

Called to Both Episode 19 Transcript

Joy Michelle

When it comes to marketing, it can feel like a never ending cycle of needing to do more. More content show up more be on more platforms. But in today's episode, Amanda Schumann of Carry Love designs shares her secrets and tips for having a more impactful strategy for your marketing without having to spend more time or even get on tick tock. Amanda is a brand designer and marketing strategist at Carey love designs. She serves wedding and creative industries, and has helped hundreds of service based creative business owners reach six figures and beyond through intentional branding. Her marketing efforts have helped her clients change their lives quite literally through quitting their jobs, buying their dream homes and scaling their teams. She is passionate about design and believes in pairing beautiful brand aesthetic with an intentional website strategy. So today we're gonna be talking about this and more, you're gonna hear how she started out the hiccups along the way and becoming a professional business owner, while also growing a family and her tips for how you can start to implement more intentional marketing into your business. So stay tuned.

Joy Michelle

Hello, and welcome to the call to both podcast. I'm your host Joy Michelle, and you're in the right place. If you're ready to grow your business while also being the intentional and present mom you want to be. This show will leave you feeling inspired, equipped with tangible tips and encouraged to go after your own version of being called spoke. Let's dive in.

Joy Michelle

Hi, Amanda, welcome to the show.

Amanda Shuman

Hi, thanks for having me.

Joy Michelle

You are so welcome. I'm excited to get into today's topic. So today, we're going to be talking about marketing and specifically how marketing strategy can actually gain you back time in your business. And I think this is such a juicy topic. But before we dive into all of that, can you share with our listeners just a little bit about yourself and the business that you run? Yeah,

Amanda Shuman

so my name is Amanda Schumann. Not to be confused with Carrie. But I do run Carrie Lam designs, which is a digital marketing agency. And we help creatives with their presence. So whether that's brand design, website design, social media marketing, we actually take our clients through like a four phase process of helping them build their brand from start to finish. So I like to say that we come in and if you know your business was a house, we tear it down all the way to the studs, we rebuild it. And then we send interior designers and then they like decorate it and make it look, you know, like at the end of Chip and Joanna Gaines, like the end of their, their episodes. That's what we make your business look like or that's our hope. But a little bit about my background. My actually I went to college for graphic design, I saw 13 going on 30 and wanted to become generate in work in a magazine. Somewhere along the way.

So during my college career, we had to take a brand design class. And so the whole quarter was just taking a business that had a terrible brand and basically reimagining it. And I fell in love. I was like this was so much fun. And so that's how I got started with branding was in that class. And somewhere you know, it took me and I've been doing this now for officially and unofficially for seven, eight years, and started as you know, a premade Etsy logo shop and now you know, it's a half million dollar business. So

Joy Michelle

that is incredible. And I love that you reference 13 going on 30 Because I feel like so many creative entrepreneurial women have a movie or a book or someone in their life that they saw do something that they didn't know they could do. And then they saw it for themselves. So I love this so much. So okay, let me let me back up just a tiny bit and ask like when you when you started this Etsy shop when you phased into your business, I want to talk about how having kids played into this a little bit for you. So why did you have kids when you started your business and how did that affect things?

Amanda Shuman

All right, buckle up because this is a story now I'll give you the I'll give you the the digest version. So whenever I first started with like, just like the Etsy shop and doing, you know premade logos and stuff, I did not have kids ended up I got a corporate job as a marketing coordinator for a real estate company. And if you know anything about real estate companies, they work in teams. So I was on what's called the affordable housing team which was comprised of me and four other men. I was the only the only woman on this team and And I got pregnant while I was there, I ended up having my daughter, and she was getting sick a lot. And we couldn't figure out why. So I kept having to call out from daycare, they're like, hey, you know, she's sick, she can't be here, like, come pick up your kid. And they, you could tell that they did not like that. I was like, I like there's nothing else that I can do. Like, I can't send her to daycare. And I'm, you know, the one responsible. My husband at that point was the breadwinner. And so it made more sense for me to call out of work than him. You could tell that they did not, they did not like that. And honestly, I didn't like being there, like I was, I was literally getting paid to pay for daycare, like, thinking about it. I'm like, this does not make sense. Like I was dropping my daughter off at, you know, 630 in the morning, and picking her up at like, 630 at night, because of work and because of commuting. And so of course, you know, my attitude probably reflected that I didn't want to be there anymore, because somebody else was raising my kid. And so it was just it was not a good situation. And they ended up they ended up firing me because of like unrelated things like, oh, you know, you're not doing your job very well, or whatever. I'm like, Yeah, but really, it was because I'm a woman. And you didn't like that. I was like having take care of my child. And it's like, got it. Got it. But but whatever. Like, this is not a good situation. So I told my husband at that point, I was like, I don't want to go back to I like, I don't want to find another job. I don't want to do this. It doesn't make sense. And he so graciously and being realistic. He was like, That's it. He's like, that's fine. But we got to put like a timeframe on this thing. Yeah, like, if you want to do your own thing, like you got six months, and let's see, like, what what happens?

Joy Michelle

That's pressure, but it's also good. Yes, it

Amanda Shuman

was pressure. But in the vest, I work well under pressures. I was like, You got it like I do not want to go back. So

Joy Michelle

yeah, yeah, that was a good motivator. It was.

Amanda Shuman

So within six months, I had replaced my corporate salary. And that was more just drive of like, not wanting to go back. Because I hated it.

Joy Michelle

Yeah, there's, there's nothing like the motivation of saying I do not want to drive to work ever again, in like a traditional capacity. And I can relate to that. So so much. So now so I'm curious, because you were saying you were dropping your daughter off 630 to 630. Essentially, what your hours look like now. And I know this is like just a little bit of a bunny trail. But I'm just curious. You're working hours in your business now at your childcare hours. Now, what does that look like now for your half a million dollar business?

Amanda Shuman

Yeah. So since then, we've added another kid out to the mix. Yeah, so I have a six year old daughter and 11 month old son. This is actually her first summer, she just finished kindergarten. So the surfer summer. So I'm like, we're kind of figuring it out what it looks like during the summertime. But but with Sean, my son, whenever I had K, I didn't even have six month maternity leave paid. I wasn't there long enough. So I took six weeks, but a majority of it was unpaid. And so with Sean, it was really cool. Because I was like, man, like I have my own business. Like I could take off, you know, do I want to do a month I want to do three months, like what does that? What does that look like? And then I ended up getting a nanny for him. And, you know, he was still here with me. But what it looks like now is really, whatever I want it to look like, which is nice. It's really fluid. Like, if I want to work, you know, for hours, and you know, take the afternoon off and go somewhere with my daughter like I can. It's really, it's the lifestyle that I wanted to build.

Joy Michelle

I love that I relate so much to what you're saying that we're like, it looks however I want it to look because I think you and I are in the same in that we love the work that we do. And sometimes it's not like a bad thing. If we say Oh, I just pulled you know, a really long day or it's been a long week or we're launching something for a client. It's like, we're really we want to be there. And that's the difference between Long hours where it's tiring, but it's fulfilling and long hours that you didn't actually want to be there like physically so totally different. So, transitioning just a little bit into marketing and our topic of today. I want to know how important do you think marketing is to the success of a business because I love that you came at this from a design perspective, in graphic design school and then kind of are really combining more than just beautiful design for brands. And while that is so important, it sounds like you also do a ton of marketing for your clients as well. Is that right?

Amanda Shuman

Yeah, so we do so. Even within our branding packages. Our four phase process goes through brand strategy brand does Mine, website copy and design and then our final phases launch strategy. We help them market their new rebrand a lot more in depth than probably a lot of other designers do. Because we put together like a two week marketing period for them, we give them all of their graphics, their captions, email templates, but then beyond that, so once somebody goes through our signature

branding experience, they can become a VIP marketing client, where we have six month retainers. And so we continue on doing Instagram marketing, email marketing, even blog posting for our clients. So I really I love doing the strategy part of things I always joke I'm like, I'm really 50% left brain and 50% right brain like I love melding the two together, which is really helpful because a lot of creatives, they're like, Oh, well, I'm just fully creative. Like, I don't want I never set out to own a business. You know, I just had a hobby, and somewhere along the way, it turned into a business. And I'm like, Okay, you got the creative side down. Now, let's like, meld it with a business very?

Joy Michelle

Yes, yes. Well, I think a lot of creatives can relate to what you just said about how they may have set out to take pictures, or do calligraphy or, you know, being a yoga instructor or something. They're not there to be business minded, first and foremost. But then they very quickly learned that that piece is so crucial and something we can't avoid. So when it comes to marketing, I know that this can just feel like a never ending cycle of needing to do more, make more content be on more platforms, can you share your approach to marketing? And I know you mentioned strategy, and how you think about your marketing, when you're helping others in their business or even in your own business?

Amanda Shuman

A couple things, one, it this sounds cliché, but it really does come down to quality over quantity, and analytics as well. I see so many creatives, especially photographers, they're like, I've been paying for the knot and Wedding Wire for two years. And I don't get any leads or the leads that I do get. They're all price shoppers. And I'm like, then why are you spending money on it? Like, why track where your leads come from? Where are you getting your money back and spend more time, don't spend time on tick tock just because you think that it's the cool thing to do and that you need to have a presence there. I, myself, I have never, I have never been on the tick tock app

Joy Michelle

ever been either. I'm gonna fully admit that I need to like I really want to, but it's just I don't have the right now.

Amanda Shuman

Yes. So if you keep track of like, Okay, I'm getting leads from this source, this source and this source, then you can be like, Okay, well, it makes sense for me to spend, you know, eight hours a week putting together content strategy for Instagram, because I'm getting 10 leads a month from there, you know, if you, if you track those analytics, and you know where they're coming from, then you can really get spin about your time and where it's, it's better spent.

Joy Michelle

I love that. So I feel like what you're really leaning into is data driven decisions. And so if someone is just like, they're like, yes, this makes so much sense. Why am I paying for X, Y or Z marketing, when I'm not feeling like the best leads are coming in or maybe like no leads are coming in, I will often tell my coaching clients, I'll say, but if we could not pay for that, imagine the marketing budget, you could free up for something else. Which of the you know, at the very least could give you some new data, some new information and maybe be a great lead generating source. So Where Where can someone look to find some of this, this data? If they're saying yes, tell me tell me where to look so that I can make these data driven decisions in my marketing.

Amanda Shuman

So for us, we have it on our contact form, we ask people on our it's actually our application, it says like, how did you hear about us? And I have it as an open ended question. I don't have it as like a drop down. Just because if it comes from somebody, like super specific, I want them to be able to put the name there. So that way, I know like, oh, this relationship is really fruitful. Like, this is somebody that you know, I want to make sure that I am you know, giving giving back to because they're driving a lot of business to my own business. But that's the best way I think is just having it on your contact form. If you haven't had that set up in the past, like, hit pause and go put it on your contact form now, but yeah, but they'll talk to past clients that you've had and ask them like, hey, you know, I'm just wondering for like research so that I know, you know how to better spend my time or Where Where did you find me because you were one of my favorite clients to work with and I want to work with more people like you.

Joy Michelle

Yes, I love that. And on the digital side of business. I know that when somebody checks out with one of my digital products, it doesn't necessarily ask where they came from because it's a very Every traditional checkout process, but if I get tagged on Instagram, even for this podcast, I will just respond and say, I'm so excited to have you in this program or thank you for sharing about the podcast. Where did you hear about me, and even on that one to one level, it can be super revealing that somebody somewhere is talking about you, or maybe the hashtag you're using is working. And it's like you almost there's so many possibilities for what they can say. But you don't know if you don't ask. And a lot of times, they're happy to share. So I love that you said like, just ask where people are finding you. Because a lot of times like they can give you some really helpful information. It could have been a feature you were published in it could have been like a vendor guide. But you don't know if you don't ask. So. I love that. Do you have any tips for saving time when it comes to marketing? Because I know this can feel like almost like a job that's never done because it really isn't a marketing is kind of something that's like an ongoing process in your business.

Amanda Shuman

Yeah, well, it helps to going back to the first question of you know, where you're, you're putting your, what's fruitful for you, and where you're getting that money back then, if you're on Facebook, Instagram, Tik Tok, like the non wedding, like if you're trying to do all these things right now, and you're like, Okay, well, 80% of my leads come from Instagram. So, you know, forget the other two, then that will really help you, you know, if you're only focusing on two outlets rather than six. But a lot of the a lot of the branding and marketing, how you get time back there is if you have a brand, that is essentially doing the work for you, it's priming people before they get on a consultation call with you, it is doing the heavy lifting so that whenever you get on a call, you're not having to do as much selling, you're really just there to answer any questions that they have. And to make a good first like actual impression with them, that's going to help. And with branding and marketing. A lot of our clients that come to us one of their biggest pain points is they say, you know, Amanda, I've been doing this for five years, my website hasn't been changed in five years. They're like, I'm ready to make more money and take on higher in the clients. But my website and my brand doesn't reflect the quality or the level of experience that people get. And, yes, branding, and marketing is an investment. But you always get that money back in the long term. If you can raise your prices by, you know, 1000 or \$2,000, then you've already made that money back within the first you know, what, five, six clients that you signed, because you're able to raise your prices and demand more money, that it's, it comes back to you.

Joy Michelle

It does, and I liked what you were saying about priming your audience. But to your point, you get to keep the brand. Even after those first couple of clients, you make back that investment, and then you get to keep it for the long haul. And it feels more in alignment with the offers that you currently have and the level of excellence that you currently offer. And that brings a whole new level of confidence. I think when when your brand feels like it actually matches up, you're not embarrassed by your website anymore, you're not embarrassed by your logo or your graphics or whatever you have going on visually. It's amazing how you actually show up more, you have more ideas for ways you can go to the platforms, like you're saying here about which platforms are your best platform, so not all of them, but picking the ones that are already fruitful for you. And then doubling down with more confidence. I I can't speak enough to that. And I know you recently rebranded carry love designs. And I'm curious from just a perspective, because I know as as the client being rebranded, it's such a vulnerable experience. And it's like, it puts yourself out there a little bit. And it's a it's a journey, like it is an emotional journey to rebrand even if you keep the same business name and the same domain and all those things. So for you, what was this like for you? And has this given you any like new insight for your clients almost having it's like whenever I get in front of the camera, and I realize how it actually is tricky to be in front of the camera, and there's so much trust that you place in the photographer and I have such a new perspective when I do get back behind the camera. Okay, I have to like prepare them walk them through this because this is not fun sometimes to just have a camera pointing at you and no one's saying anything behind it. So I'm curious, just your thoughts going through the branding process personally your business?

Amanda Shuman

Yes. If you were to ask me what my favorite part of like the signature experience and people rebranding it as it is the confidence that people I see them really take this journey. There's one client in particular that always comes to mind, she started out. And I was friends with her beforehand. And I didn't want to tell her I was like, You need to rebrand, like your brand sucks, but I didn't want to tell her that. Like, I love you, but

Amanda Shuman

it's because she was. So she was so so, so talented. And she did not have the confidence. And I was like, You're so freakin talented. If you just had the brand and the website that match your level of talent, like the sky's the limit for you. And so eventually she came to me and she was like, Okay, I'm ready. She was like, let's do this. She was charging \$300 for sessions at four sessions beforehand. And afterwards, she transitioned, like, who she was serving, she changed from like, wanting to serve, you know, smaller businesses and into wanting to, she's a photographer into wanting to help like, big PR agencies. So she went from charging \$300 to her minimum was like \$3,000. And just the level of confidence that she had in the way that she showed up afterwards. Even on just like Instagram Stories, you could tell it was like a different person. And that's, that's my favorite is seeing people's competence and how it changes from like, oh, you know, I own this, this business, kind of like, as a side hustle to I'm a CEO, and I run a business. Like, that's so much fun.

Joy Michelle

I feel like this is the equivalent of like a makeover, but it's like your business got a makeover. And so you come out and you're like, I know, I look good. And I know I'm worth these prices. And it's like, but it's your business that got the makeover. So this is, this is so true. I I've seen this time and time again. I love that. So I'm curious, since you've been in business, you know, formally informally for like, eight

years, if you could go back and restart your business, what's something you would change and something you would do the same? One thing

Amanda Shuman

I would change is a listening to what was working for other people like, in not trying something out for myself. So if somebody else is like, Oh, well, I had a really bad experience. And I'm not getting any leads from Facebook ads, I'd be like, Okay, well, I'm not doing Facebook ads, and but now, I'll try stuff out and test stuff out just to see if it works for for me. So I'll be like, Oh, okay, well, right now we are we're doing we're running Facebook ads, let's see how that's performing for us, let's you know, try it for six months and get some data and see if that's a good referral source or not. And if it's not, then let's pivot and try something else. And so that's one thing that changes just trying and testing stuff out for my myself, because it's what works for one person may not work for you. And vice versa. Or one thing that I would keep the same is, man, uh, this is hard, because of my background, like, I would just keep, I always put a lot of time and attention into my website. Um, and that's always been, I think I was able to get, I got a really big, like, high level client whenever I first started, whenever I quit my job, and or not quit whenever I got fired from my job. Um, when they let

Joy Michelle

you go for being a mom, yes. I,

Amanda Shuman

I ended up getting a really big client right away. And I think that was because of my website, and just what I was putting out there that they're like, Oh, you must have been doing this for a while, like your your stuff looks legitimate, not like you just started doing this six months ago. So I would definitely I would still put that amount of time and effort into my website. So that I was able to get those higher level clients.

Joy Michelle

Those are so good. So good. I love what you said about trying things for yourself to see if your business model and your target client would work for that thing. Like, for example, Facebook ads, instead of just listening to one person who has a completely different business, and deciding whether or not it's going to work for you. And I think we all fall into this because we're definitely trying to avoid the failures of others and be smart about it. But at the same time, in my own business, I've learned time and time again, it's really not one size fits all. There's a lot of ways to reach success. There's people who've been successful and tick tock and Amanda and I haven't even touched the app, you know, and so, you know, there's not one size fits all. So I really love that. So if there's somebody listening who is just starting out, in getting serious and strategic about their marketing, they just don't have much time, but they want that marketing to count. What is a good place to start?

Amanda Shuman

They don't how much time but they want their marketing to count. Ha If this goes back to knowing where your clients are coming from, if you're just starting out, if you want your marketing to count, then ask those questions of, Hey, how did you find me, you know, and putting your time and effort into those if you don't have a lot of time. And I know I said this earlier, but it is about quality versus quantity. So if you don't have a lot of time, I think though, last time I posted on like, my Instagram grid was almost probably a month ago. Um, but whenever I do put something out, I want it to be really quality so that

people do like, oh, well, she has a new post, what does it say? Because it's going to be something you know, really quality rather than just putting out, you know, a junk post every single day.

Joy Michelle

Yeah, yeah, that's such a good point. And I know that those questions, there are so tricky, because it begs five more like, well, who is your client? And what are you selling? And what would they care about hearing and this is why it's so important to dive into your brand and what what is your unique message that you're sharing, and then who is that client because, you know, there's, there's no greater need than a very dialed in brand than when you don't have a lot of time, because you need it to resonate with that person and be high quality. And even like when you're saying quality over quantity, quality is specific to the person you're speaking to. So if they really really care about experience, or they want to know details about your product, they want to know what it would be like to work with your details, it all comes down to what do they care about. So quality in the eye of your client. So super thought provoking, I love this. So I would love to jump into our rapid fire questions that I like to ask all guests here on the call to both podcast and I'll jump right into those if you're ready. Let's go. Okay, question number one, what does called to both mean to you?

Amanda Shuman

I am a mother. And I'm also a business owner. I, I don't like the term mom printer or anything like that. Because having my kids doesn't have anything to do with my business in my kids may kind of you know, change up the hours that I work. But really my kids don't have a this sounds bad place in my business because they're two separate things. So being called to both, is I see them as in separate silos. Basically, whenever I'm in my office, I'm a business owner, whenever I'm in my kitchen or in you know, out there in my house. I'm a mom, like. So being called to both. I don't think that you know, a lot of dads have kids, and they don't go around being like a dad. Like just because you have kids doesn't mean that they have to take over every single aspect of your life. Like you can have an identity outside of that.

Joy Michelle

It adds it doesn't subtract. Yeah, I love that. What is one thing that has surprised you about motherhood?

Amanda Shuman

How much my kids are so much like me and my husband know that I really you see those posts on like Facebook that like I would say whenever I have kids, I would never do x, y, z and here I am doing all of those things that one thing that really surprised me about motherhood is that I really didn't understand the love that my parents had for me and my sister until I had a kid and I was like wow, like this is this is truly like unconditional. Love you there's a whole nother like element and aspect to love that you don't understand until you have a kid.

Joy Michelle

Oh, that's so good. I love that answer. What is one tool or tip that you can share that has helped you thrive in your business, your motherhood or both?

Amanda Shuman

One tool or tip that has helped me thrive in my business. Setting up this is kind of like broad this isn't necessarily one specific tool. But having systems in place and having stuff on automations as really

helped me have time back so I know. You know it's also helps so if I hire on team members, it's able to be repeated and I don't have to be in that aspect of the business anymore. Or I can delegate it to somebody else that helps me get my my time back in business and also in Mother.

Joy Michelle

Yeah, yeah, that's huge. What is the last book that you read or podcast episode that you listen to?

Amanda Shuman

Okay, I'll give you two books because one is Daisy Jones in the sixth. It's by Taylor Jenkins read it is not a business book or anything like that is just a regular Taylor Jenkins read if you have not read any books by her she's like one of my favorite authors. But besides that I last read atomic habits. Oh In so good i That's like, I'm not usually one to read books multiple times. Usually if I read a book like I'm done with it, that is one book that I am reading at least once a year. It is Dang. So good afterwards, I was like so fired up. It's a it's a really it's one of the best like business books that I have ever read.

Joy Michelle

It's same here, like, same here. And I'm with you that I feel like there's so many good business books that I can't reread stuff. But that is a repeater for sure. Yeah. Okay. Last question. What is something that you are excited about or looking forward to?

Amanda Shuman

So I started this year, and I told our COO, I was like, I'm taking this is our first summer. And I was like, I'm taking July off, like I want to do some sort of may not be like a full sabbatical. But I want to like unplug in go have a really memorable summer with my kids. And so in July, I am taking off for at least two weeks, maybe more like I'm I'm trying to go with the flow, but I'm one of those people aren't like, you probably seen the Instagram like, but what time is the flow leaving?

Joy Michelle

What time does the flow start? Parking?

Amanda Shuman

Yes. Um, but that's one thing that I'm really excited about. Because during my my mom worked for the school. So during our summers, my dad traveled for work. And since my mom was working for the school, we got to go and travel with him. And so I remember my summers were always really memorable, because we were traveling and spending a lot of time together. And so I was like, I want that for my kids. And so I'm really looking forward to just making a lot of memories and traveling with my family.

Joy Michelle

I love that I think we're gonna have to have you back on the podcast post sabbatical so that you can share what this looks like, what worked? What did it like the good, the bad and the ugly? I think that would be such a cool follow up

Amanda Shuman

episode for sure. Probably like it went terrible. I'm never doing well,

Joy Michelle

I mean, you do have an almost one year old I am that like as a mom of a one year old and a three year old. I'm like, Oh, like that sounds amazing, but also so challenging. But then at the same time, it's challenging being home. So we might as well just go out and make memories at the same time. So I look forward to it. So this has been so amazing. In closing, where can listeners find out more about you and even look into this four part signature experience that you've talked about here in this episode today?

Amanda Shuman

Yeah, they can go to carry love designs. It's Carrie as in like the verb CA, rr y, I OB designs with an S on the end. If you go into on the resources page, you'll find that there is like how do I know if I'm ready for a rebrand or you can take a quiz on our website and get told like what stage of business you're in. And we can kind of give you personalized advice depending on where you're at in business. And then as well the signature experiences on there, you can check it out and see more about our process and what it's like to work with us. But I hope that they will reach out to me on Instagram as well. You check out the website. I'm always down for good DM conversations. So answer any questions that you may have.

Joy Michelle

Great. Okay, so we are going to link all of this up in the show notes. So wherever it is that you're listening right now, that's all going to be available in the descriptions and in the shownotes for today's episode, so thank you so much for coming, sharing your wisdom and insight into all things marketing and motherhood and just what it looks like to be called to both. This has been so great. Thank you, Amanda. Thank you. Thank you so much for listening to the show. If you enjoyed this episode, please help me get the word out about the call to both podcast by taking a screenshot of this episode right now and sharing it on your social media. I would also appreciate it if you would subscribe and leave me a five star review. Thanks again and I'll see you in the next episode.