



Who Does your Strategy Serve?

Episode #6

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Lisa Larter (00:01):

Welcome to, She Talks Business. If you're an entrepreneur, business owner or aspiring mogul, chances are you want to learn more about marketing and mastering and monetizing your business. She Talks Business is where you'll learn all of that and more. My name is Lisa Larter and I'm an entrepreneur, high school dropout, wiener dog enthusiast and your host. Let's get started.

Lisa Larter (00:25):

Well, hello, I don't know if anybody else does this, but every time I go to say hello at the beginning of a podcast, I want to sing the Adele song, Hello, is it me you're looking for? Maybe that's not Adele. I think that's Lionel Richie. I'm such a loser, anyways. All right, now that we have that out of the way, let's get started.

Lisa Larter (00:45):

If I didn't make you laugh, then something is wrong. As we move into this, couple of things that I want to say, first of all, thank you again to people who are leaving reviews and sharing the podcast and texting me pictures of the podcast being played in their car. It makes me very happy. I also want to acknowledge on the heels of my interview with Steve Dotto, who actually taught me how to speak properly into the microphone as you know, that some of the early interviews that you are going to listen to, won't sound as good as this sounds because I hadn't had my Steve Dotto training yet.



Lisa Larter (01:26):

Today I want to talk about, which I think is perfect after my conversation with Steve, is the importance of getting clear on who your buyer is. The title of this show is, "Who Does your Strategy Serve?" I think that's a really important thing for people to think about, because when you figure out who your buyer is, like Steve said, it can be a total game changer. But the journey to figure out who that buyer is, is not always easy. Steve talks about how identifying who he's really passionate about serving has helped him really define the ways, the offers that he creates, how he talks to people, the meaning that he finds in what he does. I want you to know that getting super clear on who your strategy serves, while you might think it's a startup problem, it's not just a startup problem.

Lisa Larter (02:30):

Because the truth is, lots of people who have been in business for a lot of years, have a scarcity mindset around identifying who their buyer is. The truth is, when you're not clear on who your buyer is, it can haunt your business at every level. It doesn't matter if you are in startup, if you are a mid-sized business or if you're a huge corporation, confusion around who your strategy serves will always result in you losing the ideal person. So, today we're going to talk about who your strategy serves and how to get clear on that buyer. We're going to talk about, once you know who that buyer is, how do you show up for them? We're going to answer some questions that you might have around, isn't strategy for you? Because you probably started a business because you wanted more free time and money in your own life.

Lisa Larter (03:29):

You gotta turn that around, because the strategy isn't really about you. It is about you, but if it's about you first and not about your buyer, it's going to backfire. We're also going to talk about what do you do if you're just starting out and you're really not clear on who you want to serve, because the truth is if you haven't had a buyer yet you probably don't know what you like and dislike in a buyer. We're going to talk about that. We're also going to talk about, what do you do if you have buyers right now that you don't like? What do you do with the current clients that you don't want to

work with? And then how do you show up consistently to serve your ideal buyer, your potential buyer, and maybe even your future buyer? Because your buyer is going to evolve and change. Their needs evolve and change over time too. A lot of times we forget about that.

Lisa Larter (04:27):

Let's get started. I just want to segue here for a second and say, people resist this. Every book you buy about marketing says, you need to get clear on who your buyer is, but yet over and over and over again, people try to be Coca-Cola. They try to serve everyone, instead of trying to get really clear on who the one is for them. The very few people who get really clear on this are the people that win in business. If you have not taken the time to get really clear on it, I hope this episode helps you to really think about why it's important, because I believe that everything you do should be to serve a specific person or a type of buyer in your business. And it is the perfect antidote to spray and pray marketing. Spray and pray marketing is like throwing spaghetti at the wall and hoping it sticks. It's really messy and it's really ineffective. There is a better way.

Lisa Larter (05:28):

So, let's start. Who does your business strategy serve? I think there is an unspoken belief that some people have, where they believe that their business strategy is all about them. I want to have a business that does this. I want to work X number of hours. I want to make Y number of dollars. It's me, me, me, me. While that is important, because you do start a business for you, your business strategy isn't about you. Your business strategy is about your buyer. While it's true that you can shape your business to serve the lifestyle that you want to have, it is very, very dangerous to make the strategy for your business all about you. You have to look at your business as a separate entity.

Lisa Larter (06:26):

It's like your business is a puppet and you are the puppet master and you are putting on a show for an audience. That's a simple way to say it, but it's like you are not the puppet. You've got to make sure that you are elevating your needs above the business strategy, because when you, yes, what you want is important, but when that gets in the way of knowing

who and what your business is supposed to be about, then people get tripped up and they're not able to make clean solid decisions. The number one thing that you need to remember is, a business strategy needs to serve the business. The objective of every business is to generate a profit and your strategies should support that. A business exists to provide a product or a service to a buyer.

Lisa Larter (07:28):

The objective of that business should be to generate a profit. A business is only successful if it's generating a profit, I've said this before. I don't care if you have a seven figure business, if you've got six figures in losses. A business is successful when it can pay you. A business is successful when it has a valuation associated with it. And if a business isn't profitable, I know there's some crazy businesses out there today, technology businesses that are valued crazy, high, and they're not generating a profit yet. Don't let that make you think that your business should be that way. That's not the real way to run a business.

Lisa Larter (08:15):

If you go back to the car metaphor that we talked about, if one part of the strategy, like the car's engine is flawed or not working, if you were to get in a car, you can't get to the destination that you want to go to if the engine doesn't work. In your business, if one part of the strategy, similar to the engine, is flawed or not working, that one thing can prevent you from the outcome that you want, which is arriving at your destination or generating a profit. You have to look at your business as an entity on its own and ensure that all the different parts of the business and the strategy are working together to help you reach the objectives that you've set and to help you serve your buyer. Your business needs to have structures and processes in place, so that it can stand on its own two feet.

Lisa Larter (09:14):

It can't need to rely on you for all things. It is a separate entity. And while your identity might be tied up in that entity, the business doesn't have feelings. The business doesn't take things personal. The business is a business and a business success is measured on its financials. A business strategy really must serve the health of the business. A business strategy

must keep the business whole, and a business cannot remain whole and sustain itself if it is not generating enough revenue to both pay you and generate a profit. The number one thing, the number one person or entity or thing, whatever you want to call it, that needs to be served by the strategy, is the business.

Lisa Larter (10:08):

Number two, is the buyer. Because the buyer is where the revenue comes from. If your business doesn't serve your buyer, then why would they buy from you? You always want to ask yourself this question. What is in the best interest of my buyer? What is in the best interest of my customer? When things are good, what is in the best interest of my customer? How could I make this better? When things are bad, how can I fix this? What's the best thing to do for my customer? When you use, what is the best thing for my customer as your guiding principle, it becomes so much easier to run your business and build your business. But when it's always, what's in the best interest of me, you, not the business, but you, things don't always work so well.

Lisa Larter (11:01):

Your business strategy, and this includes marketing, it includes pricing, it includes products and services, has to revolve around serving your buyer and their needs. When you do this and you're really clear on serving your buyer and when you're really clear on serving your buyer, your business profits, and then guess what, you profit. The by-product of a successful and profitable business that serves a buyer, is you get the lifestyle you want. But if you turn it around and you focus on your lifestyle first, instead of getting clear on what the business needs and the buyer needs, you're not going to get the profit you want, because you're chasing money. You're not actually providing value.

Lisa Larter (11:57):

I believe fundamentally that you cannot be of service, or you cannot be of as much service if you really don't know who your buyer is, because you're chasing your tail. You're running around in circles. You need to understand your buyer and your buyer's needs intimately if you really want to help them and make a difference. Let's talk a little bit about some of the pitfalls

of not being clear on who your buyer is. And then let's talk a little bit about how you can fix them. Pitfall number one, general pitfall. You think of how rather than who. What I mean by this, although *Who Not How* is my favorite book, Dan Sullivan book. What I see people do when it comes to their buyers, is they're thinking about how, they're thinking about tactics before they think about who, they're not thinking about what that person needs.

Lisa Larter (13:00):

I see this happen, where people come to me, I want to offer this new program and I'm going to create seven videos and six PDFs. It's going to be 90 days long. How much do you think I should charge? Well, I don't know. Who's it for? How does it help them? What problem does it solve? The value of the problem that you solve for the specific individual with the problem, is how you price something, not the other way around. I don't care that it's seven modules and six PDFs and 90 days long, that's tactical. When you're not thinking about what the buyer needs, you expend energy unnecessarily on things that chances are won't work. The other thing is people don't take enough time to build rapport and build trust before they actually start selling. I got to tell you, in the past year, I have had more people ask me for references than I have ever had before in the last decade and a half of running my business.

Lisa Larter (14:11):

Today's buyer is apprehensive of online marketers. They're afraid of making mistakes. People are selling too soon. They're over promising and under delivering. And so when you are selling versus serving and when you are constantly trying to get people to buy before you build rapport, it doesn't work. That's when selling is hard. When you actually take time to build trust with your buyer, before you sell, you will have so much better success. Don't underestimate the value of building trust. That is a pitfall. People are too quick to sell and they don't take the time that they need to build trust. Pitfall, general pitfall number three is, unclear marketing or in other words, misrepresenting what you do and who you serve. All right. A perfect metaphor for this is, let's just say, I'm looking for a really nice steakhouse. And I walk into a really nice steakhouse and guess what?

Lisa Larter (15:29):

They have cauliflower steak. It's a vegan freaking steakhouse. Come on. This causes a disconnect between the seller and the buyer. When your marketing isn't clear, when it's tricky to get me to come, and it's not really what I'm looking for, I'm not going to come back. And I'm going to tell everybody else, don't go there. They don't really serve steak, it's tricky. You got to be clear in your marketing. You got to ensure that you are representing what you do well, so that you do not diminish trust with your buyer and create a bad reputation. By the way, I've been to a restaurant like that. I've been to a restaurant in Scotland, in Edinburgh. I don't remember the name of the restaurant, but it is a vegan restaurant. And they use these clever names for the dishes that they serve that make it sound like you're eating real meat.

Lisa Larter (16:32):

I got to tell you, because when I actually started to pay closer attention to the menu, I saw that it was a vegan restaurant because it clearly said, all plant-based, yadda yadda yadda, but their marketing was really, really creative and their food was spectacular. But I didn't feel misled because when I read the marketing, it was very clear what they were doing. They were being punny.

Lisa Larter (16:57):

All right, now let's talk a little bit about some start-up pitfalls of not knowing who your buyer is. When you first start your business. When you first start selling, there's a little bit of analysis-paralysis that happens, right? You get caught up in the pressure to sell, and that doesn't feel uncomfortable. You're willing to sell to anyone, and sometimes you're willing to be paid anything because you're just desperate to get a sale. That is a pitfall of not knowing who your buyer is.

Lisa Larter (17:31):

When you say yes to things that you don't really do, because you just want to make a buck. That is a pitfall of not knowing who your buyer is. Before you have a buyer, you need to make some assumptions around who that person is and what they need. Sometimes those assumptions are going to be right, and sometimes they're not, but you need to make some

assumptions around who that buyer is. And then you need to crystallizing it, clear and clear and clear on who that ideal buyer really is as you start to do business with people. Once you start working with your buyers or your customers, you're going to be able to validate if your assumptions are right or not. Once you have more information and you take time to validate, you can start to tweak and do a better job at your marketing and your business strategy as you gain more clarity on who that buyer is.

Lisa Larter (18:28):

When you have a client and you don't take the time to debrief and really think about whether or not they were the right buyer for you or not, you run the risk of making the same mistake over and over again. And so sometimes who you think is the right buyer, isn't the right buyer. This happened to me. It happened to me years ago, when, let me see, what year was it? I think it was 2014, maybe. I thought that I wanted to work with big corporations, because I grew up in a big corporation. I put this strategy in place to attract a buyer. Right? I'm a pretty good strategist here. I was going to get a Fortune 50 client. I was determined. I was going to get a Fortune 50 client.

Lisa Larter (19:24):

Because that's a little checkbox. I can say, I work with a fortune 50 company. Look at this logo. Look at me. I'm so important. Notice it was about me and not about the business or the buyer. Anyways, I wanted to work with this big corporation and I set out on a year long lead gen plan to build a relationship with somebody who could potentially say yes to doing business with me. I got the piece of business, and I worked on the project and I hated it. It was awful. It just sucked my will to live. Let me tell you why. Big corporations are like that big tanker that got, whatever you call that thing, barge that got stuck in the Suez Canal. It's really, really hard to make an impact in a short period of time with a great big corporation.

Lisa Larter (20:20):

Here I've been going along, working with small business owners and I work with decision-makers every day who can make things happen and that's super rewarding to me, but in my head, I thought I want to work with the big guy because it makes you look all important when you have those big

clients. If I hadn't taken the time to debrief and really think about what I liked and I didn't like about that work, I could have gone down that path, and over and over again, I could have attracted the wrong buyer that didn't bring me joy. It is important for you to really spend time, especially in the beginning, debriefing on what you like and what you don't like about the buyers you are attracting, if you do not have extreme clarity on who your ideal buyer is.

Lisa Larter (21:07):

Let's talk about some things you can do to move forward and get more clarity on this. After you do work with somebody, analyze the work and ask yourself, is this a good fit for me? Was this good value for them? Was the fee structure good? Is it a win-win-win, a win for the business, a win for the buyer and a win for you, or maybe not so much? If it wasn't so much, then you want to restructure your strategy in such a way that you get really clear on what the buyer attributes should be or how the product or service that you offer needs to change. When I look at this company that I worked with, I thought I wanted to work with a big company. I realized that although I was doing the work with the big company and I knew what to do with the big company, it was so hard to make an impact, because there were so many people involved that it just didn't bring me joy, but I wouldn't have known that had I not looked at it.

Lisa Larter (22:21):

Now let's talk about some other pitfalls of not knowing who your buyer is. Maybe if you have a little bit of a bigger business, you are not in startup mode. All right? I'm trying to acknowledge the fact that some people listening to this podcast are just getting started. And some people have businesses that have been around for a while and they're still struggling with who this buyer is. If you're listening and you follow me on Instagram, @Lisalarter, when you see a post for the show, I would love it if you would just tell me, are you in startup or how many years has your business been around? Because I'd love to get to know the people that are listening a little bit more. Some of the pitfalls that people fall into when their business has been around for a while are, one, too many products and too many different types of clients.

Lisa Larter (23:15):

Maybe they've either got too many products and services or they're serving way too many different client types. They've been doing it for so long that they keep adding instead of subtracting. So they create, if you're in a service-based business, you create a program and then you create another program and then you create another program. All of a sudden you've got way too many services or maybe you're in a retail environment and you just keep buying stuff that isn't selling. And now you have no cash flow, because you don't really know what your buyer wants. So you just keep buying inventory. I worked with someone one time and seriously, they had so much cashflow tied up in inventory that they've been holding on to for years that they couldn't sell. That is symptomatic of not understanding what your buyer really wants.

Lisa Larter (24:10):

When that happens, you need to purge. When you hang on to two sides, right? Two different buyers, two different products, you're stuck in the middle. You can't move. It requires so much energy to try to serve multiple buyers. What you really need to do, you need to purge. You either need to take the inventory out of the stockroom and sell it. Get rid of it. It's costing you money sitting in there because you've already paid for it. And money in the bank is better than money in the back room that isn't going anywhere. So get money back for that product that you've bought. If you've got too many services, cull them, get rid of the ones that aren't working. Take the time to do an audit and an inventory on who your best customers are. Look at the 80/20 rule, who are the people that spend the most money and are they the people you enjoy working with and figure out what products and services do they want.

Lisa Larter (25:07):

When you're not clear on this, your marketing gets really disjointed because your messaging looks different to every buyer. When you're not clear on what your buyer wants, your buyer is not clear on whether you can really provide them with what it is they're looking for. Here's what you need to do. I just want to recap, get clear on who you want to serve. If you can't hone it down to one buyer, then get clear on no more than three. All right? Three different types of buyers. And maybe those buyers are on a

journey, right? Maybe you know that you help people in start up and then you help people grow to six figures and then you help them grow to the next level. And you have a process that does that and so it makes sense to have three different buyers. But I will tell you myself as a business coach, if somebody comes to me in startup mode and they don't have any business expertise or experience, I'm going to tell them I'm the wrong coach for them.

Lisa Larter (26:09):

I'm the wrong coach for that person in startup that doesn't have any previous business experience, for two reasons. One, I don't have the patience. I don't have the patience to spend that much time teaching you the basics of business. It's true. I don't, that's not an ideal buyer for me. And two, I think it is a ridiculous investment of your money to work with someone, with my level of experience, until you've at least generated six figures in your business. And maybe it's not six figures in one year, but at least cumulative six figures. Because when you don't understand the basics of how to build a business and sell stuff, you don't need a coach that is going to charge you what I charge to get started. I'm not the right person for that person in startup mode. But guess what, if I was desperate for money, I bet I could sell somebody in startup mode on why they should work with me, but I'm not.

Lisa Larter (27:08):

When you are desperate for money, you do desperate things. When you do desperate things in your business, and you're not clear on who your buyer is, it will come back and bite you in the ass. Don't do that. You also want to simplify your website and clearly address who your chosen buyer is and what your chosen products or services are. I heard somebody speak. She was a psychic, one day at an event. I remember something she said about, there is a front door, a back door and a side door. Your best buyers come in the front door. But there are some people that may come in the side door or the back door. Just because you don't have it on your website that you serve everybody, doesn't mean that you can't serve them when they come knocking if it's the right fit.

Lisa Larter (28:00):

The other thing that I learned from Colleen Francis, who's one of the smartest women I know when it comes to selling, is that, your marketing should always serve your biggest buyer, because if your biggest and best buyer comes to your website and they see you speaking to the smallest buyer that you have, the lowest common denominator, the most junior buyer you have, or the buyer that wants to spend the least amount of money versus the most amount of money, they will actually think that you can't serve them. For example, if I work with CEOs, but I'm speaking to frontline salespeople, well, the CEO is not going to hire me, because they think I work with frontline salespeople. It's important that you know who it is that you serve and that your website speaks to that person.

Lisa Larter (28:54):

All right. If you are already running a successful business, here's what you need to think about. Here are some pitfalls that you may be caught up in. Who's your future buyer? Have you thought about that? Where is your buyer going next? Do you understand what their future needs are? Are you prepared to help them with what's coming up next? Especially if you are in a service-based business. If you are in a service-based business like coaching, consulting, and you are working on personal or professional development, then you're transforming your buyer. And as they transform, their needs change, which means that you have to also evolve as a business owner and anticipate the needs of your future and more evolved buyer, or you need to let them go.

Lisa Larter (29:53):

Now, I have clients that have worked with me for a decade and I continue to grow and evolve and anticipate where they're going to go next, in order to be able to best serve those people. When you know who your buyer is, and you really understand their problems, you also understand their future aspirations. This needs to be a conscious choice that you make on whether you are going to continue to serve that buyer as they evolve, or whether you're going to refer them out to somebody else. I joke with my clients all the time. I say, you know we're going to break up someday. It's okay. I know you're going to find another coach, you're going to fall in love, and

I'm going to be yesterday's news. When that happens, it's okay. I'll still love you.

Lisa Larter (30:41):

I understand the need to move on. But one day, Nabil who works with me, you know what he said to me, he's like, "Lisa, I don't really believe you when you say that." He's like, "I don't really believe you because you are always learning. You are always growing. You are always evolving and changing and getting better at what you do. And I'm still trying to catch up. As long as you continue to invest in you", he said, "I'm going to keep learning with you." You need to think about that for your buyer. How are you moving forward to offer them more? Are you staying the same? If you're not getting better, you're getting worse, because everybody else around you is trying to get better. And so if you're staying the same, then you're not as good as you once were.

Lisa Larter (31:30):

If you want your buyers to continue to do business with you, you need to consistently be getting better at what you do. I don't care if it's service-based or even if you are in a retail environment, you need to anticipate the future needs of your customer. And you need to make sure that you're constantly getting better and delivering on a promise and making the experience great for people or they're going to shop elsewhere. What are some of the things that you can do in this case? Ask your clients what they think they might need next. See what they tell you. Ask them questions. Where do you see yourself in two years? What does success look like two years from now? If you're in a retail environment, hey, are there products that we don't carry that you think we should carry?

Lisa Larter (32:19):

Don't be afraid to ask your ideal buyers questions, so that you can create services and, or buy products around those needs. You can also look at business owners who already serving one step beyond your current client needs and figure out how do you get one step ahead. All right. Now let's talk about, how do you get clarity around who your customer really is? Because that's the hard stuff, right? I'm a fan of thinking time. I'm a fan of questions. You need to sit down, pen and paper. If you go to the show

notes for this episode, if you go to lisalarter.com/e6, we have a download for you. No email address. You just click the button, you get the download. It's a bunch of questions that you can ask yourself to help you get more clarity on who that buyer is.

Lisa Larter (33:25):

Some of those questions are, who do you love to do business with? Why do your best customers do business with you? What problems have you solved for your customers lately? Who is your best customer? Who's your worst customer? Why? What characteristics are apparent for your best and or worst customers? Can you spot a flag, green or red? What problems do you solve? What results do you achieve for them? What industry do you love to work in? And then this one, this is my favorite. The next two. I go through this in roadmap with people, who are the 20% of customers who generate 80% of your sales? What is special and unique about them? What are the 20% of products or services that you offer, that generate 80% of your sales? This is an important question. If 20% of your products or services generate 80% of your sales, 80% of what you offer only generates 20. That's where you need to cull things.

Lisa Larter (34:30):

All right? Okay. Next up. And you might hear a little bit of noise here because I'm recording and I think my husband is home, and he does not know I'm recording. He's probably going to walk in the house and slam the door. The next thing you want to know is, how do you show up for your buyer? Really exceptional brands are built through consistently showing up, offering value and delivering on their promise. I'm going to say that again. True brands are built through consistently showing up, offering value and delivering on their promise. Are you?

Lisa Larter (35:15):

Let's talk about five ways you can show up and make it easier for people to choose you. These are really simple, simple things that you can do from a marketing perspective, that allow you to be visible on a regular basis. Although they're simple, a lot of people don't do these things. Let's talk about it. Number one, this is really basic, update your photos every two to three years, if not more frequently. Your website and social media photos,

especially if people are buying from you as an individual, different if you have a retail storefront, and you're using a logo versus a picture of you. But your website and social media photos, they need to be an accurate reflection of real life you, not 10 pounds lighter and 10 years older, it needs to be who you are today.

Lisa Larter (36:11):

You degrade trust with your buyer if you aren't like your photos, when they meet you. That's number one. Number two, use video regularly. Don't be camera shy, right? I know. I know you don't like what you see when you look in the camera. I don't either, but hey, I still do video. Video is a powerful medium for connecting with other people. It allows them to feel your energy, your personality, and your expertise on a whole different level. Use video regularly. Number three, you need to create content regularly. When I say regularly, I don't mean once a quarter. I mean, create content on a minimum weekly basis. People are reading what you're writing and when people are searching online, in order for you to be found, you need to be writing about the words that people are searching for. It's that simple.

Lisa Larter (37:10):

If you want something to market on social media, you need to create regularly. You need to create before you consume. The biggest mistake people make is they're consuming other people's stuff and they're clogging their brain with other people's stuff before they make time to create themselves. So schedule time to create and show up on social media. That's number four, share something of value every single day, and not only share something of value, but respond to the comments and messages you receive from other people and comment and engage on other people's content. This is how people see you and find you. Number five, pay attention to your buyers for goodness sake. They are a source of future revenue. They are your greatest referral source. Give them a little love and attention on social media. If you haven't heard from them in a while, check in on them and make sure they're okay.

Lisa Larter (38:12):

People buy from people they know, like, and trust. I know people have heard this over and over and over again, but it's true. If people buy from people they know, like, and trust, then guess what, people need to know you, they need to like you and they need to trust you. And you can control that. Problem is, most people sit at home, consuming everybody else's content, thinking that they're powerless and they have no ability to actually intentionally control these things and they do. All right. As you can see from this episode, knowing your buyer is a problem that exists in all different types of business. And the truth is, defining who you serve and what products and services serve them well, does evolve and change as your business grows. You need to be mindful of that.

Lisa Larter (39:04):

You also need to recognize that if you're not clear on who you serve, and you're not clear on what you should keep or what you should get rid of, you need to take some time to get clear. If you want more of your favorite client, then spend some time getting to know them better and getting really clear on how you can attract more clients like that. When you know who you want to serve and what those people need, it makes it a lot easier for you to have really rich conversations with them. It makes it easier for you to create content, to solve problems, provide them with valuable products and services and ultimately make an impact on their lives. So while your strategy and your business exists to serve you, it will not serve you well if you don't get clear on how to serve others well first.

Lisa Larter (40:08):

All right. Show notes are on my website, lisalarter.com/e, what are we on? E6. Next episode, you're going to hear from Ryan Beauchesne, you probably have no idea who Ryan is. Ryan's a pretty cool dude. He is the founder of, Crusoe, the Celebrity Dachshund. I'm a Dachshund enthusiast, right? And Crusoe is the most famous Dachshund in the world. Ryan and I are going to talk about his strategy around the Crusoe brand. It's a great episode. Ryan is a ridiculously smart guy. I think you're really, really going to love it. I can't wait for you to meet him. If you don't know who Crusoe is, google Crusoe the Dachshund and watch one of these videos that this

guy's done. This is a million dollar business, and I can't wait for you to learn more about it.

Lisa Larter (41:10):

Thank you for being here. Thank you for listening. Thank you for the reviews and the five stars that you've been leaving me on the different podcast channels and, hey, peace, love and happiness. I'll talk to you next time.

Lisa Larter (41:26):

Thank you for joining me for this episode of She Talks Business. If you enjoyed the show, you know the drill, leave us a review, tell someone about it and join the conversation on social media. Thanks for listening and until next time remember, done is always better than perfect.



Lisa Larter is a Business Strategist, Digital Marketing Expert, Author and Speaker.

The Lisa Larter Group helps their clients to formulate marketing strategies that support their business goals and objectives. Lisa provides consulting & advisory services, and implementation services including: social media & content management, book marketing, and website design.