

How'd She Do That?!

TRANSCRIPT

Tiffany: Hello everyone! I am very excited to share with you our special guest today: Frederika Angus. Something unique about her compared to our other guests is that I actually met Frederika in person first. A lot of people that I have met who are colleagues, I met them online through social media and coaching groups first. But, Frederika and I actually went to church together and I met her, I want to say it was about four years ago at church, and so I knew her from there.

And it was so funny, the day that I was in one of the Facebook groups going through, you know, checking up on some information for coaching and I saw Frederika's name! And Frederika, you have a unique name, so I'm like, *wait a minute; is that Frederika Angus, Frederika Angus?* So, I'm clicking to see and I'm like, *oh my gosh, she's in the group.* I'm talking to my computer screen, you know, and so it was just so funny. I was like, *I wonder how she even know about the group and I'm just going through.*

But, that is just really, really cool. It just shows how small the world is, the fact that here was somebody that I knew personally and was on the business side now in a coaching group that I was a part of. So, she can share all of that, but Frederika, thank you so much for joining us today. I'm excited for you to share your story. I want you to go ahead and tell us what you do, what your business is, and we'll go from there.

Frederika: Well great. I first want to thank you so much for having me, and like you said, it's so funny that we ended up in the same business coaching group together. It's so funny. You never know what you have in common with people until you dig a little deeper. So, I'm just really glad to have this opportunity to share with you.

Again, like you said, my name is Frederika Angus and I am the visionary at nextlevelvision.com, and what we do at nextlevelvision.com is really help business owners to be heard, be found, and be profitable, and more than that we want people to be brand you, and what we mean by be brand you, it's really be your authentic self online, through your business, through your website, through your social media. However you show up online, we want you to show up authentically you.

And so the work that we do for our clients includes [WordPress](#) design of websites. We do social media management for a number of clients, as well as we do a lot of set up of a lot of online marketing platforms such as your

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How'd She Do That?!

email marketing or maybe your e-commerce sites. So, we can do all of that work for people who may just be getting started in online business or they may be bringing an offline business online. So, that is the work that we do here at Next Level Vision.

Tiffany: All right! Well, I want to talk about -- just back up a little and let us know like how did you even get interested in being online. Is that something that you did in school? How did you just get into that part of it?

Frederika: So, from an early age, I remember when computers were just starting to come out where people would have home computers so I'm not that old, but it was a long time ago.

Tiffany: [laughing]

Frederika: People were actually getting personal computers in their home and my dad was an early adopter to the PC, and so I have been on computers all of my life, and so I went school for computer science and while I was in college I actually had a web design business on the side --

Tiffany: Oh!

Frederika: -- where myself and one of my friends, we would do websites for the organizations on campus. We would do websites for professors who were looking to brand themselves outside of the school arena, and so I have been literally online for the past 14 years just developing websites and understanding the online platform. So, it's been in me for a long time and I didn't realize that I actually wanted to run a business online -- I guess it's probably been...three years ago I decided to do something different.

I already had a business and I was doing a lot of consulting locally for clients like Bank of America and Wells Fargo and, you know, it's very lucrative but it's also very time demanding and I have four children. So, that being said, I made a decision that I would be home more for my kids, especially our youngest who is almost three, and I wanted to be here cause she's our only girl and to make sure that I, you know, could be here to raise them and enjoy them while they're still young because they do grow up quickly.

Tiffany: That's awesome! I think it's really cool that in college you and your friend had a side business doing websites and stuff, and back then were you guys still in -- using FrontPage to do your websites?

How'd She Do That?!

Frederika: Oh yea, we used FrontPage and hardcoded HTML, and it was even Dreamweaver. I mean we were using all of those tools and with the invention of WordPress, I mean it has made getting people online so much easier. You can have a much more custom site and you can get them to market much quicker now. So, I really love how the Internet has changed over time.

Tiffany: Awesome. Now, when you were consulting, were you only doing -- were you doing websites for large corporations as well, or what types of things were you doing for them?

Frederika: So, for my corporate clients, it was more of an overall marketing strategy. So when, for example, when Wachovia merged with Wells Fargo the project that I led was completely for the e-commerce side and so, and they moved all of their sales products over from Wachovia to Wells Fargo during that merger. I had complete oversight of the strategy. I had a team of over 100 people that were working to move code over, making sure that we had all of the right sales going to the right locations.

So, a lot of my career has been in the e-commerce online marketing strategy space and I've worked with clients to help develop their SEO strategies, particularly at Bank of America as they were rolling out a new contact management system themselves, and making sure all of their requirements from an SEO perspective were included. So, a lot of my experience is in actual online marketing from a corporate perspective.

Tiffany: Okay. What have you found to be surprising in starting your own business in comparison to when you were consulting with the corporate clients?

Frederika: I can actually say that I -- my clients that I work with now are phenomenal, and not that the corporate clients aren't phenomenal, but you just don't have as much freedom to do necessarily what's right. You have to follow the exact processes and do it the exact way that they would have you to do things, and because we have the freedom to kind of do what's right based on an individual basis as opposed to more of a cookie cutter approach. I didn't realize, cause I'm very process oriented, you know, as a project manager my mind goes in process. I have an order that it works into. But, being able to be flexible which really speaks to the creative side of being able to market online.

How'd She Do That?!

Tiffany: Okay. I can only imagine, you know, there's a lot of red tape when you're dealing with banks and different things like that as opposed to small business owners. So, I can see how you -- I don't even know if you had as much leeway in being creative but I'm sure it has blossomed even more just in the course of working with your small business clients now.

Frederika: Oh absolutely. It's actually really amazing how much more creative I am now because there's like, there's no limitations to what we can do, to what we can dream up, and I've always been a person who wants to do big things outside of the box, and so this business really affords the opportunity to that for myself as well as my clients.

Tiffany: Now, when you graduated from college, what was your vision for yourself when you graduated? Like, where did you see yourself?

Frederika: Well, it's funny. I wasn't exactly sure because all of my life, if you're familiar with The Cosby Show, I just knew that I was going to be Claire Huxtable and I was going to wear suits to work and high heels.

Tiffany: [laughing]

Frederika: And I would come home from work and all my kids would have everything in place, and what I found by the time I got to college and I moved to Chicago, and I'm working there for a consulting firm, is that I didn't actually enjoy that life. I didn't really enjoy traveling all the time. I didn't really enjoy wearing the suits all the time because I'm really just a down to earth type of person.

And so I knew that I wanted to help people in business and I wanted to use the skills that I had learned from a technical perspective, but I just -- I did not know how I was going to be authentic to me and still, you know, be able to generate an income, because that was always something that was important to me. I want to be doing the work that I love, you know, kind of on my terms, but doing something that's valuable as well.

So, when I left school it was really just, you know, it was still an adventure and kind of finding myself and working with different companies and different projects, and I found out more of what I didn't like more so than what I did like.

Tiffany: [laughing]

How'd She Do That?!

Frederika: So, it's been an interesting journey, I have to say, and I think once we settled down and had kids it really helped to find the steps that I would further take in my life to be a full-time entrepreneur and develop memories for my family through the business that we have.

Tiffany: So, you said we. So Frederika, you're married right?

Frederika: I am married!

Tiffany: [laughing]

Frederika: It'll be 10 years this year.

Tiffany: Oh my gosh, well congratulations!

Frederika: Thanks.

Tiffany: 10 years is a long time.

Frederika: Yea and, you know, I always -- I think being married has helped me even be a better business owner, not only because I have someone to be accountable to but because it takes a great level of commitment to work at home and to do your own business without somebody telling you what to do. I mean it's the same level of committed that I feel like is required in marriage to kind of go through the ups and downs. The same thing happens in business. It happens in all kinds of relationships, so I think being married has really helped grow me and mature me to be able and ready to take on, you know, full-time entrepreneurship.

Tiffany: I think that is just awesome insight right there. That helps me, because being a newlywed, I am adjusting to being married and then, you know, working from home and all of that. So, I am at the beginning stages of what you have learned and are learning as you go, and how marriage and business relationships, how they correlate. I think that's awesome.

What advice would you have for someone who is married; they want to start their own business but may feel like it's going to -- I'm trying to figure out the right way to put this. It's going to require more time or take time away from the family. What would you say to someone in that situation?

Frederika: I would definitely say that you have to -- for me, I have to always write out my goals. I have to write out a plan of action, and so

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before I came into business full-time it was something that my husband and I discussed—what the plan of action would be, how many hours I would work, because I was at a point where I was working 60-80 hours a week in a job, you know, as a consultant and that wasn't working for our family.

And so I had to put constraints saying, look, *this is the number of hours that I will work each week. These are the times that I will work each week*, and I make sure that in my schedule it's written out, you know, this is my working hours and if I don't get it done between these working hours then either I need to hire somebody to help if I'm overwhelmed, or I need to, you know, be more focused in what I'm doing on a daily basis and track exactly what I'm working on, or I need to just leave it to the next day.

Part of the reason why people start working over hours and start taking time away from their family as opposed to allowing their business to grow with their family is that thing of perfection, and I used to have it really bad. I grew up in a household where it was the norm, there was nothing that, you know, if you got a B it was okay, but A's where everything that I had to bring home and so I grew up believing that you had to always be perfect in everything that you do.

And I took that into the business world and that translated into let me work more hours so I can make this more excellent than, you know, anybody else has ever seen, and when you start working towards perfection you're performance-based as opposed to purpose-based, and I think if you go into your business understanding that it's not about perfection, you certainly want to serve everyone with excellence, but if you go into your business knowing that you have a purpose, it kind of eliminates those times where you're like overworking yourself or taking time away from the people that you say you want to spend time with.

Tiffany: That's good. That's good. I like that you write down -- wrote down your goals and your plan, and you guys talked about it as a family. Instead of it just being Frederika's business, it's family business. So every, you know --

Frederika: Yes.

Tiffany: So, everybody's a part of it.

Frederika: Oh absolutely, and we actually named the business -- the actual corporate name is Angus Choice Corporation, because we knew that there

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How'd She Do That?!

would be other entities outside of the one that I was initially starting, that our business, you know, our business and family would have, and so even my in-laws who are just retiring, they have business ideas that they want to bring underneath the umbrella, and my boys have just started their own online business as well. So, we're in the beginning stages of their website, Boys Who Ball. Now, if you go and look at it, it's still in the early stages and they are children.

Tiffany: Aww.... [laughing]

Frederika: But, they do have a dream in their heart and I'm helping them bring that into the marketplace as well.

Tiffany: Oh, this is too cute. I had to pull it up y'all: boyswhoball.com

Frederika: [laughing]

Tiffany: Brilliant athletes loving the Lord. Oh my gosh! This is so cute! So, we're going to be following along with the boys to watch their website as it grows and develops. This is just awesome!

Frederika: Yea.

Tiffany: Now, was this their idea or did you kind of ask them, you know, you guys want to do something or did they come to you with this?

Frederika: Well, I actually grew up in a home where my parents were entrepreneurs but they were never really able to hit the successful mark of entrepreneurship. They did a lot of direct marketing stuff and then sometimes fell off of that just because of the rigor that it required to be face-to-face and lots of meetings and then still maintaining full-time jobs.

So, I've always grown up around an entrepreneurial spirit, and so since my kinds have been little, every time that they said that they wanted to do something, for instance one of my sons said that he wanted to drive a truck, I'm like sure, you can be anything that you want to be, just make sure that you own the trucking company. So, I've always instilled in them kind of that entrepreneurial spirit.

And as they have grown -- they're really into their athletics, but they're really, really intelligent academically, and they were like, *what is something that we can do?* And they kind of brought it to me saying we want to start

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How'd She Do That?!

our own business and we started brainstorming together what it is that they could bring to the marketplace just based on who they are, not trying to be anything that they've already seen anyone else do, but just bringing who they are.

Cause, you know, of course, I'm their mother so I think they're really great kids, but they get compliments all the time on their behavior and just their academic success and how they do athletically and marrying those two things together. That you can be a scholarly athlete and still love the Lord and not take anything away from who you are.

Tiffany: Yea...oh my gosh, and you do have wonderful kids. I first -- I met, I think it was the youngest one and I don't know how old he was at the time, maybe three, in Kingdom Seeds at church, and I was helping them one night at Bible study and I think it was Minister Rene asked one of the kids who wanted to pray and your son prayed and I was just so amazed because it was my first time helping with the Kingdom Seeds and I was just SO AMAZED. Like, oh my gosh, you know, so they are absolutely wonderful kids. They really are.

Frederika: Oh, well thank you.

Tiffany: I think they're so phenomenal.

Frederika: Thank you.

Tiffany: Yea, so this is great. Now in your business, do you work mostly with clients who are local? Frederika and I are both in North Carolina. Do you work with most clients who are local or do you work with clients who are elsewhere, but not in your actual city?

Frederika: I actually tend to have more clients who are local and I'm not sure if that's just because when I decided to go out on my own so many other people that I had encouraged while I was working corporately were like, *oh I have a business that I want to bring into the marketplace too*, and so they just kind of came along side with me. But, a lot of my clients are local, but I am always building up, you know, clientele that are outside of North Carolina for sure because I just -- I love to hear different perspectives and different ways of business in different areas and learning about different areas.

How'd She Do That?!

So, I think that's the beauty of being able to work online, so you can have people who are local even though we don't really meet in person. We're still virtual even though we're local, and then you have people who are as far away as Canada or the United Kingdom. Like, that is the most interesting part to me that you can build a community of like-minded people through your business and they can be, you know, in any location at any time.

Tiffany: Right, right, and it's just amazing because those are people that, you know, if you had to just depend on local you wouldn't meet someone that's in Canada or in other places that are far away. You wouldn't normally meet them in your everyday setting, but the Internet just opens it. I mean it just opens it up wide for everybody.

Frederika: Yea.

Tiffany: What have you found to be the most helpful in finding new clients?

Frederika: Without a doubt—social media. It is my preferred platform of marketing. I mean I can't go a day without social media. I know a lot of people think of social media kind of in a like, *oh it's kind of fun; it's fluffy, kind of just talk to your friends*. But, I have made such wonderful business relationships, sometimes not even posting about business stuff, and so being able to show up and be who you are on social media and have people say, *I like who you are and I want to do business with you*, that -- I mean that's humbling to me. It is absolutely one of the best platforms in my mind to really attract the people who are like-minded and want you to serve them. I mean it is, like I said, it's incredible to me.

It blows my mind that a platform like this is even available for small businesses because for so long marketing has been so much of a big business, big corporation type of activity because you have to have a lot of marketing dollars, and so using social media, while the platforms are free there's definitely some ways you want to, you know, put some money behind your marketing, but for low cost to be able to reach your ideal client, it is a perfect platform for that.

Tiffany: It really is. Now, when you're not working and you're just, you know, in your downtime, what is it that you enjoy doing the most?

Frederika: I actually am -- I have -- well, since January my off time is really a lot of working out. I have (toot my own little horn), I'm almost down 30 pounds since -- (crosstalk)

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How'd She Do That?!

Tiffany: Woo!!! Go girl!

Frederika: And so that's really part of my focus. Learning how to eat more healthy meals and just being able to enjoy dinnertime in a different way. I've started going to the farmer's market so I'm cooking a whole lot more, and so that's how I usually spend my downtime, and if I get some time where the kids are all asleep, because my daughter is a night owl, I can read.

But, most of the time it's really just looking up new recipes and finding new vegetables to kind of integrate into their diet because, you know, I want them to also grow up being healthy and of course as athletes they need to make sure that they know that their bodies are their temples and making sure that they're healthy and strong as they continue to pursue their athletic pursuits. So, a lot of my downtime involves working out and food, but healthy food.

Tiffany: Healthy food, sounds great, sounds great. What advice would you give someone who is just getting started in their online business. Let's say they're working full-time and they are thinking about starting a business, what advice would you have for them? Because I heard you say a lot of your -- you have a lot of local clients because you shared with them that you were starting your own thing and then they decided, *hey we could use your help when we get started with ours*. What advice would you give to someone who's looking to start their own business that's currently working full-time and maybe they're drawing up their goals and plans but haven't really, you know, gone forward past the paper?

Frederika: I would -- I think it's three things that I would tell someone who is just getting started and they are -- still have their full-time job and they're ready to build up, at least on a part-time basis, their business online. The first thing I would say is you don't have to know everything. One of the big things that I kind of fell into in the beginning is, *oh I have to know about this, and I have to know this, and before I can get started I have to be clear on this*. The beauty of working online is that you can change it very easily, very quickly, and so don't worry about having everything perfect before you get started. It's not the same process as if you were building a brick and mortar business. You have complete flexibility to change things as needed.

The second thing I would tell them is get help because if you're working full-time and especially if you have family or other responsibilities outside of your work, you're going to need some help. So, that might be, you know,

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How'd She Do That?!

maybe a virtual assistant. That may be someone who can handle public launches for you. That may be someone who can manage your social media or build your website or post your content. Whatever that is, just find the areas where you don't actually have to do the work item and you can actually be the one who is acting more like a CEO as opposed to working in your business and on your business by yourself. So definitely, number two would be get help.

And number three—enjoy the process. I think a lot of times, and especially visionary entrepreneurs, they have these big dreams and all they can see is the dream and the end state, the end goal, and there is always a process and a journey to everything that we do, and enjoy the process. Sometimes it's good. Sometimes it doesn't feel so good, but it's good for you. So, enjoy the process throughout the beginning stages because when you look back and you're turning to help the next person come along side of you, you'll have those stories and experiences to share with them so that they can, you know, be encouraged and go forth in the dreams and the passions that they have too. So, those are the three things I would tell the new beginners.

Tiffany: I love it. I love it. Especially that whole thing about enjoying the journey, you know, we know what the end of it's going to look like, but enjoy the parts as you lead up to that.

Now Frederika, you said social media is one of your, you know, top ways to find new clients, hands down. What are some tools that -- what are two tools that you just couldn't live without that you use every day?

Frederika: I could not live without [HootSuite](#). Seriously --

Tiffany: [laughing]

Frederika: Because I love that software so much. One, because I'm a very analytical person. While I am creative, like data drives a lot of my decisions and HootSuite provides so much information. I love it, and it saves time because it consolidates everything into one place so I don't have to go to Twitter, then to Facebook, and over here to Instagram. I can just keep everything in one place. So, I love that you can consolidate things. And then the second tool, I have to say right now I am so in love with Instagram.

Tiffany: [laughing]

How'd She Do That?!

Frederika: I know it's not really a tool. It's kind of different, but I love Instagram. I don't know what I was, you know, I was kind of resisting in the beginning. I was like, *well why would people just want to see pictures? That's silly.* I'm telling you what, I get more engagement on Instagram than I do on any other platform, and now that they have video. my whole life has changed.

Tiffany: [laughing]

Frederika: I am so excited about Instagram. So, those are my two that I do not go one day without using.

Tiffany: Oh that's great. I love HootSuite too. Instagram has grown on me. I forget about it. I need a reminder for Instagram. I enjoy looking at the people's pictures. It's like, *okay but I need to post something.* So, how many videos have you done on Instagram?

Frederika: I've only done two so far but I have like this whole video series that I'm going to be doing, because I just didn't know it was so simple and easy.

Tiffany: Yea.

Frederika: So, I have a whole video series of tips for people who are, you know, just starting out with their website, and the essential things that you need to have on your website when you're just starting out, and I want to make sure everybody is up to date and in the know of what you actually need to start your business as opposed to what you THINK you might need to start.

Tiffany: Yea, yea, I think you need less things than people realize to get started.

Frederika: Oh absolutely, absolutely. It's like as a child you don't need a whole lot. You just need to be fed and changed and as you continue to grow you end up starting to need more and more, and you have to have more educational pursuits and you're doing more reading and learning. But, in the beginning you don't need a whole lot other than, you know, an idea, a dream, and if you're selling something, some buy buttons. So, as long as you have some basics you can grow into something more.

How'd She Do That?!

Tiffany: Exactly, exactly. Well Frederika, I really appreciate you taking the time to share with us today. It has just been a great joy and I'm just so excited and I've watched your website grow and develop and I just -- Oh! You know, I totally forgot to ask you how you ended up knowing about the coaching group. Like we ended up in the same place online. How did you end up there?

Frederika: So, we're friends on Facebook and I believe you liked something or you shared something that our business coach had and I was like, who is this person that is speaking my language online and why is Tiffany sharing this person and what is going on?

Tiffany: [laughing]

Frederika: And the minute I went to the Facebook page and of course I'm reading all about this person and I'm like, oh okay, well she sounds pretty cool. Let me go to your website and see if this is real. Seeing if what you are talking about -- (crosstalk)

Tiffany: Yea.

Frederika: As if, it was like love at first sight. It was like I heard the angels singing and the birds chirping.

Tiffany: [laughing]

Frederika: I was like, *oh this is exactly what I have been looking for.* So, that is how I -- (crosstalk)

Tiffany: I love that you're like, let's go check out the website to see if this is real [laughing].

Frederika: Oh absolutely, you know, on social media I have found people will play a role on social media and it's not really who they are, which is why I'm really about just being brand you. Be who you are, and who you are is going to always be good enough. So, you don't have to play, I mean you're not an actress. You don't have to act to do social media. Just be who you are and people will like who you are and that's okay. But, I had to make sure it was real. I was like, *if it's consistent from social media to your website then I know you're real; I know you're talking about real stuff,* and so, yea social media is how I found my business coach. That's why I love it so much.

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How'd She Do That?!

Tiffany: Awesome! That is awesome. Yea, I forgot to ask you that. That is great. That is great. Well, I certainly appreciate you taking time to chat with me today and share your story with our audience. I know that everything you said today is going to help someone else in getting moving in their business. If it's bringing in their family into their business plan, if it's, you know, developing their goals and ideas for their business, taking it a step at a time. You shared a lot of great things that I know it's going to be helpful and I just appreciate you taking the time to be with us today. So, thank you so much!

Frederika: I'm so glad -- (crosstalk)

Tiffany: Oh, tell us -- (crosstalk)

Frederika: I'm sorry, go ahead.

Tiffany: Go ahead.

Frederika: I was just saying I'm so glad that you offered the opportunity to share the stories with people because everybody's journey is so different, but we all kind of end up in the same place, and so it's such a good forum to do so. So, I appreciate you for having me on.

Tiffany: Well thank you. Let us know, where can we find you online and definitely share your Instagram. She loves Instagram so we've got to start following her on Instagram. So, tell us where we can find you online.

Frederika: So, the website where all of my blogging and information lies is nextlevelvision.com and on Facebook you can find me at [FrederikaAngusBiz](https://www.facebook.com/FrederikaAngusBiz) (b-i-z), and on Twitter and Instagram and every other platform I'm just [FrederikaAngus](https://www.instagram.com/FrederikaAngus). So, if you have any questions or you just want to say hello, pop on over and I'll be glad to chat with you.

Tiffany: Awesome, well thanks again Frederika, and I'm sure we'll be talking soon.

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