

S1 – Episode 109 – Guest – Mindi Rosser

Transcript

Speaker 1

Hello I'm your host, Dorothy Mashburn, and welcome to salary negotiations made simple. Here I show you how negotiating does not have to be overwhelming. I break the entire. Process of negotiating into easy to learn steps that you can use in any salary negotiation situation. Whether you're starting a new job or preparing to ask for. Please expect to receive practical, actionable strategies that are based on real life experiences. I'll be sharing tips that have been proven to work where professionals like you have netted \$10,000 to \$40,000 in more in compensation. It's payment for the skills you already bring, so you need to know. How to ask for payment for those skills? Are you ready to learn how to boost your earnings? Let's dive in. We are in for a treat today because we are talking to our guest, Mindy Rosser. Mindy Rosser helps B2B business owners thought leaders and subject matter experts to start having great conversations with their audience, prospects and peers based on trust, authenticity and consistency on LinkedIn. She's worked within the agency world with startups and then decided to branch out to work directly with business leaders on their social presence, building thought leadership and working with them to fill their pipelines with ideal clients using link. As an entrepreneur, she values freedom and coloring outside the lines she loves building systems that work on LinkedIn and testing them to generate results for her corporate and entrepreneurial clients. I had the pleasure of speaking to Mindy about confidence, focusing on one thing at a time and finding great results by consistently showing up day after day. Please join me as we dive into mindya's thoughts, expertise, and wisdom. Hi, Mindy, how are you?

Speaker 2

Be here with you, Dorothy.

Speaker 1

Welcome to salary negotiations made simple, really happy to have the fellow entrepreneur to give us a little. Bit about her story and her journey.

Speaker 2

I'm excited to be here and just I think. Talk about confidence.

Speaker 1

Would you tell us a little bit about yourself? Your journey a little bit about Mindy.

Speaker 2

Who am I? I am an entrepreneur now, so I actually started in the agency world, worked at a startup like those early days. A little bit in fitness training and all. That too, at the very beginning and. I really found my stride and social media marketing. So I ended up going out on my own. I started consulting for the startup that I was employed at. I'm like, no, I like this consulting thing like it gives me some freedom to work with lots of different people. And what I discovered along the way was that I really enjoy. LinkedIn and helping people figure out that space and really how to use it as a B2B marketing and sales tool and

also to build relationships. So I started consulting there and helping other entrepreneurs other job seekers, people who just needed to get their LinkedIn profile together or whether they needed to get sales or build that marketing and personal. Branding aspect of their business. Help them really find their feet on LinkedIn because there's so much advice out there. It can be a lot. And then I I really enjoyed the people aspect. So I think it's just like connecting with other people like you. We we have done a lot of connecting on LinkedIn and I think just really finding out what drives people, what motivates them and like you know, how can I help you along the way.

Speaker 1

So it sounds like then you stumble upon. Or is that somehow tell? Us that story.

Speaker 2

It it was something I kind of stumbled on, so a little story on that when I was in the agency, I was working there. And I'm like, oh, this is good. But I wanted to work at a startup. So what I did was like, OK, well. I'm not really qualified for the job, I really. Want so I'm. Like I'm gonna have to get a little bit clever, but I have a lot of job. I have a lot of motivation to learn, So what can I do? So I sat there and thought you know what about what if I tried something like came? Up with a. Job Day challenge every day. I'm going to look for a job and I'm going to rework my resume and I'm going to submit. Every single day, even if it takes 2 hours, if it's, you know, maybe fast, maybe it may take some time. And I was going to use LinkedIn also to complement that. So I was going to update my LinkedIn profile accordingly based on the job description and then try to find the person that was in charge. Of, you know, making their. Decisions on who to hire, you know? Like, oh, who? Might I be reporting to? It was a startup world, so you know, it was pretty easy to find people. And so after two weeks of doing that, I had landed my dream job. I was like this one good thing actually works and the reason that it worked was so I was told by the person who hired me, he said. It was the way he reached out on LinkedIn, he said. It was that personal connection your profile was dialed in and it was the way you approached me and I thought, wow, this thing thing is pretty interesting. So that's what kind of got me into it, because when all of my friends back at the agency world were like. Under cloth and not ready for that role. But you got it anyways with a little bit of hustle. So that's kind of how I stepped into it. And then people started asking me to help them with their profiles and help them with outreach and.

Speaker 1

There we are. And how long ago was that?

Speaker 2

Ohh, let's see. That was back in 20/12/2013, so about 10 years ago.

Speaker

OK.

Speaker 1

Think a lot of my audience might feel if you're doing sales or if you're doing negotiations, it's a little bit of a icky or scary feeling. Tell us how you kind of reframed it with the personal connection angle.

Speaker 2

I think it really comes down to knowing exactly what you want and what they want because they think if you understand those two very fundamental things. Like, OK what? Do you want out of this, and what did they want? Give them that. It's like, OK, so you're basically you're looking to build a bridge between what they want and what you want. And if you can build that bridge effectively and feel confident in doing it, then it's like, oh, OK, everybody wins and it's not like somebody's losing out in the situation. You're all winning and all rising together.

Speaker 1

Yeah, I love that. You know, it's a conversation, you know, problem solved, and then it doesn't feel that daunting. Same thing with sales. Same thing with negotiation, this personal connection. You mentioned confidence, so that actually dovetails very nicely to our topic today. So walk us through if you have a story about how you gain confidence or if there was a time when you weren't as confident as you are today.

Speaker 2

I think in terms of confidence, I'm going to actually use a surfing analogy story, something a little bit fun here. I actually lived in Hawaii for those who are listening, I wouldn't worry about four years ago, we moved there right before the pandemic and we were there to just kind of like, experience it and see if we wanted to stay plant roots and. All that good stuff. And we took a surf lesson and my husband and I. And we're like. Oh, this is really interesting. This is really cool. After I stood up on my first wave. I'm like I have to figure out. How to do this? And this is amazing so I decided OK, this is one of the hardest. Basically, it is one of the hardest sports to learn and to become proficient and you have to learn the ocean and you have to learn how to move your body and. Like I was a relatively fit person and it was really, really hard to learn. So we said, OK, well let's you know, let's build this confidence here. Let's see what we can do and I think the biggest thing for me and learning. How to surf and to build that confidence? Because it takes a lot of confidence even to paddle out. Because it's very intimidating if you do. Not grow up. In Hawaii and you're like surfing these ways with all these people who can. We call it ripping. Who? Can rip on the waves. You know, and who can actually do. Maneuvers and turns. And you're like, well. If I could only stand up on my board, I'd. You know, it takes a lot of confidence to even just paddle out there. And so each time before we would go out, we would study the ways we'd look, figure out where the safe zones were, and we would actually say like mantras. To ourselves, to kind of get ourselves psyched. Up to go out and surf and also some people feel a little more spiritually inclined. You can also like think the ocean and, you know, kind of go down that path as well up. But whatever it takes to kind of ground yourself, for me it was really grounding myself finding the spot. So thinking about where I wanted to surf. The safest zone for me, where I wouldn't have anyone. I wouldn't be in anyone. And then actually paddling out. And so it's really about building the skills that I needed to feel confident even paddling out into the surf. And that's not even taking into consideration like actually ripping out away or anything like that. It's really about just getting out there. And I think the same applies to us in business or salary negotiations. It's really about. OK, what's that? One tiny little step that I can do to build a little bit of confidence today. And every time I would go out to surf. It's one thing I would think about. Sometimes it would be like, OK, work on your paddle. I think nothing really exciting about that, but it will make you a better surfer. Sometimes it was just studying the waves. Like, OK, how are the waves coming in today? You know, sometimes it was watching another surfer like a really good surfer and modeling their behavior like, oh, yeah, I'm doing that on the wave. So I think when

it comes to confidence, there are so many ways that we can build that. But it's one thing at a time. It's like 1 habit, one new action, one new thing to try. And so we're trying to put it all together like obviously, yeah, become a great circle over. Right. Can't become a great negotiator overnight. It's more one tiny. Step per day. And that builds on itself and it's like overtime it's like. Ohh actually feel confident.

Speaker 1

Were there days you were hesitant to go out there and what did you say to yourself to say like? Just keep going.

Speaker 2

So there are days, especially if you have not surfed, like really large waves. The days I was the most hesitant is when the waves were really large. Those might be a little bit above my skill level or you know, I'm pushing myself just a little further than I actually want. To go today. And So what I would do in those moments, again, it comes back to. The grounding too. Just kind of knowing your game plan and like, OK, if things go terribly wrong if everything goes off the rails, can I get in? Safely, because I think safety is a really, really important thing when it comes to confidence or trying something new. Like what is your exit strategy? Because if you know what your exit strategy is if everything. Goes wrong and you know what that is? You know how you're going to manage it. Then you're gonna feel a. Little bit more confident. So if I knew I could paddle out and safely get. Back in then I would go, you know. Like I looked at. Him like, OK, there's no way. Like if I knew without a doubt that it was just over my skill level, like, OK, not today. But you know what I can do is I can watch and I can practice and I can watch other people. Like, how are they doing this? And then maybe I'll be ready next time. So I think having that exit strategy does help a lot with overcoming the fear and just like, OK, if things go really. I have a plan. I have an exit.

Speaker 1

Yeah, in negotiations, we. Call IT Plan B or back now but. I mean it's. Essentially, we're all dealing with human psyche. Yeah, you said you you kind of sometimes have a mantra to get you motivated. And is there one you'd? Like to share with us?

Speaker 2

So one of my favorites is my success is inevitable. And I write it down in my gratitude journal every day. I'm like, OK, because that can apply to anything. It can apply like if you're trying something new. If you are trying to be successful in your family life and business professional life, if you're, you know, going back to school, educating yourself, it's my success is inevitable. It's like if you're putting all that. Effort into something it's inevitable that you will.

Speaker 1

You give it time, or is that kind of your next thought? You just give it time and persistence.

Speaker 2

Time. Yeah, it. Is it's all about the time. It's about the persistence. Sometimes you have to kind of shift too. Like you start heading in a direction and like something happens and you have to shift just a little bit or your trajectory changes and being OK with that, you know, it's like just trust. I think it's trusting. Process that once you make a clear decision that you will be. Guided along that path.

Speaker 1

And so I wonder if you. Can use your training or consulting a lot of your clients on overcoming some of those mindsets. Like any stories there that can kind of connect the two.

Speaker 2

So I think when it comes to what I do now in my consulting and helping people build confidence, it applied to LinkedIn. You know, I would say that's the bread and butter of most of what I do. I do a little bit on some other stuff, but mostly LinkedIn. And I think one of the biggest things that comes up for people is when they're. First getting on. LinkedIn it's really scary. I either don't like social media. Or I've tried it, it doesn't work. I don't want to post, you know. Do I really have to do this? Like there's a lot of reluctance or hesitation, and they also don't want to be seen as that person that's always posting. Are you desperate for work? You're on LinkedIn too. Much you know. So it's really kind of. Crafting their own. Unique persona and how they want to engage with LinkedIn because in a way it is a dance. It's a little bit of a relationship that you have with the social media platform, with the people that you have inside of that network and everyone can engage differently. And so I think it's realizing you have the freedom to choose. How you want to engage some people, it's good enough just to have a profile like some of the people like you know what? All you need to do is get your profile looking good. It's it's kind of like your billboard. It's your website. People will come to your profile and you can deal with them as they come. Others need to be a little bit more proactive and actually get over that hesitation in that fear of post. And start putting words out there and it's figuring out the most easy like next step, little baby, tiny baby step that they can take. They start engaging, whether that's liking a post or somebody else's, or adding a comment or resharing reposting something on LinkedIn, something like that can be really, really helpful, but it really is. About the mindset, it's really about how they feel, how they think, and you have to know where you're going with LinkedIn too. You don't want to just hop on and like you. I don't really know what I'm doing here, but I'm here and start posting Willy nilly or engaging and connecting with people who aren't really relevant. It's really being strategic. With how you're going to use the platform and making sure that matches with your personality and what you want to get.

Speaker 1

Out of it I 100% agree because I was very nervous when I first started or being jealous, or whether my content is relevant, but the ticket like you said, taking one step really help. The first step was the hardest.

Speaker 2

And it really is about doing the profile first. I usually tell people like don't think about posting, don't think about connecting. Just look at your profile and if you need to work on one tiny section at a time like start with the headline. OK, once you get that, move on to your about section, that one's a big one, you know, right, one paragraph at a time. Like if you can write one. Paragraph a week. Over the span of time, you will have written your entire about. Section you know. So it's really about breaking it down into tiny baby steps. Some people like to kind of go all in and like, I just want it done and get it done. Quickly what you can do, but you can also do. I like the baby step approach because then you're building confidence every single. Time you log in. To LinkedIn, you're building a little bit more confidence. On the platform.

Speaker 1

Course you haven't done your science like or ardent science as to how to set up your profile, so I love your approach. We definitely link your profile to the show notes so. People can reach out if. They need help if you're negotiating salary and. You need to exit strategy. To feel safe, if you're building your presence.

Speaker

And then I.

Speaker 1

Wonder if that is your exit strategy or. That helps you with that.

Speaker 2

There's a really good point and kind of tying it into LinkedIn, I think. And when I work with people that are a lot of them are negotiating some type of career pivot, whether it is finding a new job or like, OK, I'm kind of in that negotiating phase now they're looking at my profile. Your LinkedIn profile can be age or asset. I think, especially when people can see how many people you're connected to. They can see who you're connected to. They can also see the experiences that you've had. There's a lot that you can put on a LinkedIn profile that you can't include in a resume. So especially if you're like new to the role. Then that's that's definitely advantageous for you as well. And if you have worked up through the ranks at your company, you know there are a lot of accomplishments and such that you can put on your LinkedIn profile depending on your role of course, and NDA's and all that good stuff. But I think it really can be advantageous and it can definitely strengthen. Your case, and you're going to feel more confident if your LinkedIn profile is dialed in. When you go into that meeting to, you know, talk about salary, you are going to say. I know because I have done XY and Z. This is, you know, it's publicly available. People are engaging with my content. People are looking at my profile. So then you also. Know in the back of your mind if this doesn't work out exactly as I want, I could find them that you you could find another role. If you wanted but. You have that. Peace of Mind that no matter how it turns out. You can rely on your profile and the presence in the personal brand. That you've built.

Speaker 1

It boosts your confidence. I think if you have. That right, like so. It's all kind of interrelated.

Speaker 2

It's very much interrelated.

Speaker 1

Do you have any stories about like when you started posting in LinkedIn started really showing up in your power? What was that like? How did that happen?

Speaker 2

Yeah. So I was actually doing a lot of stuff behind the scenes for many, many years on LinkedIn, so I would be in other people's accounts and other people's profiles, making them look awesome, posting for them. But I wasn't doing much for myself. OK, I had a moment. I was talking to my business partner at the time and we both we put our heads together like, OK, we gotta start posting. So we were holding

each other accountable, I think to post something once a week. That was our goal and we content people. So once a week isn't too hard for us, like if we put our minds. To it, we could do it. Some people I recommend you know just once a month, once a month is fine as a starting point. But if you feel a little bit confident you have a little bit of content that. Can use once a week. So we decided to start posting once a week and over time it was amazing. Like all of a sudden, my network started to grow. I started to get more people reaching out to me. I started to feel more confident too, because now my clients could look at me like, oh, you're actually practicing what you preach. You tell us to post. All the talking. Now you actually are, you know. So I think that helps with my current clients and then also attracting new clients and people to me. And and what grew from there was I actually started to like. Change it up a little bit. Maybe I can start posting some long form content, so let me try doing a live stream which is very intimidating for those people who have never done it like a podcast. You know, except with, you know, you're videoing it. And so it was, it was very challenging, a little bit daunting, but I started to be able to build relationships with new people. People started to share that content. I actually had fun doing it. I'm like, ohh get to like actually help people and share the knowledge that I have, you know. So I think coming out from behind the curtain is cause for me. That's how it felt. But like I've like been doing all of this and I hadn't been. Sharing it, it's like all of a sudden I can help a new realm of people and also feel a little bit more confident and get some feedback on what I'm doing and get new ideas. So I think it can be a tool to actually start building those connections getting out there. But you do have to get over that initial hump or that initial fear of, I don't know if people are going to. Agree with me, I'm not sure I'm cut out to do this, but I usually recommend starting with one. Post per week. If you can start. With that and go from there. It doesn't have to be long. It doesn't have to be a live stream doesn't have to be a podcast or a video if you just want to write a paragraph or reshare a piece of content that counts.

Speaker 1

I like how you focus on one thing like job a day one thing a day one thing. How did you find that?

Speaker 2

There was a book. There is a book. I love book. There is a book called the One thing I tried in the movie author and it's not coming to me at the moment, but the book is called the one thing I read that book. It changed my world because I said Ohh it's one thing. At a time it's it's like it's not 50 things. It's not like this list because I have list running list but those I feel like intimidate me. So what I try to do is like. One thing at a time. And if I can just focus especially for short periods. So I like to work in spring. And like the job a day, you know it's. Like for 30. Days. It's not forever. You know, it's just 30 days and we'll see how it goes and I'll reassess. It's the same thing as like with the post posting once a week. It's like OK, let's try that for 3060 days, maybe 90 days and see how that goes and reassess. But usually one thing at a time because. If we start adding too many things on that list, it's really easy to lose focus, more our priorities shift and like I can't do three things.

Speaker

Today, you know.

Speaker 2

And yeah, you know something pops up. So if there's just one thing that you're focused on at. A time it just. Puts that laser focus on it and it. Helps you get things done.

Speaker 1

And I think a lot of my clients usually are like, OK, one more thing to do like I. Have to strategize. Or I have to post so just? Hold it down to one thing might make it easier.

Speaker 2

And it's boiling it down too, and it doesn't have to be a big thing. And I think that's why we think ohh, but it has to be a big thing every day. No tiny, tiny steps. Like if you're building a think of it as build. You know, I think we all we've all heard like it's 20. One days to build. A habit I don't know what the. Actual number is but that's it's. One thing a day and it's habit. So I think if you can shrink it down into a habit like a very small thing, like if your role for example is to post once a week, then maybe on Monday you actually think about what you're going to write Tuesday. You take your first stab at it. Wednesday, you'll put a graphic together. You actually post Friday, you're you're responding to any comments on that post, you know? So you're breaking it down into super tiny steps that all lead up to.

Speaker 1

Yeah, I really like that because it kind of dovetails again to we always talk about experimentation. So think of it as an experiment. You're just going to do this and see how it works and it doesn't. Work do something different.

Speaker 2

I love that you mentioned experiment. I'm like, that's what I use all the time. I talk about running LinkedIn experiments. And I think everyone tries to put together like a list of people I talked to. They're like, I want this big fancy strategy and I. I want this. Big complex funnel sales funnel and marketing funnel, I'm. Like, OK, OK, OK. And one experiment, one experiment at a time. So whether that's, you know, working on your profile, whether that's testing a new message, whatever it is, one experiment, and then if it doesn't work, that's fine because there are million other experiments that you can try. But I think we get lost in the weeds. If we're like, trying to run, OK. And I'm going to post here and then I'm going to do outreach here and I'm going to research people over here and. You're doing so many things, you're not going to find out what's actually working. So I think by simplifying it and it's like, OK, one experiment at a time, if it doesn't work, that's fine. It's just an experiment. There's always something. Else to try.

Speaker 1

And that's what we say about negotiations too in our and we say practice it with somebody, you know, that's one thing. Do it with somebody you don't know so well, and then do it in front of a mirror and do it in front of you know, just so you just get over your fear and you're testing your pitch, you're experimenting with how you're saying or putting your message out.

Speaker 2

And that's so critical too. It's like you can't get, I think, married to one idea or one pitch. It's like you do have to change it, especially if you're negotiating. You have to have a lot of ways to say the same thing



and and feel comfortable like it's got to roll off the tongue. So I think that repetition and that practice is incredibly helpful and I like the practicing in the mirror. I've done that. I've done a lot of speeches in the. Or you can even turn on your camera on zoom and just like start talking. And staring at yourself and.

Speaker 1

Like OK, I know, but it works. It does work, it does work. It's the hardest thing the first few times to rewatch yourself. It's the hardest thing I have to say. But you do it once you do it just once. And like you said, one step. At a time and it just becomes easier and you don't even think about.

Speaker 2

It's true, and you can also see like your facial reactions. And you're like, oh, my face is. A funny thing. There probably change that you know, but we learned so much and I think that visual feedback is incredibly helpful.

Speaker 1

When I'm rewatching something that I did on the TikTok video or something, and I'm like, oh, this makes it sound like I don't believe what I'm saying. Although I 100% believe it absolutely true. Do you use your mantra? My success is inevitable in your business as well as sun surfing and how's that?

Speaker 2

Yes, I do. And I've actually been writing the sound I heard it originally from James Wedmore. He's an entrepreneur out there.

Speaker 1

I do know. Yeah, I.

Speaker 2

Ohh, you've heard of him.

Speaker 1

Do know James? Yeah, he's great.

Speaker 2

I mean, even if you're not an entrepreneur, I think he just he has a fantastic podcast to mind. But he he has a lot of, like, positive, uplifting things and so. I pulled out. From him and I think that was probably two years ago now and I'm like, huh, I like to write down like a certain number. Things in my gratitude journal, and I write that one every day just because it's like it is so applicable to business and to personal life and fitness. Whatever you're trying to apply it to, but I think it's it just simplifies the concepts versus like this really long drawn out mantra. It's like OK, no matter what I'm doing, I'm going to be successful. And it may not look like I anticipate it will look, it may look very different, but if I stay on the path and if I follow the guiding, whatever is guiding me towards where I'm supposed to go, I will get there and it's it's up to me to take that baby step forward. So I also feel like they're like. My success is inevitable, but you

have to take action. You can't just like, sit there. Like I sit here. I'm just going to be successful. It's that's just going to happen.

Speaker 1

To you, you.

Speaker 2

Have to take action too.

Speaker 1

Speaking of games, Readmore actually. And we haven't talked about it. So it's funny, but I will link it in. The show notes of people he has. I think we signed up for his thing. He has like 100 affirmations that can be pick, one that. Works for you. So I'm going to pivot a little bit here. When you're talking to your clients, do you make a sales pitch and how does that? How do you handle rejection if there is an or a you're sensing you know?

Speaker 2

Oh this excellent question, because I think sales and negotiation, they're very, very similar. Is how we approach the process and what to expect when I know I'm going to hop onto a sales call. First of all, I keep it really short because I get to choose how much time is spent, so I keep it to 15 minutes. So I think having that very short time frame, I can instantly tell. It's usually like within the 1st 2:00 to 3:00 minutes. By the way, the conversation is going, there are certain signs that I look for to see if, like, OK, if they say this or this or this. I think I need to wrap up the call relatively quickly because it's. Gonna be a no, I'll. Point them to some resources. So there are certain phrases and things like if people are very price conscious. If they start asking me about the price right away or like how much is this going to cost or just even you can hear it in the tone. So I think always listen for the tone and the way people. Make eye contact, even if it's virtual, it's the way that people present themselves. You will be able to tell and watch the body language, I think. Is key like if you watch for these things and if you hear it's like, OK, this is going the direction I'm like, OK, I just need to wrap it up and be done and that's fine. If I feel like the person is genuinely interested and I know that price may be a factor if I can kind of sense like they're working, you know they may mention like they're working in a tight budget. Can you negotiate that weight? Little bits, you know. If I'm getting these types. But if this is your first time, you know you're maybe like, well, what am I actually looking for if they start asking a lot of price related questions or exactly what is covered? Like, if they're looking for. Very, very minute details. Sometimes that's a sign that, you know, they're either expecting a little too much from what you know you typically engage with or they may not gel with your style of working. But these are things that you kind of have to explore and I recommend like creating some questions like I have like 5 questions that I usually kind of like work through depending on the type of call. And it's fluid. It depends on the person and what they're asking for, but somehow I always get in my different questions to kind of. Sense what they're looking for? I also like to negotiate for. I mean, I do better negotiating like written e-mail. Like I will send a proposal that works better for me instead of when they ask for a straight up price if I know it's going to be like a project where I need to think about it or I need to pause, I really need to pull the elements together. I will say let me follow up with the proposal within certain period of time. That gives me an out because there are certain things certain services I have that are always a price, but if it's like a training package or you know

it's like oh, I need to give this some thought. But I always like to pause and I always build in a pause in some way, shape or form, like let me get back to you. I will get you a proposal. As you know, somebody. Who works with clients? Everyone's like my proposal. Thank you. Thank you and. Then that gives me the opportunity to actually do. More homework, like if I sense. That they're like, I don't know, like some people are not the best to work with or micromanaging types. You know, you're looking. For all these. Little signs then I will actually raise the price, you know. And we'll raise the prices a little bit for that, that payment, but factor. Yeah, I call it, you know, yeah. And then also I can price accordingly. So it gives me that chance to pause. So I think if you and sometimes you can't always build that into a negotiation, but if there's a chance to pause and think about it, build that in in some way because that does give you an out. Especially if you're like me and not really good on the spot. Some people are great on the spot and they know exactly what to say, I always.

Speaker 1

You would have fooled me, Mindy, because you sound like you know your stuff on the spot. Everything is improved in, right? I believe you that you're not being on the spot. It doesn't come across as that. How do you then think about the rejection? Do you, how do you make sure? It doesn't feel personal.

Speaker 2

That's a good one. I think at the beginning I used to, I used to make it personal every single time. Any time somebody. Saying no at the beginning, it just took me time to be told no enough like, OK, alright. I kind of know what my percentages are too. So when it comes to like sales if. You kind of track. How many people are like a guess versus a no? Like for me, my close rate is typically, especially if it's a referral or somebody that knows me is typically. 8085% is my typical close rate, which is pretty good if it's a cold lead. I would say it's probably about 5050. It really, really depends on the person and how they found out about me and how much they. So for me that's kind of what I go by. If I notice that my rates are changing a little bit too much, I'm like, OK, I need to rework my process or I need to attract the right types of leads and just be very, very clear about what I offer and what I don't. So with rejection, I think in order to not take it personally, just realize like. This is an exchange. It's some monetary exchange. When we are professionals, it's like, do they actually need what you have to offer? I mean, that's really what it and are they willing to pay what you are worth if some for some people, it's like they just don't have the funds. Like I've talked to so many people, like Mindy, I would love to work with you. I will be honest and tell you I don't have the funds. Like, OK cool. I can either. Offer a different service. Or it's like, well, it was great to know you if you, you know, know somebody else. Send them my way. But I think don't make it about you, cause it's usually not about you. It usually is like a monetary or they have to get approval or they actually, you know, you'd be surprised how many people really like you and want to work with you and want to give you what you want. Sometimes it's out of their hands. So I can just keep in mind that there are other circumstances. It's likely not you unless they tell you it's you. They do tell you it's you that it's like. Yeah, that's gonna hurt a little bit, but most people are not gonna say that. There usually are other factors that are involved. And so just kind of in my mind I usually. Say, oh, I can kind of guess at what the other factors may be, but it just make it not about me because it's it's really not. It's it's a negotiation. Do I have what you want and are you willing to pay me?

Speaker 1

One of our guests and was interesting was her analogy was I was, I was fought on because. It's the time. That you find that person in as well. So if you if you need a pregnant couple. So right now, they're probably looking for a crib or a nursery idea, not necessarily a stroller. But when it comes to when they're delivering stroller is the thing that comes to mind the first, so it's it's maybe a known now, but it's not known forever. Maybe that's another way to help the you know, that the the pain of their.

Speaker 2

I like that too, because I have like real life examples of that happening to me. Having been in business like 10 years, it's like people will come back and it's really funny. I have this one client. I feel like he comes back like every 18 months. He's like, oh, it's another project. Let's work together again, you know? So it's like when people are, you either finish a project or they move on, or they have that. Meeting with you like you said, sometimes they are not ready for what you have, but. I think the beauty of that is if you actually keep in touch enough or stay on the radar, they know exactly who to come to and why. And so you are already like the first person that they're going to. Call when they. Need X or when you know. They're like, oh, I know somebody who. Can do that. That's how I've gotten so much business like after those first few years in business and you've had enough. It's funny how referrals start coming, and like some random person you worked with five years ago comes it's like, hey, do you still do this? Can we work with you? So if you build those relationships like you mentioned earlier, with the connections you handled relationships and even if you think they're going. To say no. Or it wasn't the ideal interaction always leave on good terms? Because you just never know. They may tell somebody that tells somebody and they reach out to you, so it it could have a long tail. Effect as well.

Speaker 1

Yeah, yeah, yeah. And. Then if you have the exit strategy building, maybe you have built the connections on LinkedIn. Then they will ask you.

Speaker 2

I think that's also super important to know is like that I value LinkedIn and my connections there more than like my e-mail list has like most are preneurs are like Oh my e-mail list like Nah Nah LinkedIn because it just gives you so many different ways to connect with them. With e-mail, it's only you know you're sending. An e-mail to them on LinkedIn you. Can engage in so many different ways. And so I see that as incredibly valuable overtime. And if you pivot, if you decide to change direction. It's great because you have built all of these connections with all kinds of other people who have pivoted and gone. In different directions too. And so it's like all of a sudden, your network has expanded and grown in ways that you may not have it originally anticipated.

Speaker 1

My question for you as a LinkedIn expert and guru. You know what is the one thing they can do after they listen to the podcast that would help them. On their journey.

Speaker 2

I think the first thing is just log into LinkedIn. If you haven't logged in in a while, just log into LinkedIn and spend about 5 minutes just like clicking around on LinkedIn to get familiar with the platform. So this is. Like if you have not logged in to LinkedIn in a while, log in 5 minutes like spend 5 minutes. Look at your

profile, maybe update a thing or two, but literally 5 minutes. On LinkedIn and then call it a day, you know. There's your one thing I think after that. Point our issue like OK, I really am thinking about LinkedIn or maybe I'm in a pivot or I want to, you know, make sure that I have my exit strategy in place with my LinkedIn profile as part of that, I would consider definitely updating your LinkedIn profile, so making it as robust as possible because the more robust it is, the better so. Adding all of those sections to your profile, looking at your headline, making sure your headshot looks. Updating that banner image that is behind your headshot, making sure that top area deals in alignment with where you are and then kind of work your way down your profile. So I will tell people start at the top and work your way down because that's how people look at your profile too, so don't worry about all the stuff at the bottom until. You dial in the top and just start working your way down. Even if it's, you know. Chunks of five to 10 minutes per week to make your profile look good, just update things, look at other people's profiles for inspiration. If you want to reach out to me, I'm happy to look at your profile. Give some tips. I do that for people all the time. Feel free to reach out to me as well. Like if you have. Questions anybody listening to this? I'm happy to answer them literally. It is just about spending some time with your profile. Then, once you feel comfortable, it's connecting with people and commenting and interacting with posts. Those are the other two things that you'll definitely want to think about next. You do want to grow that network overtime and you want to engage with those people by commenting and interacting. With their posts too.

Speaker 1

Funny you mentioned that because I saw this one person, you know I've been. Following her for. A while and she all the sudden had been open to work, badge on her profile. Presumably she was caught up in the technology layoffs, unfortunately, but I think because she had interacted with so many people, I saw her face pop up in so many posts saying, hey, you know, so and so is open, who's got a role for her. And I was like, wow, this is the power of your network.

Speaker 2

That is the power of your network and I think don't wait until you are open to work to start acting on LinkedIn, because I think that's the that's the downside to not being active is when you actually need it. It's not there. And when you are proactive and you're like, OK, I don't need it right now, but I'm going to spend, you know, 10 minutes a week on LinkedIn, you know, connect with the few people I met this week, maybe comment a little bit here, maybe look at my profile, make sure I update a thing or 210 minutes a week on LinkedIn can do wonders for your future and just helping you build that network. Connect with people and be ready if that. If that happens, because it does. Unfortunately, things happen to all of us and being ready for that and having that network of people that that know you like you and trust you. Is really powerful.

Speaker 1

I think that's the whole point of this podcast episode, right? If you take the step.

Speaker 2

That you put together ahead of time, then the fear factor goes away. Would you agree? Yes, that's it. It is about putting it together because so many people are like we we see fear or I don't know what to do. I don't know where to start, but if you take that out of the equation, you're like, OK, do this one next

thing. OK, now that you. Done that one thing. What's the one next thing to do? Next, just break it down into baby steps then. It's like OK. This isn't that hard. This isn't that scary. You know, I have nobody on LinkedIn. There's no trolls coming after me on LinkedIn. You know, it's just good people that want to connect with me. So it's it's a really powerful place. If you invest that time. And yeah, if you break it down. In this step, so it doesn't feel overwhelming.

Speaker 1

Thank you so much. Mindy, I think you gave us a lot of great Nuggets on how to build our confidence, how to put things in place. So that we. Do have a fall back and safety net. And LinkedIn sounds like a great place to get started. And then once you get comfortable with that, there are other areas that I'm sure people want to venture out to continue to build on confidence. And remove fear.

Speaker 2

Yes, thank you so much for having. This is a fun conversation.

Speaker 1

Absolutely. Thanks, Mindy. There you have it, my friends. Great lessons in getting your LinkedIn profile. Greatly optimized in order to build your network and find the next dream job. Thank you to our guest Mindy Rosser for her insights. I know I took away a lot of great lessons in life, entrepreneurship and designing. The career of our dreams. Be sure to check. Got my free audio training on how to negotiate for your words at [www.worthymashburn.com/fight](http://www.worthymashburn.com/fight) for your works. Thank you for listening and bye for now.