something that you do that echoes that don't be afraid to talk about it, right. Maybe there's something that that they just really like about your mission. So these are really cool opportunities. And so instead of thinking, I can't go against, you know, you're the Goliath or whatever, the big people, yes, you can, and it's an opportunity for, yes, you may be scared. And so are they. So let's connect.

Unknown Speaker 23:29

Yeah, perfect. That's such a good, good thing to talk about. And, and an action to take for makers and such a good point for them is, I mean, they are scared, you might be a little bit scared. You know, you guys can work this out together. You know, especially I like the part that you're talking about too. As far as listening. As far as mindset when it comes to listening as well as, as, as a maker, as you're creating product, it's really super easy to kind of keep creating product, because we think it's, it's great and we want to be creative, but what can you do around your existing product? Or, you know, how can you help your customer even a little bit better, and be able to then talk about it as a conversation, not try to sell them something? Yeah, and I think that's a big, that's a really big feeling with with smaller brands, with makers because they don't want to sound salesy. They don't want to be like the big guys. They want to, you know, those those sweet successes of those of those campaigns that they feel, are really felt on a on a on a on a deeper heart space level. as well. As we want to keep that up to

Unknown Speaker 24:34

yakka sees you say two hands built this like right, there's their sweat, their toil, they're all that's in there. And I think that's super important. And, and really cherish those moments too. We don't want to skip over the good moments because the more you can savor them, the more you you don't have to dismiss or say I was lucky or it was the market. There's something about savoring these moments that allows you to reap rewards not just financially, but in your own mindset space in your heart, because that's equally as important to your business.

Unknown Speaker 25:06

It really is. And now that you're saying that, too, I'm thinking about, like these sweet successes. And I have, you know, I have my little notes here that I want to ask you and talk about, and I'm like, Okay, so let's talk about that to the sweet successes and the mindset that comes with that sweet success. Because I've talked to so many makers, too, that, you know, don't want to get cocky or big headed or, or, you know, don't want to let that success go to their head. Also, because they still want to stay true. You know, I think too many times we've seen it as far as big brands or brands that have sold out smaller brands that have sold out to the bigger brands. There's a different mindset. And so a lot of these makers, like they don't want to go there, and they're a little bit worried about God, what if that happens to me? So, so how can we stay in that? That sweet? That that mindset of sweet success without a word I'm looking for? I'm gonna say feeling like an imposter or

Unknown Speaker 26:08

dancer for your britches? Yeah, feeling

Unknown Speaker 26:10

too big for your britches, and not embracing that confidence that you feel because it's a real confidence. It's not something that you're making up. Does that make sense? Yeah, I yeah, it

Unknown Speaker 26:20

does absolutely average. Two responses to that. Number one, we come with all these limiting beliefs to the world that the people who have sellout are bad.

Unknown Speaker 26:29

Oh, yeah,

Unknown Speaker 26:30

maybe they are. Maybe they're not. Maybe they just had an opportunity. And that was the vision for their business. And, quite frankly, that may not be yours, which is why I go back to vision so important. But we also have these beliefs, we're told that we can't brag that we can't be boastful. But here's the thing about that. That's an upper limiting problem, like in other words, I always say there's a crowded ceiling for not for entrepreneurs, we all reach a certain point, but we won't get past it because we have these beliefs that hold us. So we can't bust through our ceiling to our new floor. So we can actually see this beautiful, vast space. Well, that's upper limiting ourselves, we're keeping ourselves down in some way. Because we don't know what it feels like to be big. We know what it feels like to play small. And we don't know what it feels like to be big. So it's uncomfortable. It's new. And we heard our parents say that that's just obnoxious or it's bragging. And the truth is, it's not. It's savoring. It's enjoying. It's taking your own self worth and saying yes, I deserve to celebrate this. We all have these beliefs, and they're keeping us down. If we don't even ask ourselves does this whole concept of not bragging? serving me? I'm not asking you to go walking around and being you know, a big jerk.

Unknown Speaker 27:45

And so great. Look at me, right? No, you know,

Unknown Speaker 27:48

that's Yeah, those people use that's not real confidence. Yes. This is about truly just enjoying it. And you know, even those people who do enjoy it, they're always worrying about like, the rug is gonna get pulled out from under me, so that you never have a moment of peace. And so, I often say really question those beliefs that you have, or they even mine, are they serving me? And when we savor our victories, we open the space up for even more, more joy, more possibility, more opportunity, more creativity. By tamping down your ability to, you know, celebrate, you're tamping down your ability to create something more that somebody else may need.

Unknown Speaker 28:33

Savor, savor those, savor the successes, savor this, the sweetness, savor your ability. I love that. I love that. And I hope everybody out there is really, we've got some, you know, believe me, you'll be able to go back and reread the transcript because Linda's got so many gems in here. Go back and listen to it again. And again. Because as you do this mindset work. You'll start seeing some of the points that Linda is making, like, you know, you'll you'll start to work on a little piece and be like, oh, okay, this, this showed up for me which Linda in the show notes. I'm going to drop in all your information, mine setters, the link for unstoppable Of course, I want everybody to make sure that you get on Linda's list and get those mindset tips because they're worth their weight in gold for you. And as far as growing your business, Linda before we end up

wrapping up, because I know I save so much. You could go on and on and I would hurt you. Right? Yeah. So let's talk about what are the maybe the top three tips I mean, we talked about a lot. But what are some of the top three tips that our product brand makers can use when they are coming up against upper limiting or you know if they're having an ugly cry and they they don't want they know that they could fall into it but they don't want it. They want to come out and then also savoring that That success, like really just embracing those sweet successes,

Unknown Speaker 30:05

you have a few things to say I'd say first thing is to allow, not allow. And when I say allow, have that ugly cry, you are not your feelings you are if you know, if you think of babies, they allow emotions to flow through them allow those feelings because the more you resist them, the more they persist. And so we want to allow everything to be in the space, everything is okay. So the ugly cry is actually growth. And it's really good. And it's okay. It's just the question is, what's the choice you make after the ugly cry? Remember that we have the power of choice and simply say, what is my choice now? fold? I'll get back up on that horse. And the answer is usually get back on the horse. So with Yeah, and and the other thing I wanted to say is, the second thing is, is really simple, but powerful. to separate out the stories that are in your head from the actual truth, we must recognize that most of the stuff we tell ourselves is just fiction, it is a story. So I often give this simple tip of separating fact from fiction, what you need to do is get a piece of paper out, if you know after the ugly frat cry, you just go, the story I tell myself is blank. The truth is, and the thing is, is that super simple, but the truth isn't like the truths that you think are your truth, like I failed 50 times before is not a truth. It is what happened in the past, it tells you nothing about what will happen today, tomorrow or the next day. So you must look at what is objectively true in this very moment. And the reason separating fact from fiction is so important is that it really allows us to create the space we need to think to not be overwhelmed by our emotions. And so I think it's really important that we start to do that, when you then have those victories, really mark them somehow pause. However, it matters to you. There's a spa day, whether it's just sitting in the sunshine, whatever it is, market, remember it, feel it, taste it, smell it, whatever it

Unknown Speaker 32:04

is in your mind,

Unknown Speaker 32:06

but really enjoy it. And just it's something that's so simple. But learning that it's okay give yourself permission, again, allow, give yourself permission

Unknown Speaker 32:16

to draw it to find that joy.

Unknown Speaker 32:18

And it just starts to expand. So those are really simple, but they really make a difference. See it in simple, simple is the way to go with our complex, we don't do it. Right, when we think about these simple, these simple things that we can do every day or every time we start feeling

whatever we feel, then you can acknowledge it, embrace it, use it, then move on and move on. Linda, this has been such a fabulous conversation, you and I will have to do another session on some other mindset stuff. Because again, there's so many things that we could dig into here. This is just the start. But I just so appreciate you being here and starting to dive into this because again, this the things that we're talking about today are those things that will creep in and stop people in their tracks from moving forward. And saying, you know, is this really worth it? Do I want to do this anymore? And you've answered it right there is yes, keep going. They'll ask you truth. Ask about your truth. I can't wait to that will be in the show notes. It'll be a little exercise that we're going to ask people to do. I love it. So yeah. Linda, thank you so much for being here. And thank you everyone for for joining in and I will see you next time on two hands made this

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