**30. Are You Ready for Publicity?**

**Alexandria Lawrence:** [00:00:00] If you want to be more visible in any way. If you want to reach more people and impact more lives, you need publicity.

**Intro** [00:00:09]Hello and welcome to ALSO in PINK. The podcast all about lifestyle design. How we live, the clothes we choose and how we organise our space. I'm your host, Alexandria Lawrence, a certified KonMari consultant and personal stylist. I'm here to guide you on your journey to live a happy, fulfilled life.

Every Tuesday, you'll get new insight on what it means to live well, plus actionable tips.

Redefine what's possible and create your ideal life. Does publicity feel like it's something for other people? People who appear on the cover of glossy magazines, like Vogue. People who get interviewed by Oprah. People who are featured in places like Entrepreneur, Fast Company and Forbes. If you dream of landing media coverage, but just can't seem to find the time or the support to get it, you're in the right place.

My unlikely foray into the world of publicity will hopefully give you the encouragement to say yes, I can do this too. And you're not in it alone. A few weeks back, I shared my story with you. How I turned my life around and got featured in Forbes. By the way, a month later my Forbes feature has reached 34,000 views.

I didn't know what to expect, but it definitely wasn't that. Between us, I just didn't want to be the article on Forbes with the fewest views. Not that that would be a bad thing. Even with a handful of views, you're still on Forbes, right? You're still putting yourself out there.

Anyway, this is all just the beginning of a larger story. A story that hasn't happened yet. Maybe a story I'll tell next year or in 10 years. After all, it's March, 2021 and I'm only six months into ALSO in PINK, my new business and podcast. But you could say the prelaunch period before I pressed go on ALSO in PINK was more like five years, maybe even 10 years.

Once a friend introduced me to a group of people and said something like, I'm not really sure how to explain what Alexandria does. And I can't blame her. After all, at the time I was experimenting with laser cut jewelry. I had a branding client or two. I played classical concerts. I started a sort of lifestyle blog. I was very much exploring possibilities. If I had to give an elevator pitch at the time, if I had to succinctly say what it was I did, let's just say I'd struggle.

You know that Steve Jobs quote about connecting the dots. You can't connect the dots looking forward. You can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something, your gut, destiny, life, karma, whatever.

The first time I heard that I felt such a huge sigh of relief. I felt like maybe it's all right that I've done all these things. After all, the bulk of my practical training is in classical music. I worked for many years as a freelance baroque viola player, but I also wrote and illustrated a book, designed CD cover art and logos, worked for a time as a front end developer, my only full-time office job.

I coached a few people in personal branding and gave some marketing and branding talks to post-grad music students. I designed laser cut jewelry without ever launching a jewelry brand. At least not yet. So understandably people would often say to me, uh, what are you doing now?

And hey, it's great to be curious. Sometimes we just need to take that time to explore possibilities. But what comes next? For me, the big shift came in 2018, when I entered Selena Soo's world. As I touched on when I told my story, episode 26, if you haven't heard it yet, Selena was the first marketing person, the first entrepreneur, who I could really relate to. I liked her style. I felt like I could trust her. And she has since proven herself to me time and time again. And she's the one who helped me get featured in Forbes. I'd even say that her course Impacting Millions transformed my life. It gave me the time and the incentive to really reflect and consider what it was I wanted to do. I went into this group program thinking I'd launch a brand of laser cut jewelry, a plan I'd had for the previous couple of years. But in learning more about publicity and developing things like my media bio for Impacting Millions, it forced me to take a step back. I started thinking bigger. I started to think about what I really wanted to offer. I enjoy designing jewelry, but is that the business I wanted to create? And what is it that I wanted to create?

I've spoken before of my beanbag moment. To refresh your memory. I remember sitting on the fuzzy bean bag we have in the living room and thinking.

My husband, Ben, and I had recently taken our first step on the property ladder. And moved into a shared ownership flat. It's in this lovely modern block of flats with floor to ceiling windows and mixer taps, which is very exciting when you're not originally from the UK, but have lived here many years, all the while wondering why the hot and cold taps are usually separate. So they scald your hands with boiling water or freeze them with cold. Anyway, it was all very exciting living in this airy, new flat with lovely tree-lined views of Southwest London.

So here I was on this fuzzy bean bag living somewhere I genuinely love for the first time ever really, thinking about optimizing the space around me. Thinking about how I really wanted to live. And an email pinged into my inbox about interior design.

Suddenly it all came together. A business concept that helps people create a vision for how they want to live and helps them take action on it. A blend of interior design, decluttering, style and wellness. Funnily enough, this was before I ever saw an episode of Queer Eye. I'd recently watched Marie Kondo's Netflix series and wondered if the KonMari Method would be the right fit for this business idea. So, fast forward a couple of years and here we are. I retrained. I'm now a certified KonMari consultant and personal stylist. And yes, I'm even working towards an interior design qualification too. So I've always loved design and fashion or rather style. But it took me until the age of 37 before I started to do anything about it. To use it in a way that would literally transform my life.

So if you, too, feel like you'd like to do something more, you can. Now is the time to take action. And it doesn't matter where you are on your journey. Maybe you just got started. Maybe, like me a couple years ago, you don't really know what it is you want to do, but you know you somehow want to create something meaningful.

Or maybe you still have a full-time job, but want to explore possibilities. I often speak with guests about the lockdown realizations they've had this past year. So, how about you? Have you had your own lockdown realization that's changed your perspective or your priorities?

Or maybe you're a best kept secret who has a small, but adoring fan base. And do you want to reach a wider audience, but don't know where to start?

Maybe you do something super quirky and niche like design pirate cat cushions, or paint botanical illustrations on harpsichords.

Or maybe you do something that a lot of other people are doing too. You might be a business or wellness coach or a photographer or a graphic designer.

Whatever it is you do or want to do, you need to find a way to stand out from the crowd.

And if you want to get your wider message out into the world, you need publicity. If you want to attract your ideal clients, you need publicity. If you want to be more visible in any way. If you want to reach more people and impact more lives, you need publicity.

Okay. So let's be honest. Have you ever thought I see this person or that person getting all these opportunities? And I feel like my work is just as good. Well, here's the difference.

The person who is getting all those opportunities is putting themselves out there. And maybe that's just something you haven't done yet. Perhaps you don't feel like you have the time for publicity. Or maybe you don't feel like you're ready for publicity.

So take a moment to consider. What's standing in your way? Are you a perfectionist? Like my mentor Selena is, and like I am. Are you afraid of putting something out into the world before it's fully formed and perfect? Or does the idea of being really successful actually scare you on some level?

Or are you worried about being so busy that you can't handle the pressure?

If you're not feeling ready for publicity yet, the first thing you need to do is acknowledge that. And wherever you are right now. That's okay. There's no shame in not feeling ready.

But here's something that can help. My mentor and publicity guru, Selena Soo, recently opened up a private Facebook group. It's a limited time thing. So it's only open for 20 more days, until early April. And joining this group is a wonderful way to see if you're really ready for publicity. And to consider what might be standing in your way. Selena and her senior media coach, the amazing Lynya Floyd are in the group every day, sharing insights and encouragement. It's such a lovely, supportive group. And one of the many amazing things about Selena is that she always surrounds herself with wonderful people. She always creates an atmosphere of encouragement and support. Not competition.

I regularly check in on the group too. And we'd love to connect with you there. So if 2021 is your year to take stock and make some changes. Now is the time to start. And yes, you can go from hidden gem to household name, but nothing will happen if you don't take action. And don't worry, you're not in this alone. Let's step into that spotlight together. Check out the link in the show notes and I'll see you in Selena's private Facebook group. Well, hope you enjoyed this publicity special. So here's some key takeaways from the show today. If you need some extra support, join me in my friend and mentor Selena Soo pop-up Facebook group. There's a link on this episode page and in the show notes. Selena will be hanging out in the group every day and sharing tons of publicity tips, tricks, and secrets.

You'll not only learn how to get publicity, but to truly believe that publicity is possible for you. So as a reminder, You need publicity if you need support with credibility and visibility. You want to reach more people and grow your audience. You are an ambitious beginner, best kept secret or rockstar.

You're looking to elevate your brand.

You are an expert, coach, consultant service provider. You want to change the world or you have a message to share.

As my mentor Selena often says, it's all about taking that first imperfect step. So get yourself out there and take action. Join me in Selena's private Facebook group. And see if you're ready for publicity.

That's our show then. Thank you so much for listening. I'm Alexandria, and this is ALSO in PINK. The podcast, all about lifestyle design. If you enjoyed the show, please subscribe to ALSO in PINK, wherever you get your podcasts. And the absolute best way to show your support is to write a review on Apple Podcasts or iTunes. This really helps more than anything to promote the show. And, of course, tell all your friends. Thank you so much for your support. Until next time, have a wonderful week. Redefine what's possible and create your ideal life.