



SMACK HAPPY

VIDEOCAST

elevating your business through real-life experiences
web design • marketing tips • business insights • news • design • fun

VIDEOCAST NOTES #011

OVERCOME CHALLENGES & FEEL GOOD ABOUT YOUR SMALL BUSINESS

CONDENSED NOTES & KEY TAKEAWAYS

THE FEEL GOOD EPISODE

- Feeling good about your business can come from relying on others to help you wear all of the hats.
- Allowing other experts to help with your marketing can allow you to get back to enjoying what you do.
- Cassidy actually creates videos for those of us who work behind our desks all day. Feel better & [check them out!](#)

Q&A

As a business owner, what are some of the challenges that you face?

What comes to my mind most immediately, is having to wear all of the different hats. It's like, I'm not just a "Pilates instructor" when I own a business—I'm also the manager and the growth coordinator—and it realistically doesn't seem humanly possible. I don't want to do that all on my own. Nor are my skill sets in all of those different areas. I'm an expert at my craft, which is being a Pilates instructor and that's about as far as my expertise goes. The rest of it is not what I do, so I find it very challenging to wear the hats in fields that I'm not an expert in.

On working with Smack Happy—Tell us a bit about some of the difficulty with managing marketing before working with us and after?

Marketing for me is one of the biggest challenges, because I am shy about talking about myself. I am not a salesperson for myself, and I'm not really a very good sales person in general. It put a lot of pressure on me when I felt like I had to do that for myself. And it took a lot of joy away from my craft and what I want to do, because as a business owner I am wearing a lot of these hats. It's hard for me to separate the stress and anxiety of promoting myself from when I am doing my craft and my work. As a business owner, all the hats kind of start integrating into each other. So, when Smack Happy started taking over my marketing the room and space that I got in my mindset was such a huge relief. I was able to have that much more energy to hone in on my craft and hone on what I love to do. I love to work with my clients, I love to build on my future and think about what my goals and dreams are, and think about what I want to do next. I have the energy to do that now. I have that space and that room for that joy to love what I do, and finding that inspiration, and feeling that motivation instead of stressing and having that anxiety about how I am going to grow my business. [...] Working with you has given me ideas and inspirations and what I want to do next. That's amazing. A huge gift. I'm very thankful for you guys.

This week's special guest:
**Cassidy Moore, Owner of
The Body Gallery**

The Body Gallery is a boutique Pilates studio with a mission to help all of their clients get back to their active lifestyles and live pain-free. Cassidy has been teaching Pilates since 1999 and is more passionate than ever about helping her clients find their inner strength and personal spirit! She uses her skill, creativity, positive mindset and supportive attitude to create personalized programs that are tested and measured to achieve results. See more at www.thebodygallery.com.