

Laylee: Welcome to. So here's the thing, the podcast for small business owners, entrepreneurs, and creative educators who are ready to take their business to the next level through candid conversations, tactical approaches, and a few unpopular opinions. We're lifting the veil on what it takes to build both a life and a business that you love.

I'm your host, Laila Ahmadi, a coach for creatives and founder of the Creative Educator Academy, where I help entrepreneurs step into the role of industry leaders and educators. I'm so glad that you're here. Now let's jump into today's episode. Hey friends, welcome back to the show. I am pumped because we have an incredible today.

We are being joined by Grace Griffith. She is a copywriter and messaging strategist for small businesses who specializes in crafting messages that build trust. I'm so excited about this topic. You guys, I can't even tell you. The best thing about Grace is that she works with her. Clients to lead to more engagement, connection and conversions.

And Grace believes that marketing should be grounded in empathy and that good listening is what makes businesses stand out. And she for sure practices what she preaches. She's the best listener. I just love chatting with Grace. When Grace isn't writing copy or studying data, you'll find her reading fiction or business development books, practicing yoga or traveling around the world with her husband and two daughters.

Grace, I'm so excited to have you here. Thank you so much for squeezing me into your podcast. busy schedule with your girls and your business and all the things.

Grace: Thank you so much for having me. You know that I listen to your podcast and so being asked to be on the show is just quite an honor. And you know, I, one of the things I love about your show lately is that you're not afraid to dive into like the juicy, juicy stuff.

And so I'm excited to talk about this from that perspective. So

Laylee: again, thank you so much for having me. Oh my gosh, thank you. It is an honor to have you here. You're such a fun follow too. You guys have to go follow her on Instagram. The whole reason this conversation came about with, with Grace and asking her to be on the show was I was telling her before I hit record, I was watching her Insta stories and the topic, we're going to be talking

about testimonials, but that's like, Not even the way to express what we're going to be talking about.

We're talking about effective ways to collect them, to showcase them, to utilize psychology so that they do the selling for you. And I realized through watching her stories, they go, she went so in depth and I was like, Oh, I feel called out right now because I have not updated my testimonials and God knows how long, and I know that I'm not utilizing them to the best of my capability because of all the things that we have to do.

You know, as business owners, I feel like a lot of times my copy and my messaging get pushed to the wayside until it's too late. And I'm like, why are things not converting? So I'm super excited to talk to you about this grace. Like I, I can't wait to dive in. I'd love to hear about a little bit about like one, your journey and how this came to be something you're passionate about and how it came to be something that you speak so beautifully on and are so just like.

The way that you teach it on your Instagram, at least, I'm like, okay, I understand this, and I think so many copywriters have a hard time with that. I don't know.

Grace: Yes. Oh, thank you for saying that, Laylee. I, so, as a copywriter, I work with a lot of, I do website copy, and one of the things that we all know we need to have on our website is speed.

raving testimonials. And it's something that most of us already have because we, you know, we know we need to do the work to get the social proof to show our credibility, but it's typically seen as like a one and done thing. And the reality is, is as we grow as business owners, our offers evolve, we evolve and the value that we provide changes.

And so the way that we illustrate that for people when they come to our website or social media or wherever your testimonials are displayed, that needs to be updated frequently and displayed and showcased very strategically because social proof is so, so important for your prospects to see. And so as a copywriter, I, and you know, with writing website copy, I help people find these testimonials because sometimes I actually do with work with a lot of people who are starting their business for the first time, and they have their offers, but they don't have testimonials yet.

And so I help them kind of put together the questions and the strategy to find those testimonials. And then if they have them already. We talk about, okay,

how can we structure these and format them in a way to where they're actually going to be read? And then if they're going to be read, what do we want them to do for you?

What specific parts of the experience that you're providing do we want them to showcase? And if they're not doing the work that they're supposed to be doing, how can we go back and have some of these conversations with these former clients, or maybe have new conversations with newer clients that have, that understand the new and improved version of your offer to better showcase That experience or that or that product because you're you deserve that your business deserves that and testimonials are just I just don't think we give them enough credit sometimes for what they do in the eyes of our prospects.

I mean, we know how important they are for us to see when we're looking for like today we were Like we were just talking about the storm that just blew through Dallas and I was on my phone looking for someone to look at my roof and I'm looking for testimonials. For this company, and I mean we use, we literally interact with these, this strategy every single day.

And so, this is definitely something to prioritize, um, but it is also, like you said, so much work to go and just go through all the steps. But it also can be super easy to, to find more testimonials and to update them. And so, there's, we can dive into all of that, but um, yeah, there's just so many ways to do that.

Laylee: Yeah, I feel like when you said that, it was such a good reminder of how much I, when you said you were looking for a roofer, I was like, every single time I do anything with a service, the first thing I do is look at their reviews. Yeah. But I don't know why I don't think about that for myself.

Grace: Yeah. And when you, so this is actually a really good thing to do as a business owner frequently is when you are on the customer side of things.

Think about like when you're reading through testimonials, think about what things stand out to you because those are the things that you want to make sure you put front and center in your testimonials too. And like if someone says, this was the problem that I was experiencing when I hired this person.

Okay, well then maybe that's something that your audience is looking forward to, or the emotions that are being expressed in these testimonials, and if you relate to those. then that's something that you need to make sure you feature in your testimonials too. Because if it resonates with you, More than likely it resonates with your audience.

So that's just something to keep in mind. Yeah. We use them every day.

Laylee: Yeah. Yeah, absolutely. And I love that example you gave. I, I'm wondering, well I guess let's, let's dive in because I'm thinking about how I gather testimonials and I can just tell you what I do and then you can tell me what to, what to do instead.

Yes, let's do it. Okay, so I, I've always done, and this is, this is probably number one. My biggest problem is I've always done the same thing from the day I started my business, which was like 11 years ago. So for 10 and a half, 11 years, I have just sent like a Google form. It's like a one or two question, but it's so open ended.

And what I've noticed And I'm sure you would tell me this even without me bringing it up, is that they all kind of sound the same. They all kind of sound pretty vague. Like I asked for a short, if you enjoyed working with me, like, or I'd love to have, you know, a testimonial from you, please leave like a one or two sentence review and a headshot or whatever.

And as you were talking, I was like, I can probably frame this better. So how, so what's the best way to, to one collect the testimonials and two, how do you ensure that you're getting them to say. To, like, not say the right thing, but like, speak to the right.

Grace: Yes. Okay, those are two really, really good questions.

I'm going to tackle the first one and then the second one. So I think what you do is what a lot of people do, is send the Google form, ask the questions. Um, I do the same thing, and typically I will, we'll talk about the kinds of questions in a second, because that will, that will help. Um, answer the second question, but I will kind of format the testimonial, and usually that just looks like taking their answers and kind of organizing them in a certain way, and then send them to the person who wrote it to approve it, make sure that I'm displaying their name and their role correctly, and that the way that I organized their answers accurately displays these.

What they meant to say. And then even though, cause I'm not changing their words, but I just want to make sure it's very fluent with their experience and then yeah, post them on my website, but there's other ways to do it. That's a little bit less formal and can get you some real, some real time, very emotional answers that will resonate with your audience.

So actually just said this to a client. The other day we were talking about her upcoming webinar and she, I, I was just telling her, I think we need some testimonials for this, like just some really like one sentence things to put like in her funnel. And I realized cause she's, I mean, she's so busy. She's working with clients all the time.

This is not something she's going to just send a formal form to gather all these. And she also has like a ton of them already, but she needs some specific for this offer. So I told her at her next Webinar when people are on her zoom call like already see if first of all, the first thing I asked her to do was to save the transcript of a testimonial and save the chat history because so many times people say just the sweetest, like the best instant reactions, stuff like that one tip was worth the entire webinar.

Was worth the entire hour of me sitting here. That phrase is so important to put on your landing page or your email sequence or whatever. Um, there's just all kinds of things like gold, like that that's included in your webinar and the conversation. So that's one thing you can do. And. Obviously I, I always encourage people to just go ahead and do the second step, take that phrase, send it to the person that sent it and just, you know, build that rapport and make sure that they have okayed that.

The second thing you can do though is to just go ahead and ask people at the end of the webinar and say, can you share one sentence of about what you learned from this? What's one takeaway from this webinar? And that will give, that prompt will get some sort of answer that's very practical and it's in someone else's words.

It's probably something you could also use to inform your copy when you update your landing page for the webinar in the future. But when it's in someone else's words, it is so, the reality is it's just so much more valuable when someone else says it than when you do. And so when you get that, Again, run it by them, make sure they put their stamp of approval on it, even if they have done it with the intention of providing you with a testimonial.

But asking people when they're right there, having that face to face interaction with you. And another thing that, too, when, kind of what you said, it's kind of hard to get people to say what you want them to say. I mean, we didn't want to put words in people's mouths, But, When you're having like a face to face conversation with somebody, and I mean there's a lot of educators and speakers in your audience listening to this, a lot of us are much better at having conversations with people than we are at writing.

I'm sure people are good at both, but like I am. I'm a writer and I'd much rather have a conversation with somebody because there's the expression and the emotion that comes across. And so if you can ask someone in a conversation, Whether it's a client call, or a discovery call, or maybe not a discovery call if they're not your client yet, but in some sort of a conversation where they're able to convey the expression and the emotion, and maybe say something verbally that they would never be able to write down.

down, then you can give that to a copywriter, a copywriter, or take that yourself and write that down. And that will convey what you want to, what you want to convey because it sounds like they're talking. And then there's that familiarity and then that trust that comes across. So you can capture that when you're having a zoom conversation.

Um, and there's, that's just one of the ways to do it. So you're not like doing the extra, you're not taking any extra time necessarily, maybe five minutes. But it's all there for you. And then if you get the transcript and the chat history, it's all written down. That's

Laylee: so nice. I was just thinking too when you were talking about having people, you know, speaking for some people and for me in particular, it's so much easier than writing it out.

And I was thinking about how many, this sounds really bad, but I was thinking how many missed opportunities I've had to like, record a voice memo I've gotten over DM or a Vox, like on Voxer. Like I've, so many of my students, clients, my conference attendees, they all DM me voice memos and I never think to like transcribe or record them.

I just, I'm like, that was so nice. And then I like cry happy tears and I move on. I'm like, I should have gotten them.

Grace: Oh my gosh, yes. So, for me, like, what I do as a copywriter, I use Google Docs all the time. And people, like, leave comments on, like, what the copy that I've written, and I screenshot those all the time, and I have, like, a folder on my desktop of all those.

And, just, cause it's just right there, you know? Screenshotting, screen recording.

Laylee: Genius. I definitely have missed my shot in the past, but it's not too late. I'm going to start doing that. Yes. We're talking about how to gather them,

but yeah. What kinds of questions should we be asking? Like, how do we frame this for people to be able to best identify all the, all the good things we want?

Grace: Yeah, yeah. So when we ask people to write testimonials for us, they're not necessarily going to write like copywriters, and they're not going to include all of that sales language. Um, well, not sales language, but incorporate the buyer psychology that we would love for them to do. So what you can do is phrase your questions in a certain way that will get different, uh, we'll get strategic responses.

And so, You do want to think like a copywriter when you're phrasing these questions. So think about, okay, what kind of answers do I want? And with copywriting strategy, I am a big believer in instead, you've probably heard the phrase show. Don't tell you can show. Does that make sense? Yeah, yeah. So you can show expression, and you can convey subliminal messaging, where some, like one word, or one phrase, says so much more than one phrase.

And so, The way that you get those kinds of reactions and those kinds of phrases is by asking specific questions. And so not, we know to ask open ended questions, right? Not just a yes or no. Um, or even just like one answer. But if you ask something that will help your client remember the story, the narrative, the experience of working with you.

So we want to take them back to what it was like before they found you, before they hired you, before they bought your product. What were the feelings that they had? Question like that. What, what was going through your mind? Before we started this process, what was going through your mind? What, what specifically were you looking for when you purchased this product?

So we're wanting to get into their thoughts. We're wanting to get into their doubts. We want to know what they were struggling with, what specific challenges they were having. And so we want to ask open ended questions, but we want to give them a little bit more of a framework for answering that question.

So kind of carrying out, helping them tell the story, so asking them about how they felt at getting those feeling words. Another thing we want them to do is to, we do want them to be clear. We do want them to really speak to the value that you're providing. And so you want to ask super specific questions.

How was I able to help you? What, what did we do together that really made a difference for you? Questions that really speak to the value. Another thing

would be what was something that we did together. What, what about this product really stood out to you compared to other things you've tried before?

That's when we want them to tell your audience how you stand out compared to your competition, because you're going to talk about that, but it's so much more valuable when someone else talks about that. Yeah. And then another one that I love to use is, Tell me a story. Can you, can you think about a specific, a specific part of the experience or a specific story from this experience that, uh, really stood out to you?

Something that, that tells them, okay, I want you to go into storytelling mode. I want you, and some people can do that. And they can talk about the feelings that they had, the worries that they had, uh, when they were really kind of on the fence about whether or not it was going to work out and diving into those hesitations because your prospects are having those.

And if they can confront those specifically for your audience, for you, that's amazing because that's building trust by calling out the elephant in their minds and speaking to that directly, again, coming from somebody else.

Laylee: Does that answer your question? Yeah, absolutely. I love the examples of questions to ask because I think even as you are giving those examples, I could come up with like a couple more for myself, like for my own purposes to be like, Oh, this is a more specific question.

It's still open ended, but it does showcase like maybe a part of what makes whatever I'm selling unique. You know what I mean? Like I know it's unique, but how do they view it as being worth investing in? So I love that. I love like reframing. The types of questions that you ask for. And also like, I, I think a big part of it for me, and I don't know if any of our listeners will, will relate to this, but like, I never want to put anybody out or make anybody feel like I'm asking too much, which is why I'll send like the one question.

Like, can you just give me a review? But when I get asked to leave a review or to create a testimonial, I actually would appreciate a couple of guiding questions because I'm like, it was great. I don't know what to say about that. Like it was great. It was worth my money. Take my money. I don't know.

Grace: Yes, it goes back to clear as kind.

Yes. Just tell them what you want them to talk about. I, now, since you said that, Lily, I'm really curious what question came to your mind. Because I, like, for

your audience. Because I consider myself someone in your audience. And I've written a testimonial for you before. Well, for the Creative Educator Conference.

So I'm wondering, like, what What was your question?

Laylee: Yeah, and your testimonial was so good, as a shock to no one. Of course, like, the copywriter and an expert in this, in this, had the best testimonial for me. Um, I was just thinking, like, for the conference in particular, because as I'm gearing up to reopen tickets for that fairly soon in the next couple months, I always think about, Well, what is it about this conference that's unique and that's different than other events people attend?

Because I attend so many events and I've had every type of outcome where it's been like, I've left feeling like, I try really hard not to use the phrase waste of time because I think you can learn and take something away from everything.

Grace: But you know, I've

Laylee: had, I've had I've had the full range of, of great to not so great experiences and I, I want to be able to express, I know what I put into it, but I want to be able to identify from the perspective of, of the people who are attending, who are investing so much time.

And of course their resources and, and the monetary investment of attending something. I want to know that they're getting a return on that. And I want to know what's making it worth their time and energy. Um, and I want to know what makes it unique because in my mind, when I created it, it was one of a kind.

So I, I was trying to think of questions that would go around that. And I guess one of the questions I thought I could maybe ask would be after attending this. How would you say it differs from other events that you've attended in the past? Because I think, I think it does. And, and I guess if it doesn't, I'll find out from the testimonial.

Yeah. Yeah.

Grace: No, I, I, I think you would get a lot of really specific answers from that. From that question. And I do, I do feel like you from, from the forum that you sent us, I do think you asked some really good questions because I really do feel like that was my instant reaction that this was something very different, um,

than anything I'd experienced, but I think a lot of people in your audience go to a lot of conferences.

And so. Yeah, you're drawing on all that context. So I think, I think that would be really, really helpful.

Laylee: A lot of people in our, in our community, I say our, cause you are part of our community, but in our community, a lot of people are not only attending conferences, but they're speaking at them. So it's a big hurdle.

to prove that it's worth their time. Um, because as much as I know it and I can say it till I'm blue in the, in the face, they need to hear it from their peers that, okay, this is not just another, this is not just another one that you could leave and say, I should have been the one speaking. I want you to leave and say, I learned a lot, you know, and I connected.

Yeah.

Grace: Another thing you could. Add to that question or another type of question that would get probably a lot of substance is kind of making it a list. Like people really love checking boxes in their minds. So if you say, could you think of three things that made this conference, what are three things that made this conference stand out to you?

Then people go into, they're, they're challenging themselves a little bit, and then they go into the critical thinking part of their brain and you're probably going to get some better answers. If anything, you'll get some quantity there. So that's another way to, to add to that question or just another type of question, um, to really expound, get some expounding on those answers.

Laylee: Yeah. I love that. I, I do have another, like a followup question, I guess. What are your thoughts on, I'm thinking about now switching gears from like my event world to, we're just going to make this live coaching, I guess, because I'm thinking about, I have, I have, you know, educational services and I have, one on one services that run the gamut.

Like I could, I could ask for testimonials on anything. What are your thoughts on questions that are specific to like quantifying their return? So saying, you know, asking for actual numbers, like how do you feel about

Grace: it? So it depends on your service. It depends on what you offer. And so for you as a coach, you can ask for, to, to get some sort of number in your answer.

You can ask for specific data and you might, you might spoon feed them a little bit. That sounds so bad. So maybe not. I mean, I take that word back. I totally get it. It's

Laylee: like guiding them because they,

Grace: Yeah. But like give them some sort of. API examples, key performance indicators that you expect your service to provide them with, to, to provide some progress in.

So for coaching, business coaching, what marketing KPIs could they look for? Um, could you kind of like prompt them to be aware of, to go look for? Because they're building their confidence. They're building their confidence in their, like who they are and then what they provide. That is going to come across in their marketing.

So they're going to be looking for that. If you're prompting them for that, and that actually makes me think they're there. It's probably important to kind of start, like, maybe prompt that question before the service is actually provided. Yeah, there's a, I think a creative way to do that would just be like, however, you have.

a conversation like to provide like be thinking about maybe that like a pre assessment but these this is kind of what we're looking for this is the progress that points to confirmation bias because if someone is really excited about the experience they're going to be looking for progress they're going to be looking for ways that they're going to improve and so it kind of you and i are both from the teaching world so we're familiar with the self fulfilling prophecy yeah That is, that, that applies to everything.

Yeah. And it works in both, in both positive and negative ways. And so, um, anyway, that's a tangent, but no, but I love it. Yeah. Yeah. But giving them these, these are the KPIs. So what is some progress that you've seen in your marketing? And I think you should probably be specific about what KPIs they can look for.

And then the reality is for some services, like copywriting, for example, it's, you will see some, some data spikes in the future, but for so many people, this is,

this is for me, and I know you have other copywriters in your audience, but even for photography. If you receive confidence from or some sort of some sort of emotional value from an experience that improves the way that you present yourself, the way that you feel about your offer, the way that you feel about what you bring to the table.

If that improves on some sort of a, um, it's just not, it's not quantifiable. You can't really put a number on it. Yeah. Then you really need to ask questions about that as well. There's both and. There's, there's qualitative and quantitative features that are important to provide.

Laylee: Does that answer your question?

Yeah, absolutely. Because I feel like there is a, like you said, it depends on the service and I also think there's time and place for it. But I, I also see it being used in ways where it does make me sometimes nervous to really focus on and on, you know, KPIs, especially if they're like monetary, for example, like I using that messaging, I think can be sometimes a little bit misleading because you can't, at least for me as a coach, I always say, like, I can't guarantee the exact same results for you as some, as my last coaching client, I can only guarantee.

my side of the work, you know, I do think that there is, it is good to know what people are walking away with. So I think there's a balance there. And I like that brought up the fact that there is more than just, you know, I mean, there's both sides of it. There can be the one that are just very data driven.

And then there's also things that you can't wrap up in a nice, neat bow and be like, here's the exact graph, you know, some things like, like the confidence or like the, um, you know, sense of, like sense of peace around, like I, the last time I worked with a copywriter, I was just like, the biggest takeaway for me was like, I don't have to think about this.

And that is amazing for me. Like I, I had somebody. Hold my hand and it felt so good to just get it done and like, you know, that's, that's not a number. That's a feeling. So,

Grace: but it is important to ask because when you ask people to think about things in terms of numbers, sometimes they come up with them.

Like, and when you said that I thought about the time that you saved. Yeah. Like that's, that's, there's like that's monetary value.

Laylee: Yes. You know, so I

Grace: do think it's important to ask for data and like specific numbers because Yeah. Sometimes there is, even if you are doubtful that there are. Sometimes there are and people can think of them.

But yeah, you don't know unless you ask.

Laylee: Yeah, I love that. The last thing before we like start wrapping up the episode that I know we had kind of talked about prior was, or I know that you speak on a lot, is gathering testimonials before you have like a new offer. So before you launch, like how do you do that?

I love this question

Grace: because I think when, like, when you launch a new offer, there's so much imposter syndrome and there's so much insecurity. You don't know if it's gonna, it's gonna take. You don't know if people are interested. I mean, hopefully you've done market research. Hopefully you've talked to some sort of a focus group or your previous clients.

Hopefully you've done the work. But then, you're trying to provide some sort of social proof to just really really show what you have to offer. And if you haven't specifically sold and received, uh, revenue from this offer, then that's a really vulnerable place to be. And so I always tell my clients to think about the ways that they've provided that value.

Maybe they haven't packaged it like that before, but think about ways they provided that value to people. In the past, um, sometimes I work with people who are starting a new business, but they have experience in that profession, maybe in corporate or I mean, even like I work with a lot of people who are former teachers and there are so many ways that they have used those skills.

And it applies to what they're offering in their business, whether it's that package or that service. And so I always have them focused when they're working on their questions to send to people that they've, well, first of all, they can send, you can send a testimonial questionnaire and I wouldn't put it as a test.

I wouldn't call it that. I would call it. I. You could call it a testimonial questionnaire if they've worked with you in the past, but I just called a questionnaire and asked them questions that really pertain to you and to your

value more so than a product or more so than that specific service. So you want, you want the attention on you.

You're the, you're the subject and you want to phrase your questions that just are around your value. I did this for someone who was launching a business. She was coming from the classroom, and she sent a testimonial to her colleagues. She sent this questionnaire to, like, former parents, like, people who have first hand experience working with her.

And, like, her business was tutoring and just really specialized classes for kids. And so she was able to, even though she hadn't provided that specific service before, she had those. Because she had provided those, people could speak to the ways that she'd showcased those skills already. Yeah. And she had peers who could speak to it, that other people trusted.

She had parents who could speak to it, people who, that, people that her prospects could relate to. And that's something that I always say too, is when you are, Especially if you are collecting testimonials for the first time for your business, make sure that whether you put a name or initial or whatever, like names are important because they show that they're real people, but put their role next to it, put some sort of identifier there, a label.

That sounds so bad because everyone's like, don't label people, don't put them in a box. But at the same time, We do that to ourselves, like I'm a mom. I'm a former teacher. I'm a business owner. I'm all these things. And when I'm looking for service, I'm looking for someone who relates to that part of my identity.

And so if you can feature that as well, and you've provided that will also just speak for itself too. I think I went on a tangent there. Um, but I hope does that answer your question?

Laylee: Yeah. No, I think that was really helpful. And I think that, I mean, it relates to so many things I think about when I was first launching, you know, like my very first course, I use testimonials from mentoring and coaching clients who had worked with me one on one until I was able to get beta testers and get their testimonials, you know?

So I think it's just such a good point and something a lot of people overlook, which is you are still the person at the helm. So it's It's, it, it is, a good part of it is about you before it can be about the product. So I love that you brought that up and, and I love the, the actual like tactical ways people can go and get those things.

Gosh, you just have so much great insight on this and it makes me so happy. I, I, as we're wrapping up, because I feel like we could just talk about this for a long time, but as we're wrapping up, what is your unpopular opinion on testimonials, using them, gathering them, like anything on testimonials for small business owners?

Grace: Don't be afraid to write testimonials for people. That sounds unethical, so let me clarify. The people that I work with are so busy. And would love, some of them would love to write a testimonial for me, but they just don't have time. And they have said such beautiful things to me in our calls. I guess this kind of speaks to kind of what the tip I gave earlier about Zoom calls.

This is stuff that people have actually said. If someone's actually said something to you, don't be afraid to write it down, send it to them and say, you phrased this so perfectly and I would love to share this with my audience. Would you say, have I written this accurately and would you be okay with me featuring this as a testimonial?

So definitely making sure that they've actually said it, for one thing. This is actually something that's come out of their mouth. Maybe they haven't like actually written it down on paper because some people are better speakers than writers. And then they have given their stamp of approval and you have it in writing.

Because I just think there's so many missed opportunities. And we are all so busy. If you can, if you can capture what someone has said, genuinely said about you. and get their stamp of approval. I think that, I think that's great.

Laylee: I love that. I feel like I, again, this is kind of the similar hang up that I, that I mentioned earlier, which is that I always feel like I'm imposing or putting people out but I'll, I'll sometimes see something and I'll think, this would be so great.

Just asking, I think is like, can I use this as a testimonial and, and putting it into a You know, a more, like, a written out thing, I think, is amazing. And I just, I feel like that permission is really important for people like, people like me and my listeners who are like me, who maybe think, oh, well, I don't wanna, you know, I don't wanna ask too much or I don't wanna impose, but it's like, these people have already used their words.

Like, they've already said the, they've already said the great thing about you. I'm sure that if they said it to you, they'd want to say it to other people.

Grace: Yes, yes, people want to help you. They want to, they want you to succeed. They just don't know. And so if you equip them to help you, then it's, it's so easy.

It's a win win. Um, but sometimes, yeah, like you said, you just need to ask.

Laylee: I love that. Thank you so much, Grace. This was so helpful, I think, for everybody listening. I know it's been helpful for me, and I am going to go write down all the questions that you suggested and send them out to some people as soon as possible.

Definitely doing this. Keep an eye out for that on my, on my future website, guys. I love it. And Grace, where can everybody connect with you best?

Grace: Oh, you can find me at gracemarigriffith.com, it's my website. And then Instagram, Facebook, LinkedIn, at Grace Marigriffith.

Laylee: Amazing. And we'll link you in all of our show notes as always, and we will see you guys on the next episode.

Thanks, Lily. For show notes and resources mentioned on today's episode, head to SoHere'sTheThingPodcast.com. This show is brought to you by the Creative Educator Academy, where we teach creative entrepreneurs how to teach because I believe that industries thrive when experts can share their knowledge well.

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