

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](#)):

Hello, everyone, and welcome to the Online Business Launchpad podcast. I'm really delighted to have Lorraine Taylor with me today. Now, Lorraine's in the branding space and she specializes in helping people build their personal brand and then communicate that more effectively. She's written a book, Be BrandYOU, and she's in the process of writing her second. And I'm interested in that because that's one of the things that's on my bucket list. Someday I'm gonna write a book.

Trudy Rankin ([00:51](#)):

But I met Lorraine in the SPI Pro community which is run by Pat Flynn from Smart Passive Income. You've probably heard me talk about Pat before. And this community's only recently been set up. And I really enjoyed meeting people like Lorraine, um, who are focused on helping people. I, I really like being around people who are, who want to give value and, and provide service. It's not about getting rich quick, um, or ripping people off. It's about really, really helping people.

Trudy Rankin ([01:18](#)):

So this year's been a little wild for everyone. And Lorraine's gonna share a little bit about what she's done to keep her business alive and thriving in this time of lockdowns, cancellations, and no international travel, and you'll know why that's important in a minute. Uh, plus we'll be having a conversation around personal brand building and how communication's key to doing that. But before we dive into that, um, I wanna say hello to you, Lorraine. Welcome.

Lorraine Taylor ([01:43](#)):

Yes, thank you for having me today. It's awesome.

Trudy Rankin ([01:47](#)):

And, and I wanna start by asking you a question. Uh, and that is is that in, in some ways, you know, as I've gotten to know you through the SPI Pro community, I've discovered that your background is very similar to mine in some ways. So can you tell us a little bit about where you've come from and how you've ended up in New Zealand?

Lorraine Taylor ([02:03](#)):

(laughs) Yes. So I, I have a story of originating from the United States, in Colorado. In 1987, I went overseas for two years, worked in Papua New Guinea and was teaching there and met a pilot from New Zealand. We ended up in the Seychelles for eight years. We then moved to Dubai in 1999 and have been there ever since. So in 2006, created two homes, one in Dubai and then one in New Zealand as I raised my teenage daughters here as well, so.

Trudy Rankin ([02:40](#)):

Wow. That's, that's, that's a lot of, of international living. And-

Lorraine Taylor ([02:45](#)):

Yeah.

Trudy Rankin ([02:45](#)):

And that would've been really, really kind of interesting for you having to, when the, when COVID-19 hit, you know, moving from Dubai back to New Zealand. That would've been just kind of interesting times. How's that been for you?

Lorraine Taylor ([02:57](#)):

Well, it was certainly not planned. I left Whistler, Canada skiing, arrived in Dubai with the idea that I was gonna stay there in March for another three or four weeks. Uh, as it ended up, I got on the last flight back to New Zealand, made the decision within 20 minutes. As the, it was told, I arrived back here, went through my quarantine. And since my, then, my husband's (laughs) never been able to get back to New Zealand. So we're still separated.

Trudy Rankin ([03:30](#)):

Oh.

Lorraine Taylor ([03:30](#)):

So, yeah, this is actually really common. There are wives and husbands separated all over the world, depending if they were traveling at the time. So he's still there. He has, he has decided to officially retire so he will be coming back this way mid-October, go through quarantine and back at the end. So, and, yeah, it's been crazy because, literally, I had an event planned here in New Zealand, then I was going to Dubai, then I was speaking in Malaysia, back to Dubai. Then I was going to Aruba in the Caribbean, back to Dubai, back here to Dubai, and Par- Paris. So my speaking career, as it was, has taken a huge change. (laughs)

Trudy Rankin ([04:18](#)):

Wow. That's, that, that's, that's really, really interesting. And it, you know, for a lot of people who've been affected by COVID, it's just really, really, it just upended your business, you know. It just flips it on its head.

Lorraine Taylor ([04:30](#)):

Yeah.

Trudy Rankin ([04:30](#)):

So that's one of the things I'd love to, I, I'd like to dive into a little bit later, uh, later on. But what I'd like to do now is just get you to just, can you talk a little about who you serve and, and how you got started doing that?

Lorraine Taylor ([04:45](#)):

So I serve people that are personal brands and they maybe have their own business, they may want to have their own business but they're still working somewhere else. They may be retired and are wondering, "Who am I now? What's the value I add?" They may be in corporate. It doesn't matter who they are but they are realizing the importance, they're getting this idea of how important it is to know

who they are, uh, and for the reason for examples that, in the past, our identity has been tied to our job and our profession many times.

Lorraine Taylor ([05:23](#)):

And now we have massive job losses. And so I say we have a massive global identity crisis because who are you if, and, and so this is where, I think, COVID is going to really create some really raw moments. And if you, and if any of the listeners are feeling that, that's so normal, and the answer is to just know the value comes from within you. So my journey for this was I've been teaching, um, secondary mathematics for 15 years in five different countries. And in 2010, decided I wanted to go back and I went back to get a degree in Education and Online Learning.

Lorraine Taylor ([06:06](#)):

And, uh, I realized after doing a postgraduate, that I wouldn't finish, I'd slide over to the College of Business and look into Communication and look at it on a global scale. So that's what I did through business. So I got out of university in 2013, uh, doing my two postgraduates. Uh, and so I grew up in a small town. I knew who I was. I knew who my community was. And I got out in 2013, the explosion of social media had started, and I didn't know who I was and I didn't know where my community was because it was global. And so it was my personal journey to try to figure that out. And as I began to figure it out, I began to help other people and it grew organically like that. Yeah.

Trudy Rankin ([07:01](#)):

Wow. Just, you know, like, yeah, coming back to similarities, I did, I, I, it, it's not the same but I'd went back when I was an older adult and did some degrees as well, and you do. You come out, the world's changed, and you look around and you say, "Where do I fit? Where do I fit?"

Lorraine Taylor ([07:17](#)):

Yeah.

Trudy Rankin ([07:17](#)):

And I'm just curious, you know, you, you were mentioning that there's now, you know, people are suffering a crisis of identity because they've had their identity and their ego tied to their jobs. Do you, did you, have you found in the people that you've worked with that that tends to be true for men more than women or women more than men? Or, you know, is it, is it a generalization? You know, how, how, how, how have you found it?

Lorraine Taylor ([07:46](#)):

I, I personally, uh, I, I think I've found that women are more able to voice it, that they've lost their identity. And I've had less men really saying, "I need help with my identity." However, when, when I get a close relationship with them, the problems are exactly the same. (laughs)

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

Mm-hmm (affirmative). Mm-hmm (affirmative).

Lorraine Taylor ([08:10](#)):

Yeah.

Trudy Rankin ([08:11](#)):

And, you know, I think, I think that e-, even though men talk about it less and even without COVID-19, as we get older, we do go through these identity changes. Women go through menopause or they hit menopause or they, you know, something happens in their lives. And men get to the point in their careers where they've either have to decide whether they still wanna keep pushing or they wanna do something completely different or they get to the point where they, like my husband, you know, got to the point where he says, "Well, I just wanna give something back to the world," you know.

Lorraine Taylor ([08:37](#)):

Yeah.

Trudy Rankin ([08:38](#)):

And you get, you get to the point where that, that career trajectory changes or the, the identity changes. So, so that's fascinating. So, so what did you do once you got to that point? Um, how did you get started with your business? What did you do there?

Lorraine Taylor ([08:52](#)):

So it originally started by people really asking me to help them. So, uh, initially, it was all, you know, how do I use Instagram? How do I use Facebook? How do I do this? How do I do that? And I did that for a very short time. And I realized if you're gonna post on social media, if you're gonna get out in the world and join LinkedIn and do all of this and you have no clue of the internal identity of yourself, that this is a waste of time. So (laughs) I was like, "Okay, somebody else can do that. I'm not gonna show people how to put Instagram on their phone anymore. I'm going to deal with the voice behind the social media."

Trudy Rankin ([09:32](#)):

Mm-hmm (affirmative).

Lorraine Taylor ([09:32](#)):

And communication is something I absolutely love. I had the opportunity, I've been at Toastmaster since 2010, which is an international organization that's been going for 100 years. Uh, it's in countries all over the world. And I, um, realized then, well, in 2015, uh, history was made and I became the first president of the first online club, an advanced online club. So it was the first time in 2016 when we chartered that we were truly a global club. And I, I ran that as a global team for the first time, never met the people I'd run with, worked with. And today, it's a really successful club. We, and so in that, I mean, just by doing, loving what I do and getting involved in opportunities like that, I just, the world is a village. It really is.

Trudy Rankin ([10:32](#)):

I didn't realize that there was actually an online toastmasters club.

Lorraine Taylor ([10:38](#)):

Yeah. Well, it's very interesting because we chartered in 2016 in March, but it never has, I think toastmasters never really wanted that to be part of what they did. They always wanted to be that face to face. That was the image.

Trudy Rankin ([10:54](#)):

Mm-hmm (affirmative).

Lorraine Taylor ([10:56](#)):

Of course, now that COVID has hit, (laughs) everybody went online. So, uh, that's, so now we're where, where, where everybody is. But, yeah, it's amazing. It's absolutely amazing. And, uh, I met the people in our international conference a couple times. I've, I mean, Vancouver was the first time I met the people that I had been working with for two years. And it's funny what online is. It is, as people are finding now during these COVID times, we actually can form human relationships online. And so, yeah, amazing.

Trudy Rankin ([11:33](#)):

Ye- yes. And, and thank goodness for that because if we didn't have the internet and the ability to do that, this would be even a harder time than it already is.

Lorraine Taylor ([11:42](#)):

Mm-hmm (affirmative).

Trudy Rankin ([11:42](#)):

Yeah, that's for sure. Well, let's talk about that just a little bit, because you mentioned, uh, earlier on that, that because of COVID-19, your whole business model has been upended. You've had things canceled right, left, and center. And you know, I, I, I've, I've worked with a lot of people and talked to a lot of people where this has happened, and it's just I'm fascinated by what people do to address that. Can you just talk to us a little bit about what you've been doing to keep your business alive during these times?

Lorraine Taylor ([12:12](#)):

So for me, I, yeah, in March, it hit and then in April, I was like still in quarantine here sitting in New Zealand. And I was like, "What, what am I gonna do?" And I literally saw on Facebook and LinkedIn and places like this that people like myself, coaches were throwing all of, everything they'd created online for free or for \$2 or just kinda giving it away in a hope to grab someone. And I just thought that's not what I can do, because what's the value in that? And I, and I, and this will be a big thing of, of we, of how we move forward as personal brands, is I thought what does the world need right now? And they need connection. And so as a business owner, in any business that you're in, you have to meet the needs of your clients.

Trudy Rankin ([13:10](#)):

Mm-hmm (affirmative).

Lorraine Taylor ([13:10](#)):

And they don't need another workshop that you just reduced in price. They need a connection. So, I mean, not maybe financially at the time would someone say this was the smartest thing to do, but it became the smartest thing. Uh, and that was I decided that I wasn't going to do any of that, I was just going to connect with people personally. So I specifically would just connect with people personally for a glass of wine online, for a coffee online, and just form relationships.

Lorraine Taylor ([13:45](#)):

And the reality is, whether you are, are a leader in a corporate environment, whether you are a small business owner starting out, whatever your personal brand is, today we must be human. The more we go online, the more we struggle, we just, we yearn for the human connection. And like Seth Godin says, if you want to build superfans, then just nurture 10 people. And so, that's what I did. (laughs) And it just exploded into opportunities.

Trudy Rankin ([14:22](#)):

I, I think that that's, that's, I, I 100% agree with you, you know.

Lorraine Taylor ([14:25](#)):

Yeah.

Trudy Rankin ([14:25](#)):

Just, just being, building, or making it about building relationships, um, and, and making connections and forming connections, it's so important. I know a lot of people complain a lot about, you know, "Oh, I'm on Zoom all day and I'm so tired," but that's not the only way that you can form connections. It's helpful when there's the face to face. You know, you can at least see the person's face, but it's not the only way to form connections. And I think it's, that's-

Lorraine Taylor ([14:51](#)):

Mm-hmm (affirmative).

Trudy Rankin ([14:51](#)):

That's really, really, really powerful. So when you say that it just exploded and the opportunity sorta came up everywhere, do you, are you happy, would you be willing to share at least at a high level what some of those opportunities ended up being?

Lorraine Taylor ([15:04](#)):

Yeah. So I have been working with, uh, different groups and so then in the investment in those. And so, for example, I was given an opportunity. I didn't know how I was gonna actually, how do I get a speaking career that, where I was standing in front of a couple hundred people, how do you just move that immediately online? And I got opportunities to do that. For example, Ellevest is an organization to help career women. Uh, it's in 45 different countries. And I was invited by somebody that knew me, that somebody that knew me, uh, to come and be their speaker. And I went and I, and I gave an hour workshop speaking with them and connecting with them. And then each one of those connections I nurtured and it grew into coaching clients and it grew into collaborations. That's just one option, one thing.

Trudy Rankin ([16:01](#)):

Mm-hmm (affirmative).

Lorraine Taylor ([16:02](#)):

Yeah.

Trudy Rankin ([16:03](#)):

Yeah, 'cause it, I, I think it's fascinating because I'm just, I'm just thinking out loud here, is, is that with our, our online business liftoff program where we, we teach people how to start an online business, a lot of the people that we work with, because we have government funding for, for some people, um, are people who are either coming out of a, a lifetime of being a carer for somebody in their family-

Lorraine Taylor ([16:24](#)):

Mm-hmm (affirmative).

Trudy Rankin ([16:25](#)):

... who's got a disability or a serious illness or, or whatever, they're elderly or whatever. or they've been unem-, they're, they're 50 and above and they've, they've been unemployed or they are unemployed and they're really struggling, um, because of age bias, oftentimes. Um-

Lorraine Taylor ([16:38](#)):

Mm-hmm (affirmative).

Trudy Rankin ([16:39](#)):

They're really, really struggling to get a job. You know, they'll, they'll reach out to everybody and nobody, you know, nobody responds to their, to their requests for jobs or interviews or whatever when they apply. So when they come into our program, a lot of times, a lot of the effort, uh, a lot of the effort's around building new skills, right? They have to learn how to use digital technology. But a lot of the effort's also a mindset shift where they have to change their understanding of who they are as somebody who was an employee in a, in a particular way of thinking and doing things to being the owner of a business.

Lorraine Taylor ([17:17](#)):

Yeah.

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

And then they have to do everything. And people find that quite daunting.

Lorraine Taylor ([17:23](#)):

Yeah.

Trudy Rankin ([17:23](#)):

I, I know that it took me a long time when I shifted from corporate into being my own boss, just that, just that whole mind shift that you have to go through. So, you know, can you talk a little bit about that, that, and, and maybe as you, as, and I've got some questions for you around sort of personal brand and what that means and stuff. But as you think about that, that shift, that identity shift that people need to go through, kind of where would people, what would be the starting point for people in that?

Lorraine Taylor ([17:51](#)):

So I think, I think with an identity shift, um, I mean, I think I'll actually just steer this a little differently, and that is when we talk about our personal branding, I really see it in three kind of sections. One is just to kinda know who you are, and that's really kinda knowing your values and, and knowing, um, kind of

whe- where, where do you wanna be in 10 years or where do you wanna be in 5 years or in 1 year. So it's getting that, doesn't have to be so specific, but if you have a sense of that, of, um, and then communicating that, which we can talk about later, but then it's about executing that.

Lorraine Taylor ([18:32](#)):

And so I'm really moving into 2020, 2030. This is what COVID did for me. And I do think that anytime you have a major shift in your life, the biggest mindset is you can say, "Oh, my gosh, this is the worst thing that can happen to me." Um, for example, like I haven't seen my husband since March. I, I, I could sit here and whine for the next 30 minutes. But I just say, "No, it's an opportunity." And so, but what the opportunity for me has been is to really meet people where they are and that is, yes, to communicate your brand, but it's to execute it. And that is the key that I feel that, what you're talking about, that pain point, how do you, how do you go from working for someone else to making it happen for you?

Lorraine Taylor ([19:20](#)):

And, and the way, the, the, the short way to that is to do what is probably was already set up in the business you were working for, and that is processes. You need to have, even as a personal brand, you need to have processes. What are you gonna do? You cannot move forward as a personal brand if you have a business or anything if you don't set up your processes because then, eventually, when you do grow, you can give that to a virtual assistant, you could hire somebody, or most of all, you can save yourself time. So I think that's the biggest mind shift, is to say, "I need to execute, create processes, create a system so I've got something in rhythm moving." Yeah.

Trudy Rankin ([20:11](#)):

Yeah. Yeah, for sure. And that, that's, that's so true. You, it doesn't matter what kind of a business you have. You've got to have those things.

Lorraine Taylor ([20:18](#)):

Yeah.

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

That's pretty critical. Actually, one of the things that, and just mo-, kind of taking that to the next step is, is that one of the things that often comes up for our participants, uh, our, our online business liftoff participants is, is that they do ask that question, well, you know, especially when we're looking at which, which URLs they should purchase, which domain name they should purchase, and then going, "Well, should I buy my personal name or, or should I buy a business name?"

Trudy Rankin ([20:44](#)):

And, and so, we have these conversations around, you know, "Well, is your business, are you gonna be the face of your business, um, or is somebody else gonna be the face of your business?" And, and what would that, so what would, what would you say would be, would be, the, the most important difference between a personal brand and a business brand for somebody who's just getting started?

Lorraine Taylor ([21:04](#)):

Yeah. It's a tough one and I'm, I'm at the moment rebranding my, or tweaking, I would say, my, my website and a little bit of my look. So I've been using Lorrainetaylor.com. I've started the business Be

BrandYOU in New Zealand officially. I also have bebrandyou.co.nz. I've chosen not to use it. I've chosen to stay with Lorraine Taylor, but Be BrandYOU will be my product. That's one way if you wanna use your own domain name, is to use your name and then to realize. But it doesn't matter whether it's a domain or whatever, that you have your name. And then under that, you, those are your products. But your product can be your business website and you can still be the face of that. You can still drive that.

Lorraine Taylor ([21:51](#)):

So I, I would say that there's, either way, they're two different things. And I mean there's advantages to both. For me now, to choose Lorrainetaylor.com, I've, I've had it for so long I'm gonna use it, but the reality is, you know, is that would be harder if I wanted to sell it to, you know, to sell it to somebody else. Um, so there's a lot of advantages not to use your name. But you can, whether you use your name or you don't use your name, uh, on a website or your domain, you still need to be the face of that business, and that can come out in your social media, in your conversations, in everything that you do. Yeah.

Trudy Rankin ([22:37](#)):

Yeah. And I, I get the sense from, from, from what you've said and some of the conversations we sort of had online is that it, it's really, you know, we talk about somebody being the face of their business, but that's not kind of the, that might be 1%. And, and so in terms of what you're talking about and what you're, what you, how you help people because it's more, it sounds to me, and I, you know, stand to be corrected, you know, it sounds to me like more, it's more about the journey from getting, around getting clarity around who you are and what the value is that you bring to the world. Would that be correct?

Lorraine Taylor ([23:12](#)):

Yeah.

Trudy Rankin ([23:12](#)):

When you're talking about personal brand and the work that you do?

Lorraine Taylor ([23:15](#)):

So when I talk about personal brand, and I really do use that word Be BrandYOU, uh, as, as a, and, and I'll make that distinction now. The personal brand to me has kind of, in a way, got a little bit of a bad name and then that it's often associated to what colors do you use, what does your website look like, what is that stuff? The Be BrandYOU to me is very internal and it shifts with every shift you have in life. And so I, I think when we look at the bigger picture of Be BrandYOU, we, we see it as a life journey.

Lorraine Taylor ([23:50](#)):

And so the thing is if you t-, if you tie yours, if you be-, if you become the, if, if, if your identity is now your business and your, your business fails, then does your identity fail? That's why you can't, you can't hide behind that. You are a brand. You are Be BrandYOU. You might create a business, you might create five businesses. You might sell them. They might do well. They might not do well. That doesn't matter. Your internal kind of compass point in who you are is gonna drive you through that. That's a really important distinction. (laughs)

Trudy Rankin ([24:30](#)):

Hmm. No, I, I, I agree. I think, I think it is really, really important because, and even if you're not talking about businesses, you know, for people with careers, um, you know, if their career becomes their identity-

Lorraine Taylor ([24:42](#)):

Mm-hmm (affirmative).

Trudy Rankin ([24:43](#)):

And they lose their career, you know, a lot, it happens to a lot of people. They, they get made redundant and that the, when they least expected it and then all of a sudden, they don't have that, they can't get back into that same career, they've hit a ceiling, men and women, and, and, and then all of a sudden, who are they? Who are they?

Lorraine Taylor ([25:01](#)):

Exactly. Exactly.

Trudy Rankin ([25:03](#)):

And that really rattle your cage.

Lorraine Taylor ([25:06](#)):

And it happens at all levels. I mean, um, you know, uh, uh, you, you have to invest in that internal value of who you are. I know 100% that every person on this earth is, is here to add value. And, and we get a choice. I always say is it, is it just an opportunity to be my own brand and to add value to the world whether I do it through business or whether I do it through other, other means? No, it's actually my responsibility as part of this human race that we're moving forward. And our human race right now has just been, you know, just been blasted with a global virus that we are going to need an army of people helping to move our human race forward, you know.

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

No, yeah, that, that's, that is definitely, definitely true, um, and it's, uh, yeah. My husband's, my husband's a doctor. And so just, just hearing about, you know, what we can expect and, and plus, I mean, I've got a bit of a science background as well, reading about, you know, things and what can we expect and where's the world going, and my word is interesting times, you know, in, in many ways, you know, both from a "Oh, my goodness, what's gonna happen?" but also from a, "Wow, that really is interesting" perspective.

Lorraine Taylor ([26:26](#)):

Yeah, yeah, for sure. For sure. Yeah.

Trudy Rankin ([26:28](#)):

Yeah. So, so for people who are in the process of, you know, and this is just about every one of us, you know, in that process of going the world's changed, it's changed in ways we could've never anticipated. It's had a flow and impact on us and, and so people are starting to the point where they're going back to that question of, of "Who am I?" What, what, uh, advice would you give to people, um, in, who are in

that situation and they're, and they're looking to build their personal brand? What, what tips could you, could, could you share with us?

Lorraine Taylor ([27:05](#)):

I would, um, I, I think the biggest thing that I, I find with people with that whole, uh, how, how do you create that, how do you become that personal brand, and that is it is really, I'd, really kind of getting through those hurdles of not valuing yourself. Uh, sometimes we feel that we need to live up to something else and maybe we, we can't or, or whatever, whatever the reason is, but it's really that internal valuing of who you are and knowing that you have skills and talents that nobody else has.

Lorraine Taylor ([27:42](#)):

Um, the world is, yeah, it's gonna go through some rough patches right now but, um, there's one thing that's just trumping everything, and that is being authentic and authenticity and adding value. I mean, when I, I gave a presentation to the place in Dubai, the, the ladies group up there, and the thing is, is that when you talk about leadership right now, when you talk about whether you're leading your family, you're leading your community, you're leading, um, a huge corporation, there's a lot of study now about kindness and how powerful kindness is.

Lorraine Taylor ([28:24](#)):

And if you actually tune your ears to listen to what's resonating around the world, it goes back to human, human things. Hope, kindness, these are huge things and they will pay dividends as a, as a, as a personal brand to in-, like don't ever think that those things aren't gonna matter. And I think we really are moving into a world where our world was going so fast. It was out of control in January of 2020. Everyone's had time to sit back. And I really believe the world moving forward is gonna be quite a bit more human.

Trudy Rankin ([29:12](#)):

Oh, I certainly think people are gonna be a little bit more empathetic or a, a little bit more understanding about-

Lorraine Taylor ([29:19](#)):

Yeah.

Trudy Rankin ([29:19](#)):

... people in other parts of their world, um, who they might not have realized we're going through tough times or are struggling. And so people are a little bit more aware, I think, possibly-

Lorraine Taylor ([29:30](#)):

Yeah.

Trudy Rankin ([29:31](#)):

... about that. I'm a little bit interested in coming back to what you said, um, which was you were talking about the fact that the first thing that we kinda have to deal with is overcoming those hurdles, and they're kind of oftentimes mindset hurdles, um, about, you know, the fact that we still can bring value in understanding who we are. So how would, what would be kind of two or three things that we could do

to, uh, you know, to actually start that process of overcoming those mindset hurdles and those voices in your head that going, "Ah, who am I?"

Lorraine Taylor ([30:02](#)):

Yeah. (laughs) So I, I, I realized this is a podcast so people can't see, but I have these on my desk. (laughs) So they're little, little animals here. And, uh, I, I use this in my coaching and I have them with myself. They're little, small, little, stuffed little animals with big eyes and they're quite cute. But I, I have a number of them, and I know it sounds simple but they do reflect those voices that we hear. And so, for example, one little guy with his little, he's orange with white spots, he looks like a little funny goldfish with blue eyes and, and he, he will represent something that's, that's keeping you from being the best version of yourself.

Lorraine Taylor ([30:44](#)):

Uh, so for example, this one might say, "No, I, I, I'll never be able to run a successful business. I'll never be able to do that." And when you have that sitting on your desk, you, actually, when the thought comes in your head, you actually look at that little orange little guy with big eyes and say, "Just be quiet, okay? I heard you but that's not true. I am gonna run a successful business." Uh, you know, like, there'll be another one that'll say, "Well, you just don't have the qualifications, you don't have anything," and you put it there. And when that voice comes into your head, you'll look at that little guy right square in the eyes and you say, "I know I don't have all the qualifications but I'm good at learning, I'm good at this so just be quiet. Just sit there."

Lorraine Taylor ([31:32](#)):

And when, honestly, that is so powerful because every single person, I don't care who it is, they will have those, those little voices. And so, I would say embrace them. And what I say is these little guys that, that, that talk to me on my desk, I like them there. And I put them down on my desk. Why? 'Cause they make me better, because when they keep questioning me, I get to stand up to 'em like an older brother or a younger brother stands. You know, like, "My, I, I had older brothers. So I'd stand up to my older brothers," you know. And it's like, and they made me stronger. And so when we have that concept of those trials, those weaknesses are there to build us to be the best version we are, then it's great. (laughs)

Trudy Rankin ([32:29](#)):

I, I love that. That, that's just fantastic. Um, one of, one of our team members, um, introduced me to the concept, I've mentioned it before, as those voices in your head, she calls them the itty-bitty shitty committee.

Lorraine Taylor ([32:41](#)):

Yup.

Trudy Rankin ([32:41](#)):

And so I can just imagine those, those soft toys lined up on my desk, and it's the itty-bitty shitty committee there, sitting there with all of those voices and, and you can ... I love that. You know, just being able to, to stand up to them and going, "That's not true. Here's the, here's the evidence that that's not true," 'cause for, for us, you know, a lot of our participants, and I agree, first of all, I agree every one of us has those voices in our head, every single one of us. But it, for our participants particularly, there's

a couple of voices that seem to come out a lot more than, than maybe for other people. And one is, is that "I don't, I have, I've, I lost touch with the working world, I don't have any experience that's of value."

Trudy Rankin ([33:21](#)):

Um, the other one is, is that, um, "I, I've lost touch with what's happening in the technology world and, um, I don't think I can learn this new stuff." And, and they prove themselves wrong. You know, by the end of the program, they, they're actually really good at using the technology. But that's really, that's a really powerful technique and I, I really like that. I like the idea of using soft toys. I'm looking around my desk area going, "What can I use?" Um, you know, find something that I can use that technique, that's fantastic.

Lorraine Taylor ([33:49](#)):

Yeah.

Trudy Rankin ([33:49](#)):

So I'm interested, you know, um, uh, yeah, and we're, we're sort of starting to come to, to the end of our time. But I, I'm, I would love to know, you know, when you first started out your business, um, or, or maybe even just recently when you've had all these changes that you had to do, what would be one of those, those voices that have come through for you that you've had to go, "No, that's not true"?

Lorraine Taylor ([34:12](#)):

Uh, I think, I think for, I think to, to be honest, the same voices come through. And, and, and what happens, like don't think that, okay, you, like for the people that are listening to the podcast, they might feel like right now, they don't have the skills or, or whatever that they need because they've gotten out of touch. And so they have that voice and so they overcome that voice, and then what happens? As a personal brand, as a brand you, you will continually elevate, you will continually step it up.

Lorraine Taylor ([34:46](#)):

So I've had the, my, these voices have come back and I, these certain little animals are now back on my desk. I don't get rid of them. Every time you up-level, they come back. But why do they come back? They come back to make me a better person. They come back so that I'm the little sister with the big brother going, "Just stop, just stop. I can do it. No, I am good enough." And, and that's the thing. Every single time you up-level, you're gonna do it. So this, this year, I'm up-leveling in a big way. I'm transforming what I'm doing and they all came back, and I just have to stand up to 'em again. (laughs)

Trudy Rankin ([35:27](#)):

Yeah, no, have you ever heard the saying, you know, for, for businesses that are, that are going up-level, you know, it's, it's another level, another devil?

Lorraine Taylor ([35:34](#)):

Yup.

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

You sort-

Lorraine Taylor ([35:35](#)):

That's right.

Trudy Rankin ([35:36](#)):

Yeah, you get to one, you, you manage to sort of sort most of the problems out at the level that you're in and then you take the next step and, all of a sudden, there's a whole bunch of new ones.

Lorraine Taylor ([35:44](#)):

That's right.

Trudy Rankin ([35:45](#)):

I, I, I think one of the, one of the best kept secrets about being, you know, starting up your own business is, is that, is, is that it's actua-, it's actually not about running a business, it's about how good you can become at problem-solving.

Lorraine Taylor ([35:58](#)):

Exactly.

Trudy Rankin ([35:59](#)):

It's all about solving problems. Yeah.

Lorraine Taylor ([36:02](#)):

Yeah, for sure.

Trudy Rankin ([36:04](#)):

So, so thinking about, um, once again, going back to the beginning of your business journey, when, just when you were first starting, and if you were able to meet yourself today as you were back then, what would be one piece of advice you might give to that newbie who was just getting started on their business journey?

Lorraine Taylor ([36:26](#)):

I, I, I would really, I mean my, I think my biggest thing would be just two- twofold. One is, again, I think I, I didn't execute enough in a simple way. I, I, I made things too complicated or I tried, I had too many things on my table. I call it the buffet of opportunities. Uh, what happens when you be-, when you kinda find your passion, you find things you love, you, things are starting to work out? You just get all of these opportunities start, you're like a magnet. And so then, you try to take advantage of all these opportunities, and when you do, it's like going to a buffet and just overeating. You can't move. You can't do anything.

Lorraine Taylor ([37:14](#)):

So it really is, if you wanna be the best version of yourself, you have to remain agile. And you have to remain, you have to be kind to yourself. You have to, um, make sure that you take time to sleep and take time for family. And, and definitely when you're in a business, the first thing is like, "Oh, my God, I gotta be on social media so everybody can know me." You've got to shut it off. Um, I will give one little

story, and that when I had really started my business, I was in New Zealand. I went to Dubai to spend more time there. I came back to New Zealand for a few weeks and my good friend said to me, and that's when I really, the business really started growing.

Lorraine Taylor ([38:03](#)):

And I came back and my friend said, "Lorraine, you're not happy." And I said, "What do you mean I'm not happy? I mean, I'm finally building this business. I spent so much time on it. I'm getting all this stuff done." And she said, "No, you're not happy." And, and she said, "Are you still playing the piano?" And I said, "Well, no, because it's back in New Zealand." And it's like, "Are you still getting out to do this and that?" And I'm like, "Well, no, I'm really working out my business." And, and the thing is you've got to allow space to be brand you, and that's you need to take care of your health, your physical side, your emotional side, and the business side, and you need to keep the priorities of family and community and support around you. So, yeah, that would be it. (laughs)

Trudy Rankin ([38:49](#)):

That's really all, that's, that's really powerful, um, 'cause what's the point of doing something if you, if you've lost sight of who you are, lost track of who you are?

Lorraine Taylor ([38:57](#)):

Exactly.

Trudy Rankin ([38:58](#)):

That's really critical.

Lorraine Taylor ([38:59](#)):

Mm-hmm (affirmative).

Trudy Rankin ([39:00](#)):

So, Lorraine, thank you so much for joining us today.

Lorraine Taylor ([39:02](#)):

It is, it's been awesome. Thank you.

Trudy Rankin ([39:04](#)):

It's been really great talking with you. Um, and it's-

Lorraine Taylor ([39:06](#)):

Yes, of course.

Trudy Rankin ([39:07](#)):

I, I'm, I'm really, uh, I'm curious, you know, if people are interested in your book, and I think you're coming out with another book shortly.

Lorraine Taylor ([39:13](#)):

Yes. Yes, yes, I am.

Trudy Rankin ([39:14](#)):

Um, but for, for the one that's already published, Be BrandYOU, if people are interested in getting it, where would they go to find it?

Lorraine Taylor ([39:20](#)):

Uh, it's on Amazon at be/brandyou, but the easiest way is if you just go to my website, Lorrainetaylor.com. That's with two Rs. It'll be in the show notes, I'm sure. And my book is on, on there and, um, the website is gonna have a new look in a few, few months so, uh, yeah. But it's there and you can, I have the Be BrandYOU Academy which will be get-, getting up going and lots of other things that'll be on offer soon. So that's kind of my headquarters. That's my space I live online.

Trudy Rankin ([39:53](#)):

That sounds, sounds really interesting. Maybe just two seconds. Do you wanna talk about your academy?

Lorraine Taylor ([39:58](#)):

Yeah. So the academy, I've actually ... and then maybe this also helps, too. So I started the Be BrandYOU Academy so that, uh, I'm a teacher anyway but also, I want to share my courses and the options that way. So it's a, it's kinda, it, it has courses in there. I only have one at the moment. I've taken the other ones down. And this is a good thing for (laughs) people's learning to start out, 'cause sometimes you do things and then you gotta pull back and fix it all and put it back up. This is part of the process. So that's what I'm doing, is getting it all branded so it's all kinda looking the same again as I kind of level up a little bit. So, yeah, that'll be out and really gonna be coming more online, uh, in a couple of months, uh, kind of taking, uh, yeah, working a lot behind the scenes right now. (laughs)

Trudy Rankin ([40:47](#)):

Oh, that's, that's gonna be really exciting. So if people were wanting you, to, to, to get some help from you, where, where would they reach out? Would they go to your website or, or LinkedIn?

Lorraine Taylor ([40:55](#)):

Yes, they can, yeah, they can go to my website. I'm on LinkedIn. I'm on Facebook. I'm everywhere. Uh, it's, you can, I'm on Instagram. Usually, it's Lorraine Taylor, Be BrandYOU. You can find me there. Uh, if you go to Lorrainetaylor.com, all my social media links are there. You can link with me on anything.

Lorraine Taylor ([41:13](#)):

And I have a couple of speaking, uh, thing, um, sessions that I can do for, I, I do them for free. So, uh, people can get in touch with me if they have different groups they would like me to speak to about branding or about, um, executing your brand. I can help out with that. Right now, I have one that I've been giving. It's about clarifying your personal brand during these COVID times. So just kinda helping how do you do that during times of change. So some of that, we've talked about here. So, yeah.

Trudy Rankin ([41:46](#)):

Now that sounds fantastic. And we'll put all of those in the show notes as well.

Lorraine Taylor ([41:50](#)):

Perfect.

Trudy Rankin ([41:50](#)):

So that people can, can know where to reach out to you. Well, Lorraine, thank you so much. It's been fantastic.

Lorraine Taylor ([41:55](#)):

Thank you. Yeah, really good. Thank you.

Trudy Rankin ([41:58](#)):

Hey, thanks for listening to the Online Business Launchpad podcast. If you'd like to keep on getting tips and techniques and more things from me, uh, that you can use to help grow your business, please sign up to my email list at westislanddigital.com. That's westislanddigital.com, all one word, and subscribe to the podcast. Catch you later.