

Show Notes

EPISODE 6 – POSITION AND BRANDING WITH JEMIMAH ASHLEIGH



Hello friends and welcome to episode 6 of the Small Business Made Simple Podcast.

I have a real treat for you today.

My VERY FIRST GUEST. YAY!

Her name is Jemimah Ashleigh and she's a positioning and branding expert – but more about her in a sec.

First up, of course, we need to chat about this week's discovery! Are you loving them? So many of you are! It's a great segment of the show.

So, onto it's weeks discovery

THIS WEEK'S DISCOVERY!

Ok, so I'm not going to be the first or the last to tell you that Instagram is HOT right now. And DM's (direct messages) are massive – both inviting your followers to DM you to ask questions but also for engagement.

You get a DM when someone reacts to your story – when someone responds to a question posed in your story as well as any potential client who wants to reach out to you on that platform – guys I cannot tell you have important DMs are becoming for your positioning as the expert – go to person (side note this is why I have Jemimah on today too – positioning!)

But, Instagram is a rabbit hole. We all do it and have done it – hope on to do one little thing and boom it's been 45 minutes and you're still on their scrolling and looking!

So, today's little discovery is to help you not only answer your DMs more efficiently (because you don't have to go on the app) but easier too – it's making it SIMPLE people!

It's a desktop app for answering DMS. Hands up who can type on a keyboard faster than they can use two fingers on their phones? Um ME!

To get this great little gem – go to <https://igdm.me/> and download the desktop app – its free and took me all about 1 minute to set up. Log in using your Inst username and password and get responding and typing at lightning speed!

As your DM box starts to fill up quicker and quicker – you are going to love love love this little discovery more.

So now you have no excuse for not asking people to DM you – now you can answer not only faster but also without heading over to your mobile app and heading down that rabbit hole of time ...

PS - You're welcome!

Oh, and just a little disclaimer – I don't have any affiliation with any of my little discoveries – I just like them and use them myself! I promise to let you know if I'm ever recommending an affiliated product!

MY GUEST (MY VERY FIRST GUEST) – JEMIMAH ASHLEIGH

So, friends, like I alluded to earlier – I have my very first guest on today. I cannot wait for you to hear all the gold Jem has for us.

For those of you who might not know Jemimah as well as me, let me tell you a little about this A M A Z I N G human being.

Jemimah is not only freaking awesome, but she is a global authority on positioning, an international keynote speaker, a MC and a fellow podcaster!

She has been named in the top 10 female entrepreneurs in Australia, has an international best selling book called Position Me, has a global reach of over 6.3 million people and is also a board member of the Hope Project and an impact partner for Thankyou.

Jemimah is based in Canberra, Australia's national capital and after a decade long career in law enforcement she now works exclusively as a positioning consultant and coach with the sole goal of reducing the alarming statistic that 97% of female owned start-up businesses fail within the first 5 years. Twice the rate of men.

So, Jem is on a path to changing this worldwide with her expertise on positioning and branding.

So, guys, no matter where you are, give some love to my awesome guest Jem.

Jenn: So, hey, Jemimah, welcome to the podcast. Thank you so much for being the guest here today.

Jemimah: Oh, thank you for having me.

Jenn: And being my first guest, my first ever.

Jemimah: Shut the front door, I didn't know I was your first guest ever. That's amazing. Well, I'm very excited to be here.

Jenn: Beautiful and I'm really excited to have you here, because I think that branding and positioning is something that small-business owners definitely

can get so much value out of and unfortunately, I see people just not put enough time and effort into their branding and positioning, so I was super excited when you agreed to come on this podcast and help my audience out.

Jemimah: Oh, any time, any time whatsoever.

Jenn: Beautiful. So, I guess you're the branding and positioning expert, Jem, so can you tell my audience perhaps why it is just so important for small-business owners to be putting some time and effort and energy into their branding and positioning.

Jemimah: Yeah, so I like to think of positioning ourselves as the absolute bare necessity that we need to be doing for business, because positioning ourselves has become so vital to survive this first five years. The statistics in 2018 were that 95 percent of small businesses were failing in the first five years. That, to me, is kind of unacceptable, right?

Jenn: Absolutely.

Jemimah: I don't know about everyone else, but ridiculous, right? And the buy-in for entrepreneurship and small business has never been lower, so all you really need is to have an iPhone and about \$100 cash.

Jenn: Yeah.

Jemimah: So, this idea is that we have so ... it's such a cluttered market already, so I had this idea around well, I'm very good at what I do. What's the difference between me and someone else that's selling the equivalent of snake oil in the [inaudible 00:01:45] industry?

Jenn: Absolutely.

Jemimah: It's a huge issue as we already know. So, when I really sat down, I was like, "What am I really good at?" I'm like, "I'm really good with the competition that's out there, what I'm good at is really making people's messages very clear, what they do, what they're good at," then leveraging off what's already in existence, be it social media platforms, video, podcasting like this, writing, what do we need to do to make sure that we are the one that is going to be the go-to person in the industry?

Jemimah: So, that's really what positioning is and then a huge part of that becomes into our branding. Dawn of the days where we are able to ... we were talking a little bit off air, Jenn, about faking it 'til you make it and there's a lot of people out there who for a long time have gotten away with things, because

they've been the only person in the industry, not because they're good at what they do.

Jenn: And I actually say don't fake it 'til you make it, fake it 'til you become it, so slightly different.

Jemimah: Exactly, yeah. Absolutely, so there's this whole concept around branding just makes it a lot easier to find you. We are getting really over people who are, dawn of the days where we're seeing people be shiny and look beautiful. Entrepreneurship's hard. We need to acknowledge. It's a 42-degree day, we're sweating and feeling less than desirably beautiful, but work continues.

Jemimah: We've still had to see clients, we still have to do work, I'm still gonna be working through until six or seven hours from now. I have a lot of work back logged, because of other commitments I've had today, this is the reality of it. So, it's about finding an authentic voice, positioning ourselves as the go-to person, really branding ourselves as everything that we are and what we're able to achieve and help our clients with.

Jenn: Yeah, yeah. So, what is branding or positioning online, like what's the biggest tip or the biggest two tips that you could give anyone who is a small business and concentrating on their online platforms, but really not getting that traction and feel that perhaps more branding isn't something they haven't concentrated on and maybe that's the missing link, I guess, to attracting more clients on social.

Jemimah: Yeah, so straightaway, I end up with people in my inbox going, "I need help with branding, I need help to position myself as the expert," and you go and look at what they're doing and there's just no consistency, like consistency of anything, so the first thing we need to do is make sure there is branding on everything that you're doing, your logo has to be on things.

Jemimah: People are releasing quotes on Instagram and Facebook and sharing videos without you even tagging yourself or having the right handle or branding comes down to what colors are you wearing, what language you're using. So, the first thing is have a logo. Make sure that you're being consistent with that. I'm known for someone who's gonna tell it like it is. If I turn up prim and proper and I wear a suit for something, it's very incongruent. There's no consistency for that.

Jemimah: You want me in a denim jacket, you want me talking crap, you want me telling you how it is and not beating around the bush with it. So, the first thing is we have to get really consistent with our branding and making sure how we're turning out, but then it's just the consistency in the messaging.

This comes back and it's the number one thing I think a lot of businesses fail out is the why of why we're doing something.

Jemimah: Why did we write a book? Why did we start a podcast? Why are we trying to do this mission and why are we doing this really, really hard job, again going back to this is a difficult job, but really being very clear about the driver behind that, because if the driver is money, there is a lot of other ways to do this. If the driver is people and helping, that's a definite one that you can ... [inaudible 00:05:25]

Jenn: Definitely helping people.

Jemimah: ... and this is what leadership, and this is where the consistency and this is why I think we have that huge file just to go back of 95 percent of businesses, because these businesses don't have a why, so they haven't actually gotten an understanding, so when ... if their why is, "I'm gonna make \$1 million," well, are you in for a long ride.

Jemimah: It's 10 years to be an overnight success, but there are a million other ways that you can do that that are less work and when the days will get hard and you don't wanna do this anymore and it's actually a phenomenon called the "entrepreneurial dip", when that happens and you hit what can be an exit door or as most entrepreneurs know, that's a door you push through and you're just like I'm gonna survive the day, because I'm about to quit.

Jemimah: When we have those days, leadership becomes, it's not about you anymore. It's about your why, it's the bigger picture, bigger part of the story.

Jenn: Yeah, yeah. I agree 100 percent with you. Probably like as far as branding and positioning goes, you and I belong to lots of different groups on social media, some of them quite big, some of them are continuing to grow. And one of the things that really is a bit of a bug bear for me is I'm consistently seeing people put in these groups, "Is there anyone on here that can do my logo for me, but I don't have much of a budget. I want something cheap or is anyone willing to do it for free?" And things like that and I just think this is one of the biggest ...

Jemimah: Do a shout out, I'll shout you out on Instagram. Shout out, that's not gonna pay my mortgage.

Jenn: Yeah, but it's one of the biggest thing is getting this logo built and building the empire that could belong to that logo and they're wanting to do it for free or they want a \$5 job or something like that. So, I find that really, really frustrating on social media.

Jemimah: Yeah, so this is something we see a lot of in groups of people being like ... and I can guarantee it's people who are doing side-hustle businesses, so not something that they're doing full time, it's kind of like I'm working full-time in a job and I'm doing something else or it's a mummy business at home, which no discredit to those, because ... and those women work hard, but I think when you start wanting to go to that next level and I think that's where I don't see too much of that, because you at that point, my vibrational level has leveled you out.

Jemimah: You're not interested in playing in my sandpit at that point, because I'm asking you things that are really uncomfortable like have a why, have a reason that you're doing something.

Jenn: Yeah.

Jemimah: Stand up for yourself. So, we see a lot of that, but your branding should change over time, so the people that are getting the \$5 brand, I understand that, the branding I started with is not the branding I'm using now. But one thing that I was really clear on is I know who my ... and as I've developed and my ideal client got cleaner and I knew what I was doing more and I had a better plan and a better strategy, it should develop.

Jemimah: But you need to be putting a little bit of money behind these, especially if you're wanting to grow bigger than just a little mom-and-pop operation working out of the back shed.

Jenn: Yeah, yeah, be willing to invest in yourself.

Jemimah: Absolutely.

Jenn: If you've got this beautiful idea or a brilliant idea for a business, then be willing to invest in that. Back yourself and one of the first things you can do is branding yourself as though you've been here all the time and you're just being noticed by that particular person.

Jemimah: Yeah, exactly. And I think this comes down to particularly for women, we wanna have that self worth. I think we wanna feel like ... I've gotta have 50 runs on the board before I can even look at it.

Jenn: Yeah.

Jemimah: But that's simply just not true. We can ... if you're good at what you do, you are good at what you do.

Jenn: Yeah, yeah. No, no, absolutely.

Jemimah: Own that, own it.

Jenn: Own it and invest in yourself, absolutely. So, can you give me some really like five key things or five strategies that someone who might be listening who perhaps is thinking, "Well, I'm not really concentrating on my branding or putting myself out there as expertise, positioning myself as I should," so what are four or five keys that you could perhaps give my audience that could really set them on the right track.

Jemimah: Yeah, so the first thing I would definitely say is social media, because it is basically the king of all the positioning tools.

Jenn: Yep.

Jemimah: It is daily accessibility to our followers in our community and all of our potential clients.

Jenn: Yeah, I call it a digital interview. They've already interviewed you on their digital platforms before they've even reached out to you to see whether you might be the right fit. They have already done their research these days.

Jemimah: Yeah, exactly. And so, and then that question comes down to what platforms do you need to be on, because it really and wholly, it does really depend on your customer avatar and where they're already spending their time. So, you start looking at things like Facebook, Instagram, YouTube, LinkedIn, if you're wanting to do professional stuff, you need to be on LinkedIn and Facebook.

Jemimah: If you wanna be talking to 15-year-old girls, then maybe you need to look at Snapchat, but this is the thing that we need to ... there are hundreds of platforms, but we just really need to make sure that we're getting our message out there consistently. I'm a big believer in doing two and do them well. So, you meet people that are like, "I've got Instagram and Pinterest and Twitter and I've got running 45 accounts," and all power to you man, like well done, you.

Jemimah: But you are not spending enough time, unless you've got 10 BA's working for you, you're not spending enough time in your own stuff. So, you're spreading yourself too thin and you're diluting your message. If like on Tuesdays, you're dealing with Twitter and on Wednesday it's on Pinterest. No. Go hard on Facebook, pay attention to that and pay attention to one other. I can't think of really one business model that doesn't need Facebook.

Jemimah: So, Facebook absolutely needs to be one of them.

Jenn: Yeah, yeah, dear old Facebook ... [inaudible 00:11:01] ... doesn't it?

Jemimah: Yeah, and I'm a willing victim at this point. Like, it's so much work to have an Instagram and like add an Instagram and add a Facebook, I can't. I'm just like yep, cool, that's fine. I'll play that one.

Jenn: Yeah.

Jemimah: And I mean, for many years, it was free to play completely.

Jenn: Yeah.

Jemimah: [inaudible 00:11:17] ... now, which is a bit for business owners like, "Well all right," so we just have to be smarter about it. Okay, so my next tip at the moment, knowing that we're recording this in 2019 is that video ... so, what we are going to see in video in the next five years is going to be 80 percent of the content that we create and that we consume will be done by video.

Jemimah: So, we are already seeing a massive push on this at the moment. There was a while there on Facebook where we just saw photos. Remember?

Jenn: Yep.

Jemimah: And now we're seeing this huge input of video. They've all got subtitles, they've all got different kinds of things, so there are a couple of different ways that you can use video to your advantage as a positioning tool. One, it cuts out a lot of the no luck and trust rubbish, because as we know, they have to know you, they have to like you and have to trust you to make a sale from you.

Jemimah: Video, we skip a lot of the interactions. The stats or something I've heard ranging ones, but it's usually seven to 21 touches before someone will buy. This gets us to sort of the lower end to seven if people have seen a lot of videos of you. In this day and age, every smart phone really has the capability to make good videos and basic editing software out there. Live videos are king at the moment. If you do a live video, every single one of your friends gets a notification and every one of your followers, it's incredible.

Jemimah: It has a huge, organic, massive reach and it has the potential to help you grow your business very quickly and finally, as I did, hire a videographer, so get someone to make videos for you. Their professionalism, you can get videos made with editing, music, logos, high [inaudible 00:12:53] quality, but regardless of what you're doing, video is king at the moment. I cannot tell you to spend more time anywhere else other than video.

Jenn: And that brings up a really interesting point, because certainly with all the small-business owners that I work with and I must admit, there is a fair

amount that are female, but even some of my male clients, they have trouble with video. They have trouble putting themselves on video and my biggest tip to them is they just have to do it, because you actually end up getting over it slightly and my thought process was, you know, the way I look and sound on video is actually how everyone sees me and hears me every day.

Jenn: It's just new for me. It's my problem that I have to get over, but other than that, do you have any huge tips that you give people that are ... don't feel comfortable marketing themselves, because certainly on social media, people wanna know the person behind the brand, so you have to get in your own video. But, do you have any tips for people who are, perhaps, thinking no, this isn't gonna happen Jenn and Jem?

Jemimah: You guys are ridiculous. It is easier than it sounds, so firstly, what you need to do is make sure that you are ... when you do the videos, you'll see people just ... it looks like we're whipping out our iPhone and just making a video. I can tell you 90 percent of the time, there is a post-it note stuck to that, so I'm keeping the script. I have dot points of things I'm gonna talk about.

Jemimah: Jenn, today before we jumped on the podcast and I said to you like, "I don't care what you ask me, go for it, have a good time. Any questions at all, I'd love to have them." This is ... if you know your stuff and you know what you do and you're good at what you do, I should be able to give you a video and you should be able to do it for at least five minutes.

Jemimah: So, talking about that aspect. You don't have to explain your whole industry, just start with something small to talk about. It might be 2019, why video is king. It could be podcasting and why it's important. How to write a book in 60 days. These can be little tips and tricks, but it's behind-the-scenes stuff. The other thing is that you don't have to do them live. Facebook lives are king at the moment, we know this, but you can start practicing. You don't have to start doing them straightaway.

Jemimah: But what you should be doing is getting used to having that in your face, because if 80 percent of the content that we consume, if you're just trying to do a blog post and putting it out there, who's reading blog posts at the moment? Yes, we need them for [inaudible 00:15:26] ... I get that, but at the end of the day, very few people are investing, "Oh, I'm gonna be a blogger," no one's doing that.

Jemimah: Vlogging is gonna be massive going forward. It is really just a practice, but also just make sure that if you are feel like you're gonna get tongue tied, feel like you're gonna panic a little bit during it, get some dot points, hit three of them. They don't have to be long. This doesn't have to be War and Peace

done by video. Live video for you, it can be, "Hey guys, look, I just had an interesting meeting with someone and this is what came out of it. It was really helpful and I just thought I'd pass that onto you. Have a great day, guys. Bye!"

Jemimah: Like, it can be 30-60 seconds.

Jenn: Yeah, and would you agree that people who are watching video on social media platforms either live or recorded are expecting perfection?

Jemimah: No, absolutely not. And I think we need to get out of our own way on this one. This comes back to the authenticity. Like, it's a nice excuse for us to have to be like, "Oh well, my hair's not done," or whatever ... look, I get it. I'm coming from positioning and branding, what you wear, your clothes, your attitude, your hair, makeup, all of that stuff is part of your branding, but unless you look like an actual sweat monster or like you're so close to death, there is no reason that people are gonna not wanna see that.

Jenn: Yeah.

Jemimah: This is why Instagram stories have exploded, because people are showing behind-the-scenes of what the reality is.

Jenn: Yeah, yeah. I agree. Beautiful. I'm glad we're on the same page here. That's awesome.

Jemimah: Yeah. My hair is absolutely curly. I'm partially a sweat monster right now, we've got a glamorous life we lead in entrepreneurship.

Jenn: Any of those who missed it at the start, it's 43 degrees where we are, so we are getting that sweat monster thing ... [crosstalk 00:17:06]

Jemimah: I am thinking like we did buy ice cream yesterday and maybe I'm gonna buy some more, so my husband doesn't think I ate all of it, but we'll find out. And so, just to kind of finish off your last question, Jenn, so the other two things I would recommend are get like you have to basically get your content and what you are good at out there.

Jemimah: So, if that is being interviewed, write an eBook or a real book or start a podcast. This is something that will really separate the women from the girls in many ways. This is gonna be like the people who are wanting to take their business to the next level, you need to have a book eventually. I'm not saying you start with that. I'm saying start with an eBook, get clear on what you wanna talk about, get clear on your "why", but this outlines what you do, what you specialize in, no more explaining, everyone knows.

Jemimah: And it's a really great way to spread your SEO, grow your CRM list and podcasting is a lot easier than you think it is to get it up and running, getting out of your own way as you might attest to is one of the things, but it also means you've got multiple touch points with people and get yourself interviewed. If you don't wanna host a podcast, that's great, get interviewed with other people.

Jemimah: Reach out to other people, because they're always looking for guests to come onto their podcast, always.

Jenn: Yes, they are surprisingly enough. They really, really are. Yeah, definitely. I guess talking about that book thing, Jem, you published your first book last year. Can you give us a quick rundown on how that has managed ... what impact that's had on your business and the growth?

Jemimah: Yeah, so my first book came out last year, so in October 2018, so the book was called "Position Me" and it was all around how to position yourself as an expert shockingly. Stayed really consistent on brand, very clear on my message, knew what I did. And yeah, we were so fortunate with it and I worked really hard. I say fortunate, but I worked really, really hard to get this done, Jenn.

Jenn: You did. We all saw the posts on Facebook. I've done another page!

Jemimah: Yeah and this is part of the thing of this authentic storytelling, like documenting my journey is that I let everyone know what was happening at all the times.

Jenn: Yeah.

Jemimah: People voted on the cover for the book. People were invested well before it was even released, so we were fortunate enough to go international best seller in under two hours. Yeah, it was crazy.

Jenn: That's just dream stuff.

Jemimah: The fall out's been incredible, I guess, because we had a lot of people getting very interested in the book very quickly. I've had a lot of [inaudible 00:19:42], I've had a lot of people writing in to say hello and say thank you so much for your book and I've had a few clients come on ... the one thing with writing a book that you have to be very aware of from the entrepreneurial world, especially when you're self publishing is that it does become a very expensive business card for a while.

Jemimah: But when I referred back to it is about documenting and proving that you're the go-to expert, so it's not so much about you're not gonna write a book and become a millionaire unless you're like Dan Brown or something, but unless you're gonna write the new Da Vinci Code or something cool like that, but really it just becomes a really nice beautiful packaged tool and it really becomes a body of evidence that you do and that you are ... and you get to say things like, "I wrote the book on that," when people say positioning.

Jemimah: Like, "Oh, actually I wrote the book on that. How funny."

Jenn: There's no better positioning of expertise than saying, "I wrote the book on that." That's awesome.

Jemimah: No.

Jenn: Jem, you've been awesome. You've given my audience some really great tips on positioning and expertise and branding, so if they wanted to get in contact with you, what's the best way that they can further their knowledge on branding and positioning?

Jemimah: So, you can head over to my website, jemimahashley.com, I'm sure this will be in the show notes, but yeah, head over there. There's a heap of downloadables including everything you should know about positioning and social media. You can get a free chapter of the book, which is pretty cool and you can even buy a copy of the book there. Who woulda thunk it?

Jenn: Beautiful. Who would have indeed thought that? Beautiful, all right, thank you so much, Jem, I'm so excited that you were my first guest on this podcast, because it is such a huge topic and something I'm so passionate about is small-business owners getting their brand right and understanding that they do have to be the expert in their position to not fall into that 95 percent of small businesses who burn out in the first five years.

Jenn: So, thank you so much for coming and oh, not for coming, you didn't come. Thanks so much for being on the podcast and yeah, I really appreciate you spending time with us today.

Jemimah: Thank you for having me. It's been absolute pleasure. I can't believe I'm your first guest. I'm so honored and humbled.

Jenn: Thanks Jem, catch you soon.

Jemimah: Bye.

Guys, I hope you enjoyed that as much as I did and more importantly I hope you heard Jem's message on positions and branding.

So key takeaways for me were

1. Social media is king when it comes to positioning. We need to get our content out there and let our audience know exactly what we are good at and how we can solve their problems.
2. Live video is one of our most power tools in our social toolbox – so we have to start using it more and more. I'd loved her tip and perhaps for some, permission, to use post it notes with some dot points or a quick script when doing videos – most of us aren't doing it on the fly.

And if you're not a huge fan of video – don't go live straight up – get used to it by recording and then posting.

You know what friends, I am not a massive fan of video – but I've made a commitment to do it more often. Some of you might have seen my VERY FIRST live Instagram video the other day – yep my very first.

So ,if you do more, I'll do more! Tag me in them so I can share and give you some love!

3. And the last big takeaway for me and you hear me say it all the time when it comes to social media – CONSISTENCY IS KEY. You need to show up consistently, and have your branding and messaging consistent too.

Which leads me to my final point. My 5 Day Social Media Challenge. If branding and positioning on social is something you need to work on or perhaps you've set up your channels and never really looked at them again in so far as your messaging and branding, your bios, photos, page covers etc, or perhaps it's just been a few months – then I cannot encourage you enough to take my 5 Day Social Media Challenge.

5 days to getting it right. Set up your branding and messaging perfectly – and get cracking at attracting more of your ideal clients and being found for your expertise.

To take up the challenge go to www.socialmediandmarketing.com.au/challenge

So that's it for episode 5 of the Small Business Made Simple podcast.

I'll be back next Thursday with some more marketing know-how and another discovery!

If you're liking the podcast – please head over to where you listen and leave a rating and even a review – those things are GOLD for podcasters like me! I'll be eternally grateful! I'll give you a shout out on social!

Otherwise, let's catch up between podcasts – and get social on social – all the links are in my show notes – but otherwise search Social Media and Marketing on Insta and Jenn Donovan on LinkedIn or join my Facebook Group search Like Minded Business Owners or like my page – Social Media and Marketing – I'd love us to become better friends!

Catch you next week, I'd love to challenge you to my challenge!

..... because *remember small business peeps, there's no point in dreaming small!*

