

Be Inspired

Video Clip 8: Time Needed for Marketing

Julie: I don't really have procedures or a plan, and when I get into that marketing piece, it takes up a lot of time that I don't account for. And, like, even with the marketing person I'm working with, even though she is doing the work, she'll send it to me to go over. Is everything okay? Do I need any changes? Taking the time to sit and actually look it over, and does this align with what I wanted? Is this what I envisioned? Because I'm not doing it, I have somebody else doing it, and she's really good at picking up what I talk about with visioning, but it just... Even that piece, working with a marketing person is going back and forth emails—back and forth: “Yes. That's okay”; “No. Change this”; “No. This sounds better” —takes up a lot of time and back and forth to get to a final piece, but I'm so grateful for that support. Because if it was me, it would even take more time, so I appreciate working with somebody who can really listen and hear what my vision is for a marketing piece and go with it.

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