

WEBVTT

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00:00:01.439 --> 00:00:06.180

Robin Forster: Hi I'm Robin Forster with feel so alive and feel so alive informed.

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00:00:06.600 --> 00:00:10.920

Robin Forster: And I wanted to thank you for joining us today. Whether it's live or on the replay.

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00:00:11.519 --> 00:00:22.320

Robin Forster: And I am really excited. Being a solo entrepreneur, I'm always trying to figure out how I can give back. And one other ways is by having a business a professional person.

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00:00:22.560 --> 00:00:32.580

Robin Forster: Who is also a solo entrepreneur share some of their tips and today I am very excited to have Jamie Young here and she is the swag all adjust

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00:00:33.810 --> 00:00:49.050

Robin Forster: Which just cracks me up. But, wait until you hear about what she has going on and just real quick. I'm going to tell you a little bit about her. She is the founder of Jamie Young swag and strategy, creator of the swag strategy and sales.

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00:00:49.050 --> 00:00:52.590

Robin Forster: Formula and events director for the Portland women's Expo.

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00:00:53.160 --> 00:01:09.780

Robin Forster: And she lives to help her clients, be more generous stay top of mind and boost their business and I am going to let Jamie tell you the story of where she started with this to where she is now because it's really fun. So Jamie, say hi to everyone.

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00:01:12.300 --> 00:01:14.040

Jamie Young Hello@jamiyoungswag.shop: Thank you so much for having me, Robin.

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00:01:14.280 --> 00:01:29.970

Robin Forster: Oh, I appreciate you making time for us. And so the first thing that I want you to share with everyone is where you started from in the hospitality industry and how that got you to where you are now and where is it that you are now.

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00:01:30.120 --> 00:01:41.940

Jamie Young Hello@jamiyoungswag.shop: Yeah well um I yeah I started out in the hospitality restaurants and hotels. I really thought I would I would like spend the rest of my life working in restaurants and hotels and running them.

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00:01:42.420 --> 00:01:54.300

Jamie Young Hello@jamiyoungswag.shop: And the day that I got my dream job. I was promoted to General Manager of my very own hotel, which I've worked so hard for. I gave my 30 day notice

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00:01:55.890 --> 00:02:05.340

Jamie Young Hello@jamiyoungswag.shop: Because I was working 60 hours a week or more my phone was bringing it to em. And when you're in the hospitality industry, it's 24 hours and

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00:02:05.700 --> 00:02:22.530

Jamie Young Hello@jamiyoungswag.shop: That brought me stress. And so I left and I and I got a new job, and in marketing and advertising, which was very new for me because the sales world and hospitality are very different. But when you bring them together, you get me.

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00:02:25.980 --> 00:02:26.280

Jamie Young Hello@jamiyoungswag.shop: Um,

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00:02:27.450 --> 00:02:28.290

Jamie Young Hello@jamiyoungswag.shop: I did.

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00:02:30.240 --> 00:02:33.000

Jamie Young Hello@jamiyoungswag.shop: I went through a big transition in my life and

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00:02:35.040 --> 00:02:46.410

Jamie Young Hello@jamiyoungswag.shop: And I had to take on three part time jobs and one of them was the Portland women's Expo I answered an ad for a part time sales assistant position. I was already

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00:02:46.740 --> 00:03:00.240

Jamie Young Hello@jamiyoungswag.shop: Working at an insurance firm, a couple days a week and I was teaching fitness classes and And long story short, you know, during this big reset transition at 32 years old I

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00:03:00.990 --> 00:03:12.600

Jamie Young Hello@jamiyoungswag.shop: Fell into my dream job, which was running the women's Expo within two weeks I was promoted. I was the events director. Like, I don't think any of us thought that was going to happen. But I really loved what I was doing.

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00:03:13.080 --> 00:03:27.510

Jamie Young Hello@jamiyoungswag.shop: And I really love to help vendors grow their business and see or an ROI and my hospitality side of me treating everybody like a guest really kind of I think helped helped me in that position.

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00:03:29.070 --> 00:03:42.900

Robin Forster: Interesting. Yeah, that makes a lot of sense because you're right in the entertainment or the hospitality sorry business you're trying to be very warm and gracious and welcoming and and that is a little different than sales.

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00:03:43.260 --> 00:03:50.730

Jamie Young Hello@jamiyoungswag.shop: Yeah, yeah. So like a cold call, one call close and not company and we were allowed to do follow up calls

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00:03:51.120 --> 00:03:58.140

Jamie Young Hello@jamiyoungswag.shop: It was one of those environments of like you don't buy it now. I'm calling your competition. So it was a very different world.

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00:03:59.040 --> 00:04:09.060

Jamie Young Hello@jamiyoungswag.shop: I avoided using terms like that. I just like allowed them to say, yep. We'll get back with you. And then I would just call the experts on the list, but um

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00:04:09.750 --> 00:04:25.200

Jamie Young Hello@jamiyoungswag.shop: You know, I didn't, I didn't use those those hard tactics. I think it is came to it at a point of

just professionalism, because they're either interested or they're not or they see value or they don't see value. So I'm just showing up how they needed me to show up.

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00:04:26.310 --> 00:04:30.720

Robin Forster: Nice. So I can't wait until you weave that into where you are now because that's going to be

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00:04:32.460 --> 00:04:40.530

Robin Forster: Okay, so you told us a little bit about how you got drawn into this line of work, but you didn't tell us how you started your own business.

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00:04:41.100 --> 00:04:51.720

Jamie Young Hello@jamiyoungswag.shop: Well, we haven't talked about promotional products that we haven't talked about gifts and marketing and and branded promotional products because during my time.

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00:04:52.170 --> 00:05:10.260

Jamie Young Hello@jamiyoungswag.shop: At this large trade show I learned very early on that if my vendor don't have a great experience. They don't experience a return on their investment that I have to work really hard. The next year to replace them and still grow the show and so

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00:05:11.490 --> 00:05:25.740

Jamie Young Hello@jamiyoungswag.shop: It makes renewals easier right each year. Your job gets easier and easier. So I took that event from 12% renewal to 70% renewable and about seven years, seven, eight years.

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00:05:25.980 --> 00:05:38.820

Jamie Young Hello@jamiyoungswag.shop: Wow. And as the new girl I was tasked with having to call every single vendor after the event to see if they'd like to book their save their spot for the next year and pay for it.

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00:05:39.480 --> 00:05:56.880

Jamie Young Hello@jamiyoungswag.shop: And what I learned in those calls is what made that big difference was those who didn't have a great events came to the event with no goals, no expectations, other than brand awareness.

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00:05:58.020 --> 00:06:11.790

Jamie Young Hello@jamiyoungswag.shop: Right. So now when I hear someone doing something purely for brand awareness. That's, that's not enough. You can't measure brand awareness. So the vendors that were renewing on the spot.

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00:06:12.840 --> 00:06:25.110

Jamie Young Hello@jamiyoungswag.shop: 12 months in advance, pain and full for their same exact spot who saw incredible results. I, I had to ask them, Well, what were you doing, what are you doing

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00:06:26.310 --> 00:06:32.940

Jamie Young Hello@jamiyoungswag.shop: What are your goals, what we did there for, and they gave me gold. They gave me gold for me to share

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00:06:33.270 --> 00:06:42.930

Jamie Young Hello@jamiyoungswag.shop: With vendors who didn't experience great results. So I could give them a plan and I was getting immediate renewals from vendors that did not have a great show.

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00:06:43.620 --> 00:06:52.560

Jamie Young Hello@jamiyoungswag.shop: That now saw an opportunity to come back with the plan to be successful and what it was, was to identify

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00:06:53.100 --> 00:07:05.670

Jamie Young Hello@jamiyoungswag.shop: And when you need an engagement plan right when you're the most boring person at a trade show like you're in a consumer event and you're a realtor mortgage broker, nobody really wants to come talk to you like you got the best smile in the world.

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00:07:05.940 --> 00:07:12.420

Jamie Young Hello@jamiyoungswag.shop: People are it's awkward say so. How you doing, right, because it's your job as a vendor to engage them.

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00:07:12.990 --> 00:07:19.770

Jamie Young Hello@jamiyoungswag.shop: But you also need measurable goals right email addresses social media followers, etc. So

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00:07:20.370 --> 00:07:26.580

Jamie Young Hello@jamiyoungswag.shop: We figured out what their goals were, how did they want to market themselves. So if emails were important. That was the major goal.

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00:07:26.880 --> 00:07:34.650

Jamie Young Hello@jamiyoungswag.shop: That was the app. That was the apps. How do you incentivize people to give that to you. So that's usually a game. Right.

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00:07:35.130 --> 00:07:43.290

Jamie Young Hello@jamiyoungswag.shop: And then I would make recommendation for promotional products right. This was a women's trade show I'm female I was 32 at the time.

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00:07:43.650 --> 00:08:01.050

Jamie Young Hello@jamiyoungswag.shop: And so I just told them what I would want give them cool branded nail files are a pocket mirror or something that's going to float around in my purse for a year. Right. So I would just make these recommendations. And then, well, they just go buy it online. I mean, that's the option right

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00:08:02.160 --> 00:08:10.560

Jamie Young Hello@jamiyoungswag.shop: But that didn't bother me because I wasn't a broker promotional products. I just, I just had a show that I wanted them to be a part of.

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00:08:11.580 --> 00:08:24.720

Jamie Young Hello@jamiyoungswag.shop: And so fast forward six years. I ended up getting remarried and my mother in law was a promotional products broker who was getting ready to retire and she kept saying, Jamie.

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00:08:25.050 --> 00:08:37.080

Jamie Young Hello@jamiyoungswag.shop: I'm getting ready to retire. I want to give you my business. And I'm like, whoa. She's like, you'll be so good at this. I'm like, here's the deal. I have a job that I love. I'm totally fine. I was not interested.

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00:08:37.650 --> 00:08:46.410

Jamie Young Hello@jamiyoungswag.shop: And this went on for a couple

of years. She dragged me to a supplier trade show within 30 seconds I knew I was getting into business because

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00:08:46.830 --> 00:08:57.150

Jamie Young Hello@jamiyoungswag.shop: This supplier trade show the very first vendor was a supplier of trade show banners and tablecloths and the next one was event giveaways and I'm like I already do this.

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00:08:57.450 --> 00:09:08.670

Jamie Young Hello@jamiyoungswag.shop: But I send the business to other people because they make these recommendations. And so I sought a full time job. So it was fine, because this was just going to be a sight gag.

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00:09:09.180 --> 00:09:20.160

Jamie Young Hello@jamiyoungswag.shop: And certain nights I would go to some networking events and nights and weekends and lunch breaks and place the orders and and do quotes and at the 10 month mark.

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00:09:21.150 --> 00:09:26.610

Jamie Young Hello@jamiyoungswag.shop: I had to go to my boss and asked to cut back two days a week, because I had so much business coming in.

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00:09:27.420 --> 00:09:38.940

Jamie Young Hello@jamiyoungswag.shop: And my husband was having a hard time with me working nights and weekends. I had a new baby at home. So the exact one year mark of opening my business. I went to my boss.

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00:09:39.480 --> 00:09:54.810

Jamie Young Hello@jamiyoungswag.shop: At the women's Expo. And I said, and I don't want to quit. I love what I do, but I can't be responsible for day to day duties anymore. So how do you like keep your job, but like not do your job and

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00:09:56.160 --> 00:10:20.850

Jamie Young Hello@jamiyoungswag.shop: We came up with an arrangement where I hired I hired an assistant to do my daily added administrative duties and he hired me he heard my company to basically be responsible for booking vendors and I did it for two years. We just did our basic follow up emails and um yeah

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00:10:21.570 --> 00:10:22.920

Jamie Young Hello@jamieyoungswag.shop: Anyway, so

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00:10:23.820 --> 00:10:28.950

Robin Forster: We know what I'm thinking is that's helping us to figure out how you got to where you are.

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00:10:29.310 --> 00:10:37.860

Robin Forster: And and with your business. Now you've had to pivot because of you know come in and no one's doing events.

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00:10:38.700 --> 00:10:54.660

Robin Forster: So how, how did you pivot your business. And then if you could share after you do that share some tips and techniques that folks can take away, given that no one's doing events. And if they are, that's really small. And, you know, six feet apart and all that good stuff.

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00:10:55.020 --> 00:10:59.940

Jamie Young Hello@jamieyoungswag.shop: Yeah well Kobe really forced me to

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00:11:01.200 --> 00:11:04.740

Jamie Young Hello@jamieyoungswag.shop: Transition my business in a way that I've needed to do for a

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00:11:04.770 --> 00:11:05.280

Jamie Young Hello@jamieyoungswag.shop: Very long

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00:11:05.310 --> 00:11:06.300

Jamie Young Hello@jamieyoungswag.shop: Time. So

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00:11:08.520 --> 00:11:18.450

Jamie Young Hello@jamieyoungswag.shop: There's one. It's one thing. There's two parts to what I do right here promotional products which are are hard goods but then their strategy.

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00:11:18.750 --> 00:11:30.030

Jamie Young Hello@jamieyoungswag.shop: Right, because so many people are like, well, what's the best swag for my business. What do we do

with it. I don't think I can afford it. And I always want them to think of

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00:11:31.320 --> 00:11:35.610

Jamie Young Hello@jamiyoungswag.shop: Useful unique and unforgettable right so um

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00:11:36.840 --> 00:11:47.850

Jamie Young Hello@jamiyoungswag.shop: I pivoted into strategy. That's what when product sales couldn't sell because literally those manufacturers were shut down.

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00:11:48.540 --> 00:12:07.290

Jamie Young Hello@jamiyoungswag.shop: People were coming to me for strategy. They want to know what's the best product. How do I earn new clients renewals referrals. And so, and those are the conversation. So my clients were hiring me for strategy. So a couple tips that I do have is

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00:12:09.150 --> 00:12:11.280

Jamie Young Hello@jamiyoungswag.shop: Make a list of your top 10

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00:12:12.450 --> 00:12:13.500

Robin Forster: Okay towards

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00:12:14.160 --> 00:12:15.210

Jamie Young Hello@jamiyoungswag.shop: Warm leads

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00:12:15.750 --> 00:12:16.080

Robin Forster: Right.

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00:12:16.770 --> 00:12:18.180

Jamie Young Hello@jamiyoungswag.shop: Your top 10 client.

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00:12:19.650 --> 00:12:23.190

Jamie Young Hello@jamiyoungswag.shop: Wants want you to reach out to them in a non sales.

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00:12:23.220 --> 00:12:32.790

Jamie Young Hello@jamiyoungswag.shop: Fashion yearly jump here early

wanting to just check in, see how you're doing and

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00:12:32.820 --> 00:12:36.420

Jamie Young Hello@jamiyoungswag.shop: Just drop a message in your box, just let me know how I can support.

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00:12:37.020 --> 00:12:37.440

Robin Forster: Break.

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00:12:37.860 --> 00:12:40.140

Jamie Young Hello@jamiyoungswag.shop: This can be anything from a handwritten note.

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00:12:40.260 --> 00:12:44.970

Jamie Young Hello@jamiyoungswag.shop: To actual branded merchandise every time I do it.

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00:12:45.480 --> 00:12:46.440

Jamie Young Hello@jamiyoungswag.shop: I got a new client.

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00:12:47.070 --> 00:13:02.010

Jamie Young Hello@jamiyoungswag.shop: I did it in April, when my business is basically shut down and I got a \$15,000 sale out of it. It happens constantly so pick your top 10 show up generously and our mailbox, because nobody else's right now.

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00:13:04.110 --> 00:13:05.100

Robin Forster: Interesting.

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00:13:07.410 --> 00:13:14.340

Jamie Young Hello@jamiyoungswag.shop: Marketing that is gift marketing. It's a form of marketing, but it's a generous form.

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00:13:15.450 --> 00:13:24.630

Robin Forster: And that's one of the things we all need to do. I've been talking about on my Instagram lives in the morning about compassion and intention.

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00:13:25.200 --> 00:13:38.490

Robin Forster: And things that we need to look at being compassionate

with ourselves and self care and then what you're talking about. I can see that's just a matter of outpouring of our compassion self care for. So then to others also.

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00:13:39.150 --> 00:13:44.250

Robin Forster: So that we can attract the kind of people that we want that kind of

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00:13:44.370 --> 00:14:03.870

Jamie Young Hello@jamiyoungswag.shop: Yeah, oh yeah, think back to the last time you got a handwritten letter in the mail. How amazing. Did that feel right. It was a cost of time and a stamp. So just think about things like that and show you know there are ways to grow your business. And that same fashion.

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00:14:05.280 --> 00:14:19.680

Robin Forster: Yeah. Interesting. Oh Jay. This has been absolutely fabulous. But I'm watching the time and and we're going over and I know you have another commitments. I don't want you to be late. But any last quick really short fast little things that you want to leave for everyone.

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00:14:20.220 --> 00:14:34.590

Jamie Young Hello@jamiyoungswag.shop: Yeah, you know, reach out to me. You just want to find ways to show up generously. That's easy for you and thoughtful to your clients. I would love to support you from right where you're

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00:14:35.490 --> 00:14:36.120

Jamie Young Hello@jamiyoungswag.shop: Going

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00:14:36.210 --> 00:14:37.710

Jamie Young Hello@jamiyoungswag.shop: To meet young swag and strategy.

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00:14:38.670 --> 00:14:43.140

Robin Forster: Excellent. And are you thinking about doing a zoom webinar Q AMP a

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00:14:43.170 --> 00:14:50.790

Jamie Young Hello@jamiyoungswag.shop: It's something I have a workshop. That's coming up. I don't have a date set for other than it

should be coming up here in the next month.

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00:14:50.790 --> 00:14:58.260

Jamie Young Hello@jamiyoungswag.shop: Or two, but this is actually going to be a workshop where you could come create your plan and

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00:15:00.300 --> 00:15:11.310

Jamie Young Hello@jamiyoungswag.shop: Figure out the best swag for your business, a strategy to attach to it to create results which would be getting new leads converting warm leads renewals in your business.

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00:15:11.880 --> 00:15:23.730

Jamie Young Hello@jamiyoungswag.shop: With an actual plan and strategy. There's going to be bundles available. So you can actually say, I want bundle. Number one, everything was going to show up to your doorstep. So you can deploy the guests and start growing your business.

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00:15:24.390 --> 00:15:29.250

Robin Forster: Nice. Okay. And before we go I'm watching the time. I'm like, Oh, no. Just two more seconds.

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00:15:29.610 --> 00:15:36.870

Robin Forster: One of the things I was asking you, because I've been looking at your catalog and your website. And there's some stuff that's really appealing to me and and I'm

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00:15:37.290 --> 00:15:46.740

Robin Forster: Very much in the green world. So looking at plastic. Is it big turnoff for me but you got some great green things, but I don't want to buy three truckloads

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00:15:47.100 --> 00:15:47.400

Neither

101

00:15:50.850 --> 00:15:52.560

Jamie Young Hello@jamiyoungswag.shop: Waters that will allow you

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00:15:53.100 --> 00:16:11.400

Jamie Young Hello@jamiyoungswag.shop: To order as a few as well. And

if you're looking at more gift type items you can get one offs for sure, but in terms of the typical promotional products and branded merchandise. You can get 12 of them or 15 or 25 of them. Absolutely.

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00:16:11.850 --> 00:16:17.700

Robin Forster: Nice and NASA matter of talking to you saying who I fell in love with something, but I don't want to buy a truckload and

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00:16:17.760 --> 00:16:19.200

Robin Forster: Yeah, okay.

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00:16:21.090 --> 00:16:24.780

Jamie Young Hello@jamiyoungswag.shop: All shopper for branded custom promotional products.

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00:16:26.250 --> 00:16:35.310

Robin Forster: Okay, I'm sorry. I was just looking at the zoom window to find where I could turn off the recording and I couldn't even see that it was recording. So I started to panic.

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00:16:37.560 --> 00:16:37.860

Jamie Young Hello@jamiyoungswag.shop: Here.

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00:16:39.810 --> 00:16:48.750

Robin Forster: So I apologize, but, you know, there's always going to be a hiccup. That's just life these days. So Jamie, thank you very much for your time. I appreciated this

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00:16:48.990 --> 00:16:50.190

Thank you, Robin.