

How'd She Do That?!

TRANSCRIPT

Tiffany: Hello and welcome to another episode. I am really excited to speak with today's guest. It's been about two years since I've spoken to her, and maybe a little longer than that since I've actually seen her.

Unlike most of our show guests I've actually -- I met Sara first in person and then we were able to establish a relationship online, following each other on Facebook, Twitter, and other places. But, I met her first at a conference and I always get my conferences mixed up. I think it was in Dallas or Chicago. I can't -- I never know where I am when I'm at a conference because you're inside the whole time.

But anyway, our guest today is Sara Nickleberry and I met her live and in person first and just was really impressed with her and wanted to know more about her, how she got started, how she ended up there at the conference, all that good stuff. So now, after all this time, we have a chance to do so.

So Sara, I want to welcome you to our show today and thank you so much for your time. Share with us what your business is and what you do.

Sara: Thank you Tiffany. I'm excited to take part in your podcast. This is an honor and a pleasure. We did meet in Dallas. It was at the Hilton.

Tiffany: Help me [laughing].

Sara: [laughing] It was definitely Dallas and you were the first person that said hello to me at the event, those little mixers the night before. So, I always remember that.

Tiffany: Really?!

Sara: Yes, that was very -- that stuck with me that you just walked up and said hello and introduced yourself. So, I always remember that. I remember that first impression.

Tiffany: Oh wow!

Sara: Yes. So, I have a social media consulting service, and I basically train and show mainly solopreneurs and small business owners how to use social

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media, how to establish an online presence, how to engage and build a community online, and I started that business in 2011 and I love it.

Tiffany: Awesome. Now, before that when I met you in Dallas, did you have another business as well?

Sara: Yes, when I was in Dallas, I came by invitation of Gina Alexander who does photo handbags, and at the time my -- the home based business that my husband and I worked together had an online shopping component and we had certain premium vendors and she was one of our premium vendors at that time, and so she was a big fan of Sandi Krakowski. So, she invited me to come to this event. That's how I ended up there.

Tiffany: Gotcha. Okay, okay. Okay, awesome. Now, before you got into your social media consulting business and the home based business from before, had you always been working from home? Had you always had a business for yourself after, you know, graduating from school, or is that something that you gradually kind of eased into?

Sara: I've actually been self-employed for 15 years.

Tiffany: Oh wow! Okay.

Sara: So, yes. So, in 1998 -- I started when I left school. I was working for the county government and I was doing job training and placement, and then I started doing that kind of thing in the private sector. I started working for my husband's cousin who had a staffing service.

Tiffany: Okay.

Sara: And so I started doing job placement, that kind of thing, and I just one day I said, you know, while I don't have any children and not really doing -- knowing I'm not really doing what I want to do, I wanted to pursue something that I always wanted to do, which was acting.

Tiffany: Oh, okay!

Sara: So, yea. So, I took some pictures and I started auditioning. I didn't have any training [laughing].

Tiffany: [laughing]

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Sara: But, I wanted to do some local, like commercials and things like that.

Tiffany: Yea...

Sara: So, I started doing that and I did some -- and it led to me doing like some print advertisements, you know, print work and then it led me to doing automotive marketing. Well, I started doing like auto shows for different car companies and then I started doing automotive events, which is what I really liked doing.

So like, if Toyota was my client and they had this tour they were doing with *Oprah's Live Your Best Life Tour*, and they would send a vehicle there because they were a sponsor so they would have a vehicle on display, and I would be with that vehicle and I would tell people about this new vehicle, you know, and it would be for their target audience because a lot of the people that are coming to these Oprah events were, you know, moms so they had the minivan there.

Tiffany: Yea...okay.

Sara: And so I did that sort of thing, and then from there I started -- I phased out of that in 2007 and I started working with my husband, with his home based business. His home based business was really starting to take off so we started -- so I started to work with him and our flagship product is travel.

Tiffany: Okay.

Sara: So, we are, you know, like the just, we're just, you know, we're entrepreneurs. That's, you know, it's what we do. But, we have a very successful travel business and what I did was I started to handle the like retention and support for our team.

Tiffany: Okay.

Sara: So, I had a certain role. He had a certain role and the way -- one way that I started to do that very effectively was through email marketing. That was my first taste of social media --

Tiffany: Yea...okay.

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Sara: -- was email marketing. So, I would do newsletters. I would keep the team informed. I would, you know, send out tips and trainings to them through that, and that's just when social media started to really, you know, take off and people started to take notice of it.

So, from there I transitioned into learning how to use social media to further grow our business, and so I started to just really, you know, Tiffany, just study it myself, you know, just go out and read as much as I can, and online trainings, things like that, and I just really, really liked it and so I started, you know, telling people how to use it and then I decided, *I can provide this as a service.*

Tiffany: Yea!

Sara: And that's how I started to do, you know, start my social media service for myself.

Tiffany: Awesome. Now, I'm going to back up a little bit. Now, tell us where you're located.

Sara: I'm in Metro Detroit.

Tiffany: Okay, which kind of ties in that you were doing automotive events or had clients who were, you know, in the automotive industry and doing the different shows and stuff. I think that's pretty cool.

Sara: Yes, absolutely. I mean the people that -- the companies that provide the talent for those types of events are mainly based in the Metro Detroit area. So yea, that's how I got into it, just being in this area.

Tiffany: Excellent. So, it sounds like you weren't in the corporate arena for too long before you totally switched things and went into acting and was successful at that.

Sara: Right, I didn't -- I found that I didn't like being at a desk from nine to five.

Tiffany: [laughing]

Sara: You know, I'm not saying that there couldn't be a job out there that I could do but I just -- I was doing jobs where I was in an office Monday - Friday, eight to five or whatever, and it just -- I couldn't do it anymore and I

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said, you know, *there's got to be a way where I can do some things I enjoy and make money, you know.*

Tiffany: Right.

Sara: And so, you know, like I said, I just -- I said, *if I don't do it know, you know, it's just going to be that much harder.* So, I just decided to just jump in and just go for it.

Tiffany: Now, when you did that were you married then or were you still single? Because I'm thinking if you've got a support system, that helps a lot.

Sara: Absolutely. That's a great question. I was married. We got married in '94 so I started in '98 being, you know, doing my own thing with the acting and commercials and things, and my husband, at that time he was working and then he also started a business. The first business that he launched was a commercial cleaning business.

Tiffany: Okay.

Sara: And so, you know, when you're both self-employed, especially in the beginning, it can be a little scary. But, the very first year --

Tiffany: Very scary [laughing].

Sara: I mean, very, you know, my parents were like, *what are you guys doing?* But my -- the very first year we actually got a really big cleaning contract.

Tiffany: Oh, okay.

Sara: And so, it just happened that way, and the cleaning business was good. It was really easy to get contracts, but it wasn't easy to get good people, people that work for you. So, you know, it's a lot of lessons from the different businesses we've done. But, being a business owner, you know, it's hard work, but it's definitely -- it can be done, you know, you can definitely do it.

Tiffany: Yea!

Sara: It can be done.

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Tiffany: I've found that in having your own business, especially when you decide I'm going to leave my full-time job and start this business, that you can't tell everybody around you everything because they'll start putting their fears on you. Like, *how are y'all going to pay your bills and do this and do that?* Did you experience that or was, you know, was it immediate support as well from the outside of your house, you know, family and friends?

Sara: You know, I didn't share a lot with a lot of people and when -- you know, we live in a different day and age, and my parents, you know, like my father went to like a vocation type school and he became a stationary engineer, and he worked for Detroit Public Schools for years and retired and has nice pension and, you know, that is his mindset. You know, like my parents don't really understand entrepreneurship and having a business and that sort of thing. So, it was difficult for them initially to understand and support, so I didn't tell them a whole lot.

Tiffany: Yea.

Sara: You know, I didn't tell them a whole lot.

Tiffany: Yea, and I think that a lot of people listening can relate to that, because when you're making the decision to start something, whether it's full-time or part-time, it's just important to know that everyone around you will not understand it and, you know, it's not for them to understand.

Sara: Right.

Tiffany: But, that doesn't mean that the decision that you're making is wrong for you. They just don't understand it for themselves, and I was like you with my parents. Same thing, they had been on their jobs, you know, they were of the era, you know, you basically find a good job, you work it, and then you retire and get a nice retirement package.

So, I wanted you to share about that because I know that's a sticking point for people when they're looking to get started on a business, whether it's online or offline. That, that is something that can be a HUGE deterrent, something that discourages you and make you think, *okay, well maybe it's not a good idea, maybe I'll just focus on my job.* So, I like that you all limited, you shared, but limited and just kept pushing forward.

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Sara: Yes, yes, you know, it is scary. I think that if you can do something part-time, you know, start a business on the side while you're working, that will give you some more security, for sure.

Tiffany: Right.

Sara: You know, you don't necessarily need the extra added stress. You know, sometimes people think, *oh, well I have a job; I can't start a business.* That's not --

Tiffany: Right.

Sara: You know, that's just not true. People do it all the time so, you know, so you can definitely alleviate that stress that way.

Tiffany: Yea, definitely, definitely. So, let's talk about the social media consulting service, and you said in 2011 you kind of transitioned things and so your focus, is it -- would you say that it's your primary focus these days?

Sara: Yes, yea.

Tiffany: Okay.

Sara: And it has kind of evolved even since I started.

Tiffany: Okay.

Sara: Where initially when I started doing social media, I would, you know, help clients manage their accounts. I would manage accounts for clients, but I found that people really want to know how to do it themselves, and I think that's great because I think that it's important to have as much authenticity as possible, and for them to be involved as much as possible and that's, you know, a key to building relationships anyway.

You know, I can post things for you and that sort of thing but when I can really get the client involved in the process then that's really where I think they even begin to understand, you know, how powerful social media can be. So, what I've started doing more so lately is actually holding trainings.

Tiffany: Oh!

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Sara: Whether it's -- it could be, you know, like I have a small group setting where we can do hands-on and I can walk them through even the simplest things like showing you how you can invite people to your Facebook page, or showing them their insights and how that works, showing them how to schedule content, create content, make an editorial calendar, that sort of thing.

But really, people want to know how it's done and how to do it right. So, I'm doing a lot more training now than say management or, you know, like when I started off I was doing management and doing evaluating, and so the training component has come in a lot stronger. That's what I find that my audience wants from me.

Tiffany: One thing that's key is you have a plan for how you -- what you want, you know, for your business or the service you're going to be providing, but being open enough to know that it will change because your audience will let you know, your clients will let you know what they want. They're not going to say, *Hey Sara, I want this instead*. But, it's the type of questions they ask and the different things that you hear them saying that you realize, *oh, maybe they're going to be interested in more training as opposed to the managing end of it*.

So, I think it's great that you kind of are letting it -- letting them lead it in a way so that you can provide exactly what they want. Do you do your classes locally, or are they online, or a mixture of both?

Sara: I do a mixture of both. I do local training. I do, you know, in small groups or one-on-one. I've done training online. I've done a Hangout, you know, like Google Hangout, you know, however, whatever is most convenient or works best for the client. I've met up at [Starbucks](#), you know, and done evaluations and trainings with clients. So, a variety -- I do it in a variety of ways.

Tiffany: Gotcha, and that kind of goes back to what you were saying earlier about you don't like being -- sitting at a desk so long so by having that sometimes you're at Starbucks, sometimes your presenting from home, sometimes it's other places so that leaves you kind of, you know, various areas so you don't get stuck in one spot.

Sara: Yes and, you know, that's one thing that I like about working from home is that I can change my scenery, you know, sometimes I like to actually to be at home working.

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Tiffany: Yea, yea.

Sara: Sometimes I like to be, you know, at a coffee shop or a library or -- I actually have a client who allows me to have office space in --

Tiffany: Really?

Sara: Yes, so I do have an office that I can go to and sometimes I do that, particularly when I'm doing stuff for that particular client, but I can, you know, work there when I need to as well. But, sometimes I do like having an office setting.

Tiffany: Yea.

Sara: You know, especially if I know I'm going to need to do a little work and then run out and meet someone in that particular area. But, I think just for me personally, I like the change of scenery and I think it helps me creatively as well, because you know that as, you know, being online, we -- I blog. I know you blog.

Tiffany: Yea.

Sara: And sometimes you need -- you just need a change of scenery just for inspiration, you know, just to get inspired to write something different or, you know, gives you ideas. So, I like it for that reason too.

Tiffany: Cool. Tell me what you like best about having your own business.

Sara: Flexibility, being able to make my own decisions, determine what I'm going to do from day-to-day, making my own schedule, just, you know, me calling the shots, you know, me determining my -- I mean it's, you know, that's one of the scary things about entrepreneurship because you don't really have someone saying, *okay, do this, this, this, this, and this. This is how you do it.* But, it's also very exciting. That is actually the thing that I like the best about it.

Tiffany: I think I'm with you on that, is I like the flexibility of it as well. Now, what advice -- let's say your sister came to you and wanted to start her own business, what advice would you give her based on something that you wish you had known when you first started your social media consulting business?

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Sara: My number one advice is to find a mentor. Find a mentor, a coach, someone who has done what you want to do and can guide you along the way, give you some advice, and help you shorten that learning curve that you have when you're starting out. They can kind of guide you along with things that you won't anticipate.

Tiffany: Right.

Sara: You know, you wouldn't have any idea. One of my clients is an attorney and he said that in law school they teach you how to think, you know, they teach you things like that, but the actual job of doing estate plans and business consulting, you know, business formations, LLCs, that's what he specializes in, business consulting and estate planning, you don't really -- he said, *you don't really learn that in law school.* He learned that by working with an estate planning attorney, and he said he taught him everything he knew about the actual job.

Tiffany: Oh...

Sara: And so, and the processes of the job and so we, you know, we had a conversation about that one day and could really relate to that. That's one thing that I wish I had done, wish I had known sooner even -- I didn't think about it in this aspect but, you know, my husband and I were able to that with the cleaning business and with even the home based business. The person that got us into that company was someone who had been successful doing multi-level marketing and a home based business. So, he was able to guide us.

Tiffany: Right.

Sara: I don't know why I didn't think about it initially when I was doing social media.

Tiffany: [laughing]

Sara: Maybe because social media's so new but, you know, I had a point where I'm like, *okay, I need to start over,* you know.

Tiffany: Yea.

Sara: And then I got some coaching. I got a mentor but, and I also -- here's another thing that's important now that I think about it, is having a

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team. Like when you're someone who's a solopreneur you, you know, have you ever heard the phrase, *you can do anything but not everything?*

Tiffany: Yea, yea.

Sara: So, you can -- I can't do everything in that aspect. I realize I can't do it all. So, I have partnered with people who can help me get the job done for my clients, what they might need. So, I don't know anything about -- I know you need to blog and I understand how to write, but I could never help someone with their [WordPress](#) site, so I would have them call Tiffany Parson.

Tiffany: [laughing]

Sara: Or, you know what I'm saying?

Tiffany: Yea.

Sara: I can't -- I know I can't -- I know that's an important aspect of, you know, social media services. It extends out anyway. So, you want to find people that you can refer, you know, I know that your Facebook page needs to be optimized and you need to have tabs set up on your page, but I'm not really good at setting up those tabs. So, I partnered with someone that would provide that particular aspect of that for my clients.

Tiffany: Yea.

Sara: And I can provide services for them as well. So, you always want to have a team of people that can help and support you.

Tiffany: I think that's great, and it may not be something that you -- you may not know the people day one of your business, but just knowing that you need a -- you'll be on the lookout for them. So, when you find them it's like, oh yea, someone needs social media training, hands-on kind of thing. Sara is the one, you know.

Sara: Right.

Tiffany: So, looking out for that.

Sara: Yea, like I might need a graphic designer to make a cover photo, but they won't know how to train their clients on certain aspects of social media.

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That's just not even what they want to do. So, we make a good team, you know.

Tiffany: Yea. Oh, that's awesome. I'm just -- okay, ideas roll when I talk to people [laughing].

Sara: [laughing]

Tiffany: I think this is just really, really good because I'm remembering, you know, I knew you were doing the other business and so I'm just excited just seeing the -- how your social media business has evolved, and I think it's great.

I have a -- I just -- I like businesses where they're providing a service and, you know, it's great to have a product and all this. But, I'm finding that in looking for mentors and in looking for coaches -- and I love to know how people got where they are so I go to their 'about' page first, and I've found that most of them started out providing a service to somebody.

Sara: Okay.

Tiffany: Whether they're doing it today or not, you know, is another story. But, most of them started out providing a service and because of the service they provided they learned like you learned, you know, you were doing management and posting updates and I don't -- you may have written them as well, but then you learned, hey, people want training also. As opposed to just coming out and providing training, you had that experience of learning social media for yourself and I think you had said that earlier, that you wanted to learn it for yourself.

Sara: Right.

Tiffany: For you travel business and how to manage your team, and that's another thing too when people are looking to start a business online, you know, there's so many different things out there, but you've really got to be interested in what you're doing. It can't be a money thing, and everything you've worked on it's like, even though from the outside it looks like they may not relate, but it does. Because if you are responsible for -- you handle the retention and support for your team, that's pretty much what the whole social media, building a relationship, and building a community is all about.

Sara: Absolutely right.

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Tiffany: So, I just -- I think that's great. So like, wherever people are now, whatever you're doing on your job, at home, another part-time business that you're doing, things come together. It may look like nothing fits but, you know, trust and believe that it all does come together.

Now, I want to kind of transition a little, and I know you have a son.

Sara: Yes.

Tiffany: So, I want you to share how you manage being Mom and also working a business from home.

Sara: It is, you know, not easy but doable just like anything else. I -- when I transitioned out of traveling on the road, I was transitioning out of it anyway but, you know, I happened to be pregnant and then so I said, *well, I'm definitely not going back out on the road*, and that's when I REALLY started to find out how best I could serve, you know, our business and our team and be a mom working from home. My son is five now so he's going to be going into kindergarten in the fall.

Tiffany: Okay.

Sara: But, up until this point, I mean when you think about it, getting this business started, he was very young. So, I had to be really creative with my time and, you know, I did have a babysitter that he went to but I didn't want him to be at a babysitter all day, every day. So, I just picked, you know, three days a week and not even a full day for him to go and that's when I really dug into by business. The other time I used my family as a support, you know, my mom, my sister would help out because my sister has a seven year old and a four year old. So, we help each other to do that.

Tiffany: Yea...

Sara: We help each other, and my husband is a big support too. He's a great, very hands-on dad and he understands being an entrepreneur.

Tiffany: Yea...

Sara: There were times, Tiffany, where I sacrificed. I, okay, I'm not going to -- I'm going to have to skip this extra hour that I'd like to sleep. I'm going to have to get up an hour earlier or I'm going to stay up an hour later and I'm going to, you know, work on this or work on that.

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Tiffany: I think that's really good. I ask it partly because this is part of me looking at mentors [laughing].

Sara: [laughing]

Tiffany: People that have been where I want to go [laughing].

Sara: Okay, okay.

Tiffany: And I surprise myself being interested in this because being newly married, you know, I do want to have children, but now it's making me realize how close it is that one day I will have a child and I'm also working my business from home. So, I'm just curious, how does that work? And I'm not -- I know I'm not the only one and the only way to find out is, you know, I don't necessarily want to read a book about it, but I want to ask a real mom doing it, how that works, and also just to let people know it's possible. That, that shouldn't be a reason why you don't start a business if that's your desire to do so.

Sara: And you know, Tiffany, I know people who homeschool and have a home based business, believe it or not.

Tiffany: That just amazes me [laughing].

Sara: They are superwoman, and I commend them, and they need a trophy because I know how difficult it is just, you know, just when you have the option to -- for them to go somewhere.

Tiffany: Yea.

Sara: But, I just think it's very similar to running any other type of organization, you know, you have to have a support system.

Tiffany: Yea.

Sara: You know, you have to have -- it takes a village, you know, you just -- you have to be able to have some people who can help you out. You can't do it by yourself, that's for sure.

Tiffany: Yea.

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Sara: So homeschoolers, they have people who they, you know, they have a community and so, you know, you have to have a community.

Tiffany: Is there anything that has surprised you since focusing on social media and doing training and different things? Is there anything that has come up that's surprised you about that side of business?

Sara: Anything that has surprised me, about the industry or about...? I'm not sure if I understand.

Tiffany: It could be about the industry or just working with clients in general, especially compared to your travel business. I would imagine there are some things that are similar, but there may be some things that are totally different that you didn't even realize until you came across it.

Sara: You know, I think that what I have to constantly remind myself in working with my clients in this business is how much people don't know about the business. So, I can't assume that they know certain things. I have to treat this as like, as if social media is brand new, and you know what? It is to most people.

Tiffany: Yea.

Sara: So, I'm always surprised at how much people really don't know and I think that because I like social media and I like websites and, you know, online.

Tiffany: [laughing].

Sara: Because I'm curious about it, I explore and I -- so I -- but other people aren't like that. So, I have to remember that other people aren't like that so they don't know that their posts aren't showing up because they're posting not as their page but as themselves. You know what I mean?

Tiffany: Yea.

Sara: Like there's certain things, little things that I just have to remind myself that what seems really routine for me is things that people really need to know, which is why I do, you know, one of the trainings that I do is just literally walking people through their page or their Twitter account or, you know, whatever. The very, very basic things that people don't know and

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I have to keep that in mind, and I think that's true for a lot of businesses, you know.

Tiffany: Yea.

Sara: That's why you do what you do.

Tiffany: Yea, I was about to say, because if you think that everybody knows the basics you might have said, *I'm not going to provide that type of class. I mean that's just too beginner. They know that already.*

Sara: Right.

Tiffany: And miss an opportunity.

Sara: Right.

Tiffany: So yea, it's important to realize that --

Sara: That is so true.

Tiffany: Yea...I just had a -- one of those light bulb moments go off because one of things, obviously, you have to do before you start a business is figure out what you want to provide, and if you think that people already know it then you could talk yourself out and think, *oh, you know, they -- nobody wants that, they -- everybody knows that.*

Sara: Right.

Tiffany: But, everybody doesn't, everybody doesn't. So, that's a great, great point, and it could be surprising as to how much people don't know, and I'm like you, I explore and dig around. I'm going to click a button. I'm going to click everything that can be clicked. Whereas some people will look at it and say, *now, what's going to happen if I click this?* [laughing]

Sara: Right.

Tiffany: Instead of just doing and seeing, you know, but everybody's different, everybody's wired different.

Sara: Right.

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Tiffany: Yea...so I like that you provide different levels of service based on what people need, because probably just setting up a Facebook page is a huge part of what people don't know that you serve.

Sara: Right, yes, and I think that people too don't understand the importance of having it done right, you know.

Tiffany: [laughing] Yea.

Sara: So, you know, they're like, *oh, I've got a page*, and you're looking at their page and there's no link to their website when you go to their page or, you know, that sort of thing. It's just they don't think about, you know, that they -- they just don't think about it and, you know, that's okay. You just have to find someone who can help you with that. But, there's just really, really basic, simple things that -- there are a lot of really basic, simple things that are a part of what I do, you know, for my clients on a daily basis, and they're the important things. Yep.

Tiffany: What have you found to be the most helpful for you as far as finding new clients?

Sara: Referrals, you know, it's so important that you do -- that you provide excellence, because when your clients are happy and satisfied, they're going to tell people and that is -- having someone tell someone about me is the most effective way for me to gain clients. The other thing is just simply, you know, exposure. Just being present, having a presence online and offline.

Tiffany: Right.

Sara: So that people know who I am and what I do. So, those two things are the most important things.

Tiffany: When you transitioned from focusing on the travel side to your social media business, did you let -- how did you let people know? Did you just, you know, put it out there on social media, *this is what I do*; did you let, you know, local people that you knew know?

Sara: Yea, you know, I have people who follow me just because they know me from that -- the travel industry and so as I began to share and blog about social media and offer tips, then people began to take notice that, you know, this is another area of expertise that I have, and so I began to, you know, people began to notice that I'm a go-to person for that. So, people

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started to ask me to speak on their conference call about social media and how people can use social media for their business, their travel business or, you know, whatever.

Tiffany: Awesome.

Sara: I started to -- yea, that kind of thing. So, it's really kind of like -- I think that's the easiest way of letting people know, you know, in your circles know what it is that you do, is that you talk about it online.

Tiffany: Yea.

Sara: You know, you post pictures about it, you know, I'm at the [Constant Contact](#) Small Business Workshop, you know, and you take a picture and post it. You don't even have to say anything but, you know, this is what you're doing.

Tiffany: Yea...

Sara: So, just kind of subtle ways of showing people, and then they inquire.

Tiffany: I think that's great. Well, I am looking at our time and time is here, and I just want to thank you again so much for sharing with us today. I know that your story is going to inspire people. It's going to let that person know who's been wanting to do a business, just go. Just go for it regardless of what may be trying to block you or whatever it is, just go, and if you've got that full-time job, start it on the side. There will be sacrifices along the way, but that's just part of the territory of owning a business.

So, I want to thank you so much, Sara, in joining us today. Tell us where we can find you online.

Sara: You can find me online, my blog is at saranickleberry.com (s-a-r-a-n-i-c-k-l-e-b-e-r-r-y.com) or you can go to simplysocialllc.com and all of my social links are there. I'd love to connect and meet and get feedback from your listeners. That would be awesome. I really enjoyed being a part of this, and thank you so much for asking me.

Tiffany: Well, thank you. We enjoyed having you as well, and I'm sure we'll be taking soon. So, you have a great day. Thanks again Sara.

Sara: Thank you.

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Tiffany: Okay, bye-bye.

Sara: All right, bye-bye.

[End of Audio]