

Brenda coaching Charlotte transcript

Coach (00:02): Hey, Charlotte, it's Brenda. How are you?

Client (00:05): I'm well Brenda, how are you this morning?

Coach (00:07): I am doing really well. Happy Friday.

Client (00:12): Thank you, Jesus.

Coach (00:14): I know. I know. I am so glad to hear your voice again. And sounds like you're looking forward to the weekend as well as I am, right?

Client (00:25): Oh, yes. Oh, yes, I am.

Coach (00:28): Excellent. Well, it's been a couple of weeks since we've talked. Tell me what you have been working on in your business.

Client (00:36): So, I have been working on, of course, finalizing um the branding. We have been working on the new logo which we finally got that finalized. And so, we are, you know, I'm reprinting like all the business cards and things like that. We've also designed a personalized what we call a bell note or note card that we've been working on. Um, we are in the process of finalizing the one-pager for the professional side of the business and a separate one-pager for the medical positions that we recruit for. And finally, um, working on the website, taking the verbiage and updating it a little bit, not changing it too much, because, you know, our core principles have not changed. And, you know, our proprietary process, of course, hasn't changed.

So, those are kind of some of the things that have been at the forefront, um, as well as working on some new roles, um, you know, just as a matter of fact, I had an interview this morning with the candidate for a nursing position, um, and just kind of bringing some clarity around the next Google positions that I'm going to be working on for the American Autism Center and my new client HemaCare Plus. So just a little busy.

Coach (02:14): Wow, that's a lot of stuff. So, Charlotte, are you through with the with the branding that you were wanting to work on as far as the logo, is that done for you?

Client (02:24): That is finalized, and you're going to also notice, um, our Facebook page is getting an, um, facelift. And we have a new banner that, you know how on Facebook you have the banner photo, and then you have like your profile photo. So, we're going to have a customized banner that's going to be uploaded to the Facebook page. I'm hoping that that's going to be done, um, probably the first part of next week, and one of the things I wanted to do, of course, is to kind of share, share a little bit more with you about that. We kind of decided as I'm working with the graphic designer and the web guy, we kind of decided that we wanted to have an even flow of, um, as it related to the branding, we wanted it to kind of cross all platforms, and we wanted it to look and feel the same. So, with that being said, we, we decided to update the banner on the Facebook page as well.

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Coach (03:29): Makes total sense. You want that, that to be seamless, right?

Client (03:33): Mm-hmm. Absolutely.

Coach (03:36): And the logo, um, you told me you loved it, and it is beautiful.

Client (03:43): Yeah, it's, the thing that I liked about the logo is it seems very progressive, um, and it gives a contemporary feel to the company because you always want to, I feel like it's important for my business to kind of reflect what's happening in the marketplace, and I love the, how the designer kind of brought the combination of a butterfly into the text of the logo, which I thought was pretty, pretty awesome. So, I'm very, very happy about it.

Coach (04:20): Yeah, it really does look good. And it sounds like you've got the note cards completed. And you're still working on that medical one-pager, right?

Client (04:29): Right. Right.

Coach (04:31): Okay. You've got a lot of stuff going on in your marketing branding arena, Charlotte. What's the bigger vision that you have for your business, as you think about all this branding? What, what do you see for MetaMatch?

Client (04:48): Well, I really think that we have an opportunity to do it better than anyone else in the market. I feel like we have a proven track record, we have a proven process. Um, and I feel as we're beginning to kind of track the next three to five years, that it's going to be important to kind of be that place where people want to come when they have those needs, not just on the professional side of the help, on the medical side of the help. And one of the things that I think is going to be key is that we continue to recognize the importance of connecting great talent with great opportunities and realizing the impact of that career move to the individual, not just our client company. Um, I think a lot of times we get caught up in, you know, servicing the client and the client being the person paying the bill and placing the order. Um, one of the things that I want to be known for in the market is that we view our talent as clients as well. And it's really, really key that they feel like they, they're stakeholders in the process.

So, um, as we begin to kind of move forward, I really see that vision of creating opportunities for people, not just job opportunities, but I, you know, also see us adding a resource center to the, to the brand, where we have a place for people that they can come and get additional training or they can come to seminars, and all of this would be free, of course, but it'll be our way of giving back. So, I really think, you know, again, as we began to look three to five years, we want to be, we want to have that place in a community that say "We are your partners, we are here to help you chart whatever it is, your needs are, as it relates to the client, companies placement order," and then as it relates to talent, how can we help them be more productive? How can we help them be more successful? So, when you look at that overall picture, you know, I want us to be viewed as a strategic resource, um, on both sides.

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Coach (07:18): So, you really do have two customers and you're keenly aware of that. Charlotte, this is the first time you've mentioned that resource center to me, you mean a physical brick and mortar place?

Client (07:28): I've had this vision, um, since like 2006, that if I ever started my own business, I was going to add a resource center to my company, to my office, and it would just be, you know, we hope, you know, when we open the office, it would be a separate area in the building where people could come and again, get training. And one of the things that I've noticed in this market, this place is different than any place that ever worked in my whole life.

Coach (08:02): Okay.

Client (08:03): And there is just not, um, there is definitely that disparity here of upper upper middle class and wealthy wealthy people.

Coach (08:17): Okay.

Client (08:18): You don't really see, um, people that are at that lower, um, tier of, you know, economic as it relates to their, their, their careers, um, you don't really see a lot of pulling those people together to kind of help them kind of go to the next level. And so, um, it was a vision that I had a long time ago, and my husband and I are out to dinner the other night, and it's so funny because I've never shared it with anyone, but I've been writing about it lately. And he said, "Hey, have you ever thought maybe you should, you know, we should have like a resource center in your office when you open, just a place for people to come, you know, like a, and we could create a coffee bar and all this stuff," and I'm like, "Dude, I already had that, like, let me show you what I wrote down."

Coach (09:11): There you go wow Charlotte (crosstalk)

Client (09:12): Clearly. Yeah, it definitely, I feel like is important sow seeds in the community, not just, you know, be a business, but be a part of where you live, you know, it's important.

Coach (09:27): What is important to you about being in the community, Charlotte? Tell me how you feel about that, what jazzes you about that?

Client (09:35): I think, for me, it's helping people have vision, helping people to see themselves in a way that they've never been able to see before, right? And then bring in value to the environment as it relates to "I'm not here to just feel your requisition for new employees. I'm really here to be your consultant. So, you know, when you look back at, you know, all of the data that I pulled, and you look back at all of the verbiage that I've shared with you, you'll see there is an ongoing theme of we're really here to be a partner. We're really here to be your strategic partner." So, it's really important to me in the community that I'm not just viewed as a small business, but I'm viewed as an entrepreneur, that I'm viewed as someone that's bringing value to the area, not just here to make my little pennies, and kind of chart my own way, but realizing the importance of, you know, reaching back and kind of pulling people along with you

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on the journey. So, it's really important for me that the community see, see the business as an overall resource.

Coach (10:58): And Charlotte, it seems to me just knowing you that part of this to you is the giving back.

Client (11:04): Absolutely. Absolutely.

Coach (11:06): Mm-hmm, mm-hmm. Yeah, I know that's always been an important thing to you. So, you told me what you've been doing with the marketing and branding, which is a lot, so my hat is off to you. You've made a tremendous amount of headway, my dear.

Client (11:22): Yay!

Coach (11:24): I know. I know, it feels, I know, it feels like it's one step at a time because it is, but you've made a lot of steps. So, what do you want to focus on in this conversation today?

Client (11:35): Um, I think, you know, we can talk a little bit about, um, kind of, so there are a couple of things coming up in the marketplace that I want to be ready for, and I think I've shared this with you before, and one of those being sponsoring one of the chamber events, um, and just trying to kind of gain more headway there, um, and really kind of fleshing out, you know, we've talked about a lot of different things as it relates to the branding, kind of fleshing out those next steps in that area. I'm pretty, I feel pretty good about where I'm going next, right now just trying to analyze that meeting with a graphic designer and web designer to kind of pull that info together, and they both have been traveling. So, um, that's kind of where I am and again, on this call, I think just, um, kind of bouncing some thoughts off of you and, and just seeing, making sure that I'm, I have a solid plan as I'm moving forward. Does that make sense? (crosstalk) I don't know if I'm making sense, I'm babbling here.

Coach (12:56): Yeah, it does. No, I think it's still about the marketing and branding, right? It's getting that clarification, possibly?

Client (13:03): Absolutely. Absolutely.

Coach (13:04): And you mentioned the chamber event. So, which one do you want to start with Charlotte? I know they all go together, but where would you like to start?

Client (13:11): Well, I want to start the chamber, because I'm actually having lunch with one of the directors from the chamber next week, and really am interested in kind of determining, um, what my approach be in this market, right? So typically, when you sponsor a chamber event, you come in with your, your marketing, and you have so many minutes to kind of share about your business. Um, want to do something different, and I can't figure out what that different is. I want to, I don't just want to stand up there in front of, you know, 100 people and, you know, spit out this information. I'm trying to figure out: how can I make it more engaging um, and kind of draw people into, you know, who I am, what I do, you know, how I do it, that kind of thing.

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Um, I think that we get, we'll get more, I'll get more buy-in if people feel like they're connected in some way.

Coach (14:24): So, are you wanting people to have more collaboration and communication as you're talking about, about your business at this event?

Client (14:32): Yeah. And I'm almost thinking, you know, what if I start with a question, you know? Because a lot of the people that are there are people that are hiring people. And, um, you know, I'm wondering if it would be a good idea to do something like that to almost start with a question.

Coach (14:57): Ah, what was that question be, Charlotte? I like this.

Client (15:03): Um. . . and here we go. That will be, and that would be why I'm talking to you. So, um.

Coach (15:17): [crosstalk] That's okay. Let's just toss some out there and see what questions feel good to you, you said these people are hiring people, so what questions matter to an employer, you know?

Client (15:27): Maybe, you know, um, what were some of the components of the best person you've ever hired?" Maybe just putting that on the floor, like are the three traits in the best, the best, the best employee you've ever hired, what were their three, what were the three primary traits of the best employee you have. Or maybe even this one you have now. Or maybe something centered around: tell me about the last hire, or what was your last hire? Um, and being kind of delving into what was that process? And how long did it take you to fill the position? Hmm, kind of thinking like that maybe.

Coach (16:18): Well, that would get communication and collaboration going. What else might be a good question? I think if you could get your question down, you would possibly be more centered on that path.

Client (16:33): I agree. Um, maybe I could ask, you know, what has been your experience with recruiting? Some of these people have never worked with a recruiting firm before, you know, or professional services firm before. Um, or give me your, what are some of the ideas you have about it? Like, I'd love to know what they think when, when you hear the words "recruiting firm," what's the first thing that comes to your mind?

Coach (17:04): There's a possible question.

Client (17:07): Mm-hmm.

Coach (17:09): Mm-hmm. Throw out another one. You're doing good here.

Client (17:13): Um. Hmm. So, we know that's one. Um. Maybe what was your last experience? Maybe I ask: how many of you have worked with a professional services firm before, that

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focuses on recruitment? Maybe that can be the question. And then tell us, when you think of that experience, what are the three things that come to mind? And they only get to say one word. So, they can say, um, "thorough," or, um, "qualified candidate," you know what I mean? Like get them to so that I can see what are the preconceived notions that some of them may have.

Coach (18:12): Okay. (crosstalk) So what, oh, it is. What is your bottom-line purpose Charlotte in what you want to get out of this chamber sponsorship? Out of this (crosstalk)

Client (18:25): Well, I'd like to walk away with is, if they have any, for the areas of focus that I have, that they will call me. If they do not have a need, but they know someone that I should connect with, that they will connect me.

Coach (18:43): Ah.

Client (18:44): And that's how I would end it too is, if you think that you have a need for the services that I offer, I would love for you to, you know, maybe what I do is have cards there where people can put their name, their company name, um, the type of people that are the type of roles and have them fill that out while I'm talking, and then I can take that up, and those will all be conversation starters, let's say if I invite someone out for coffee.

Coach (19:27): Excellent. So, really this is about certainly showcasing MetaMatch.

Client (19:32): Right.

Coach (19:33): And the next thing that you said about wanting to get people involved, number one that is so you, so I think that's a great tactic because that's who you are Charlotte.

Client (19:42): Right.

Coach (19:43): So, that's why it seems to me, and you can tell me if you agree or not, that that question format is coming to you because you want their involvement. You don't want to just stand up there and talk at them.

Client (19:55): Right. Absolutely.

Coach (19:59): And you and I both know having been in the staffing industry, that when you ask people stories about their best employees or, you know, attributes, as you were mentioning earlier, they're going to have some stories.

Client (20:13): Right. Right.

Coach (20:16): So, that was a good question I think, and then asking about their experience with a professional services recruiting firm. That's going to get some conversation going. Which of those, or would you use both of those maybe?

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Client (20:31): I think I could probably use both of them. Mm-hmm. I think so. Absolutely.

Coach (20:40): How do you feel about those two questions? Do those resonate with you?

Client (20:44): Yes, they do.

Coach (20:45): Okay. So, what else about that sponsorship? What else are you wanting to flesh out about that?

Client (21:02): I think just walking away with a clear understanding of the landscape here, as it relates to, like I've met a lot of different people, really understanding where they fit. Just like, for instance, the other night we were, we were at a party, um, at a barbecue on Sunday, and I met these two gentlemen, they're like in their 20s and they own a, um, IP company. And what they do is forensic data. I didn't even know, I mean, I had no idea that there was anything even here like that. (Crosstalk) Yeah, and basically, um, they support, you know, the shipbuilders that are building the military ships, and making sure that, you know, they police the data for them. They police the data for the federal FBI here, they police the data. Um, and it was just really interesting hearing them, and then, as they were talking to me, they're like, "We can't seem to hire good people." And boom, we had this great conversation, and we're going to be going to lunch in a couple of weeks. And I had no idea that they were even here.

Coach (22:22): Right.

Client (22:23): That, you know, so, I think that again, just kind of gaining a better understanding of the area is going to be really key.

Coach (22:38): So, it's a fairly new area for you geographically, you haven't been there that long. So, part of that chamber focus is what you call a clear understanding of the landscape of the companies, right, the businesses?

Client (22:52): Absolutely, absolutely. Absolutely. Even as I've been building, trying to build out my, um, target, and I finally realized the other day, when I, and the reason that I haven't been able to complete it, is because I really, really don't know the landscape here. (Crosstalk: Okay) So, I could put a lot of names on the list. But are they valuable? Are they confirmed potential opportunities? Or are they non-confirmed opportunities? And would they even use the services that I offer? So, I feel like in meeting those gentlemen the other night, I was like, "Oh gosh, I really need to go back and do go back to like Sales 101, and just really, really spend some time digging in and understanding the landscape." Because for me to do the type of work that I do and not even know that they were here, you know? And they use quantitative qualitative data all the time, and that stuff is in our, in my, in my wheelhouse. So yeah. I just do a lot (Inaudible:24:14).

Coach (24:14): That's okay. (Crosstalk) So Charlotte, you've had a hard time getting that target list out. I have a question for you. I think that you just identified one of the reasons that it's been hard to get it out. Maybe it wasn't ready to be born yet.

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Client (24:41): You know, I think so, because think about, when you think about my goals and sponsoring the chamber event.

Coach (22:51): Mm-hmm.

Client (24:52): And then you tie that to the meeting the gentleman the other night.

Coach (24:57): Yup.

Client (24:59): I need to learn more and know more.

Coach (25:03): Mm-hmm.

Client (25:04): Absolutely.

Coach (25:07): Yeah, that's why that hasn't come to fruition yet. You weren't, you weren't ready to finalize it and to put your, you know, your stake in the sand and say this is what the target list is going to be. You still need to get clarity around that from the businesses perspective.

Client (25:25): Hmm.

Coach (25:26): That's interesting, huh?

Client (25:27): Yeah.

Coach (25:29): Okay. So, tell me how are we doing? Are we getting some, some good stuff going about this chamber event, is this what you are wanting to do?

Client (25:36): Absolutely, (Crosstalk) absolutely, absolutely.

Coach (25:41): What else with the chamber event? Anything that you want to continue talking about there, or do you want to move on to the, the marketing piece, clarification piece?

Client (25:54): Well, I think to, um, you know, just identifying what I'm going to take with me to that event.

Coach (26:03): Okay.

Client (26:04): Um, I think that I could put together this little information card thing pretty easily, you know? Um, just something that, um, I can hand out, you know, at the beginning and people can just kind of fill that out and I'll only have like, like three to five questions on it. So, we can definitely do that, and then I think it's going to be key to have the one-pagers. So, so, here's my other thing. Should I have the one-pagers for each discipline, or should I have the brochure that kind of covers (Inaudible:26:57).

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Coach (27:02): Is the brochure ready, Charlotte?

Client (27:05): It's not ready, but she is, she is, she's working on it. I mean, it's in, it's in play. I won't be sponsoring, um, any event until probably July, um, just because I want it to give myself time to have all of my little pieces in order.

Coach (27:26): Absolutely. So, Charlotte, will the brochure be ready by July?

Client (27:32): Oh, yeah. Oh, yeah. She, she feels confident that she could have it ready in the next couple of weeks.

Coach (27:40): Okay, okay. Very good. So, if you think about, let's put you in the, in the event, you're at the chamber event, you mentioned the hundred people being there and you're going to tell everyone about MetaMatch. What do you see them having? You're going to have the information card, you said you thought you could do that pretty easily. (Crosstalk: Hmm hmm) Do you want them to have two one-pagers, or do you want them to have a brochure about the company? What seems more appropriate for that group as you think about them, because you've been to these events before, you kind of know some of (crosstalk).

Client (28:12): I really think the brochure is going to be what is key. Mm-hmm.

Coach (28:20): Okay.

Client (28:21): I think the brochure, I think the brochures is, is going to be what, and I'm trying to create something that's an odd-shaped, um, trifold, you know? I don't want it to be like this little skinny, cheapy-looking piece. I want it to be on cardstock and I want it to be a little oversized, um, kind of a piece. So, I'm helping her, she's helping, the graphic design itself is helping me kind of identify like the size of, of the brochure and how I want it to look and that sort of thing.

Coach (29:04): Can I share an observation with you?

Client (29:07): Sure.

Coach (29:09): When we were talking a few minutes ago about "Should I bring the two one-pagers, or should I bring the brochure?" I felt a little bit of energy lift from you around the brochure.

Client (29:22): Okay (crosstalk).

Coach (29:23): Was I right about that?

Client (29:26): Yeah, because I'm thinking, this will be my first time really speaking into a, speaking to a group in a sponsorship capacity. Um, and these people know nothing about me. So, the brochure is kind of the story of MetaMatch, right, and who we are, and it'll touch on

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those key questions: who we are, what we do, why we do it, or how we do it, and why you should choose us. So, I feel like it would give people more meat.

Coach (30:02): Okay.

Client (30:03): You know, and then if someone, you know, if someone wants to meet with me, I can put together, you know, the little pocket folder of sheets that I've created to say "Here are the most commonly requested roles that will probably fit what you're looking for," and that kind of thing, so.

Coach (30:27): So, the brochure tells the story, and with an audience that's mixed of all different kinds of business. I hear you saying that you want them to understand everything MetaMatch does as well as your background, your company background.

Client (30:43): Mm-hmm. And I know that that's a lot for one meeting, when you think about it. But I at least want them to have, to walk away with the summary. So, when they leave that meeting, I want people to walk away saying "Huh, so MetaMatch does professional medical staffing."

Coach (31:03): Mm-hmm.

Client (31:04): "And they work with such and such and such." So I kind of want them to walk away, if nothing else a summary of who we are, and kind of what we do and all of that, so.

Coach (31:24): So, the brochure and the information card is where you're headed.

Client (31:30): Absolutely.

Coach (31:32): Okay. What else about the event Charlotte, anything else you want to explore around that?

Client (31:40): No, um, I have the person already that I'm going to use to do, um, because basically we have to, we're sponsoring breakfast, so I already have the person that's going to do that part for me. So, I already have her in play.

Coach (31:59): Excellent. And you're looking at July, yeah, we can definitely talk more about that when we talk again.

Client (32:06): Okay.

Coach (32:07): Um, what else around this, this marketing subject do you want to go over today?

Client (32:14): I think, I feel like we have covered, um, just about everything. Like, I'm looking at my list of things I was going to go over with you today, and I feel like we've had a really good conversation around the marketing, the branding, and I feel like walking I'm away from this call

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with a clearer vision as to how I want the chamber, you know, when we sponsor a chamber, how I want that to look. So that, that's really, really key, because I was struggling with that.

Coach (33:00): Excellent. Charlotte, you know what we're going to do now and that's get your commitment as to what you're going to do before we talk next time, right?

Client (33:11): Right. You hear? How excited did I just sound saying "right?"

Coach (33:21): Well you know, it's, it's good for us, right? So, what do you want to commit to doing before you and I talk again, with the business Charlotte?

Client (33:38): Um, one of the things I'd like to commit to doing is having at least the sketch finished for the brochure so that I can share that with you. Because that's two weeks from now, and she's in full, like full prep phase, so I think we can have that sketch done. Um, and then by that time, I should have had the meeting with the two gentlemen, because they've already emailed me and we're already in dialogue about scheduling our meeting. So, I feel like I'll have the meeting with Harper Technologies done and should be able to discuss some next steps as I've discussed them with them.

Coach (34:29): Okay.

Client (34:31): Um, and on the Baldwin business counsel side of things, I definitely want to talk to you about some stuff with them on our next call. Um, and I think I need to really put some more thought into fleshing out this, this client prospect list. And so, I'm going to really have to sit down and commit some time to that. Um, and I hope to have some type of update as it relates to that, I will have the day and time finalized for the chamber event.

Coach (35:21): Okay. So, can you just read that back to me, you got all that down, would you share that again so we can make sure we're both synched up?

Client (35:32): Um, yes, the sketch for the brochure. Um, I should have some next-step information as it relates to Harper Technologies, whom I'll be meeting with next week. And then the Baldwin business council, I want to discuss some issues with you on around that as it relates, and I didn't give you like any detail, but as it relates to breakout sessions and things like that, that I've been working on for them. And then I hope to have some work done on the prospect list. Um, so I'm going to try to commit some time to that. Um, and then I should have a date and time for the chamber event.

Coach (36:21): That is excellent. Is there anything that would keep you from getting this stuff done Charlotte, anything that would be a hindrance that we need to make sure that you're, you have what you need to get it done?

Client (36:34): The only thing that will be a hindrance is me moving.

Coach (36:40): [crosstalk] Well, I agree, that can be a hindrance, yeah.

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Client (36:42): But other than that, I've been, I've been really good about trying to keep my work area in a position where I can still work even though we're packing, you know? Really, because I can't work in chaos. So, I'm like when I come here and close the door, whatever is out there is on the other side.

Coach (37:02): I hear you. I hear you. I know you have a lot of balls in the air right now. So, we will definitely talk about all those things next time we talk. Is there anything else you want to say before we end Charlotte, anything else you want to discuss?

Client (37:21): No, I think that's it. And Brenda, as always, you always help me flesh through my thoughts. I'm just like, "Okay, now I what I'm going to do with the chamber event. Done."

Coach (37:34): Well, thank you. I appreciate that. Hold on just one second. I'm going to stop the recording and we'll finish okay?

Client (37:41): Okay, great.