

## SELL FROM LOVE PODCAST - Transcript



### Ep 13: What is Your Brand Saying? Be The Face of Your Business with Laura Beuparlant

**Finka:** Welcome Laura to the Sell From Love Podcast.

**Laura:** Thanks Finka so excited to be here.

**Finka:** I am so thrilled to have you here. I am super excited for our conversation and your body of work, which we will get into. For those of you listening and you heard it in the intro to Laura, who wrote this amazing book called Brand Chemistry. She has amazing programs called Brand Camp.

We'll talk more about those, but before we get into more about your work and what you do, I'd love to actually start with this whole notion of selling from love and what does it mean to sell from love. What does it mean to you?

**Laura:** It's such a great question. Obviously it relates to your book. To me, selling from love is about selling from a relationship. It's about relationship building, it's selling from a place of confidence and empathy, it's selling from integrity. It's not selling somebody something they don't need just to sell.

It's about connection with your audience and people that you can serve and those relationships that you can build. The sales comes from that because they just feel that connection to you and know they have to work with you. That's been my experience that when I'm really congruent with that and selling from love, people just know they have to work with me because of how I make them feel.

Selling from love is about creating a feeling and a connection with people.

**Finka:** Absolutely. It's interesting. Yesterday. I was having this conversation with a client and we were talking about empathy and the role it plays when we sell in our leadership. She finds herself in a very traditional environment. When we sell from love, we do value numbers. It is a measurement of progress and how we can measure our success. At the same time, what you're talking about this feeling, this connection, this relationship, this love for these people we're here to serve. This was my conversation with her, she says her leader in that particular situation, the CEO of the organization, it was almost like he didn't know what to do with that when she was talking about this way of selling and he quickly brushed to the next person.

What has your experience been when it comes to the traditional way in which we've been taught? Which again, I'm not going to negate that it doesn't work. What, I also want to encourage people to realize that there is another way that might feel more congruent.

**Laura:** It's the fear-based sales or time sensitive, you've got to do this now. Urgency sales versus the opposite, selling through that integrity. I think that's really important to note that it's not about that urgency and selling because we've got to make our sales and just selling for the sake of it.

I've also seen, and something that I've personally learned is that I can get too emotionally invested in these sales calls.

**Finka:** Say more about that.

**Laura:** Yeah. It's come up recently and it's part of the reason why I've made a few changes because I started realizing I was too attached to the outcome of those calls. I think selling from love too, is not attaching yourself to whether they sign up with you or not. I was getting too emotionally invested in that because I was creating this deep connection with people and then totally gutted when they decided not to work with us. I have to find a way to build a boundary for myself, because I think part of it is that I can see how much we can help people. I can see the transformation we can help them with, and when we don't get that opportunity, I'm disappointed. I'm sad for them and for me. Right. There's a selfishness in a way when I'm creating those relationships because of what I get out of it.

**Finka:** That's the thing. I think it's such a fine line that we walk when we're selling, especially selling products or services that we love and we know are going to help the people that we're here to help. What I can see is there's this double edged sword that comes with it where I'm empathetic, I love what I do, I love my clients. When we love too much, then it gets in the way. How do you walk this fine line? I think you're absolutely on, we need to love so much that we're willing to let it go, and that's where the non-attachment shows up, that I love it so much that if you don't say yes to it, I'm okay with it.

This is going to be a totally off the wall comparison. It has to do with my husband. This year it's going to be 20 years that we're married. I look at our relationship and this is going to be a really weird way of positioning love. I want to love him so much that if he decides to say, I don't want to be with you anymore. I love him enough to let him go.

**Laura:** Whoa.

**Finka:** Right?

**Laura:** I'm not sure I could say that.

**Finka:** There are moments that I can say it, but then there are moments, hell no you're with me, but just that much love. How can we love something so much that we're that unattached to whether they choose us, whether it's our client or maybe a partner.

**Laura:** I heard somebody say this once and it really resonated. It's sort of related that when you have maybe the wrong client or the wrong opportunity, you love them out the door. I just thought, Oh, that's so great because it's about not burning bridges. It's about, we're not right for you. Or, you know, just like lovingly part ways.

**Finka:** Yeah.

**Laura:** Without that anger and animosity in the midst.

**Finka:** I'm going to say it can almost help fear based letting go, being in a posture of, I need to justify why I don't want you as a client, and don't want to work with you. I'm going to be angry with you and I'm going to shove you out the door.

When we are from the selling of love place, we're creating boundaries where we're saying I'm willing to speak up and say the right thing, even though it might be the difficult thing saying, Hey, Laura, I've really enjoyed working with you up until now. However, I don't see us as a fit any longer. I think you'd be best served by someone else or by doing something else.

That's again where we get to honor who we are and our craft, and letting our client go off and do what they need to do to find the right person for them.

**Laura:** Yeah, I think going back to this selling from love, it's not discounting what you're selling. It's not accommodating too much with what you're selling. It's not offering 50 different versions of what you do, that's not selling from love. That's just pandering or being too available and saying, Oh, well, you can't do this, here's this and this here's other ways. I think you need to have a few options, but when you spread that too thin and you start to try to be everything to everybody. That's also not selling from love.

**Finka:** True. How did you learn that?

**Laura:** How did I learn that? That's a good question. A quote that's in my book that I often share is that I heard somebody, a speaker at a conference say, sometimes you have to subtract to add.

**Finka:** Say that again.

**Laura:** Sometimes you have to subtract to add. What that means to me, that was like a mic drop moment. He probably doesn't even remember saying it. I remember where I was, it was just so profound and I thought I have this entire section of my website dedicated to something that is very low ticket price

that I spend a lot of time in meetings, in quotes for to get very few jobs, and when I do, I'm basically making no money. Why do I have this? I went home and I immediately pulled an entire section off my website because it was taking my time. I wasn't really enjoying it. I felt like I had to offer this particular product, and I talked to my clients about that all the time.

Who says you have to do anything. Another thing I often say is just because something's always been done a certain way doesn't mean it's the right way or the only way to do it. I'm in the midst of completely changing how I offer what we do. You mentioned Brand Camp, Brand Camp will be a part of it, but I'm creating an experience, a six-month experience for people. That will be the main way for people to work with us. It may turn away a lot of people because they won't invest the money. Whatever the reason, but I know that this is the best way I can differentiate us. This is the best way that we can help our clients be successful because I'm seeing that that's the work, it's so much beyond branding and design that we offer.

Those are just the tools that we give our clients. It's everything else that's wrapped around it. It's the teaching and the training and the creativity and the support and the accountability. I don't want to be known as a branding and design firm, and I'm like talking to somebody about changing even having our portfolio section as a main menu item.

I've been a designer for 20 years. That's been so part of my identity and the thought is we might actually remove that from the main menu, because it's not about the design work we do. It's important, it's a piece. I describe your brand like a cake, like a beautifully decorated cake and your brand, your logo, and your website are like layers of that cake. The icing is the website and your logo and things like that. But everything else is just inside that container. I want to change that, but it requires me to get comfortable with realizing there may be work we don't get because of that, because of how I'm shifting.

I even did that a number of years ago when I made Brand Camp an essential part of our process. We won't do design work for you unless you've gone through this process first. I love those people out the door that just want a logo design. I'm like, awesome, here's some resources for you. I love them out the door because that is not the work we do, and I'm also very clear on why we do it and the impact it has.

**Finka:** It sounds like some real digging you have to do and commitment to your work in order to come up with one, how you want to work with clients, and at the same time managing that big FOMO voice that's going on in us as we make these decisions. I don't want to miss out, that fear of missing out. If you take down the portfolio page, you take down that product or service offering. All of a sudden, what if, because a lot of times we make decisions if I

cross all the T's and dot all the I's, then I've got all my bases covered and I'll make sure that I won't miss out on potential.

What I'm hearing you say is actually your brand and your business can exponentially grow through what you decided when you decided on Brand Camp and how to work with them. But also as you're going through this new deepening of your work, that when we take away things, we actually create the opportunity for more to be added.

**Laura:** Exactly. I could see that certain things were finite if I kept things the way they were, or we would grow, but in a slower, smaller way and the best way for me to grow and have exponential growth is to really shift how we do things and it's a big shift for me from a mindset perspective, for the growth perspective and for the types of people that we want to work with.

**Finka:** I can definitely see mindset playing a role, how you show up day in, day out. It's almost like these transition moments where I'm leaving what was familiar and what I know, stepping onto this new rock that may not have stability.

How do you keep yourself focused on the prize that you're moving towards while you're still confidently saying, okay, we're not going to do that. I'm taking that page down. What keeps you in the zone, until you fully get both feet on that new ground that you're moving towards.

**Laura:** I like to use why I do what I do and what really lights me up as like a marker. Does this thing get me closer to that goal or will it take me further from it? So that really helps me in my decision-making. I've been focusing a lot lately on who am I as a leader. How am I showing up? I write in the present tense, I'm a confident, magnetic leader, that kind of language, I use that, I write that down. Every morning I write down the kind of leader I am, the kind of business woman I am, that business flows to us with ease and I'm really focused on that.

I also have big growth revenue goals for the year. I have it broken down into quarters and months, so that it's big, but I can see that it's completely doable. I just shared today with my email list a story from yesterday, my youngest son and I, it was his idea, he decided we are going to walk a thousand kilometers this year. Holy crap. He's nine. He's like, yeah, let's do that. Then we broke it down and I said, well, that's only 2.7 kilometers a day. Yesterday, we walked two and a half kilometers on our morning walk. I'm like, it's totally doable when you break it down. Just like any business school, a thousand kilometers, you really think, Oh my God, how will we ever do that?

But if every day we walk two kilometers, and then maybe on weekends we walk four kilometers or five, it's so doable and it's breaking it down in those

small chunks, because it's great to have these big visions, but if we don't make steps, that action every day towards it, we won't achieve those things.

**Finka:** I think that's the important part, because I know, for those of us that set those big, hairy, audacious goals, you've got big dreams and things you want to fulfill in the moment it can feel overwhelming or daunting. Where do you start? What you're saying is break it down, start with small bite sized pieces.

It's through that daily action and activity that a year from now, you're going to look back and say, wow, we walked 1,007 kilometers. Right. But at the start of the year, it can feel unfathomable that it's going to actually happen.

**Laura:** I've been guilty of writing goals down at the beginning of the year, and then you never look at that document again. The end of the year you're like, crap we didn't hit X or I didn't do this thing. 2020 was; we're also rolling it into 2021. There's a lot of trips and other things, like that's a goal that clearly a goal that did not happen.

If you don't ever look at your goal or think about it or plan, it's never going to happen. I looked back at my goals from 2020 and at the end of the year, I was like, Oh yeah. Huh, okay. I'd forgotten about things or I didn't have a plan to get there.

This year I'm starting in a much different place. I have it written down on a whiteboard in my office. I'm looking at it every day. I'm rewriting it in a journal every day. I'm mapping out the steps and what I'm going to do, and also what I'm not going to do. You know seven figure Laura, Leader Laura, do these things in her day or what does she do in a day? I knew that I could no longer run my business the way I am today with the scale of business that I want to have. I have to start shifting and changing my role in the business, who I'm hiring and how I show up to support the people on my team and my clients.

**Finka:** What I'm hearing you say is, when we determine what our goals are and what we want to achieve, they're different from who we are. They are different from the things that we have today. They're not only things we want and the things we want to do and want to experience, but they're also inviting us to show up and be different than who we are today. We actually change as a person, as a leader, as a business owner, to the person we see ourselves being a year from now or five years from now, whatever that time span for that thing we want to have.

Every month I do a community coaching call with the Sell From Love community. I shared something very similar to your practice which I love the I am practice; when you envision yourself being your future self, what does that future self look like, feel like, what are they doing? What are they believing? What are some of the behaviors? What are they saying yes to,

what are they saying no to? I added a couple words to the 'I am' statement. I am the kind of person who shows up every day, presses publish even though I might have a spelling error, it's not perfect. I am the kind of person who makes time for meditating exercise and one-on-one time with my husband and my daughter.

One of the ones that I put in there this year that is such a small thing, but I also know that this small thing is going to have a monumental impact. Is this, I'm the kind of person that water flosses her teeth every day. It has nothing to do with selling, leadership, my business, but what it does is if I can be that committed to be that type of person who shows up every night and water flosses her teeth, I know I will do all those other things that I put on that list.

**Laura:** Yeah. I've done a lot of reading and discussing with my husband around habits; books on that and podcasts and talking with our kids. Right. Part of it is for us, but it's also about them. They've gotten into some bad habits, especially being home. There's all these new habits that have been developed, and so I told them, one of my new habits is I am no longer doing dishes in 2021. I'm the kind of person that doesn't do dishes. I will cook the food. Sometimes I don't like cooking the food either, but I am not doing a dish I said, so that is now my new habit.

**Finka:** I love it. That's a great habit.

**Laura:** A little bit of a forced habit.

Our morning walks, now my son looks forward to those morning walks and it wouldn't be the same without that, and what else can we do? There's so much negativity, so let's flip that to a positive. It's looking at tiny habits that we can do. Also 15 minutes of some kind of exercise minimum every day. Right. They're going to get more, but we're like, okay, make sure you dedicate that time. Do that every day. There's lots of habits that I've changed, my husband's changed and we're doing a lot of that for us, so now we're trying to help our kids with some of that, especially around mindset because of COVID because they're home, there's a new lockdown right now. It's a lot for them to manage emotionally and mentally, so there's a lot of time.

I need to make sure I dedicate the time, if my mental health is good and I'm focusing on selling from love and working from love and getting the support I need in my business, it allows me to be there more for my family.

**Finka:** I completely agree with you. What would you say when you think, back to the 'I am the kind of person' conversation, when it comes to selling and leading in our businesses and in the work that we're called to do, what would be some of the things that you would think of that we would need to be doing?

I'm the kind of person that does this to make sure that I get my work out in the world or my business grows. What would be some of those things that you would love to see on your list?

**Laura:** Hm. I'm the kind of person that sets boundaries. That's something I'm working on for this year. I'm the kind of person that is visible, put myself out there. That's something I talk about a lot with people that you can have the best brand in the world. You can have the most authentic, the most consistent, which most people don't have.

That's something we help with, but you could have the most consistent and most authentic brand, but if you're not visible, nobody knows you exist. I don't like social media. I don't like putting myself out there. Introvert, extrovert, shy, outgoing, whatever it is.

**Finka:** What do you think holds people back? Because this is interesting, if you have just a quick example and then I'm going to get you to answer, what do you think holds people back? I have this Sell From Love task where I ask people, to give a range of, are you selling from fear or are you selling from love, one of the first few questions and you answer on a spectrum of one to five.

Are you willing to put yourself outside your comfort zone and hands down, most people say yes, they are willing to, they put themselves at their comfort zone, but then when you get to the words at the end of the test, the questions do you consistently go out there telling people about your work? No. Do you consistently go out there asking people to work with you? Do you ask for referrals? No. I see this gap, we perceive ourselves as having the ability to get outside our comfort zone and go out there and do things that scare us, but when it comes to making ourselves visible, it feels like we hesitate.

What do you think has happened?

**Laura:** There is a gap between they're willing, right? Sounds like they're willing to be available to put themselves out there, but they're just not able, there's something that's stopping them from doing it. In my experience, a lot of people struggle with, I don't know how to represent my business. Who am I, how am I any different than anybody else? There's a lack of confidence, and there's a fear of judgment. People fear that the perception of what other people might think of you and I've been there. I often share the story that I used to straighten my hair. I have curly blonde hair and I straightened it for years because I started my business when I was 27. I thought, Oh my God, nobody is going to take this young blonde girl seriously. That was my own voice. It doesn't mean it wasn't founded. I definitely had some people that I felt did not take me seriously.

But straightening my hair was like, I'll look sleeker, I'll look more professional. And it was funny when I stopped straightening it, how my personality came out more, even in photos. Now people don't recognize me if I straighten my hair, even my own kids, I came home with a blowout one day and they were like, Oh my God, I thought they was a stranger in the house, they literally thought it wasn't me. I scared myself in the reflection walking by a mirror. Why did I straighten my hair? It was the perception of others. I was worried about what other people would think.

Something that came out for me, and you were a bit of a part of that journey with me a couple of years ago. I wasn't allowing myself to shine bright because I had the perception and I remember that word perception. It's all perception. I had the perception that by me shining bright, I would cast a shadow on others. The reality is by me shining bright, I get to shine a light on others and help illuminate them.

**Finka:** I just got goosebumps.

**Laura:** That switch was like, oh, my God and I was holding myself back from shining as brightly as possible because, will people think that I'm this or that, or we always worry about what other people will think, that judgment of others.

The reality is our fear of the judgment of others is the judgment we already have of ourself. Right. It's bounced back on us. It's not about them. It's about our own internal feeling that it's never been done that way or professional women don't have curly hair. I don't know, whatever those perceptions are, they hold us back.

**Finka:** They do. They do. What I'm hearing you say and what I'm going to say you're pointing us all to is that if we're making up a story or telling ourselves a story that people will think this, or people will think that, it's actually an inkling that we're probably the ones thinking that. As soon as you notice yourself doing that, it's like, Oh, they're going to think this of me, or I'm afraid they might think of this of me. Take pause and do a further investigation saying, Hey, where do I see myself in this way? Where am I judging myself in this way? What I've found in my experience, and I will say this work is never ending. There are moments where I don't care about what people think. I'm just going to show up, do my best, be who I am and bring what I can to serve and do what I have to do. I'm good for a while, and then I don't know, it's like project creep, I don't know what you'd call this kind of creep, like I care what people think creep. Eventually I start caring and it's like, how did this come about again? It's very slow and sneaky, but it shows back up again.

I'd almost say, if you find yourself caught up in it, that's okay. We have got to make it okay, because all of us do it, and at the same time, if we're judging ourselves for it or others, what they might judge, it's actually us doing it for

ourselves, and I'm going to go to that final thing, which I think is the most beautiful thing you said was, owning the brightness of our light.

I too, I can resonate with, you said if I'm going to take up too much space and that means that I'm going to dim someone else's light and it's actually so false, so false.

**Laura:** It is, and it took me a long time to realize that. Now that I know it, it's also the difference between ego and love. Right? If you're shining brightly from love, it's very different than shining brightly from ego.

**Finka:** Oh, I love, love that. Okay. What would it look like if I'm shining from love? What do you notice the difference between the two?

**Laura:** I just came up with that.

**Finka:** I love it. I agree with you. I agree with you.

**Laura:** Shining from love is being authentic. It's who you are. It's owning why you're here. It's knowing that, it's having an impact on others. I talk a lot about the ripple effect. To me, when you shine from love, that's about creating a really positive ripple effect on everybody you touch and shining brightly from ego is really more like, look at me. That really is more of the I'm casting a shadow on you. It's not letting other people in. I'm the star and I will be the brightest and I will dim you as a consequence.

**Finka:** It's like you're a light hog. Like you're just taking all.

**Laura:** Yeah, exactly.

**Finka:** I think there's a difference too. With the love, when we show up from taking up space or shining ourselves brightly from love, we are authentic and unattached to what people think of us. It's like, what you think of me is none of my business and I just need to be in my own biz.

When we show up from ego, you might think I'm going to put in quotations that you're "being authentic", but the difference here is we're actually caring what people are thinking, or we want to convey a certain image of how we want people to perceive us. As soon as we do that, we are out of love and we're in that place of fear and ego.

**Laura:** Yeah, because if you're shining bright, it's to the detriment of others, that's ego. When you're downplaying other people or those kinds of actions that you see happen. People kind of push you down, and that happened to me. That's where it stems from was sort of some internal things for me.

Also, I remember somebody saying to me, I was living abroad and came back and was visiting with friends and somebody was like, Oh, we don't want to hear what you've been doing, Laura. Because I was this friend, living the

high life in Europe. I was like, Oh, do I sound like I'm bragging by talking? This is my life right now, my life is living in Europe and traveling, and yet I was made to feel like I couldn't share that because that was bragging. You hear these things in your life and it makes you feel like if I share this, will people think I'm bragging, so there's a bit of that, and it's little things, those little tiny things that people say over the years that feed that.

**Finka:** Agreed. I can go back into my file and pull out a lot of those different moments of these seeds that were planted and I'm continually learning, and I've learned through this experience is how those people, so that person that responded, Laura, we don't want to hear about you and you gallivanting across Europe.

What it actually says, this is the position we have to stand, and I will say, especially for those of us, I'll go back to where we started in the beginning of the conversation. When you lean a little bit more to the empathetic side, you really appreciate this love-based selling. What we ended up doing is, you start making up that story about yourself, maybe I did something wrong. Maybe I overstepped and was too showy or braggy where actually how they're showing up what they're saying, how they're responding; it says more about who they are versus who you are. Right.

**Laura:** Yeah. I believe in being honest and kind. When giving feedback, I'll be honest, maybe not blunt, but sometimes, but with kindness, this is said with love, because this will help you, it's not cutting. And there's a difference between those things.

Absolutely.

**Finka:** Yeah, for sure. I think you can still be honest and say the hard thing. But do it with grace and with love and that's where even though they might not like what they're hearing, even though it's going to be hard for us to tell them it's the right thing to do, right?

Yeah.

**Laura:** I think going back to the selling with love, it's about attraction. To me, it's about alignment and I help clients create a business and brand that aligns with them.

**Finka:** Say more about that, because I know when I think about your work and Brand Chemistry, how does all of that come together to bring alignment?

**Laura:** Yeah. So Brand Chemistry to me, it's about relationships. It's about creating that heart to heart connection with your audience so that you are the only choice. You don't want people to choose you because you're cheaper or more conveniently located. You want them to choose you

because you're the only one for them, and you can't do that if you're out of alignment. Brand Chemistry to me, you have all the right ingredients, right? I relate it to baking a cake, which kind of puts it contextually for people.

**Finka:** And I love baking.

**Laura:** Yeah. Excellent. You can't have baking success without great chemistry.

Baking is all about chemistry, right? You can cook and you can throw, like, I was making something the other night. My kids were like, how did you know to add that? And I'm like, I made it up, right? You can't do that quite as successfully with baking. I've had my fair share of baking fails. What I learned from that is without the right ingredients in the right proportions put together at the right time, you can't have baking success.

It's the same with branding. You need the right ingredients. You need your secret ingredient that you put in there and you need that recipe that you put together to create this cake. You can't just have the pretty icing and the sprinkles. You can't just have the pretty logo and website because that will lack substance. The same with baking, you can't have a cake that's all icing and sprinkles and you can't have a brand that's all logo and website. Brand Chemistry is about all those things coming together, perfect harmony to create a brand that is powerful, aligned. I like to describe it, if your brand is misaligned, it feels like you're pushing a boulder up a hill. It is hard. It is effortful. It is painful. That is what holds you back from going out online because you don't know what to say, because you don't feel aligned with your messaging, your visuals, your audience, who are you talking to? What are you selling them? But when everything comes into alignment, it doesn't mean it doesn't require work and effort, but it comes with ease. You're like, I just know how to show up in my business. I know how my brand talks. I know what we're saying. And I can say it with such passion and enthusiasm and excitement that everyone leans in.

People want to listen to you when you're in alignment. I have a picture I use in one of my slide decks and it's a dog dressed up in a pig costume. I asked the question, are you trying to be something you're not because so much of us are. We think, Oh, somebody who works in finance needs to wear a suit, and I call BS on that. Says who?

**Finka:** It's funny because it's what we've been taught. I think somewhere down the line, and even this whole word on being authentic. What I see Brand Chemistry in what you're talking to is like a deepening of our authenticity. It's not just about you. It's about your call, your client, who you're here to serve, how you're here to serve them.

There's these design elements that come with it. It's the icing on the cake, but the goodness inside that make it is this authentic you that shows up that's all in alignment. But I think we've been taught that in order to be in finance, you need to wear a suit in order to be whatever industry you pick, these are the norms, then we assumed those norms, and branded them as our authentic self. And it's like, no, no, no. We have to almost unlearn some of those habits, those habits that we've taught ourselves, that I have to be this way in order to be successful and then trust ourselves so much that, if you allow yourself to be you and I'll go back to what you said, take away what you're not so you can be who you are. I like that minus and plus, minus all the crap you're not, take all that stuff away and see what's left, we would probably be surprised.

**Laura:** If you look and sound like everybody else in your industry, then they're just going to choose the person who's cheaper or more conveniently located because it's missing the personality. Personality is such a key part of my process. We attribute human characteristics to your brand, like a person; is this brand quirky, meticulous, fun, bold, candid, courageous, optimistic, visionary, wise, studious.

We actually attribute personality traits because this is how the brand shows up, how it talks, to me there's a big element of fun in our brand. I don't want to do branding if it's not going to be fun, it doesn't mean there's not hard work that goes into it, but I don't want to be stiff and stale, I want there to be a fun element to our tone and our language, and I'm always wearing like a bright color or a floral something or other and that's a big part of the brand. And when you're trying to be a sweet and a certain way, but really, you're kind of a, bad-ass.

**Finka:** You have got to show that.

**Laura:** You have got to show that, and you'll attract the wrong people and that's not selling from love.

**Finka:** No, you'll definitely talk to the wrong people, you also won't attract any other of the right people, that is actually where the fire hose is of, opportunity and potential because of that.

What I'm also excited about, because I think this is going to challenge us as leaders, in businesses and in organizations to truly tap into what you talked about around our personality, our authentic brands and being aligned because as we are turning more to online, buying online, we are online looking for everything nowadays. You can't really go offline and it's limited to what we can do today. It's not going to be forever, but at least for now. I hate calling us buyers and consumers, but as people looking to get stuff, let's do that. I'll probably do a whole podcast on why I don't like calling us buyers and consumers. I won't get into that right now, but what I find is, I'm also becoming more intelligent in how I'm making my purchasing decisions. I am

paying attention to the facade. I want to make sure that you've been in business for a legit time.

We recently just purchased, I'm so excited about this. We purchased a greenhouse, and so it came across my husband's feed. They are in the GTA area and in the Toronto area, not local to me because I live out of Toronto, but we scoped them out.

It's a significant investment in this greenhouse. I checked out their Facebook page. I went on their testimonies to make sure these were real people who bought this product. Nick, my husband, he's like, you know, people are making up these fake businesses so that you can buy their stuff and then you never get their stuff online. He planted the seed and now I'm scoping these people out, making sure that they're real. Because everything looks so pretty on the website. They did everything right.

I'm going to say, also the people who are looking to hire us for our work. You know, when we sell from love, we're coming from integrity, meaning we're going to show up as who we are. We're authentic. We're real. They can do all the searching to figure out whether or not we're fake and a facade and making up a story. And it's going to get busted because we are who we are, and for us, I ended up buying the greenhouse. So yeah, they did their job.

**Laura:** That speaks to something I talk about all the time and so many people are using stock photos on their website. There's no photos of them or their team or the actual people, their real clients. I always recommend to people, you need photos of you, you need photos of your clients, the people you serve, that is way more authentic and creates more trust when they can see you.

I always tell people I mistrust businesses that have an about page and don't name the founder, the people. It's like we, the proverbial we, no actual pictures of anybody. I don't trust you. They're like, well, I don't like to put myself out there. I don't care, I don't trust you if I don't see you. You're the face of this business and you need to be visible right now with everything being online and virtual and shifting more that way, your brand and your virtual presence is the most important thing right now, and people are overwhelmed. If you show up consistently with integrity, with valuable things to say and share, that will help them. That is also selling from love right?

Last year, the very beginning of COVID, with my book, Amazon wasn't shipping because they were only sending essential.

**Finka:** Essential. Come on. What do you mean Brand Chemistry book was not an essential. It had to be.

**Laura:** My book publisher started sending them directly, she was taking orders, but I went on and I started reading my book. I read the whole book, a couple of chapters every day on social media, just because I thought, well, people can't buy it. I'm just going to read it to you. I've never seen it done. I'll give this a whirl. I had two people sign up to work with me because I did that. It reminded them that now is the time I didn't sell a thing, I was just sharing the book I fumbled. I haven't read my book out loud, probably ever. It was like, this won't be perfect people, bear with me, but I had fun with it and I would add things in and that's also selling from love. It's like, well, I'm just going to give away some of this content. And that made people kind of fall in love with me, and that's cool. That's what we want to do.

**Finka:** I love that. Laura as we start wrapping up here, I have one question that I want to ask you and then I'll get you to chime in and let people know how they can learn more about you, how they can learn to work with you and all those details. But before that, if you were to tell people, do these one or three things as it pertains to, getting their brand chemistry right, what piece of advice would you give them? What would you tell them? You know, think about these things or do these things.

**Laura:** Well, I would look at their consistency. One thing I recommend is look at your social media, look at your website. How are you showing up? Really sit down and assess; is this what I want for my business? Is this the direction I want to continue going in? Am I working with the clients that I want to work with?

Am I showing up like everybody else? Take some time to do a bit of self-assessment to see, how am I doing? It comes from internal, I say you have to do the deep work first. And a lot of people don't, they're just sort of very surface level being reactive, so I like to tell people it's time to be proactive in what you're doing.

It's also looking at, what is that thing that makes you special and look at your process. Something I've developed is, or really learned is your process, the way, how you do what you do is really important. Yeah. It's something that makes you quite unique. And most people are just selling the same thing that everybody else is selling, and then that's a commodity, right? I don't sell branding and design. That's the commodity that other companies are selling. I can't say that because, then people are just comparing on price.

**Finka:** Yeah, absolutely.

**Laura:** Look at your process.

**Finka:** What is the same branding and design and no one is going to hire you based on what you do. They're going to hire you on that process on how you do it. How do you do it differently, because when you do it differently, it's the outcomes that you're going to get them that they're ultimately really buying,

but that's the part of you and your personality and what makes that brand chemistry unique to you that people get to say yes to.

**Laura:** Yeah, and I hope that was clear.

**Finka:** Yeah, absolutely.

**Laura:** Yes so self-assessment and then start to look at what your process is and can that be honed in on and created in a more unique way from the way other people in your space are offering it now, use that opportunity.

**Finka:** Yep. Then the final is consistently show up and tell people about it.

**Laura:** Exactly.

**Finka:** If you don't, they're not going to know, and they're not going to find you. So. Love it. Laura, can you tell us how we can learn more about you and if we wanted to work with you to help us get clear on what is my brand, how do I get the right clients attracted to the work that I'm here to do?

Can you share more about you and how people can find a way to work with you?

**Laura:** Sure. So you can follow us on social. Our handle is Lab Creative Inc. It's the same on all platforms. Instagram is probably our favorite and most active. Our website is [labcreative.ca](http://labcreative.ca). I do have a session of my virtual small group Brand Camp coming up. The next session starts March 1st. I take a maximum of six people into each session because it's a really small, intimate gathering and supportive time. I'll share the link with you, you can include that in the show notes. If people want to check that out and book a discovery call to see if it's the right fit for them as well.

Brand Chemistry is also available on Amazon. We are now selling copies through our website as well.

**Finka:** Wonderful. That is so good to hear. I'm going to echo and endorse Laura and Lab Creative Inc. as a business that sells from love. What I know is the more we can trust that this as a way of living leading, selling, and working in the world that you are based completely out of integrity, authenticity and doing what's right, and what's best for your clients. Yeah, I'm going to say, I give it high fives, Laura and her team are there to deliver that for you. So thank you Laura so much for sharing your wonderful wisdom and spending some time with us here on the Sell From Love podcast.

**Laura:** Thanks for having me.

**Finka:** Thank you.