

# Be Inspired

## Video Clip 7: Social Media

**Julie:** When I was doing it, that wasn't my focus, was the marketing piece, but I know it's important. So, there'd be, like, a week gone by, and I haven't posted anything or done anything, or days that go by, and I wanted something that was more consistent, that I'm out there and people can see. So, that's her main role, is to help me stay consistent on social media and updating my website and keeping it current. So... Because it's... That's a whole other full-time job, and when you're creating and building a business—I learnt from one of my entrepreneurship classes from Sirolli Institute—Dr. Sirolli talked about there's three main parts of becoming an entrepreneur, and that's your product/service, your marketing, and finance. And as entrepreneurs, we're an expert in one or maybe two of those areas, and it's usually your product and service. So, if you're trying to spend all your hours trying to figure out marketing, trying to figure out finance, and then you're not focusing on your product/service, or you're so focused on your product/service, then the marketing and the finance get left behind.

Please note that this transcript has been slightly modified; it is not a verbatim copy of the original audio clip.