

Samantha:	00:25	Welcome to episode two of Process to Profitability. Today I am talking with Maggie Giele, who is an award winning business and marketing strategist, helping fiercely dedicated business owners slay their strategies and scale their businesses with a sprinkle of magic. Our episode today is all about creating a great client experience and how you can do that through processes and automations to make it really easy for you to have a profitable business while still serving your clients well. Maggie goes over some of her best tips for creating that client experience. Why you need to wait until you've actually worked with clients to get started on this, how she improves her client experience after every project, and ways that you can get feedback during the process. To make sure that you're on the right track, that your client is happy, and that the end result is going to be satisfying to everyone. I hope you enjoy this episode. Hi everybody. I am here with Maggie who is a business strategist and we're going to be talking all about creating a great client experience. I'm so excited to have you, Maggie.
Maggie:	01:34	Thank you so much for having me.
Samantha:	01:37	Why don't you start by telling us a little bit about who you are, where you're from and what you do.
Maggie:	01:47	Sure. My name is Maggie Giele. I live in Frankfurt, Germany and I work internationally, but I actually grew up in Singapore and the US as a child and my family's actually from Prague, the Czech Republic, so a little bit international, which it makes life very interesting. It's very easy to find a common topic with many people around the world. So that's great. I am a business and marketing strategist. I help businesses scale and grow their businesses online and slay their strategy.
Samantha:	02:16	So today we're talking about creating a great client experience, which is really relevant to the podcast because it's all about serving our clients well as business owners. So why have you found that a great client experience is important in your business?
Maggie:	02:34	Hold the where I am in business. The more I realize that it's really all about referrals and that's the biggest way I've seen my business grow. You give one client an amazing experience. They tell their friends or their colleagues and things kind of take off from there. So I think honestly providing a great customer experience should be the goal of any business.
Samantha:	03:00	How do you work with your clients and incorporate the client experience into helping them grow their own businesses.?

Maggie:	03:06	I guess a number of ways. One is, I try and be very clear with expectations and with giving information. I know from my end I really like knowing what's coming next and having that semblance of control, when I'm part of something. So I try to do the same for my clients. Like here's what's happening next, here's what you should be aware of. I try and anticipate questions as much as I can. I tell my clients my plans. When you work with clients and customers, try to make sure that your clients don't have to ask you any questions because you've already told them what they needed to know and what they need to hear. That's the thing, the biggest thing is managing expectations, being really transparent with the next steps. And for me, I really like kind of adding a bit of sparkle, a bit of magic, to my own client experience as you've seen my website my environment is very fantasy infused, so that's always makes it fun. So things like sending snail mail, sending handwritten cards, sending random gifts. It doesn't have to be a client on-boarding gift or your finished project gift, but just, Hey, I felt like sending you something or I saw this thing, I thought of you, and kind of like going a little bit above and beyond the general expectations of the surface. Plus it's so much fun.
Samantha:	04:26	So you mentioned that you try to answer everybody's questions sort of in advance. So do you do that, on your website, do you do that when you talk to them or do you have like a PDF? How do you answer all those questions without sort of overwhelming them with information?
Maggie:	04:45	So this kind of comes with experience. On one hand, lists of the main information that people need to know to kind of take that next step to work with you. So that could be like on an FAQ page or in your services. Things like getting a timeline and process, what are the next steps? So someone wants to hire you or they start working with you. They don't have to ask, OK, what are we doing next? What do you need from me? Those are the questions that are answered as soon as possible, one, on your website or on your sales page, two, on the client consultation. Most of my clients don't really read my sales page, which is fine. But that also means that I need to explain some things on my client consultations because I mean, I don't know about you but I don't read to well online, I just have to skim things. So even small details that way and yes, I also send a client welcome packet which contains some of the more important information on working together, office hours, that sort of thing.
Samantha:	05:51	Yeah, I think it's nice to have all of those because we do tend to skim over things and you know, people might not read something on your website and if you reiterated it in a call then

they'll get it. And it never hurts to say things more than once because a lot of times when I feel like business owners run into trouble is with setting those expectations with clients.

- Maggie: 06:15 Absolutely. I absolutely agree with that. I think managing expectations is one of the biggest make or break things for a client experience because if they have much higher expectations because you as the business owner weren't clear with what they're getting, that is terrible because you're going to disappoint them. And generally if expectations are that they don't know what's coming next, that can put people in an uncomfortable position because they're thinking why hasn't she replied to me? Why haven't I received this stuff yet? So for me, I always believe it's your responsibility as the business owner to take charge of that. And the client shouldn't be asking you those questions. You should have already informed them, or they should have an easy way of finding out. Put it in a welcome packet or something like that.
- Samantha: 07:03 Do you have certain things you always recommend we start setting expectations for? Like I always on my website designs tell clients you should put your office hours on there so people know when you're going to email them. Are there other things you start with setting expectations as?
- Maggie: 07:19 Absolutely. I actually just made a video of this today. So office hours, absolutely. Very, very important. The second thing is how you want them to communicate with you. I actually ran into this problem when I was at a point of severe growth pains in my business that I was having so many inquiries. It's a good problem to have. I'm not complaining, but I was having a lot of client inquiries. I had a lot of new clients coming in and existing clients how to take care of and I had people emailing me, messaging on Facebook, messaging on Instagram, you know, on slack and all these platforms and it was driving me completely crazy. So now if you are a client of mine, you get a welcome packet that says about three or four times, please send me an email if you want to communicate with me because otherwise I might miss your message.
- Samantha: 08:12 That's a big one I think because people will try to get in touch with you in a lot of ways, especially if they feel like they haven't heard back from you in the time frame they were expecting. Then they're going to just go to different platforms and try to contact you and things get lost.
- Maggie: 08:30 Exactly. And I was having that problem. I was missing messages or it took me five minutes to find that piece of information I was

looking for because I didn't know if it's in Facebook or an email or Instagram. The third thing I wanted to mention here as well is that you should even be giving clear expectations on when a client should expect a turnaround or message. If they sent you a message, should they expect a 24 hour, 48 hour turnaround for a reply? I have friends who only work on their business once a week, so as a client, you know, alright if I email them now, I'm not going to get a reply until Tuesday because that's when she works in her business.

Samantha: 09:06 Yeah, that's a good one too. And I think some of that comes in and you might find this is true with time zones. If people are in really different time zones, it can be confusing as to when to expect messages too.

Maggie: 09:20 Yeah, exactly. I live in Europe. Most of my clients, like 70 percent of my clients are in the US, so they're at least six hours behind me, so they know that if they're going to send me a message in the afternoon I'm only going to reply in the morning because it's like 10:00 PM my time or something. So yeah.

Samantha: 09:42 Yeah. So how do you create a great client experience every time? Do you have automation set up to help do that?

Maggie: 09:55 I do have automation set up, but I think the biggest thing is that you need to systematize. This is again something I speak from personal experience with this because as I started getting more and more busy and since I started getting more and more clients, it was completely overwhelming. I didn't know what I should be doing. I didn't know if I had already done that for that client or not for that client. So just sitting down and writing a list of all the steps that need to happen per client. Here's my on-boarding process. Here is what happens during? And then going through that and see what can we automate, what can you delegate and what can we get rid of.

Samantha: 10:35 So do you follow that same process for all of your clients no matter what they're coming in for? Or does it vary?

Maggie: 10:41 It does vary. I have a framework, I follow for every client. But I also am flexible because half of my clients come to me and they are just starting their business. I'm a strategist, so they come to me and say, Maggie, here's my business idea. Here's what's going on. I have no idea what to do next. Marketing strategy helped me get launched and helped me from the ground up. So they needed a different approach because we're starting from scratch in a lot of social media content, that kind of thing. Then I have a second set of clients who come to me at a stage of I need

to scale my business. This is not sustainable. I have too much work to do. I'm about to drop the ball here. I need help on how I can kind of keep my sanity, make more money.

- Maggie: 11:28 That's key for my business. So there's definitely a different things that each set of clients requires. That's something I highly recommend that if you work in a service based business to kind of analyze your clients or analyze on your top five clients or top three clients all the time and try to see what similarities you have in those clients so you can kind of come up with patterns. If I get a client that is coming from this position, here's what they need. If I'm getting a client from this position, here's what they need. So back to your question, yes, a framework for clients, but I know if I have a client is coming from the beginning of the business, then they need certain things from me and they might not need some others. So there is flexibility in that.
- Samantha: 12:15 Yeah, that makes sense. And I think a lot of service based businesses we're serving sort of one umbrella dream client, but there are different stages that people are in underneath that or they might come to you for a different type of service. I know for me, I do branding and website design so they might want one or the other or both, and so I have to have an overall process, but then within that I have everything broken out for each of those processes so that if somebody just wants one thing, I don't have to go in and totally create how that's gonna work.
- Maggie: 12:52 Yeah, that's really important. And I completely agree with the umbrella of your dream client. I don't believe in client avatar exercises or maybe client avatars. I love working with analyzing it in psycho-graphics. So looking at personality traits because especially if we're working online, there's a very high chance that our dream clients and those are great clients that we've loved working with. Don't have the same kinds of demographics. They're coming in from different industries that are coming in from different locations. They have different family backgrounds, but for me, what I've found is that my best clients, the ones who I absolutely adore, have very simple types of personality traits that you can see patterns from there.
- Samantha: 13:39 OK, that's a really interesting way to look at that. I've, I've found the same thing to be true in my business is that I had to sort of walk away from, they do exactly this thing and are at this stage in their business and it's more about sort of what the focus of their business is instead of fitting into an exact list or an Avatar.

Maggie:	14:01	Yes, absolutely. And the funny thing is from my business, I have two main types of clients I mentioned the ones that had just started the business and need help and the ones who need to scale the business but they both come to meet with the same process which is my signature package or program. Split your strategy. So they both go through the same process but with different goals in mind. So again, I had that framework but I tweak it depending on who the client is and what they need,
Samantha:	14:33	How do we create processes that fit our dream clients, whether it be their personality types or however people are finding that instead of making it really general?
Maggie:	14:44	Well. Honestly from processes. If we're talking about like the client on-boarding or off boarding process then I say, keep it as simple as humanly possible, automate everything and get rid of everything, make sure there are no extra steps or extra clicks for you involved, so that you can focus on the actual core client work and in terms of making it more customized. Again, I got sparkle, so making it customized by sending, you know, hey, I thought of you, I found this cool resource and I thought you'd love it and kind of going that extra mile of making that client feel special and making them feel that you are actually going out of your way, that you care about them, and it's not just another project for you.
Samantha:	15:30	That's a lot easier to do when you know your clients really well when you've been working with them because then you know what they're going to enjoy or what they might need as opposed to having just one generic thing you send to everybody, that might not fit with what they need or what they're interested in.
Maggie:	15:51	Absolutely. I think for the client process itself and working with a client, I don't think that really needs to be tailored that much. Again, if you have a framework of here are the core steps that need to happen so that I can get my job done and then you can add a layer on top of that depending on, OK, this client really wants a look. What can I do to make that process better for her to build on top of a foundation that you use for everyone?
Samantha:	16:23	I feel that I've found in my business that if I talk a little bit about my process, this process that I've created helps me create something really great for my clients. I talk about that on my website and then I tend to find those dream clients. Do you feel like that has helped you as well?

Maggie:	16:40	Definitely. I think, the more I talk about the fact that my process is in-depth and it's intimate and you are going to be working with me for eight weeks, every week, so that we create for you a digital strategy to scale your business. I am attracting more people like, oh my gosh, wow, your work is so in-depth, this is the amount of analysis that happens. This is the amount of work that goes into it. I need this foundation. I need this level of support and insight into my business. And you know, when I was starting out, I think a lot of people can empathize with us maybe or this is going to resonate; I was pretty insecure with this. Was it the right way to go? I have a masters of science in marketing so I'm used to this level. This is how much we have to analyse and I'm working on writing a report and all these things I don't do.
Maggie:	17:34	I don't go the academic with my clients. I was seeing online that everyone was doing implementation and I was thinking, should I be doing implementation or should I be doing done for you services? And I didn't really talk about our problems, because I was like, I don't even really know if this is the right to focus on and I realized that I cannot do done for you services at that level because having one phone call, I'm simply not going to have enough information to be able to do a launch strategy for you or a business growth strategy or a marketing plan unless I already know you and your business really well beforehand. Just realize that and so starting to talk more about this is why my process is so in-depth. This is why it takes eight weeks. This is why I cannot do the same thing for you in two weeks. It's just not going to happen. And that's just the people who liked that and who want that level of intimacy and insight into business. They were like, oh my gosh, tell me more.
Samantha:	18:41	Now, I know that a lot of people in the business world struggle with this. So I wanted to ask you about what happens if your clients aren't sort of meeting up with the expectations you set for them. So if you set them deadlines and they're not meeting them, how do you sort of reconcile that with still being really kind and giving them a great experience but also keeping them on track so that you can get your work done and that they can get the results that they are expecting.
Maggie:	19:15	I think first of all, being preemptive about that, especially if you do web design and branding design where you where or your copywriter or you're waiting for clients with fluffy content, making sure you are very, very, very clear on that. In your contract, in your consultation call on your website, in your welcome packet, this is just an in pieces of information that you say over and over again because it's that important and also the

outline here is what's going to happen if you don't meet those deadlines, the projects are delayed, there's going to be a late fee because you're pushing my other projects back and I won't be able to have time to do everything and that you are very clear with these kinds of full consequences. Sounds harsh, but at the end of the day, we are running a business here, right? Having our clients, stick to timelines, if that's really important to our business, just it needs to happen.

Maggie:

20:12

So managing those expectations up front and very, very clearly. Again, like I said, you have it in four places. Your website, your consultation call, your welcome packet, and your contract. That should help diminish a lot of that. A lot of that, potential miscommunication or your client not following up from the deadline. And the other thing is actively, I guess two other things actually sending constant reminders, hey, it's Monday, here's what I need from you this week. Please send to me on Wednesday so that on Thursday and get started on your design so that by Friday you get x. So again, here, here is why I need it, here's why it's important for you to deliver this. And the third thing is creating systems and frameworks in your business to make it really easy for your clients to deliver that content or whatever else to you. So if you know, hey, my client are always stuck on sending me their about page. Then, you know, create a framework here is how do we construct for an about page, here are the pieces of information that can go in there. Again, that's part of creating great client experience because there's less work on their end, and you only have to do it once because you can reuse that for every single client. That makes life easier for everyone.

Samantha:

21:31

Yeah. I love that advice because you're right, it does create a great client experience. It tells them why they need to get things done by the deadlines that you set. Which sort of gives them the responsibility and you know, if you lay out what's going to happen, if they don't, then you're sort of covered on the back end where you're not letting a project drag on forever because you feel like you can't tell them that they need to get their stuff in now or they're going to get charged extra. But I loved what you said about sort of creating the framework for an about page or something like that because you can't do that until you've actually gotten into working with clients to see where it is that they struggle. So I think that has a lot to do with as you grow and as you scale your business, you need to figure out where those pain points are for them and create things that make it really easy for you to help them without having to get in there and do it hands on yourself.

Maggie:	22:31	Absolutely. Yeah.
Samantha:	22:35	OK, awesome. Do you work with, mostly service based businesses or do you work with product based businesses as well?
Maggie:	22:44	It's probably about 50 50 right now.
Samantha:	22:47	OK. So how has this whole client experience different if you are a product based business?
Maggie:	22:57	Well, with a product based business. It's secondary because you likely don't get people on the phone very often unless your wholesalers are looking at getting a product into a subscription box and you might have a meeting. So it's more difficult to create a great customer experience aside from product because you have much less human interaction. But, through your social media and through your website you can actually add more things to make people feel more special just by the level of detail that you put into your work or taking your packaging up a notch. That when someone opens your product and there's something special that they weren't expecting that surprises and delights them and it could be something like a fun sticker that's there, doesn't have to be expensive, doesn't have to go overboard. But out of these personal touches, even in your social media, in your content, your newsletter and your product packaging to make it more memorable for the end customer.
Samantha:	24:03	Yeah, that makes sense. Because you're not interacting one on one with people nearly as much. But there are still ways to make getting your product and opening it and maybe hearing from you afterwards to just check in to make it special without having to really do one on one work and try to get people on the phone. Because most of the time when people are buying your product, they don't really care about having a phone call with you.
Maggie:	24:32	No, but you know, I can give an example. I ordered a box for someone from Givelovely.com. It's just a gift giving service and I got an email from them saying, thank you so much for ordering, you're supporting a small business. And I replied and had a conversation with the owner and it was really great that there was that level of personal touch and appreciation. We exchanged on social media and then I tagged them in something else, but when I bought a gift myself from Givelovely.com that packaging is gorgeous. There is a sticker in there that is a handwritten card. So you can really see how they've gone above and beyond to make even the act of opening the box or even

opening the packaging to see the box inside to make them feel special. I was so excited.

Samantha: 25:22 Yeah. And I think when you can do something like that, that's when people are going to share about it on social media and tell their friends because it wasn't just opening a box from Amazon that everything you know, always looks the same. It was something that was special and that you want to share with people you care about who might enjoy it too.

Maggie: 25:40 Absolutely. So with most products you can always find things in your process from first contact to final delivery and follow-up. What can you do to make things easier for the client or customer, easier for yourself and your business and how can you make them feel a bit more special.

Samantha: 25:58 So do you have any other advice you'd like to share about creating a great client experience, especially as people are scaling and growing their businesses.

Maggie: 26:08 Systems are everything. So if we had this conversation two years ago, I hated systems that try to void everything humanly possible. I didn't want to talk about project management, but as my business grows, I realized that that is literally the foundation of your business. Making sure things are automated as much as possible, that you don't have a think about unnecessary things because they're all happening in the background. That's been a really big one, like making sure that your client systems or customer systems are in place and you're constantly working to improve them. And the other thing that I do personally that I really enjoy is with every single client I have, I make at least one improvement in my client processes. A couple months ago I said, OK, you know what, I'm going to try using Trello for project management with every client because before we just use the google drive to share information and to share notes from our call.

Maggie: 27:13 And now I have intro that every week I immediately on the call itself, the client I typed in their to do's in a Trello card or note cards. That makes it so much easier for me because I don't have to go through my emails or google drive, finding out the last action steps and then sending them an email, hey, check me in having to the action steps because I can see if they've been ticked off or not. Or if they get stuck they just write their comments and tag me and say, Hey, I need more information about this, or I tried do this and then got stuck tell me what to do. I think you made a good point that it's supposed to be easy

for your client and for yourself. So it has to work for both of you and not just one or the other.

- Maggie: 28:08 People sometimes assess women or creatives or whatever you want to call it. We will get lost in the kind of glitz and glamour, the sparkle of things like what is the best present I can send this new client? I have to make my welcome packet this amazingly, beautifully, professionally, designed PDF. But at the end of the day, if you want to deliver a good client experience, the systems and processes you have in place, just make things easy for them. Our best. That's the basics that are going to make them happy for a good, fine experience and having those systems and process in place is also going to make your life so much easier as a business owner because you don't have to be fiddling around like, Oh crap, did I send that, send them this information.
- Samantha: 28:54 It also doesn't have to be expensive.
- Samantha: 28:56 So I feel like we see all these gifts that are like really high end and fancy and most clients aren't expecting that. They just want to know what they're going to get in the end is going to be what they wanted. And you know, if you can go above and beyond that in any way, they're going to be really excited about it.
- Maggie: 29:14 Yes, I completely agree with that. A rule of thumb that I personally follow as well is I set aside about 5 percent of a client's fee on those extras, on welcome gifts or anything fun that I can think of that they will enjoy. I love getting snail mail myself, so that's fun for me too. But, people forget those basics, like what is the reason they hired you? They hired you so that you build them a website, not so they get these really cool things in the mail. And the other thing that I see, especially online, people get really lost in sparkly details which are so much fun and they are so much more interesting than thinking about processes and systems. I totally get that. Been there myself, but you first need to get clients. So don't go off and hire a professional designer or spending hours on this gorgeous welcome packet or this custom packaging for clients you don't even have yet. So start slow, learn to understand your clients better. Do some mild stalking on social media, check out their Instagram or Pinterest. What do they actually enjoy, what are they looking for? And once you get them as paying clients, then deliver to them the basics of what they wanted, the reasons why they hired you, so the results, with the goals that they have, and then you can start layering on top of that and you don't have to go out and buy really expensive gift boxes for them. Honestly sending a handwritten card that's going to cost you like what, \$3 or something, and takes you a couple of

minutes to write. Like that's just such a nice personal gesture that is unexpected, but that could be enough.

- Samantha: 31:00 Right. And it depends on the service or product that you're providing, too. If it's a really long term, you know, big investment sort of thing, then you can go and do some of the more expensive things. But if it's something that's short term or it doesn't cost very much, it doesn't make sense to do that because then your business still needs to be profitable.
- Maggie: 31:22 Yes. So that's why I liked the five percent or three percent or however much you wanted to spend as a rule of thumb. If you are handling someone's \$50 project, no, you don't have to send them anything. That's up to you. And again, you're trying to build a business here. You need to look at your bottom line. How can you be profitable and at the same time provide a great customer experience. So if the finances are an issue for you right now at this stage of your business, then there are plenty of things that you could do for free that are not going to cost you anything and are going to the experience better. Just checking in with them. How are things going? How can I support you? Do you have any questions? Is there something else that hasn't happened and that you would like to see?
- Maggie: 32:14 Giving your clients an opportunity to give you feedback during your process, can actually completely changed around a bad customer experience or a less than positive client experience for them because they can say, hey, yes , Samantha or Maggie or whatever, I wish that we actually covered more on this topic or I'm really missing this element in my branding, can we make something happen to do that or I really wish you'd reply to my emails faster, then you can tell them, well I can't because of these issues. So hearing those expectations again.
- Samantha: 32:40 Right, a lot of times they might be thinking that they expected something and you don't know what they're thinking until you ask them and they tell you.
- Maggie: 32:48 Yes, absolutely. One of my core values is honesty, always. I'm not sure if that's because my family's Czech who tends to be quite direct. My husband is a Dutch. He's Dutch from Amsterdam and a sales manager. So he's like super, super, super direct. A lot of that has rubbed off on me. So this is something I say in the beginning of any client work. I'm very transparent. If you have feedback, if something sucks, if you're unhappy, tell me and we can do what we can to make sure that you have a positive experience. I can't do anything if I don't know what the problem is. Being that open with clients, like just

telling them that it's OK that they can tell you if they need something to be improved or changed or they don't like how some things are working that just gives so much freedom and control in their hands to make sure that they're happy in the end that's good for you because you want happy clients because that's how you get referrals and repeat customers. So you benefit

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| Samantha: | 34:00 | When your clients get a chance to tell you what it is that they're missing, then they, like you said, they get to give you that feedback. They feel like they're in control and they're getting what they want out of the experience. And it gives you a chance to either fix it, which is usually a lot simpler, during the process than it would be afterwards or to say, you know, I don't offer that and here's why, and give them a reason why their expectations don't quite fit with what you're offering. |
| Maggie: | 34:29 | Absolutely. I don't want anyone to think that I'm saying, just because someone or a client says, I wish we had more of this. You have to jump in and do it. That's not the case at all, but just give the opportunity for an open platform for communication. I strongly believe that honest, open, transparent, positive communication is the underlying basis of any working or any relationship. If they do say, hey, I really want x, and you know, that's just not within the scope of the project, or that's not what you do, what, you're not willing to do that, which is fine. Then we know, OK, this is an area I have to be much clearer about in my communication before we get to this point with another client. So mentioning on your website, consultation in your welcome packet, and in your contract. |
| Samantha: | 35:21 | Yes, and it is always learning from the feedback that you're getting from the experience that you're having, what you need to change in the future. You're not going to know that until you start working with clients or sending out products, what it is that you need to change and adjust. |
| Maggie: | 35:21 | Absolutely. |
| Samantha: | 35:38 | Tell me two things that you're loving right now. Business or life. |
| Maggie: | 35:44 | Business and it's going very well. I am booked out for the next couple months which is amazing and I am working with really, really dreamy clients. I am not saying that to show off and not to bring anyone down, but I can tell you just this kind of traces back to when I changed my position and my messaging, when I started adding a lot more personality to my business. When I started to saying, "Hey, my dog is called Frodo and I'm doing like |

a Harry Potter marathon with my sister who is visiting. And you know, I have unicorns behind me in my office". I'm using a lot stronger language that I would use on a client call and it works in marketing. This is the transformation. I'm beyond happy and grateful about that. And in life I, I'm loving the fact that my business has freed me this weekend that I can say, hey, I feel like going into a café and I do, or hey, I feel like going with my dog to the park or hey, we're going to stay for two weeks because you know, we can and I can still do my client work from there. And so that freedom of flexibility is something I'm really grateful for as well.

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| Samantha: | 36:58 | What are you excited for that's coming up in the future? Anything you're working on that people can check out. |
| Maggie: | 37:03 | I am working on something called the Dragon Slayer's Guide to Digital Strategy. That's more like DIY version of my signature package. Slay Your Strategy. So you can go through either of the modules and the videos and worksheets to yourself, or you can hire me and I will guide you through and hold your hand and help you with analysis. So that's fun. I will be doing the Content Quest again. The Content Quest is an award-winning virtual event that I created. It is a content creation, content batching, virtual co-working extravaganza filled with nerdy, geeky, throw the rings, Star Wars references like as many as I can state and as humanly possible. So that happened in December 2016, I won an award and I'm going to make that happen again. |
| Maggie: | 37:57 | I haven't confirmed yet, but likely November 2017. That's really fun. I'm excited. I felt a lot of cool corroborators signed up for that. |
| Samantha: | 38:07 | That sounds like a lot of fun. I saw that when it came around the first time and I couldn't participate, but it looked like it was awesome. |
| Maggie: | 38:13 | It was. That was a turning point for my business because I just had like an epic moment because I was like, I'm done trying to do digital strategy and being bored by my own content and just talking about these business tips. I just want to have a little fun, so that's kind of where I started putting all the fancy in it and I love it so much. Made it part of my brand and things exploded from there. |
| Samantha: | 38:36 | Yeah. OK. Where can people find you online? |

Maggie:	38:36	I am on maggiegiele.com or on Instagram at maggiegiele . I am very creative with my username.
Samantha:	38:50	All right, awesome. I will link to all of that in the show notes so people can check them out and look forward to the content quest when it comes out so they can join in with all of that.
Maggie:	39:03	Sounds good. Thanks so much for having me.
Samantha:	39:05	Thank you so much. This was great.
Samantha:	39:10	Thanks for listening to Process to Profitability. Please take a minute to leave an honest review in iTunes so that I can help more small business owners and creative entrepreneurs. Find the show.