

Trudy Rankin ([00:06](#)):

Welcome to the Online Business Launchpad podcast. We're gonna be helping guide you step by step through the process of growing your business online, and we're gonna be giving you tips and techniques that are going to help you break through the barriers that can stop you making progress in your business.

Trudy Rankin ([00:26](#)):

Well, hello everyone, and welcome to the Online Business Launchpad Podcast. I'm really delighted to have Vicky Jamieson with me today. Vicky is the owner and founder of Better Body, which offers a natural health spa and beauty programs. And I'll let you, uh, I'll let her tell you more about that a little bit later. But I first met Vicky when I was at, uh, a friend of mine, Eibhlin Fletcher's, uh, Get A Grip of the Grind festival in February 2019. And as I got to talking with her, I discovered that we had a common interest in helping women who are going through menopause, which is not a necessarily a very nice time of life for all of women.

Trudy Rankin ([01:02](#)):

Now, I've got a side hustle that I've been working on with a business partner that's called The Menopause Effect, where we're doing some research to see what kinds of things women can do that actually do help alleviate some of the symptoms that we experience when we're going through menopause. And I've just had a lot of fun talking with Vicky about that when we were at the festival and just understanding what she does and what we do. So welcome Vicky and thanks for joining me today.

Vicky Jamieson ([01:30](#)):

Thank you for the invitation. I'm so excited to be sharing the journey that, uh, encompasses life as a woman and also as a business owner. So thank you.

Trudy Rankin ([01:39](#)):

Yeah, it's kind of interesting, doesn't it?

Vicky Jamieson ([01:41](#)):

It does.

Trudy Rankin ([01:41](#)):

It really does. But before we dive into talking about, you know, your business and your business journey, I wanted to start by asking you a question. And that is, what was the craziest, most fun thing you did as a child growing up?

Vicky Jamieson ([01:54](#)):

Oh my goodness, the craziest? Um, you know what? I used to do ballet as a, um, sport, if you like. And, and then I kinda transitioned into horse and so, and so, you know, horse riding. So (laughs) kinda probably the integration of being so elegant, uh, and then doing crazy horse stuff, which was in the mud and, um, you know, just jumping into, you know, wildness, I guess. So having those two extremes. So, yeah, kind of off the top of my head, that's a crazy thing that I used to do regularly.

Trudy Rankin ([02:33](#)):

That would make a nice combination because, you know, one is about developing poise and, and balance and grace and things, and the other one is about being able to do that on the back of a horse.

Vicky Jamieson ([02:43](#)):

(laughs) Exactly. Well, the ballet was quite often the discipline. And then I also felt with the horses, it was very grounding. You know, like the smell and the, you know, getting in the mud and getting dirty, not being so clean and perfect, (laughs) which was that ballerina image.

Trudy Rankin ([03:00](#)):

Yes, exactly, which, which only works in, when you're looking at people in photos.

Vicky Jamieson ([03:07](#)):

Yes, exactly. (laughs)

Trudy Rankin ([03:07](#)):

Yeah. Yeah. So, well, that, well, that's, I always like to ask people about kind of what was happening in their childhood. So since then, obviously you've started a business. Can you just tell us a little bit about who you serve and how you serve them?

Vicky Jamieson ([03:22](#)):

Sure. Well, I started back when I was in my 20s, uh, with my business. And I wanted to help women, so busy women, and it started off in mid-20s but now, I work with women, busy women in their 40s plus, um, having amazing skin so, you know, and teaching them the integration between how our hormones and our gut health and stress levels impact not only our skin and how vibrant we look, but also how we feel. So that's my main passion.

Vicky Jamieson ([03:56](#)):

And as I went through my own, um, journey through hormones, I call it, (laughs) the, and realizing the impact of stress and how it makes us feel and think that, and sort of how we put ourselves out there and, um, how we perceive ourselves. So that's kind of my whole philosophy on, you know, skin is just the reflection of what's happening on our inside, you know, spiritually, emotionally, and physically, so yeah.

Trudy Rankin ([04:25](#)):

So what is it that, I mean, obviously, you've got a passion for helping people with this. What is it that makes you jump out of the bed in, in the morning and do it the way that you're doing it? And what, kinda what's your, your, your deep, intense why around that?

Vicky Jamieson ([04:38](#)):

So I guess for me, it's, um, knowing and it's really apparent right now, I think, with, um, you know, the pandemic and things that are going on, we're very focused on self-care and rituals and things. It's always been my, um, kinda like the missing link that this is what makes me jump out of bed. (laughs) I get so excited about how simple it can be, but we forget that.

Vicky Jamieson ([05:01](#)):

And we go about our busy day and get caught up in all the things that we need to do when quite often, the answer is, you know, just getting back to who we are as a person, um, the basics of nutrition and fueling ourselves so that we can support ourselves physically and do more in our day, but also give more to, you know, family and friends and, but also ourselves. And it's, it's the simpleness that gets forgotten, I think. So that's what makes me get out of bed, is to share that (laughs) message.

Trudy Rankin ([05:36](#)):

Yeah, I think it's true. We do forget how simple it is. Um, maybe it's because we, we want it to be complicated so we have an excuse not to do it. I don't know.

Vicky Jamieson ([05:44](#)):

I think, too, we get that peer pressure of like we have to do this and we have to do that rather than going, actually, you know what, does it make me happy and is it fulfilling?

Trudy Rankin ([05:53](#)):

Yes.

Vicky Jamieson ([05:53](#)):

Yeah.

Trudy Rankin ([05:53](#)):

Yeah, yeah, no, for sure. And when it comes to the sort of the, the nutrition of things, uh, uh, I love, you know, I read or heard something in a, in a podcast not too long ago that was basically just saying eat for what gives you energy, not for what tastes good and I thought, "Oh, that's really good," 'cause all my life, it's always been about what tastes good and stuff like that.

Vicky Jamieson ([06:14](#)):

Yeah.

Trudy Rankin ([06:15](#)):

That's, that's pretty powerful.

Vicky Jamieson ([06:15](#)):

It's, it's very powerful to fuel, I call it fueling yourself, because it's like, um, having that analogy of fueling your car so it can move. We need to use food as our fuel so we have the energy for the day, whatever that encompasses.

Trudy Rankin ([06:31](#)):

Yeah, yeah.

Vicky Jamieson ([06:32](#)):

Yeah.

Trudy Rankin ([06:32](#)):

And these days, it's pretty, pretty intense as you've already sort of alluded to.

Vicky Jamieson ([06:36](#)):

Yeah.

Trudy Rankin ([06:36](#)):

Well, let's just, um, share with our listeners, uh, a little bit more, not a little bit, just, just talk to us about how you got started with your business. You know, what, what was going on when you got started and how did you get started and, and how has it morphed over time?

Vicky Jamieson ([06:53](#)):

So really when I first started, I was mid-20s and I had been working in a government, um, really different profession. I, I was working for the government as a customs officer actually. And I kind of thought, "Do I really wanna do this for the rest of my life?" I wanted to build some kind of lifestyle business and I had no idea what it was gonna be or look like, and I didn't have kids and I wasn't with a partner. I just thought moving forward, that's what I wanted.

Vicky Jamieson ([07:23](#)):

So I actually, I retrained. I was really always fascinated, I guess, with sport, with, um, how the body works. And I just fell into beauty therapy mainly because I wanted to actually be a physio, (laughs) but I didn't wanna go back to uni for five years and I thought, "Oh, you know what? I'll be 30 by the time this happens and having kids and I won't use my degree." (laughs) So I started off in beauty and found there was a massive connection between the skin and how it appeared and how our body worked. So that was my really big driver.

Vicky Jamieson ([07:57](#)):

That at that time, beauty therapy was only kinda utilized by the top, you know, or 1% of the population. It wasn't very trendy. This was back in the '90s. And so lots of people didn't look after themselves. And I wanted to make a place where there was space for people to relax, calm down out of their busy lives, so nothing's changed, (laughs) and just kind of reconnect with, with who they are as a person but, at the same time, m- make it about amazing skin.

Vicky Jamieson ([08:30](#)):

So that kinda was the start of my journey. And then as time went on, like I'm in my mid-50s now, obviously as I had kids and hormones came in and then I had gut issues, all these kinda health conditions kept happening to me, which were just lifestyle things that are, that I noticed impact my skin and also my client's skin.

Trudy Rankin ([08:53](#)):

Hmm.

Vicky Jamieson ([08:53](#)):

And I thought, "Well, you know what? We really need to educate ourselves as we go through life on how we can just better help our health and energy, um, so we don't have burnout and so we can give more to our family and friends and who we are and stay on track, um, and look good doing it." I mean, I think

it's great to look awesome and have glowing skin no matter what, what age you are. So, yeah, that was my-

Trudy Rankin ([09:23](#)):

Yeah.

Vicky Jamieson ([09:23](#)):

That was my journey really. And it's kinda morphed and evolved. And now, it's turned into more online.

Trudy Rankin ([09:29](#)):

Yeah. Do you wanna talk a little bit about that? Because I think it's, I mean, obviously we're in the COVID-19 territory at the moment. And, and you've gone from running like a, a, you know, a spa sort of a-

Vicky Jamieson ([09:40](#)):

Yes.

Trudy Rankin ([09:41](#)):

... a physical place where you go and you have these lovely experiences where you do, as you say, calm down to lock- we're in lockdown.

Vicky Jamieson ([09:48](#)):

Yeah.

Trudy Rankin ([09:48](#)):

We can't go to those things. And so I know a lot of people have had their businesses quite significantly affected by the fact that you now can't go to a bricks and mortar place and, and get the type of services that you had before. And, and a lot of people are scrambling to try and figure out what, what do I do?

Vicky Jamieson ([10:05](#)):

Yeah.

Trudy Rankin ([10:05](#)):

You know, what happens if COVID-19 doesn't go away anytime soon? What do, you know, we, we could be here for a while.

Vicky Jamieson ([10:10](#)):

That's it.

Trudy Rankin ([10:10](#)):

So tell us a little bit about what you are doing to sort of morph your business into more, having more of an online presence.

Vicky Jamieson ([10:18](#)):

Sure. I was actually starting to do this anyway before COVID hit. So it, what it's done is actually speeded up the process. And, um, as you know, I did your, your course last year, which was just kinda filling some holes that I needed in my skills level. Um, so what I wanted to do, obviously moving in my early-50s to sort of visualizing that next 10 years thinking, physically, I can't actually do, you know, massage and a lot of hands-on work. It's actually quite physically tiring. And just because I'm passionate about it doesn't mean, you know, (laughs) I can physically do it. So, but I wanted to share my wisdom and sort of take it up a notch.

Trudy Rankin ([11:00](#)):

Mm-hmm (affirmative).

Vicky Jamieson ([11:00](#)):

So I kind of thought, "How can I do this and share all the skills and learnings that I've had over that time and pass it on to people who are struggling, and particularly women, busy women," 'cause I saw these gaps happening all the time. So I started some programs, and that started off as I did a couple of 28-day programs, which I mainly ran, ran through Facebook groups.

Trudy Rankin ([11:24](#)):

Mm-hmm (affirmative).

Vicky Jamieson ([11:25](#)):

Uh, and then through your program, I've integrated a little bit more of actual programs that people can download, and it's a little bit more automated.

Trudy Rankin ([11:34](#)):

Mm-hmm (affirmative).

Vicky Jamieson ([11:34](#)):

It's still not perfect. It's in, still in, um, you know, it's being refined and all that kinda jazz. But through the COVID change, I had to speed up my process. So in that side of things, what I did in the meantime 'cause things weren't quite ready to go to market, if you like, was that I flipped my knowledge into content, put my content out there. So I got my blogs up and running. Um, and then I also, um, did more corporate work.

Vicky Jamieson ([12:06](#)):

So instantly, I could flip what I was doing to serving more, um, you know, workplace, wellness in the workplace and helping a lot of corporates and high end with staffing and keeping everyone at their high performance because it's all linked. A lot of my stuff works on that cortisol level and neurotransmitters. So finding the, the wisdom, if you like, and the pieces of my expertness or my genius, and then transferring that into "How can I do this online?" I did a lot of webinars, uh, just anything that I could think of that was online that I could reach more people.

Trudy Rankin ([12:47](#)):

Mm-hmm (affirmative).

Vicky Jamieson ([12:48](#)):

Um, and I started off doing it for free and, now, I've been charging, so.

Trudy Rankin ([12:51](#)):

Mm-hmm (affirmative).

Vicky Jamieson ([12:52](#)):

It, it was a morphing process and I just had to morph very quickly. So that meant my learning curve was very steep on some things like tech.

Trudy Rankin ([13:00](#)):

Mm-hmm (affirmative).

Vicky Jamieson ([13:02](#)):

But, um, I mean all, all is good. So now, (laughs) I have that next 10 years to, you know, grow more into that side of things and, and hopefully, the vision is to work more globally.

Trudy Rankin ([13:14](#)):

Yeah. I think, and I think that's what's really fascinating about online businesses because it gives you, uh, the Internet and gives you ability to reach out to more people than just where you are locally or just in your own country.

Vicky Jamieson ([13:26](#)):

Mm-hmm (affirmative).

Trudy Rankin ([13:27](#)):

Or, or even, even just countries where they speak your native language, it is actually possible to go even more widely than that, which I find fascinating.

Vicky Jamieson ([13:35](#)):

Yeah.

Trudy Rankin ([13:35](#)):

I'd like to come back to something you said. You said you, you started to run some webinars and things like that. Now, for our listeners, um, who, who may be a little bit new to the whole online thing, a webinar is like an online seminar or an online, you can even call them masterclass or whatever, where you come and, and listen and learn about a particular topic. And depending on how they're run, uh, you know, you might do some hands-on exercises or you might just, just do listening and learning, but they are typically tend to be run by experts who are trying to help you take the next step in the journey that you're trying to take or whatever it is, whatever challenge you're facing.

Trudy Rankin ([14:14](#)):

But for those of you who are just new to this, sometimes webinars can be really, really scary, and a lot of people are too frightened to start them. So, Vicky, for you, what was it that you did that helped you get

started with that, uh, besides the fact that you knew you had to do something? You know, there was kind of a bit of a, a burning bridge there. Um, but what was it that helped you get going and, and potentially get over any, I don't know if you did have any fears about doing webinars, but how, why did you go about it?

Vicky Jamieson ([14:42](#)):

Uh, webinars actually weren't new to me. I had been teaching online for, I don't know, maybe 10 years, uh, but always with someone else running the webinars and I would come in as a guest speaker or for an event, I would come as a guest. So, uh, I just had to learn. And I did a lot of YouTubing, (laughing) believe it or not. So I, I'm kinda following Marie Forleo. I don't know if you've heard of her.

Trudy Rankin ([15:08](#)):

Yes, I have.

Vicky Jamieson ([15:10](#)):

One of her philosophies is always prime, you know, at the forefront of my mind, everything is figureout-, e- everything is figureoutable. So I don't know how to do stuff. I would just YouTube, "How do I, da, da, da, da," or Google, "How do I fix the such and such in my Zoom link?" So it was kind of basically baptism by fire on the tech side of things and then, of course, learning how to manage, you know, all those kind of, you know, how do I let people in, I don't have a waiting room, and a lot of those kinda behind-the-scenes things while still appearing that I've got it all together as a presenter. (laughs)

Trudy Rankin ([15:53](#)):

So did you, did you run them by yourself or did you have a support person helping you?

Vicky Jamieson ([15:58](#)):

I did both. So I started off on my own and then I realized that, "Hey, I couldn't do this on my own, I needed someone else." And so I collaborated with another couple of wellness practitioners actually, and we worked together. So we all shared our knowledge. But then one of our ... So we'd have kind of tasks to do behind the scenes, like mute people if they were (laughs) making noise and the cat was coming in and all those kinds of things. So distractions, uh, so that it appeared like a seamless process, which is always lots of behind-the-scenes stuff.

Vicky Jamieson ([16:31](#)):

So knowing that, you know what, in the beginning we did not have it perfect, and if we look back now, even till March when we started doing them a lot, we couldn't get some of the tech stuff done. We were trying to, you know, Zoom and to Facebook and get all these live, we didn't have the times right. (laughs) So people are a lot more, um, forgiving, I think, than you realize if you're just really honest about where you're at. So it was having honest conversations. "Hey, we have got the tech wrong. You know, please bear with us and we're onto it." You know, all those kinda things. So just bringing people along on the journey was really important, and it worked out for us that people were patient. (laughs)

Trudy Rankin ([17:15](#)):

Yeah. I mean, I mean, yeah, I think one of, that's, that's also one of the things that I think stops people from getting started with webinars and other things that they can do to help give value to people. And

they're afraid of the technology. And, and they also, like I, I know for myself, even, even myself, you know, you think, "Oh, I can figure this out," and then all of a sudden, you'll hit something that doesn't work quite the way you think and you think, "Oh, that's embarrassing. I should have known how to do that, given my background." So, so there's an embarrassment factor there that you have to get over as well.

Vicky Jamieson ([17:46](#)):

Yes.

Trudy Rankin ([17:46](#)):

So, so, and, uh, and I, I think that I guess I would say to people, don't let that stop you.

Vicky Jamieson ([17:52](#)):

Yeah.

Trudy Rankin ([17:53](#)):

Just don't let that stop you. But I do have a question, another question about your webinars and the fact that you did collaborate with other people in your industry. Just talk to us a little bit about that. Like how did you go about identifying who you thought you might like to work with and how did you go about sort of getting them to agree that they would work with you?

Vicky Jamieson ([18:11](#)):

I worked with a, I chose the people that I wanted to work with because we had done events together in the past, so I knew their work, I knew their, uh, philosophy and it matched with mine, uh, and also their vision. So we were all kind of in the space that we could, we didn't know a lot of tech stuff. So we're a little bit the blind leading the blind. (laughs) But I knew our audiences were the same, so it was adding value to our combined audiences, which worked out perfect 'cause we actually ended up talking to a bigger range of people.

Vicky Jamieson ([18:45](#)):

Uh, but also what one of us was good at, another wasn't, so we kinda filled in a few blanks that we perhaps wouldn't have had, um, you know, if we had it done it on our own starting out. And just having three brains working was actually much more fun, for starters, when, instead of getting into overwhelm, we would just problem-solve or brainstorm. So in the, um, startup of that, we kinda just had a few ideas that we could run. And we just tried things, and when it didn't work, we just thought, "Well, that doesn't work, we'll just try something else."

Vicky Jamieson ([19:18](#)):

So I guess it was the willingness to give it a go, even though we didn't have it really refined and it wouldn't probably be in the format that we would normally, you know, present it to our people. Um, it was just doing it. And two of us, two, the three of us were more action, uh, like, you know, if you're stuck somewhere, uh, my girlfriend and I would just go, "Okay, let's just do it and figure it out on the way." Um, and the other lady was like, "No, let's plan," and she was, comes from an event planning background so she was a lot more like, "Oh yeah, I haven't thought about this and that."

Vicky Jamieson ([19:55](#)):

So that was act-, and I didn't know that about her. So it was good to kind of go, "Oh, (laughs) let's use all these skills together, m, but with that overriding vision that we wanted to have the same impact," or all of us wanted to take the same impact, "that we could help improve, you know, our people's lives but just, let's just start."

Trudy Rankin ([20:19](#)):

I think that's really powerful. I mean, there's a lot of messages in there. Just that whole willingness to learn, try stuff, take action, you know, that whole action brings clarity type of, type of approach. Um, but I'm also intrigued as well. Um, you, you knew these people before you started. So you kinda knew the kind of work that they did. And I highly recommend that that's what you have before you, you do do collaborations with people-

Vicky Jamieson ([20:42](#)):

Mm-hmm (affirmative).

Trudy Rankin ([20:42](#)):

... because collaborations can sometimes go south in a very unhealthy ways if, if you're not careful. But because you knew these people and you already had a degree of trust with them, how did you go about, um, some of the more, I guess, teachy stuff? Like did you share revenue from it? How did you, did you have an agreement in place that you signed or did you just go on trust as you moved forward?

Vicky Jamieson ([21:05](#)):

Well, we did have a discussion before we even started doing them, as, ideas on what we wanted to get out there and then how that would look. So we did have a planning session which included revenue. So we, we decided to just split ours in three, so we just did equal shares. Uh, and then, but we had expectation which was kinda because we knew each other and we had done workshops together and one-day events together before, uh, that we all put in like the same effort. So, so, you know, we, we would just contribute in our different ways but knowing that it was for the greater good, if you like.

Vicky Jamieson ([21:42](#)):

Um, so we just, yeah, it was kind of like an unwritten agreement and expectation at the same time. But, um, that kinda works in a positive as well because you feel like, oh, you better maybe reach out to more people than you would have normally if it had been just you or you don't wanna let their side down, you wanna bring more people, you know. So it was kind of a, a good positive feel. Uh, and because we were all getting equal parts out of it, I think we all contributed. It sort of led to that, um, influence that we wanted to contribute equally to the outcome.

Trudy Rankin ([22:20](#)):

Yeah, no, I think, I think that works really well. I mean, especially when you're taking that attitude of, you know, you're, you're gonna do the best that you can so that everybody else in that team is gonna, is going to win as well. Uh, I've got a question for you, um, around the, the webinar itself. Did you actually record those?

Vicky Jamieson ([22:39](#)):

You know what? Our first one, we didn't. Big mistake, but the rest of them we did.

Trudy Rankin ([22:44](#)):

Mm-hmm (affirmative).

Vicky Jamieson ([22:45](#)):

Yes.

Trudy Rankin ([22:45](#)):

And have, and have you set those up now as an evergreen type funnel?

Vicky Jamieson ([22:49](#)):

Well, yes. Uh, so some of, so there's three, the three of us did start it, and then I did collaborate with another one woman.

Trudy Rankin ([22:55](#)):

Mm-hmm (affirmative).

Vicky Jamieson ([22:56](#)):

So I've got, most of those are, in fact, I did two other, um, collaborations. So I've got those on my YouTube channel. And so they have it on their, one's got them on her website 'cause she doesn't have YouTube, and the other one just has them on her Instagram and socials.

Trudy Rankin ([23:11](#)):

Mm-hmm (affirmative).

Vicky Jamieson ([23:12](#)):

Now we all kinda use different mediums, and I've just moved into more YouTube because of the webinars so that I can have it to, you know, and I haven't done YouTube very much, but just to create an- another lead generation, um, which I haven't sort of previously done before, but it's learning (laughs) and just doing it and then figuring out what doesn't work. I do like to track my numbers.

Trudy Rankin ([23:36](#)):

Mm-hmm (affirmative).

Vicky Jamieson ([23:37](#)):

So I track, and I use a lot of stuff on social media. So I'm repurposing a whole lot of those things. And, uh, yeah, so that's where I'm taking it with the intention that it's there out there in the world and it's a part of my next level of, you know, applying bigger, (laughs) getting more global, uh, and whatever form that kinda takes, so.

Trudy Rankin ([23:59](#)):

Yeah.

Vicky Jamieson ([24:00](#)):

Yeah, we've, we've recorded them and we're, we're gonna think about different ways to repurpose and use that content.

Trudy Rankin ([24:05](#)):

Yeah, I think that's a really smart thing to do. I'm interested that you mentioned that you've put them up on your YouTube channel. I just interviewed, um, yesterday, oh, Tuesday, I interviewed, um, the lady that's helped us take our YouTube channel from scratch for online business liftoff. And, and that's gonna come out in the next two, three weeks. And basically, she just talks about what you need to think about when you're taking a YouTube channel, starting it from scratch and then, and then building and growing it and what you, you need to think about and what you need to have in place to be able to do that successfully. So it's-

Vicky Jamieson ([24:38](#)):

Oh.

Trudy Rankin ([24:38](#)):

... fascinating that you're doing, you know, you, that you're, you're using YouTube and we found it to be really quite powerful. And, and we're, we're kind of, we're still young toddler, I like to call ourselves toddlers in that part of the game because ours is only about, we're, we're coming on four months now that we've had it going. And, but it's been going really, really well.

Vicky Jamieson ([24:58](#)):

Wow.

Trudy Rankin ([24:59](#)):

And just out 'cause we're into the numbers as well. I mean, I don't know if you remember but, uh, that's what myself and my team are all about. We believe that you should use the numbers to figure out what's working and then you do more of what's working and you just keep watching the numbers so that you're never wasting your time and energy on things that aren't going that great.

Vicky Jamieson ([25:18](#)):

Yep.

Trudy Rankin ([25:19](#)):

Um, obviously, you've got testing to do to figure out what is working and what's not. But, yeah, just, just watching the numbers grow, seeing where people are coming from, how they're responding to what you're putting up there, seeing what a difference doing SEO really well makes to being found.

Vicky Jamieson ([25:35](#)):

Yes, yeah.

Trudy Rankin ([25:37](#)):

Um, and, and that's really, I think that's really powerful. So, you know, all the best with that, you know, with your digital-

Vicky Jamieson ([25:40](#)):

Thank you. Oh, I think I'll be picking your brains a little bit more on that fate. And just on, on, um, mentioning about numbers and getting out of bed in the morning, that is actually one thing, 'cause with the numbers, that shows you how you're making the impact. So you-

Trudy Rankin ([25:54](#)):

Hmm.

Vicky Jamieson ([25:54](#)):

By testing and measuring. So if you get excited about, um, making a bigger impact by helping more people, you can see that in the numbers and you can just tweak it if it's not where you want it to be. So I, I just love it, too. I think every business owner needs to, and I know we don't all love the numbers. Uh, I don't love doing the work to get the numbers. But when you see the numbers growing, you're like, "Oh, this is working. It's worth it. It's worth the headache and the, you know, the effort and," you know.

Trudy Rankin ([26:21](#)):

And the sweat and the pulling out your hair.

Vicky Jamieson ([26:24](#)):

Yeah. (laughs)

Trudy Rankin ([26:25](#)):

And, yeah, exactly. Yeah, no, I think, I think it's really, really powerful. Um, and we, we definitely focus, focus very much on that. And it, it just does. It just saves so much time and effort. So you think, if you think, you know, you don't like the work to get the numbers, think how much more work you would do if you weren't paying attention to the numbers.

Vicky Jamieson ([26:42](#)):

Exactly. And I'm all about working smarter, not harder, whether that's skincare, whether that's reducing your stress levels 'cause that plays a big impact on, on that kind of thing. Uh, but certainly in business, you know what, we're here for a good time, not a long time. (laughs)

Trudy Rankin ([26:59](#)):

That's, that's exactly right. That's exactly right. So, so I wanna, um, come back. Oh, no, I had one more question for you or one more thing to check in with you on, uh, and the re-, part of the reason why I asked about whether you recorded stuff. Have you thought about turning one of those collaborations or one of those webinars series into an evergreen funnel where people find out about you in an automated way, pay for the webinar and then, and then you, obviously, you sign them up to your list and keep helping them through your list? Have you thought about taking that next step and doing that?

Vicky Jamieson ([27:33](#)):

I haven't actually thought about it like that, but that's actually a really good idea. Thank you. (laughs) So, so, so doing it like a lead gen.

Trudy Rankin ([27:41](#)):

Mm-hmm (affirmative).

Vicky Jamieson ([27:42](#)):

Yeah. Great idea.

Trudy Rankin ([27:42](#)):

It also, it also brings in a bit of revenue as well, um, even if all you do is break even on, on, if you're using ads or if you're using organic. You know, you break even on, on the efforts that get people there.

Vicky Jamieson ([27:54](#)):

Yes.

Trudy Rankin ([27:55](#)):

And then get them onto your list and then you can service them in other ways. No, as, the reason I was asking is we're in the middle of doing a collaboration like that with another crowd where we've, we've created something that, uh, helps people understand where they stand out in their market.

Vicky Jamieson ([28:09](#)):

Hmm.

Trudy Rankin ([28:09](#)):

And then figure out, use it as a way of developing a plan for what they're gonna tackle where they're not standing out in their market. And that will eventually, we're doing live webinars at the moment. And when we've got the, the thing nailed exactly the way we want it and so that it's bringing the best value to the people who are coming to them-

Vicky Jamieson ([28:28](#)):

Yep.

Trudy Rankin ([28:29](#)):

... then we'll turn it into an evergreen webinar and evergreen funnel so that it can just, in the background, just be helping people all the time.

Vicky Jamieson ([28:36](#)):

Yeah.

Trudy Rankin ([28:37](#)):

And they can, they can use the tools that we've developed to, to do that whenever they, whenever they need to and, and just do it. So it's a, I think it's something to, to think about.

Vicky Jamieson ([28:45](#)):

To definitely think about. And actually, I do do a number of webinars that are the same. Uh, and one of them is on my YouTube channel actually, and it's to help wellness practitioners, you know, integrate a different system, it's biohacking, into the practice to get extra streams of income. So that's the kind of thing 'cause it also builds that know, like, and trust, um, so they get to sort of see who you are as a person. So I like that idea. It's great. Thank you. (laughs)

Trudy Rankin ([29:11](#)):

No worries. (laughs) I love, I love talking about business models. So I've always liked talking about business models and funnels. Uh, they, they just, they, they light me up. And, but you've gotta have the data to support what you do.

Vicky Jamieson ([29:22](#)):

Yes. Yeah, yeah.

Trudy Rankin ([29:24](#)):

Yeah. As you think about what you've done to reposition your business for this COVID-19 situation. and knowing this is probably going to be perma-, more permanent ongoing.

Vicky Jamieson ([29:35](#)):

Mm-hmm (affirmative).

Trudy Rankin ([29:35](#)):

Um, because even if we do go back to the way we were before, you now are gonna have extra revenue streams based on, and more people that you're serving because you're more online, what would be three things that you would, uh, tell people who are just starting out? So let's just say that you've been working on this since March and before March, before that, maybe there's some people now who are only just getting started. What would be three things that you would tell them that they should be thinking about and doing right now to get ready to do what you've done?

Vicky Jamieson ([30:05](#)):

I think it's really good to know where your genius is and stay in your own lane, if you like. So, (laughs) so identifying that's really key, which sometimes when you're starting out, it's kinda a bit of a wobbly road. So just knowing how you're different, like you were mentioning before, and then just staying really focused on staying on track, and then using conversations and, um, all the things that you do. So, say it's with a client, so for me, when I was seeing clients beforehand, I would use conversations, not personal conversations but just the subject, um, and make it into content and use it as educational pieces, because that can be then the foundation to a program or a course, or even just social media stuff.

Vicky Jamieson ([30:53](#)):

So you're not recreating the wheel and thinking, "What do I have to, oh, what should I post about today," or "What should my blog be on?" And that takes a lot of time. So, um, that would be one thing. Staying in your zone and then just honing in on the problems and your solution to that and making a content for whatever that comes down to in the end. Um, what else? (laughs) There's so many things. So, um, looking after yourself 'cause as a business owner, and this is probably my thing from, um, being

a wellness practitioner, you can burnout really quick if you're not careful because you have, you have this passion that's like a fire inside you and you just get so focused on it that you forget everything else (laughs) in the wake, if you like.

Vicky Jamieson ([31:44](#)):

So you have to plan, one, to be successful but, two, to look after yourself because you are your business. And until you've got that automation and, and perhaps growing a team or whatever that looks like, first, uh, you need to fuel yourself but also give yourself time off and time out and self-care, and all those kinda things are just as important, um, from a holistic perspective as well.

Vicky Jamieson ([32:14](#)):

And then maybe, um, the third thing is connecting with other, you know, like peers because you've gotta fuel your mind, um, with positive things and, and how-tos and like you were saying, um, "Have you tried this?" You know, like just getting different ideas on how you can make that apply to your business and staying open to different ideas, I think that's really important when you start out because you might have a certain path that you think this is it, this is only going to be it, but then, you know what, COVID happens or, (laughs) you know, life happens and things change and you need to be able to adapt and adjust, but still stay within your original mission, if you like, you know.

Trudy Rankin ([32:59](#)):

Yeah.

Vicky Jamieson ([33:00](#)):

Or your genius.

Trudy Rankin ([33:02](#)):

Yeah, no, I think, I think that's so important. I mean even, you know, just, just even reflecting on the fact that a lot of women, um, I don't know why but tend believe that they have to just, they have to just completely empty themselves out servicing other people, helping other people, and not allowed to what they perceive as selfishly serving themselves. But the reality is, is that if we don't look after ourselves as women, as people who are cornerstones of a family or a group of friends or, or whatever, um, we can't help other people if we don't look after ourselves. And so it's an investment. So I, I, the way I think about it is an investment in us-

Vicky Jamieson ([33:44](#)):

Mm-hmm (affirmative).

Trudy Rankin ([33:44](#)):

... is, uh, absolutely, you know, huge returns for the people that we love and that we work with and that we serve.

Vicky Jamieson ([33:51](#)):

Yeah.

Trudy Rankin ([33:52](#)):

So that's really important.

Vicky Jamieson ([33:53](#)):

I think, too, the analogy I always bring my clients back to, you've got to put your own oxygen mask on first before you help others, just like (laughs) taking a plane trip which is a bit, um, unusual at the moment, but just always come back to that. You have to help yourself first before you can help anyone else. Otherwise, what happens to them if you are no use?

Trudy Rankin ([34:16](#)):

Exactly. And that's not a selfish way of looking at it. It's-

Vicky Jamieson ([34:18](#)):

No.

Trudy Rankin ([34:18](#)):

It's actually a, a factual way of looking at it.

Vicky Jamieson ([34:21](#)):

Yeah.

Trudy Rankin ([34:21](#)):

So it's really, really important.

Vicky Jamieson ([34:23](#)):

Yeah.

Trudy Rankin ([34:24](#)):

Well, you know, Vicky, it's just been, it's been really lovely talking with you. We're just coming to the close of, of this particular interview. But I wanna ask you a couple more questions. And one is, is, is that if you had a chance to talk to your younger self when you were just starting your business, what advice would you give yourself? What would be the one top tip that you would give yourself?

Vicky Jamieson ([34:44](#)):

You know what? Uh, uh, my advice that I give my clients is what I would also give myself in my younger years. Taking more time out because I was one of those, those business owners that did the burnout. So I'm speaking from experience. (laughs) So, um, to my younger self, I would go, um, be kinder to yourself. Take more time out. Don't be your worst critic.

Trudy Rankin ([35:07](#)):

Mm-hmm (affirmative).

Vicky Jamieson ([35:08](#)):

You know, just, you know, don't beat yourself up when you get things wrong. I, I used to think I needed to have things perfect before doing it. Whereas now, I guess with age and wisdom, it's just kinda like, you know what, there's always going to be a flow, just go with it. (laughs)

Trudy Rankin ([35:24](#)):

Yeah, yeah.

Vicky Jamieson ([35:25](#)):

It doesn't always look pretty.

Trudy Rankin ([35:26](#)):

Yeah. So just what, you know, just having it done is much, much better than having it perfect.

Vicky Jamieson ([35:30](#)):

Progress over perfection.

Trudy Rankin ([35:32](#)):

Yeah, yeah, so important.

Vicky Jamieson ([35:33](#)):

Yeah.

Trudy Rankin ([35:33](#)):

Look, that's fantastic, Vicky. Thank you so much for that. Um, before we close, if people were interested in finding out more about what you do and how you might be able to help them, where can they find you?

Vicky Jamieson ([35:43](#)):

So I have my website which is mainly my salon stuff and, uh, and salon oxygen treatment. So that's [www.betterbody.net.au](http://www.betterbody.net.au). I'm also on Facebook and Instagram. So Facebook, just my name, Vicky Jamieson, and my work one is Better Body Beauty Sanctuary. And, and Instagram is betterbody1. (laughs)

Trudy Rankin ([36:07](#)):

And what about YouTube?

Vicky Jamieson ([36:08](#)):

I'm on YouTube as Vicky Jamieson.

Trudy Rankin ([36:11](#)):

Okay. Sounds good.

Vicky Jamieson ([36:12](#)):

So yeah, I started it years ago so it, it probably needs finessing to be. But we got lots of tips on skin and, and wellness.

Trudy Rankin ([36:22](#)):

And people can go there and find out more about it.

Vicky Jamieson ([36:24](#)):

I'm also on LinkedIn, too, which, um, is, is under Vicky Jamieson.

Trudy Rankin ([36:28](#)):

Okay. Well, thank you. Well, we'll put all those in the show notes so that people can, can find out and if they wanna get in touch, they can.

Vicky Jamieson ([36:34](#)):

Mm-hmm (affirmative).

Trudy Rankin ([36:36](#)):

Once again, thank you so much for you. It's been really great talking with you.

Vicky Jamieson ([36:38](#)):

Thanks, Trudy, for the invite. It's been a pleasure sharing all that, and I wish all your listeners well with their businesses.

Trudy Rankin ([36:46](#)):

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