

-- Speaker 1 00:00:07 Welcome to Audacity Marketing with Hazel Kempo and Michelle Fette. On this podcast, we'll challenge you to think differently and break free of the same old strategies. We'll push you out of your comfort zone and encourage you to think outside the box. So take notes, make bold decisions, and be audacious.

Speaker 2 00:00:33 Hey Hazel.

Speaker 3 00:00:35 Hello Michelle.

Speaker 2 00:00:36 How are you?

Speaker 3 00:00:38 I am excellent. I'm excited to be audacious with you.

Speaker 2 00:00:41 I was just gonna ask you if you're feeling audacious today, cuz I'm feeling audacious <laugh>. I have all the audacity, <laugh>.

Speaker 3 00:00:49 All of the audacity,

Speaker 2 00:00:51 All of it. Normally I would think that when somebody says, ah, the audacity, I think of that word in a negative connotation. However, I think that when you and I do marketing together, we take audacity to the next level and turn it into magic. And so I'm so excited, so excited to do this with you.

Speaker 3 00:01:12 I've always taken audacious as a compliment and uh, when you reached out to me and said, Hey, do you wanna start a podcast? And the next sentence was, how about next week? I was like, Hey, that's audacious. I like it <laugh>.

Speaker 2 00:01:23 That's right. Why not? Like what if you, you can't say let's be audacious next year. I mean that's like, where's the audacity in that? I mean, honestly.

Speaker 3 00:01:33 So what are some things that are audacious in marketing that we'll be talking about?

Speaker 2 00:01:37 Very good question. I think some of the, for me, when I think of things that are audacious, it's like, let's pull the trigger. Let's see where it goes. I have this idea, let's pull the trigger and do it.

Speaker 3 00:01:47 I agree. Absolutely. And sticking to your convictions on small bets, like I think you can take small bets of like the most outrageous assumptions you have in marketing and really be audacious and test them out.

Speaker 2 00:02:00 Absolutely. And I think part of being audacious and having the audacity is also monitoring well when you launch something and then not being afraid to change course if you need to.

Speaker 3 00:02:13 100% no ego in audacity.

Speaker 2 00:02:16 <laugh>. No, exactly. There's no tears in audacity.

Speaker 3 00:02:20 No tears, no crying in marketing. Except for when there is, there's lots of crying in marketing.

Speaker 2 00:02:24 There's there's a lot of crying in marketing. That's true. It's like, but it didn't work and I loved that idea. Well that's okay. It's Fairfax. Some of the things I love. So you and I have worked together, um, for the better part of a year We've worked together and now we're doing different things together, which I love. And part of that, the course of our working together, we did some audacious things like yes.

Speaker 3 00:02:47 Some

Speaker 2 00:02:48 <laugh> it's been fun.

Speaker 3 00:02:50 Yes. We pushed the envelope on what we think talks to the customer and with a lot of success and I'm excited to continue doing that and it's something that I've worked in a lot of tech companies for the past 20 years doing this kind of thing and I'm super excited to do this podcast and talk about it more.

Speaker 2 00:03:07 Absolutely. So what's some of your background? Let's tell, let's tell people who we are. You go first.

Speaker 3 00:03:11 Sure. My background was originally in events and catering and those type of things. And I was so into the restaurant world that I ended up working for Yelp, which led me into the wild world of tech marketing and community-based marketing, which I'm a big, big proponent of doing community-led marketing and having your customers be the evangelists for your product because I'm super lazy and I like lazy marketing <laugh>.

Speaker 2 00:03:36 That's audacious

Speaker 3 00:03:38 <laugh>. Yep. And in that as an entrepreneur over the years, worked a lot on WordPress on my own, um, and was able to work, uh, with a few different WordPress plugins, including the events calendar and Learn dash, and then went to go work with LiquidWeb and Stellar WP for a while. And it's been a really fun adventure

-- BA in marketing and was like amazing, what do I do with it now? Cause I was working in higher education at the time and even after I had the MBA in marketing, I went and ran a massage school for five years <laugh> before I was like, this massage school sucks and this is the most toxic environment I've ever been in and I'm leaving. And I was like, I didn't have any place to go. It was the scariest thing I've ever done. I quit a job with no path in sight and au

Speaker 3 00:04:29 Definitely. Right.

Speaker 2 00:04:30 It was, it was freaking scary. But yes, absolutely audacious. But you know, that I, I can't remember like where it comes from, but something about like, if you take the first step in faith, the road, the road will rise up to meet you. Oh yeah. And that's, that's exactly what happened is like I posted on Facebook like, Hey, I don't know what my next move is, but if you need some help with marketing, um, a website or social media, let me know. And by the end of that week, I had so many new customers, I realized I had a business and I started my own marketing company. Um,

Speaker 3 00:05:04 That's exciting

Speaker 2 00:05:05 <laugh>. It was, it was very cool. And from there I actually ended up working at Give wp, which brought me to Liquid Web and working with the brands at Stellar WP. And uh, yeah, it's like, uh, at Give WP I started really WordPresses first ever customer success office. Um, and doing audacious things like calling new customers that purchased a plugin and calling customers to say, Hey, your subscription's about to renew and we wanna make sure that you're happy with things and moving forward and putting things into place that nobody should ever heard of before. And now everybody has a customer success office. So I mean, I don't know if amazing all me, but I like to think that I was the maverick that did that, so

Speaker 3 00:05:45 That's amazing. So the two of us are gonna be ready to talk all things audacious marketing and we're quite excited for it.

Speaker 2 00:05:51 Absolutely. So if you're interested in learning more, if you're interested in finding out how you two can be audacious, come along for the ride, it's gonna be Hazel me and we're gonna bring in guests too. So people who are also making big, bold moves and showing the dividends to pay that they pay off. Can't wait to listen with you guys. Yeah, we'll see you then.

Speaker 1 00:06:14 This has been Michelle Rochette and Hazel Kimo with Audacity Marketing. Dare to Be Different and Dominate Your Market with Audacity.

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