

Build your Brand with Heather Holmes - The Power of Resilience and Authenticity

Transcript

Speaker 2

Hi, Heather. Good morning. We're recording on a morning on a Thursday. How are you?

Speaker 1

Good. How are you?

Speaker 2

I'm fantastic. It's a busy day, but it's a great day. I'm talking to you.

Speaker 1

Yes, and it's Thursday and it's good.

Speaker 2

Yeah, yeah. Coming up on a long weekend. Yeah. So, Heather, for our listeners, would you mind giving a quick intro what you do and how do you help people?

Speaker 1

Yeah. So I'm Heather and I'm the founder and CEO of publicity for good and we work with purpose driven mission driven brands and people to elevate your story and really increase brand awareness around your business.

Speaker 2

Wow. And how long have you been doing this?

Speaker 1

Since 2012, so over a decade and I started publicity for good almost eight years ago.

Speaker 2

Wow. And tell us. Tell us. A little bit about that journey.

Speaker 1

Yeah. So I got my start at an advertising agency was doing PR as a publicist. I loved it. I loved getting my clients media, but it really was 15 hour days like not leaving your desk, just working a lot and. There was a mom that worked there and I was wondering how is it possible to have kids at the time get them on a school bus and work? I I just didn't know how I could do it and then outside of that, my dad and uncle were really successful entrepreneurs, built successful businesses and I knew I wanted to be an entrepreneur. So. With the mixture of not knowing how I would be able to have a family and work so much, and then having the heart of wanting to be an entrepreneur to follow in their footsteps because they both passed away, I ended up really. Choosing to be an entrepreneur and I first started a clothing company called romp Away. I would get clothes from a thrift store and then make rompers and headbands and then from there I worked at an ad agency for 3 1/2 years quit. Starting my company in 2016. Worked full time at a gym for 3 1/2 years. Just making minimum wage but literally would get up at 4:00 or five. Work on my business. Publicity for good. And then I would work 9:00 to 5:00, come home and eat dinner, and then do PFG again. And I did that for 3 1/2 years and I didn't leave working at the gym until we were about probably at like 10,000 a month. But all my money that I made at the gym. I funnel funneled back into the business and when I quit my job at the agency June 15, 2015. I ended up moving back to my mom's house, built the business for my mom's basement, and then Fast forward. I went to LA for a press tour, stayed in California, lived in San

Diego, met my husband in 2018, and then from there he got out of the Navy. We got an Airstream. We lived full time in an Airstream for 3 1/2 years and then 20/19 was our first \$1,000,000 a year.

Speaker 2

So well, congratulations, fantastic. Yeah. So, you know, our podcast is salary negotiations made simple, and it's interesting how many people stories relevant are relevant to our listeners because a lot of my listeners are wondering, you know, if they're stuck in a corporate job or, you know, what to do next with their. With their lifes, journey or career journey and the reason I loved your story as I was following you on social media was because of this resilience. This kind of you know, ability to do different things, to follow your dreams. So could you tell us a little bit about what moments you had when you know you put in a lot of work, it didn't materialize and how did you feel at that point and how did you pivot from there?

Speaker 1

Sure, I'm. I'm trying to reflect back a lot of building a business is blind faith and it's so easy to get caught up in the winds and. And in the past I found it sometimes like, what do you do? Say say you're trying to get clients. What do you do if you reach out to 100 people that day and no one responds to you? It's so easy to get frustrated or complacent or feel like it's not working. But I found that when I didn't focus on those actions every day to plant the seeds that. I had nothing that grew because I wasn't doing the work. So try to really focus on the daily habitual habits that I have to do even when I don't get a positive response back meaning. I spent five hours calling potential clients and no one said yes or meaning that I'm pinching, pitching the media and I don't get the media results that I want. A lot of it is just the discipline and doing it every day because things take time, right, like people might call you back

or maybe they're not interested. So I've had to change my mind around focusing on. The habits. And celebrate the wins but not be complacent. Yeah, yeah.

Speaker 2

So that takes you out of this win lose mindset, I would assume.

Speaker 1

Yeah, but still, it's so easy to kind of have it be a roller coaster up and down.

Speaker 2

Right, yeah. Yeah. What? What's your mantra? How do? You get through that.

Speaker 1

I mean, it's a lot, I would say of like hustle. And for the longest time, my goal was to build a million dollar business. By the time I was 30 and I hit that Mark. Now I'm 34 and I have kids and now I want to build a business where I'm not as integral to the business. Meaning, like we have a team, but I'm still very much involved in the day-to-day operations. Yeah. So I want to grow into. Being more the visionary, instead of being in the tactical every day. So that's really my new goal, is now that I have kids, I want more space and time to be a mom and kind of step in to being a leader. First goal was to get to 1,000,000.

Speaker 2

Well, and you've accomplished that in record time, I would assume.

Speaker 1

Yeah, yeah.

Speaker 2

That's cool. That is amazing story. So tell us about confidence. So did you, were you always confident or did you get it, get it from someone?

Speaker 1

So it's something I have to work on every day because I find that oftentimes I'm too nice or I'll let people talk over me or any of those things. So I have to work on it every single. Day and I've also had to think through kind of who is my competition. Most of my competition is really big, fancy New York City, LA agencies and that's not us, but how do you play at that level and still have your own personality and not be a sellout? You know what I mean? Like. Yeah. For a couple of years. We've always been virtual as a company, but I think for a couple of years I allowed myself to be comfortable in that. What do I mean? Like now I'm in a place where. So I started my company and I just wanted to wear yoga pants and I wanted to feel to be who I was. Right. Because before I had to dress up all the time. Now I'm kind of back to figuring out dressing up and makeup. But it's a journey. I think it's hard when everything's virtual, it's easy to not do the extra steps to do makeup. But if you're not makeup, you need to wear makeup. And I'm in this place of like, wow. You have to find a happy medium. And I want to win and up all my competitors are showing up with makeup. Unfortunately, I need to find a way to be comparable to them and unfortunately do it because they're doing it too right? Like I'm to a point right now where it's kind of like it's a game. Right. And there's certain things you have to do like we are not your madman style agency at all. But if I know clients are interviewing other firms and they're fancy and, you know, it's all it looks so fancy. Right. Like you have to be able to. Play the part, yeah. Right. And with the zoom and everything and the digital world, it's probably been really easy to unfortunately be complacent. Or a little bit more lax.

Speaker 2

Yeah, there's a point you made about playing the part. And it's interesting because, you know, when we are in a corporate setting, we are in an arena more or less where we are, especially women being judged, whether we are being too nice, like you said or being too aggressive. So we have to almost wear. You know, almost be cautious about this and play this balancing act, but I like the concept of playing the part because that allows you to say, OK, I'm playing a part, I'm not shedding. Who I am. I'm not, you know, I'm still being authentic. But for this moment in time, I'm playing the parts to win the game.

Speaker 1

Yeah, for sure.

Speaker 2

True. Yeah. How? How is the kind of the gender biases in your industry and how do you how do you navigate those?

Speaker 1

So a lot of the bigger companies are for sure owned by men and a lot of people who are older have really successful companies or companies have been around for like 40 plus years. But you know, I try to have our differentiating differentiating factor be kind of like our core values and what we believe and like we have a homestead and we believe that businesses can make a difference. And we believe in freedom and like I make it very clear that we are not a New York City or LA. Agency at all. And I try to be really transparent and I'm trying to be OK and lean into that like we're not for everyone and not. OK. Yeah, I do work with us like there's like so much goodness comes and their business grows so much because it's the right fit as in like this is the right client who PR will help

them with their business and where we are aligned from a values perspective and how we want to make a difference with our business.

Speaker 2

Yeah, yeah, I love that about. Your website too and this is what drew me to to your personality and your services is you're being authentic in a world where it's very flashy and you can easily be a sellout, but you're being authentic and that's what I think is great for my audience as well, because they can borrow ideas from what you are doing. Focusing on a purpose for focusing on a mission and a lot of us now are almost beyond the material. I mean, we obviously want to have a good house and a good car and all that, but beyond that, we're looking for what is all our hard work going towards. Is there a meaning or purpose behind all that?

Speaker 1

Yeah, I mean, yesterday I had a sales call at 6:00 and after that I literally ate dinner and went to bed. And then just snuggled with my 2 month old and like I was so fulfilled from that moment, like those moments mean way more to me. And I think I'm to a place either. You're on board or you're not on board like this is what we do, but it's a partnership, yeah. As well.

Speaker 2

Yeah, absolutely. And it seems that when you do that, the money comes just like you, you know, I mean, you're not focusing on it seems like your wins or your losses, you're focusing on the process and the discipline and the money comes.

Speaker 1

Totally. I mean, sometimes sometimes there's things that. It's stressful and it's like the final hour. And you're like, like you're away from goal or

like, something, and then it'll just come in. Like every time. Like it's worked out through like prayer and manifestation every time.

Speaker 2

Yeah, yeah. Yeah. Tell us about manifestation. What? How does that look like? What does that look like?

Speaker 1

Yeah, I mean, it's everything from on YouTube. There's like high frequencies that you can listen to. That's just music. I listen to a lot of music around that I'll map out like my intentions and the things that I want to come to fruition and I review it pretty obsessively. A lot of it is prayer. And then. The hardest thing that I struggle with is like letting go the expectation like knowing it's going to happen doing the work but letting go of the expectation. If that makes any sense at all.

Speaker 2

Of the result. And how does that come back to you? How does that does it come back to you? The result then?

Speaker 1

Typically, but not always, as I think it. Will work when I wanted to, but you know I try to. I'm trying to make decisions now more based on data like we've been in business almost for eight years. We've served over 200 clients like we just had a client on CBS last week and it was syndicated to MSN and Yahoo News. So you know it's in the moments when the fruition isn't happening or the results aren't happening that I try to go back to some tangible results or data from the past to remind me to keep going.

Speaker 2

Yeah, absolutely. I like that. You know, you're you're you're really again going back to this whole concept of focus on the work and you cannot in a way control the results. You can only control the work. What do you work with individuals as well as businesses and how? How is your work split up?

Speaker 1

Yeah. So we've when we first got our start, we worked with people from click funnels, really successful small businesses and coaches. We've had a lot of great success working with personalities and businesses who have never been in the media. And then in a year's time, they've been on dozens and dozens of TV shows. So for small businesses, creators, influencers and personalities, it's often easier to get you pressed because you don't have a product. It's just your story and or your expertise topics as well. And then how it helps your business is you can incorporate the media logos on your landing page, new people and. Audiences or seeing your offer, I've seen clients get sales from their publicity and then you can incorporate all that publicity into your marketing, you know, would you rather go with someone that has the as seen on featured on their landing page and Instagram? Page versus someone that has no media, right? It's definitely the credibility piece to make you stand out against your competitors.

Speaker 2

So how if somebody listens to this and it's like, oh, I want that. What? How do you, how do you what do you do? What's? Their first step?

Speaker 1

So the first step is really to create a marketing and editorial calendar based around their business goals and objectives. From there, we look at what's happening. So we build out a plan. November is national

entrepreneurship. That month, national social Media Day is June 30th, so we build out this plan to then create editorial calendar for pitching. We work with podcasts, TV, magazines, digital publications, and national media.

Speaker 2

Well, and so if somebody is listening and saying I want to engage with Heather, how what is the first step to?

Speaker

Do so.

Speaker 1

So the first step would be to schedule a discovery call with publicity for good, and then we would assess your goals, make sure that PR is the right next step in your business, and then we will go ahead and sign an agreement and create a plan and then run and start getting media interest in the 1st 30 days.

Speaker 2

Ohh wow, that's amazing that quick. Yeah, yeah. And you? Have an event coming up in November that people. Can get a flavor of things right?

Speaker 1

Yeah, so times are changing. Uh. So we have an event where people will be able to create your comprehensive communications plan, integrate AI, integrate publicity. So you walk away with the comprehensive communication plan for your business in the digital age. So I'm really excited about it. It's October 11th through 13th. People can come to the. Event it's in the mountains of North Carolina, so it's a really great opportunity to reflect and create your plan with some really amazing

speakers. And then if people can't come, they can attend virtually as well.

Speaker 2

Wow. And where do you go to actually, if you unlink everything in the show notes. So if people want to check it out, you know, see if that's for them, that would be, that would be a great thing for people to be featured in news and be.

Speaker 1

Yeah. And I know that you're going to be coming virtually too. So hang out with you as well.

Speaker 2

Absolutely. I am looking forward to that.

Speaker 1

It's going to be fun. It's really going to set people up for success, walk away with a comprehensive communication plan for your business so you have clarity on how to scale with communications in the new era.

Speaker 2

Yeah. And one of the one of my some of my listeners are also looking to be thought leaders. So you know because they have 2020 thirty years of experience and this is knowledge that the world needs. So they could potentially be benefited from this as well.

Speaker 1

Totally thought leadership is huge. Stepping into being seen as a leader outside of just the product and service you sell.

Speaker 2

Yeah, and that could get you to your next dream role versus being the corporate person, 9:00 to 5:00 or 8:00 to 5 or whatever you're doing.

Speaker 1

And it should help you scale by you stepping into your expert topic. You can utilize that as an expert and growing your company position yourself as a leader at your company. Use it to attract talent to you because you're an expert in a certain topic. You actually can become a thought leader. With working for a corporation.

Speaker 2

Yeah, that's a great point. You can get your promotion next because you're showing up this way.

Speaker 1

And you're an advocate because the founder can't be everywhere. So that's a huge opportunity. And when I was at the ad agency. The so essentially I was given an ultimatum. I was working there for 3 1/2 years. I was bringing in the most amount of publicity for our clients as well as get securing the most amount of new business to. Calls, but what happened is I was given an ultimatum because I had a side hustle. I was doing network marketing, beach body. I was bringing in like \$500 a month. Not much at all, but I loved learning and I learned so much from that. I think if I wouldn't have been given an ultimatum. Between the side Hustle, network, network marketing and the ad agency, I might say. There. So I think it's important for corporations and CEO's to realize that if people can work for you but maybe have a side hustle, as long as it doesn't interfere with the work and performance and expectations. But I think that's the new norm. So, and I think people might just want to be out. In the media. Or your top be a thought leader but still work for their

company and that's totally fine. Yeah. So much value for that to grow in your position and step into being a. That are for your company.

Speaker 2

Yeah, I love that. And if if your company has an objection to that, even though you're performing, then it's also an indication is if this is your long term fit, as you know in your career journey. So you really have the reins, the control of your journey. If you have this side hustle. Thought leadership and really control how you steer your own journey. Yeah, yeah, I love it. Well, thank you so much, Heather. I love your publicity for good messaging. The purpose. I love that you are growing and doing good. And thank you for coming to our show.

Speaker 1

Thank you. We'll see you at the event.

Speaker 2

Yeah, absolutely. And I'll. Put everything in the show notes.

Speaker 1

Take care. Perfect.