

## New Business Podcast

### Episode #7

#### Understanding and Dominating the 'YOU Economy', with Tara Gentile

**Chris Ducker:** Hey everybody, it's Chris Ducker here, and this is [The New Business Podcast](#) where insightful how-to business strategies collide with actual business tips and tactics. Look no further, you've found the podcast that you need to tune into to catapult your business into the 21st century.

Well, hello everybody and welcome to [episode number seven](#) of The New Business Podcast. I'm your host, Chris Ducker. Before we get going with today's session, I just wanted to read out a couple of emails that I got over the past couple of weeks or so. I love getting all the feedback from all you guys out there, out across the world, literally. Particularly, I love reading comments on the blog.

Obviously, the [iTunes reviews](#) are always great to read as well. Every now and then I get emails that really just stand out on my radar. I get a lot of email, and I do read to reply to all of it. Sometimes I'm a little slow in getting back to people, but always feel free to email me, guys. Chris@chrisducker.com, that's my direct personal email address. I don't hide it. Always feel free to email me, and I will always get back to you.

There are a couple of emails that I wanted to read out that just really touched my heart. It might sound a little corny, particularly with my dodgy British accent, but honestly these two emails over the last couple of weeks really touched my heart. Allow me just to read them out very quickly. They're only short and sweet, but they really meant so much to me.

The first one is from a lady called Patricia from Missouri. I've never been to Missouri, so this is one perfectly good reason for me to now go, is to buy Patricia a cup of coffee. She writes:

*Hi, Chris. I wanted to write and say how much I'm enjoying your podcast. It's a breath of fresh air in a very crowded, noisy iTunes category. Your business insights are excellent and always on point. Your guests are fantastic, and the slice of humor you inject into your episodes are always memorable and enjoyable. Please keep up the great work, and thank you for all you do.*

Patricia, thank you for such a great message. I know I replied to you, but I wanted to read that out publicly and say thanks again to you.

The second one is from a gentleman called Neil from London. Neil writes, back in my hometown. Good on you, Neil. He says:

*Dear Chris, I enrolled in your free business boot camp course a week ago and have been very strict with myself in making sure I went through every lesson. It honestly was an eye opener. It's not that I didn't know a lot of the things that you incorporated in the course because I did. It's just the way that you held my hand throughout the lessons that I loved more than anything else. You*

*seriously made me take action every single day, and that's rare for this ADHD-suffering start-up entrepreneur. So thank you, and please continue to produce your highly valuable content, I love it.*

Neil, I love you, mate. Plain and simple, governor!

For everybody else that's out there, if you have sent me a message I will get back to you if I haven't done so already, and please always do feel free to go ahead and send me messages or tweets or whatever. You know I love hearing from you all. You know, half of the enjoyment of putting all this content together is hearing back from the people that digest and consume that content and how it's affected their lives and their businesses and everything else. So thank you, thank you, thank you to both Patricia and Neil and to everyone else who's done any kind of [iTunes reviews or ratings](#) or messages or emails or tweets, or whatever. You all rock. I've really got one of the best growing communities online. I love the new business crowd. I really, really do.

So, my guest on the show today is a very popular business coach that works with entrepreneurs from all walks of life on developing business models that are ultimately driven by curiosity, passion, and the power of networking. She's also a highly sought-after speaker and has graced the stage of one of the most popular conferences today, [SXSW Interactive](#), among many many others. Here's the thing: Her approach to doing business in today's economy has a large emphasis on the You part of that economy, and this is the one thing that I love about her more than anything else. So without further ado, finally, welcome to the show, Tara Gentile!

**Tara Gentile:** Thank you so much, thanks for having me, Chris.

**Chris:** The pleasure's all mine. We had some scheduling difficulties. Here we are finally. I've been looking forward to this one, and I hope the listeners are going to enjoy this conversation. I'm sure they are. You are known in the business as, and I quote here, the official ambassador of the You Economy. For you personally, what does this term mean exactly? Give us the breakdown.

**Tara:** The You Economy is my way of talking about all of the changes that have gone on in our world in the last, let's say, 10 to 15 years. Technology has been, of course, improving at an exponential rate, which has allowed complete strangers to business and commerce and production to enter the market in unprecedented ways. That's been happening pretty much since the dawn of the Internet and, specifically, the dawn of the social web.

Then, within the last four or five years, since the economy started tanking in the U.S. here and everywhere around the world, people have been asking themselves a lot of questions about the system that we live in and the way society is organized, the way business is organized, the way careers are organized, the way capital is distributed. Instead of just allowing the status quo to be the status quo, I guess, there are lots of people really taking agency over their own livelihoods, taking agency over the way they consume.

That's left us with a group of people, a network of individuals, who have immense power in this economy whereas before it was capitalist and industrialist, people who had access to hard-to-access things, money, technology, machinery, human capital. Now we all have access to those things. And so you, you and I, are really the drivers of this new economy as individual people. What we create and what we consume drive the economy. We have more power than we've ever had before, so that's why I talk about it as the You Economy.

**Chris:** Yeah, and I think you're bang on the money there. Anybody who is listening in who has joined up and taken part of my [New Business Bootcamp](#) will know that the first training video in that 7-day course is all about the fact that I feel like we're in the point right now, Western civilization-wise, where we don't care about B to B or B to C anymore, it's about P to P, or people to people. I think we're much more likely to do business with people that we know and appreciate

love and support rather than just some guy who happens to be selling something that may or may not help us out. Would you agree with that?

**Tara:** Yeah, I totally agree. I love your distinction of not being B to B or B to C but P to P; I think that's really brilliant. I think what this has really done is humanize business again. Really, after the industrial revolution, business had become very dehumanized. Our careers, our jobs have become very dehumanized. It's stripped us of our ability to achieve our full human potential. The promise of the You Economy is to help us realize that human potential and to prosper in that human potential. I think business today is being extremely humanizing, or that there is an evolutionary process of humanization in business today. I think that's really exciting no matter where you find yourself in this whole cycle.

**Chris:** I completely agree with you as well. Tell me, one of the terms that you use online, I think I saw it on your blog somewhere where you talk about the economy nowadays being open source and we're the developers. What do you mean by that? Can you elaborate on that term a little bit? A lot of the listeners might have heard of that open source term before, but what does it mean for us in today's market?

**Tara:** Sure. Basically, the idea behind open source, and open source dictates all different kinds of software development essentially and code development. Probably the easiest one to think of is the one that most of us are running our blogs or our websites on, which is WordPress. WordPress is an open-source application.

The code that is the kind of backbone of that program is developed by a very distributed network, all over the world, of people who are passionate about the purpose behind WordPress. That's very much what we're seeing in the economy today. Instead of a select few dictating the rules to the masses, we're seeing the masses starting to say, no! This is what we want. These features are important to us. This line of development is important to us.

Not only just exercising our right to say what's important to us, but actually being able to take the action to develop on what's important to us. That's why I think of us as individuals, this network of individuals, in this ginormous open-source project of the new economy. We get to dictate what directions we take, and then our actions are actively developing on each of those evolutionary directions.

**Chris:** That's so solid. It's such a nice way to look at it. As an entrepreneur myself, I love the idea that no matter what I come up with, whether it's a service or a product, I am then personally going to be held accountable on how that product or service is going to be perceived and how people are going to use it to solve a problem or better their lifestyle in some way, whatever the case may be. I'm really curious on this, from one entrepreneur and one creator to another: What's your take on creating something that people will ultimately use to, should we say, further themselves?

**Tara:** Well, I think that anytime we as creators create something, we give up part of the control over that product. A business thinker that I'm just completely obsessed with right now, her name is [Nilofer Merchant](#), she just wrote a book called *11 Rules for Creating Value in the Social Era*. She talks about ideas, instead of holding what we create, essentially, our products, our ideas, our books, our pieces of art. Instead of holding them with a closed fist, she talks about holding them with an open palm.

If we're creating these ideas and products and holding them with an open palm, we're essentially saying to people, use this. Make yourself better. Make the product better. Turn the product into what you need and into what you want. If we as business owners and creators are conscious of that process, we can create better and better things through the process of natural collaboration

with other people. Again, the tools that we now have access to, the technology that we now have access to, allows us to do that in ways that we've never been able to do that before.

**Chris:** Absolutely. From my standpoint, I don't have quote-unquote any online product, so to speak, to speak of. I'm more service driven although that might change at the future in some point. I never say never. I always feel that even after I've created something, like you say, once it's out there in the marketplace you don't truly have 120% control over what people are going to say about it, particularly today, in today's social world and everything.

All we can do, really, as content creators or as product creators or whatever you want to call us, is to try to do the absolute best job possible to be able to create something that's going to help as many people as we can. As the old adage says, you can't please all the people all the time, right?

**Tara:** Right, exactly. I think, too, that there's something to be said for releasing an idea before it's perfect. I think that's an important part of this process, too. Yes, by all means, put out something that's remarkable, that's transformative, but also at the same time put it out there so that people can use it and so that you can get that feedback and find out how people are using it. Then you can go and make it better. In the long run that's going to serve you really, really well.

**Chris:** You're right. If we talk about open-source software development, that's where the whole beta mode comes from, anyway, to test things out and get rid of the bugs before you mass launch it.

**Tara:** Yeah. Coming from Silicon Valley and the start-up culture now, the same thing with the minimum viable product. Figure out what is going to help people today, and then tomorrow get the feedback on it. Then the next day you can deliver and ship something that's even better. It's just a constant process. I see product development or idea development or service development as a constant dance with your customers to make it better, to make it more beautiful, to make it more transformative, to make it more beneficial.

**Chris:** I love that term, the dance. Whenever anybody talks about doing the dance in business, I've always loved that term.

Let's switch gears a little bit and go in a slightly different direction. Let's talk about the You part of this whole thing. I want to touch on a few things here. First up, I know that you do a certain amount of speaking, and I also know that you're in the process of not only developing another e-book but also a traditionally published book as well. This all comes together and goes towards creating a personal brand that everyone can get to know you for and digest your concepts and ideas as well. Let's look at a couple of those things real quick.

Speaking, first up. I mentioned in my intro that you've spoken at SXSW, and I know you've spoken at a whole load of other events as well. How important do you think, if you're building a platform based around You, is speaking on stage really that required with the online world being the way it is now, or couldn't we just blog and build up a community that way? Why do you speak, personally? I do a certain amount of public speaking myself. Why does Tara speak? What's the driving factor behind that?

**Tara:** I speak because I love to speak. I speak because I love being on stage. I speak because I love answering the questions. I love talking to people after I speak. I love the whole process. It's kind of hilarious because I, like many other people who do the same thing, am extremely introverted.

**Chris:** You're right. I go to conferences and I meet with people before they get on stage. They're very meek and mild. They chat and we'll have a coffee or whatever. I'm pretty out there. I'm a

pretty loud, kind of obnoxious British guy. That's just my style and everything. I've met with people, like I said, before they get on stage and they seem very reserved. But the moment they hit the stage, it's like a switch gets flipped. It's like they come out of their shell and they're just fantastic on stage.

One guy that comes to mind immediately is Chris Garret, co-author of [ProBlogger](#) with Darren Rowse. Chris is an English guy. He lives over in Canada now. He's one of those guys that I would very much class as an introvert without a doubt. He doesn't start doing backflips or anything, but the moment he gets on stage you can see his energy level go up to the next notch. It always makes me laugh when I see people like that off stage and on stage. They're almost two completely different people almost.

**Tara:** Yeah, I'm very much the same way. When I'm in a social situation with a bunch of friends, even if they're business friends, I tend to be pretty loud and animated as well. But before I speak I have to be in my own little bubble for, like, an hour where no one's talking to me. I am not doing anything but absorbing all the external energy I possibly can to channel it into my performance.

You touched on personality brands. My personality brand is very much who I am. It's completely authentic, it's completely me, but it's almost the 110% version of me. That makes it so I can actually think about putting on the mask, or the hat, or the costume, or whatever you want to think of it as so that when I get up on stage I'm not just Tara Gentile that's a mom and a friend and a mild-mannered customer. I'm Tara Gentile that commands a large following, that speaks and writes and does this and does that, and tells people what to do for a living.

That's something, then, that I can take on and take off. That really helps me get centered on stage. For me, that's also part of the fun for it. It's exhausting for me, but putting on the persona for a little while is definitely part of the fun for me.

**Chris:** Yeah, and I think a lot of people don't understand the sheer amount of preparation that goes into, say, a 45-minute keynote or something. It's an insane amount of work that we put into it. Forget about the slides; that's the easy stuff. It's putting together the actual concept of the talk and how we're going to be going from one section to another.

I love the fact that you love the Q&A portion after. That, for me, is the most enjoyable part of speaking as well. I love to be able to screw with people's minds as much as possible and then have them screw with mine, unrehearsed completely. That Q&A session is always the most important part. I'm curious now, have you got one funny or enjoyable story that you want to tell out of a Q&A session that you've done?

**Tara:** Oh, gosh, that's a good question.

**Chris:** And it is right out of left field. You didn't even see it coming, did you?

**Tara:** I love questions out of left field, but off the top of my head I can't think of one. Like you said, Q&A, for me, is definitely the most learning-centered part of the talk for me in that I am learning the most when people are asking me questions. I am a consummate student of people's behaviors, their thoughts, their beliefs, the way they speak.

Anytime I can get that interaction, I am in heaven because I get all of those resources essentially. I'm filing them way in the back of my head to come back to later. They turn into blogs, products, chapters of books and all that. Yeah, but I can't come up with one for you.

**Chris:** You haven't got one, but that's okay. That's fine. If you think of it, promise you'll send it to me via a quick email so I can tap it into the show notes or something like that whenever this goes live.

All right, so moving on then. The speaking side I think is very much part of the You Economy in terms of building up personal brand. We talk a lot about blogging and obviously podcasting and online video at [chrisducker.com](http://chrisducker.com). I also love the idea of books and e-books and helping people learn through those kinds of mediums, particularly e-books now because they're so quick and easy to put together. You can get your point across and get it out there fast.

You are in the process right now of basically getting a traditionally published book together. I know there's probably so much you can't talk about right now because of the proposal stage and things like that, but can you give us a little bit of an idea as to what you're going to be writing about?

**Tara:** Sure. We're kind of in the pivot stage right now. Initially, the book I had proposed was specifically on the new economy, but it looks like we're going to be moving into putting out a book that would be an expansion of the original big e-book that I did called *The Art of Earning*. It's about shifting people's, specifically creative business people's, mindsets around money and earning and asking for what you're worth, and all of those really sticky subjects that women especially do not like to talk about. We're probably going in that direction.

Just to even get this far has been a complete dream come true. I've wanted to write a book since, man, as young as I can remember. My job between college and starting my business was working at one of the big-box bookstores in the United States, and it was hell but it was also amazing to be surrounded by books and the book industry all the time. That [steadily] increased my dream of one day being on the shelves of a bookstore, walking in and seeing my name and my cover and my ideas displayed somewhere.

**Chris:** Likewise as well. I didn't work in a bookstore, but I was one of those geeky, I've-got-no-friends sort of kids. I'm ripping myself a little bit. I did have some friends, but I'm just saying that throughout the school holidays back in England I used to spend a lot of time in the local library. It was literally two blocks away from where I lived.

In fact, actually I told a story about recently about the great, late Zig Ziglar just passed away. Probably a large majority of people listening heard about this. I still remember blatantly quote-unquote borrowing audiotapes of Zig's in my, I don't know, mid-teens, with absolutely no intention to return those tapes at all. I've been telling that story quite a bit recently. I know where you're coming from.

I digress a little bit there, but I kind of want to lead into one of only a couple of pre-planned questions that I've got left here. You mention that people are looking at money differently and things like that. Times have changed, right? So I guess more and more people are now branching out. They're dropping the old way of earning a living. The attraction of working for quote-unquote the man is not really there that much any more, particularly the economic issues. People are going off and doing their thing more than ever. Why do you think that is? Do you think it's just sort of, their fingers have clicked and they just said, I've had enough of all this BS, I'm going to go out and do my thing?

**Tara:** Yeah, it's a lot that, but I think it really comes down to the fact that jobs as they've evolved, careers as they've evolved, have not let individuals reach their full potential. There's an economist and business thinker, or entrepreneurial thinker, named [Philip Auerswald](#) that talks a lot about this. Just the idea that pretty much anyone in almost any job has sat there and thought, is this it? Is this all there is? Can't I do more? Can't I use my strengths more fully? Can't I explore my curiosity more fully?

We're tired of it. It's only gotten worse in the last decade. Responsibility and knowledge is so distributed in large corporations and even small corporations today. People just want that sense of accomplishment that comes from having responsibility over something, that comes from creating something on their own. The easiest path to that, now, is to venture out on your own and to do something that you make the choices about.

You say, I have this idea and I'm going to pursue it or, I see this opportunity and I'm going to pursue it. Even if it's not your childhood dream, even if you wouldn't necessarily call it your passion, it gives you that sense of, I'm fulfilling my potential. I'm using my strengths. I'm following my curiosity. That, I think, is a very powerful driver. It's also a very powerful driver of life satisfaction.

All these people who are sitting around with their potential unfulfilled are very dissatisfied just with life in general. If you're dissatisfied in your career, you're probably dissatisfied in your relationships as well. I think people have seen this move towards finding personal fulfillment in their businesses, careers as a way of finding fulfillment all throughout their life. I think that's a beautiful part of the whole thing as well.

**Chris:** Yeah, that really is summing up the You Economy side of things. You did it. You just summed it up right there in that one paragraph in this transcription. That is exactly what it's all about. Things are connected. The way that we feel at the end of our quote-unquote working day, we do carry that home. We do carry that back into our private lives.

Even me, when I've had a bit of a shitty day at work or whatever and I haven't been as productive as I want to be, or there's been an issue to deal with, or whatever the case may be, I have taken that home from time to time. I haven't brutally taken it out on my family or anything, but I know I've sort of felt like I haven't been as happy to see them at the end of a hard working day as I should be. You know what I mean?

**Tara:** Yeah. We've been chasing this idea of work/life balance for so long, and the whole idea of work/life balance, to me, puts an unnatural separation between work and life. Everything is integrated. If you're not happy in one area, you're not going to be happy in another area. That's not to say that everything has to be perfect all the time, because I certainly don't believe that either, but if you're not working towards fulfillment, if you're not working towards satisfaction in every area of your life, you're going to have an issue. It's this idea of work/life integration, I think also, that is driving people towards these either unusual careers or personal businesses.

**Chris:** I couldn't agree more. Okay, let's switch gears again, then. I read something, I don't know whether it was on your blog or it was in an interview with you somewhere or something. You said, and I'm going to try and quote you as best as I can here, you said something along the lines of true profit is more expansive than monetary return. Love it. Elaborate, please. Enlighten us.

**Tara:** Sure. True profit is more than monetary return. Obviously, monetary return is a metric that is really quantifiable. You can say, I've earned X amount of dollars this month in profit. But what else have you earned in profit? What other wealth have you generated? Wealth and profit can be measured in relationships. How have you strengthened your relationships? Have you met new people? Have you found people that tickle an itch that you had, that you didn't have someone to kind of fit that hole before? It can be organizational. How have you built up the culture of your organization? How have you built up the culture of your family this month?

It could be knowledge. I think we very much profit with knowledge, especially now. This is a very knowledge-based economy. What have you learned this month? What have you taught this month? Those are all things that we can measure, that we can categorize. Returns in our

business, profit in our business or profit in our life, that's not just money. Don't get me wrong. I love money. Money is important. But money is just one marker of all the other amazing things we can be doing. I think if we put an emphasis on building that kind of relational wealth, or emotional wealth, or intellectual wealth into our businesses, we will see greater financial returns. If you want more on that, a guy named [Umair Haque](#), who wrote a book called *Betterness*, is the king of explaining that. He does it in a very deliciously snarky way.

**Chris:** Awesome. That's cool. I guess that leads me on to ... how can I phrase this, then? I remember seeing something a while back where you had done a lot of quick-fire consultations at an event somewhere. This is completely unprepared. Am I going down the right avenue here?

**Tara:** Yeah.

**Chris:** Okay, good. What you'd done is, a load of business owners had come to you with issues and all this sort of stuff in a very short period of time, one space. You told something like 90% or something, it was an incredible amount, that the number one thing they should do was to go ahead and double all their prices. I love that. I'm a big fan of that sort of ballsy kind of advice. I want to know, first things first, what was their reaction? Secondly, how many of them do you know actually took up your advice on it?

**Tara:** Good question. This was at an Etsy event, so an [etsy.com](#) event. The people that I was consulting with were all Etsy sellers that had signed up to work with me in 15-minute intervals. I did 16 in a one-day time period. Yeah.

**Chris:** That's a lot of consultation in one day.

**Tara:** It was exhausting. I barely got a lunch break. It was insane. Anyhow, when I went home and did the math, I realized there was only, like, one person that I hadn't told to double their prices. It worked out to like 88.2 percent. Yeah, so what was their reaction? First it was complete fear, and then I think also a sense of relief. They realized that they were pushing, pushing, pushing, trying to make this business work and that all of that energy and effort that they were expending was essentially going nowhere. Even when they made a sale, it wasn't paying for anything. It was barely paying for the materials that they were using.

They all sensed as well that if, by some miracle, all of this effort and energy actually pushed them to a point where they were selling regularly, where things were getting ... maybe they got a big PR mention, or Oprah called, or whatever, they'd have to go out of business because their prices were literally unsustainable. They could not have run a business with the prices where they were. I think your prices could be probably higher than most people think and still be completely unsustainable.

**Chris:** I agree with you 120% with that. A perfect example is myself. I used to charge \$250 for a one-hour consultation with me over the phone or on Skype or webcam or whatever. What happened was, the sessions became pretty popular, and I ended up doing way too many of them. A lot of people don't know that I have three businesses to run as well as everything that I do online. What I did, literally overnight, and this is the beautiful thing about selling stuff overnight, I doubled the price. I literally doubled it.

It's now available on my [Work With Me](#) page on this blog, where it's \$500 an hour. Here's the thing. I make just as much money as before, but I do half the amount of work because I work with half the amount of clients. I agree with you. I agree with you 120%. When you're trading time for dollars, that couldn't be any more important, right? Doing it in a smart way?

**Tara:** Exactly. That's always how I sell people on doubling their prices. I say, okay, let's think about it this way. You've told me already that you're working too hard, that you're working too much, that

you're putting too many hours into this. So I'm telling you to try this. If you only sell half as much, you'll end up [better] at the end of the day because you won't have put yourself through that much stress. You'll have time and energy to cook dinner and all of this.

But what I find though, especially for the maker type of businesses but even with consultants and service providers as well, is when they raise their prices, a lot of times people get more work. This has happened to me every time I've doubled my prices. I've actually went from \$250 to \$500 an hour as well, and I've gotten more work at \$500 an hour than I did at \$250!

**Chris:** Why do you think that is? Why do you think that happens? I've done that with one of my other companies, where it's a service we provide to find virtual assistants to business owners. We didn't double our prices, but we did increase our price after the first year or so, mainly because we had a copycat come out and basically copy our entire business model. We knew that we were way more professional and better set up, and we had a better reputation and everything. They came in and undercut us a little bit price-wise to try to get our business from us. It didn't work.

We increased our cost, and we actually ended up getting more business because we were seen as the more premier service. We certainly are, anyway. I'm curious to know why you think that happens. With the more increased cost you get busier, you get more business, you make more money. Why is that, do you think?

**Tara:** Well, I think that's exactly it. I think it's all about being premier, premium, luxury. Customers want to treat themselves. The people that I was talking to that day were jewelry artists. They were artists, graphic designers. These are people who are doing things that very few other people can do. They weren't necessarily very conscious of who they were trying to appeal to, but they shouldn't be trying to appeal to people who are interested in price.

They want to appeal to people who want their products just because of their products, just like I want people who want to consult with me because they know how much I can help them, because they have a specific need or a specific question and they know I have the answer that's going to translate into tens or hundreds of thousands of dollars over time. I don't want people who are just saying, oh, well, she's the affordable solution.

I don't want to be the affordable solution. I want to be the person you save up for because you know the value is there. I think when you make a choice like doubling your prices, you're essentially saying, this is the market that I'm going to be in, these are the customers that I'm going after.

Making that really conscious choice about how you're going to market yourself and what market you are just going to be in is a really powerful statement in business. So many people just allow that to be default. We allow those things to be handed to us. Well, I'll just do what the market bears. I'll do what these people over here do. No, no, no. That's all your choice. It's all your choice, and when you consciously make those choices, you really send a loud and clear signal to the people who are considering buying from you.

**Chris:** Boom! Love it. I'm pumped. I am pumped by that. I am ready to become a consultant all over again.

**Tara:** Awesome!

**Chris:** I'm telling you, it's going to happen. I'm going to re-launch my consulting career just to see how I can feel about it. That's great. So look, we've come to the end of our time together. We could probably talk for another couple of hours at least, I think, but I have one more question that I want

to ask you. This is the last question. It's the same question at the end of every episode with all of my guests, so here it is. Are you ready? Have you braced yourself?

**Tara:** Absolutely.

**Chris:** Okay, good. What is Tara Gentile's number-one tip for doing business in the new economy?

**Tara:** Great question. We covered a lot of things today, and I was thinking about what I was going to offer here. I think my number-one tip is probably not necessarily my number-one tip of all time, but I think it's something that a lot of people don't think about. That is editing. Not editing your writing, not editing even your ideas, but thinking about everything that you put out: your branding, your design, the way you talk about yourself, the kind of images you use, the types of products that you put out, the types of services that you offer, every little detail of what you do.

Can you edit it in a way that brings it into as crystal a clarity as possible for the people that you want to serve? Can you strip away everything that's extra? Can you strip away everything that's at all confusing or that's full of jargon? Can you strip away all the things that are unnecessary so that you get down to the precise core of what your strengths are, what you have to offer that truly benefits people? What do you have to offer that makes people's lives better, that makes their lives more meaningful? Can you get down to what the essence of You is?

We're talking about branding and personality branding. Can you get down to the essence of what you have to offer and who you are? If you can go through that editing process, I think, on a daily basis, you're going to have a much better time making the connections, growing your networks, making the initial connections with customers that you really want to make. Edit, edit, edit. That's going to be my number-one tip for today.

**Chris:** I love it. That and stripping it down.

**Tara:** Yes.

**Chris:** You've got to strip down. You have to. According to Tara, you need to strip down, everybody. Start stripping.

So that's what we're going to leave everybody with. I think this was easily one of my most enjoyable conversations thus far on the podcast. I can't wait for us to meet up at some point in person. We've got lots of mutual friends. We haven't met in the flesh, so to speak, yet, but I hope that it happens very, very soon!

**Tara:** Me too. It's been a real pleasure. Thank you, Chris.

**Chris:** For everyone else out there, if you want to find out a little bit more about Tara and her You Economy, please pop over to [taragentile.com](http://taragentile.com), that's G-E-N-T-I-L-E. All of the links and everything in the show notes are over at the blog. Thank you very much for tuning in. Tara, one more time to you, thank you very much for being our guest today.

**Tara:** You're quite welcome. Thank you.

**Chris:** All right. Everybody else, take good care. We will see you next time on The New Business Podcast. Until then, as I always say, do me a favor. Stay sexy. We'll see you soon. Bye-bye for now.

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