

Transcript for Episode 166 - Elevating Your Brand with Authentic Imagery with Lucie Wicker

00:02 - 00:07

Jessica Miller: Hello, Lucie. I'm so happy to have you here on the It's Your Offer podcast. Welcome.

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Lucie Wicker: Thank you. I'm so happy to be here.

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Jessica Miller: Yeah. I'm so excited for our conversation today about all things, visual mediums and how to really elevate your brand with them. For everyone who is listening, tell us who you are and about your business.

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Lucie Wicker: Hi, I'm Lucie Wicker and I am a commercial photographer and I help businesses elevate their brand through dynamic and authentic photography. I have been doing this since 2011 and I specialize in working with fitness, wellness, and active brands. So, anything from personal trainers to yoga and Pilates instructors to gyms to dance studios to nutrition coaches' sports teams anything involving movement that is what I do.

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Jessica Miller: I love it that's such an awesome niche Lucie and it was 1 of those things that for me, when I first met you, really stuck out how you were able to capture that motion and those brands. It was so like the photos are absolutely beautiful. And they really do have that sense of wellness and movement that is so specific for those types of businesses, and I love it. You didn't start your journey doing this though. Tell us how you started your business. What made you become an entrepreneur? Why, why did all those things start?

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Lucie Wicker: Many years ago, I was interested in fine art photography. So, I would sell prints, landscapes. And then when I, this was, I had a full-time job at the time in the corporate world. And when I decided I really wanted to give

photography my all. I found a program at BU; it was a certificate in professional photography. So that was a great program because it really showed, it really allowed us to explore all the different ways you could have a career in photography. And I discovered in that program that while I went into it thinking I liked

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Lucie Wicker: landscape and still life and maybe even interior design photography, I really gravitated towards photographing people. I loved photographing people and I frankly was better at it than the still life photography, which surprised me. So then towards the end of that program, I was really interested in environmental photography. So, I really liked the idea of not only capturing a person and their personality, but also in their environment and what that said about them and how that told their story. So, I actually reached out to a Pilates instructor I knew who was just launching her career and we

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Lucie Wicker: set up a shoot and we had a blast and we loved the photos from it and we were both really proud of that work and it sort of snowballed from there. I found that I really liked working with fitness professionals. I loved how they were all about helping their clients and promoting health and wellness and I loved working with that demographic. So that was 2011 and I've been doing it ever since.

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Jessica Miller: Oh my gosh. I don't think I knew that you were in corporate before you started your business.

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Lucie Wicker: I was, I worked for a financial trade journal startup.

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Jessica Miller: Oh my gosh, that's fascinating. I love it. I love how, you know, I think for some of us who are not as expert as you, we're like photography is photography, you know. Just, you know, but the mediums are so different and it was interesting that you found that that was like pulling you toward your interests, that you were learning so much and loving what you were doing and

that was expanding. But then there was this hell yes sort of energy pulling you toward people and toward the industry. And so, when you started working with people or

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Jessica Miller: more fitness professionals, what were you helping them with? What kind of photography were you doing? What was 1 of your first offers that you?

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Lucie Wicker: At the time, these were people who were really starting their careers and they needed photos of themselves for websites. So, it was marketing materials mostly and mostly web. So again, this was 2011. This was sort of when social media was starting to gain momentum as far as a marketing tool. But I would say I started with websites.

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Jessica Miller: Okay. And then what happened from there? Like what, what came next? What made it evolve? What did you start seeing when you're working with people with that offer?

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Lucie Wicker: There was really a need for content for social media across all platforms. You know, as social media really took off as a powerful marketing tool, all of a sudden, the demand for content was growing. So, when my packages started, I was really just giving them about 10 photos, very polished, edited for websites. And what I found was that people needed not only that, but also content for Instagram, for LinkedIn, for YouTube, pretty much anywhere where they can promote themselves. They needed professional content for that. And so, my packages evolved to not only include that original polished

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Lucie Wicker: photography, but also social media content and now videography as well.

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Jessica Miller: Yeah, this is such an important point that I think sometimes we forget, especially in the world of entrepreneurship where we're like shiny object, someone's on Snapchat, let's go over there, you know, there's so many different things and places we can show up. But what you did, which I think is really smart, is that you listened and watched to see if you were in this niche of an industry, where were these people's potential clients showing up? And where did these people need to play and play powerfully and play consistently and cohesively in order to have this really

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Jessica Miller: full circle holistic view of their brand in order to be positioned as a thought leader, to be positioned as an expert, to drive sort of that know, like, trust factor. And then you really leaned into starting to play there. And most recently, with this add-on of videography, of taking all those strategic skills, understanding where these clients hang out, understanding the industry to such a deep level, and then tailoring some of that content to these either types of visual modalities like photos or some sort of visuals or videography, but then also very much leaning into not every

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Jessica Miller: platform but certain platforms to really know and play in. So, tell me, how did that evolve for you? Like how did you figure that part out?

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Lucie Wicker: Well, I would say that, so I actually have a degree in film and media arts. I love film, it's a passion of mine. I used to want to be a cinematographer.

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Jessica Miller: Another thing I didn't know about you.

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Lucie Wicker: Well, and then I realized in doing that degree that as much as I loved film, I wasn't exactly passionate about it. So more recently, when I started noticing the uptick and the need for video, and again, with social content, I was thinking, well, I love film. I could maybe start doing that myself. But then I realized that I worked with fantastic videographers. I know fantastic videographers and marketing people who do this professionally. So, I just

thought, why don't I stay in my lane, stick to the photography but add them as team members so we can work

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Lucie Wicker: together to create this cohesive brand for people. That's how I landed on that. I thought maybe I could do this myself, but why don't I just have people who are excellent at it and really bring their, what they can offer to my clients.

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Jessica Miller: Yeah, I think this is so cool. There's something so powerful about having this broad expertise and then being able to know specifically what you need and where for your clients. And then packaging that in a way that is 1 snapshot for them, they come in, they get your strategic oversight, and then you can plug and play what you need where you need it. And you can pull in so many cool partners. I mean, partnerships are really, they're where it's at, because you can leverage this collective expertise, you can leverage that visibility that you have by putting

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Jessica Miller: both of your brands together, you have their expertise that also can weigh into the strategy. And then at the end, which 1 of the things you mentioned earlier was creating sort of this content suite that you could then leverage across a variety of different places, but that felt very homogenous in the sense that people were getting that same vibe and feel and brand identity across a variety of different places. What kind of content have you found for your niche really resonates well with their audience? Like when you're working with them, you're like, you should definitely incorporate

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Jessica Miller: this thing. We've seen this work. What do you feel like is trending now for them?

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Lucie Wicker: Definitely the sort of about me or about us videos that really let people tell their story Give their clients an up close and personal look into who they are what their processes I think those are super valuable. Everybody should

have 1 of those. Also, testimonials, getting a client who has really benefited from your services and having them say it in their own words. Those are fantastic and you know, super beneficial tool for you to have. In addition to the About Me, I love the behind-the-scenes videos too, where people really can see how you work,

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Lucie Wicker: what your process is, you know, really taking the time to see you're basically yourself at work. And if you have a product, how you put that product together, if you have a service, how you work with your clients. I love that kind of thing. Behind the scenes videos are super valuable these days. Really anything that can communicate you and your brand

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Jessica Miller: visually. I cannot agree with this more. I have to tell you, I said to somebody the other day that if I go to, it could be a social media platform or I go to somebody's website and I cannot see who the person is behind the brand. I am NOT going to buy from them. Like I want to know who you are as an informed buyer as well. I want to know who I'm buying for and a lot of times I feel like people like bury this lead They bury it somewhere if it's even there at all

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Jessica Miller: and never mind it being it's unclear and you can't easily find it but then when you actually get there, it's not very visually interesting, right? It's not an interesting behind the scenes video, or it's not captured in a way that really pulls people in and makes them feel like they know you. And I think it's huge. Like fitness and wellness, restaurants, I mean, any, all the brick and mortar, I mean, any of these businesses, to tell your story as the founder or owner, I think is hugely powerful. And the more people get to feel like

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Jessica Miller: they know you, the more easily it is going to be for them to buy from you.

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Lucie Wicker: I agree. I think that didn't used to be the case too. I think people, especially solopreneurs, really wanted to appear as maybe a much bigger

company. And so, they kind of didn't want to show people behind the screen. And now it's the opposite. It's really, you can't get more personal and people really want to know who they're buying from.

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Jessica Miller: You're right. Yeah. Yeah. I think we're bombarded with information. There was a lot of stuff. So many people were online during COVID. I think that sort of flooded the marketplace in a way. So now people are really craving that authenticity. And I think that comes through in video and photography in a very, very powerful way. And I think sometimes we forget to keep up with this so I'm just gonna like speak for myself and for any of you us other you know multiple 6 and 7 figure business owners sometimes we've like front-loaded all of this you

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Jessica Miller: know all of our videos and all of our photos and we're in it and we're growing. And then all of a sudden, we're like, oh yeah, my hair isn't that color anymore. Or like, you know, things just get outdated. And I think that authenticity of it being current and high quality. And again, that cohesiveness across different platforms is so important and it's something we need to stay on top of. And are you seeing that with your clients, Lucie? Like what is that timeframe that people should be thinking about making sure things are fresh or what kind

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Jessica Miller: of tips them off to like, hey, we need to like, give this a refresh? Because sometimes we're looking at our stuff and we're like, it's fine. But how do we know when it's time to kind of up level?

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Lucie Wicker: Yeah, absolutely. And I talk about this a lot because I think it's important. I mean, I feel like it should be done on a fairly regular basis because like you said, we change physically, but then we're also constantly evolving as businesses, we're constantly promoting new offers and new services and new products. And we have to keep up with that. And if you're sort of showing, I do think having photos to get sort of brand identity across is important, but if you're not evolving with your photos, then it's kind of hard for people to see how you're

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Lucie Wicker: evolving with your offers and services. So, I mean, I would advocate for a couple times a year, you know, once at least. But yeah, to your point, you don't want to be using 10-year-old photos or want to recognize. Right. Yeah.

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Jessica Miller: And I think it's 1 of those things, sometimes those visuals, they're, you can kind of forget about them because you've got your visual library and you're kind of picking from those things, but just making it part of your business plan every year. Like you said, you're either going to update your portfolio, update your video and your photography in line with maybe your strategic planning, that's always a great time. Like you've got your 12-month plan and you're looking forward and you're going to, you know, have somebody come in like you and grab all of that content

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Jessica Miller: that you need. Or you're doing it a couple of times a year where there maybe it's like spring and fall so you can you know Again, it's strategically in there and it's part of the plan. It's not an afterthought Because that I've seen also happen too is like all the pieces are coming together and then people are like these photos or oh, I don't have any B-roll and I need this thing, or I needed that testimonial from my client. And it's sometimes hard to remember that. But I think if you're partnering with someone, it's part of

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Jessica Miller: your plan. You make it something you do again, once, twice a year. It just becomes part of the routine. And you've also I've seen you lean into also Lucie, where I think photography and videography used to be very reactive, like people would be like, I want this thing, can you do it? Where now the tables are sort of shifted, and you've been leading into sort of leading more and leading that charge and giving that insight into like, here's what you need to do to be current or here's what you need to do to be competitive. So

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Jessica Miller: talk a little bit about that. Like how have you shifted your lens? Cause I know your packages now are much more robust in the sense of like people are buying your expertise. They're buying what you're seeing in the marketplace, what's trending, what you know for being so niche in their industry. So how are you weaving that in for people when you work with them? Because I think that to me, I like to lean into the expert versus come to the table like I am a hundred percent the expert I mean, obviously I know my business, but

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Jessica Miller: I don't have the expertise that you have so talk about like that Collaboration, how is that working now?

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Lucie Wicker: Yeah, absolutely. It's interesting because if you were to go to my website and look at my photos, you would think that every person on there is a professional model. And when I tell you that, I would say 9 out of 10 people who get in front of my camera, tell me how they hate getting their photo taken. They don't, they're not photogenic. They don't feel comfortable. And this always blows me away because it's just not what I see in them. So, I feel like a huge part of My job is to sort of bring out that

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Lucie Wicker: confidence on camera and also just make them feel comfortable. I really want my time with my clients to be enjoyable. So, I want it to be a fun and relaxing experience. And I really feel like when you take the time to get to know your clients and get to know their messaging, and what they're trying to do, and then also hear their fears and hesitations they have about photo shoots, then you can really address that and make it as comfortable an experience for them as humanly possible. And honestly, we very often will start working together and

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Lucie Wicker: I will start taking photos and then I'll show them and almost right away they're like, okay, these are great. And then they're just sort of rolling after that. They're, you know, they're after the races, they know what they're doing and they can kind of forget about the anxiety they had coming into it. So, I've found that to be very helpful for my clients. Because again, they realize that the imagery is important. Creating it is not always a comfortable experience.

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Jessica Miller: Yeah. I also remember you sharing how when you know, so a couple of things, 1 is when you know what your client wants to focus on, like there's a, there's an information collecting piece of your packages where to your point you're getting to know them you're getting to know what's holding them back if you've worked with Your clients before which I know you have a lot of repeat clients who love you and never want to lose you and they're like I'm getting on your schedule before anybody else, but you start to really understand them. And so

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Jessica Miller: there's this piece of understanding them internally and what's driving them and how to weave that into and make them comfortable so that you can get the kind of content you need. But then you're also working with people around understanding what their goals are and what kind of clients they want to connect with and some of the things that they're rolling out strategically and then you can also help them understand what kind of content they need and then reverse engineer like if we want this type of for example, you're helping them capture some photos that are going

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Jessica Miller: to go in their next sales campaign. And you know what that is. And you're like, these are the kind of things that we need. And here's how we want to put these types of images on that sales page. And they can understand that when they're standing in front of that camera, it also has a very different understanding. And then as you're showing them like, look, here's that kind of photo that we were talking about and they can see it. I feel like they step into a whole different mind space. Like now they're losing some of that

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Jessica Miller: fear, they're really seeing their brand come together, they're able to like pull it through to those results. And for these repeat customers that you have, they're seeing the results. Like those videos or those pictures are going out there, people are buying their programs, they're coming to their facility, they're joining the memberships. And so, it's kind of this process that evolves with you. And so, when you start working with people, how do you get a sense of what do

they want to do going forward? Like do you look at their strategic plan? How do you tactically dig

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Jessica Miller: in to what it is that they want to do so you can make sure you're like hand selecting Based on your expertise. What kind of content is going to fit into that plan so that it makes it creates the results that your clients actually want from that content?

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Lucie Wicker: Well, I could I do it a couple of ways. We'll have a call, first off, where we can sort of talk about their ideas and what they're hoping to get out of a shoot. But then I also send a questionnaire and I called a brand questionnaire. And that's when I asked, you know, everything about their brand, what their colors are, you know, their website, what is the look and feel of their brand, you know, quirky, funny, serious. And, you know, questions that maybe they didn't think to tell me on the call about, you know, regarding photos,

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Lucie Wicker: but it's all great information for me to have. And it's always helpful when they've worked with web designers too, because web designers ask very similar questions and they really are, when they are creating websites, you know, obviously they are doing a very similar thing. So, I love when people come to me and they're also working with web designers where they need, you know, to work with a web designer because they're really good at, really knowing what they need in terms of photos.

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Jessica Miller: Yeah, I love it. And so, on the day of your shoot, I'm just thinking of like fitness, wellness, like that movement. How do you sort of set the stage? You have like, do you infuse music into it? Like how do you get people into that? Again, that movement that you capture so well on that camera, how do you get them to do that? Do you just tell them to like go do their thing? Do you play music? Like, what do you do? I wanna hear the inside

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Lucie Wicker: scoop. Well, we do, I do encourage coming up with a shot list, either creating a Pinterest board or even an actual list where they mention maybe moves that they want to try or if they want to get shots of them assisting, you know, a client, that kind of thing. So that's helpful because we can just go down the list and check things off. Even if they do the Pinterest board, we can see what really works, what doesn't work, how we can change it a little bit to make it work. I love seeing that kind of inspiration

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Lucie Wicker: from them. I love music. I will play music or I will, you know, they usually have put together playlists. And I love it when people bring helpers, even if it's just friends, people who can sort of hype them up and tell them they look awesome. I've always felt like the more people on set, the better the energy. So, some people are a little nervous about that and they like being 1 on 1, which is great. But you know, if somebody feels like they want to bring a stylist or even just a friend. I find it hugely

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Lucie Wicker: helpful, somebody who can sort of check their alignment. And then, yeah, usually once, props, I find also super helpful. Any type, in my world, it's any type of weights or, you know, kettlebells or yoga mats, anything like that. Once people sort of have a prop and have activities in mind that they can sort of start flowing through, that's when they can really get into that zone.

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Jessica Miller: I love it. And I assume that you do a lot of your photography maybe in an environment that they're used to like maybe it's their studio or things like that. But where are some different places that you have taken these shots or these videos that were like different and it totally worked? Any things stand out in your brain? Things people should think about mixing it up when they think

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Lucie Wicker: about it? I've done stuff at the beach, along waterfronts. I live in a coastal town, so I've had people come to me wanting sort of a coastal vibe, and I've taken them to sort of some quieter areas that maybe wouldn't be as obvious, but lend themselves really well to photography. Peer space, I've used peer space,

which is excellent. It's a website where you can rent either full houses or studios or even yards.

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Jessica Miller: So smart.

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Lucie Wicker: Yeah, and it's great. Sometimes they have nutrition clients and they really want to be shown doing stuff in a kitchen. Yeah. Sometimes we'll go there and find a commercial space or even a private home that has an awesome kitchen and we'll do photos there.

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Jessica Miller: I have a stylist. Everyone just like had amazing homes with these like beautiful kitchens, but now I know you can actually rent the space. That's so smart. That's

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Lucie Wicker: so funny. No, I worked with a stylist and she's like a producer and she a creative producer and she found a home up on the north shore that was beautiful and it wasn't big and it wasn't fancy but it was interesting and it had a great kitchen and we photographed a yoga instructor and nutrition coach there and had everything we needed. It had the space for the yoga shots. It had the stuff for the spaces for lifestyle. It was awesome. So, I love finding inspiration on places like that also.

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Jessica Miller: Yeah. And I think, again, because you've been so niched into this space, you have all these connections. And that's another, like, for me, time is so important. And so, if I can hire someone who knows what they're doing, they're going to help me create the results that I want. They know the places; they know the people. It just becomes so much more cost effective. And now I know I'm going to have cohesiveness across all of these different mediums where, you know, we were sort of joking earlier, but like you hire someone to take your like

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Jessica Miller: photos, and then you hire a different social media person, and then you hire a different videographer, and you've got like all this different visual medium, and it looks clunky. And it's also much harder because then there's all the different timelines, and You're waiting for all the different things and you're repeating yourself 14 times. So being able to like bring it together very niche for your community and then leverage these experts that you know like, yeah, there's this great spot over here, you know, and working with your clients around some of that too. Like maybe they have

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Jessica Miller: that insight as well. I know 1 time I took, I did a photo shoot, this must have been like 10 years ago, and I had picked a spot and the photographer that I was working with, she was great, she was like, sure, let's go do it. And I think like my eye and her eye were totally different. When she first got there, she was like, really? We're like in an industrial park kind of a thing. But then she actually saw all of these cool spots. I mean, some of the best photos that I had at the

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Jessica Miller: time, you would never in a million years know we were in an industrial park. Like the lighting, the spaces, it was so cool and they really came out great. So, you know there's I think there was that collaborative piece of it. Thankfully she was really talented and she could figure out you know how to make it all work but you're also buying that right you're buying the expertise you're buying the connections that you can give to your people and it makes it so much more fun as well.

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Lucie Wicker: Right and you really should trust it sounds like you trusted your photographer, but you should really trust your photographer because especially if you have these anxieties or this discomfort, you really want to be hiring somebody who you trust them and you trust their team and you trust what they can do for you.

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Jessica Miller: Yeah. And that goes to what we were talking about earlier too, Lucie, about, you know, your own photography and your website and being able

to showcase how you're helping clients and then you're doing that in such a visual way that people are able to build that know, like and trust with you very quickly and powerfully. And it's a small world, so people talk to each other and then they see all of your work and then they just want those things. So, it creates that flywheel really quickly where you can get people what they need very easily

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Jessica Miller: because they see they see your work. You know you're sharing it and then your clients are sharing it with each other. So as the year is we're coming like sort of this Q4, we're in Q4 this time frame, what are you focusing on now mainly for your clients? Like these are thriving businesses, it's Q4, what is that thing that you feel like is helping them right now that you're offering?

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Lucie Wicker: I really think right now is the packages I offer that are not just photography, that involve the social media content, whether that's behind the scenes or reels or things that are ready to go that you can just put out there. And also, the photography and videography packages. That again, just the cohesive message across the board, photos, videos, everything that you need ready to go. I think that that is what is most valuable and the most bang for your buck, honestly, these are long days and they're big investments and you should really be getting as much out

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Lucie Wicker: of it as you possibly can.

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Jessica Miller: Yeah, yeah. And now's a great time too, because it's end of the year. So, people really, they set themselves up for a really strong 2024 and then they're catapult themselves into 2025 and I think as a business owner I could give anybody that you know that perspective of don't let it be an afterthought. You know, when you get those photos, when you get your copy, when you get that content that is strategically created so you can leverage it and use it and it's very in line with your plan going forward, you just can go. I mean,

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Jessica Miller: I love to execute that. I hate the planning part. So, when all of those things come in, it's almost like we show up differently because now we have all of this collateral. It is so awesome. And your business can just become streamlined because you can see the pieces coming together. You plug and play. I mean, you could create a whole content suite and then you're done, you know? And you're not doing it, right? You're not doing it in the middle of the holidays. You're not trying to scramble after January 1st. It like now is really a

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Jessica Miller: really powerful time. And I love that holistic, like everything, one-stop shopping. You said it is so much more cost-effective and it just makes everybody's life so much easier. So, I love that.

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Lucie Wicker: I'm all about trying to make my clients' lives easier. And like you said, if you can go into Q1 2025 with these assets in hand, you will do so with confidence.

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Jessica Miller: Yeah, I love it. And you have, like we mentioned earlier, Lucie, you know, 1 of the things I love about your business is you have a lot of repeat clients. I mean, your calendar is booked almost completely solid. People are lucky to get on there because people wanna continue working with you because you're awesome and you do great work and they know it. And so, they're really, that long time value of clients is so good for everybody because they feel great, they get what they need, it makes your business run easier and then you can continue

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Jessica Miller: to optimize that offer around your favorite people and like, what is better than that? So, I love that so much. I

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Lucie Wicker: am sure,

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Jessica Miller: yeah, I'm sure everyone's gonna be asking how they can find you. So where in the interwebs can they find you, Lucie?

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Lucie Wicker: Probably the best way would be my website, which is just, luciewickerphotography.com on Instagram, @luciewickerphoto and LinkedIn and all the places.

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Jessica Miller: I love it. So, for everyone listening, we are going to of course link to all those places in the show notes, so you can go right there. Check Lucie out. As I mentioned earlier, as a business owner, don't make this an afterthought. So much of your visual content also drives the creativity and that inspiration that you get, that drives you creating new things like offers and different mediums that you put out there for your clients. It's when you change up your sales page that makes it that much more powerful. So have it be the thing that

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Jessica Miller: you have created in conjunction with an expert like Lucie, and then have it be the thing that really catapults you into the end of the year and the beginning of next year. I will tell you and Lucie can attest to this for me and my clients Q4 and the beginning of Q1 is a huge time. Many people think oh people are distracted, it's the holidays, I'm here to tell you don't be that person. Really people lean in to wanting to better their life or get in front of the curve and now is the time so don't

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Jessica Miller: make it an afterthought Lucie thank you so much for being on the show today. This was so powerful I am sure everyone's wheels are turning. I hope they come and find you on the interwebs Thank you so much for being here with us today.

33:18 - 33:20

Lucie Wicker: Thank you. This was awesome.

33:20 - 33:25

Jessica Miller: And for everyone, we will see you here next week. Have an awesome week, everyone.