

# #122 Market Your Genius with Nikki Nash

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## SUMMARY KEYWORDS

people, clients, business, genius, nikki, book, read, feel, building, online, drink, brand, prices, offer, buy, soda, funny, marketing, called, local

## SPEAKERS

Michelle Glogovac, Nikki Nash

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**M** Michelle Glogovac 00:01

You're listening to the mice simplified life podcast and this is episode number 122.

**M** Michelle Glogovac 00:12

Welcome to the mind simplified life podcast, a place where you will learn that your past and even your present. Don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you or taking you on my own journey. This is my simplified life.

**M** Michelle Glogovac 00:46

Hey, friends, welcome back to another episode. I'm your host, Michelle Glogovac, whether or not you are smiling right now, I promise you that by the end of this episode, you will have the biggest smile on your face. My guest today is entrepreneur podcaster and author Niki Nash. She's the creator of market your genius and has all of the answers when it comes to knowing how to get what you are a genius that out into the world and the best ways to market it. Nikki has an extensive corporate background and you will be amazed when she casually name drops some of the corporations she's worked for. She decided she wanted to live closer to family and ultimately work for herself. She's taking us on the journey that not only led her down this path, but how she launched her business. We're chatting about how having a corporate background, even if it's in the same industry as your businesses is still very different and a totally unique experience with a steep learning curve. And what her biggest struggles that her clients have to overcome. Nikki is such a wealth of knowledge and one of the happiest people I've ever met. So I know you're going to enjoy learning from her and hearing her story. Hello, Nikki?

**N** Nikki Nash 02:06

Oh my gosh, Michelle, I am so excited to be here.

**M** Michelle Glogovac 02:09

I don't know if I'm more excited or you're more excited.

**N** Nikki Nash 02:13

We are mirroring each other's excitement. So I feel like we're both super excited.

**M** Michelle Glogovac 02:18

Yeah, that energy level is definitely there. I can feel it. Watch out people

**N** Nikki Nash 02:25

watch out and I don't drink coffee. And so my best friend's like you still don't drink coffee. I'm like, You've been my bestie for 20. I don't even know like 22 years at this point. No 24 On 23 years because I told her two years it'll be 25. And I'm like and you don't know by now that I am like this with or without coffee. I don't really need it.

**M** Michelle Glogovac 02:48

I only drink two cups a day. So and it's already like way out of my system because it's noon here. So this isn't coffee. This is just excitement to talk to you.

**N** Nikki Nash 02:58

I love it.

**M** Michelle Glogovac 02:59

And before we get too deep, can you introduce yourself to everyone please?

**N** Nikki Nash 03:04

Sure I am Nikki Nash. I do not drink coffee. I like long walks on the beach. No, I'm just kidding.

**M** Michelle Glogovac 03:10

Me Oh I'm in love

me. Oh, I'm in love.

N

Nikki Nash 03:14

Love that first podcast episode. But my name is Nikki Nash. And I am the creator of the market, your genius brand. And as a brand, we set out to equip entrepreneurs with the tools and resources that they need in order to profit from their genius. So whether you are building your side hustle or your full time business, we're here to really give you information resources, trainings, etc. That will help you get more dream clients and position yourself as the go to industry expert. And I got here through like a crazy windy career path all within marketing. Where I've done I feel like almost all of the things from you know, starting off in publishing and doing sales and marketing for magazines. I worked at InStyle magazine and travel and leisure and then moved into advertising and I worked at an ad agency, not so much madmen style, but kind of still cool and did media planning and buying for Kraft Foods at an agency and then was like you know what? I want to be the person making decisions. So I went back to school, got my MBA, interned at Coca Cola took a full time job at Intel because I don't drink soda. I don't what do I drink, guys? I drink water, whiskey and wine. Just to narrow that down. That was

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Michelle Glogovac 04:38

me. Yeah, yeah, I barely drink soda. If I do. It's like I have to get a restaurant or something where they have a machine you know?

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Nikki Nash 04:46

Yeah, though. I gave it up my freshman year of college because I would be like running and then coming back to my room, dehydrated and drink a case of Diet Sprite and that just really didn't seem like a nourishing life decision. So I just gave it up cold turkey, I was like, I can't just drink a soda, I would binge drink. So it just went, I went cold turkey. So ixnay on the soda. So I'm like, I probably shouldn't work at a soda company, because then I'm just surrounded by soda. So, I are a beverage brand that happens to have soda. But it was all around. So I took a job, a really cool job at Intel, doing digital marketing, and got to do some crazy cool things at the time, and left, because I found out ovarian cancer, ran in my family and my aunt was diagnosed with ovarian cancer. And my mom had the gene or still has the gene. And I decided I wanted to move back east, I was living on the West Coast, I wanted to move east. And I took a job as Head of Marketing at a tech startup, and learned a whole bunch of stuff and ultimately left there to start, what is now market your genius, we have come full circle. And yeah, and really take what I've learned throughout my career and in building my own business and brand to help entrepreneurs. And then when it makes sense to bring that knowledge back into the corporate world with corporate clients as well.

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Michelle Glogovac 06:27

I love that. And so you move back home and be closer to family. Is that right? I did. I did. That's amazing that you were able to do that. And you just named dropped a bunch of big companies for

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Nikki Nash 06:44

like, I did a two year consulting contract gig with Louis Vuitton. Just them just I hope. You know, it's funny as everybody's like, Oh, did you get like Louie bags and stuff? And I'm like, no, because it's like, I didn't even know what you have to do in order for somebody to just give you one of those bags, but you sure as heck weren't getting them in my role. But I did get to go to some of the other brands had like, you know, sample sales or special sales, or employee discount sales or stuff. So I was able to go to those. But But yeah, everything else not so much.

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Michelle Glogovac 07:21

And you left out the part where you're an author, too. Oh, as a guest,

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Nikki Nash 07:27

podcast. I am the worst at talking about myself, guys. So yeah, I wrote

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Michelle Glogovac 07:32

to take your own advice and merge your

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Nikki Nash 07:35

genius, Jesus, Nick, get it together.

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Michelle Glogovac 07:40

Same way, I'm great at pumping up clients. And then when it comes to me, I'm like, oh, yeah, I

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Nikki Nash 07:43

did that. You know, it's funny. It's like, um, I have not had kids. But I have pretty much all of my friends have kids. And they're like, I feel like you forget the pregnancy. And it's probably intentional, that you'll have another kid. And I'm like, I feel like I forget the book writing process, probably intentionally so that I'll do it again. And so I'm like, oh, yeah, I did do that thing. Um, I have a book called Market your genius, was published by Hay House, shout out to my publisher who my love. And I also have a podcast, also called Market your genius. And it's all about helping kick butt women entrepreneurs, turn their knowledge, experiences, stories, passions, all of that into profitable businesses.

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Michelle Glogovac 08:35

And so how does one do that?

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Nikki Nash 08:38

Oh, my gosh, that is like, Girl, how much time do we have? I will give you the simplified version we are all about, yes, a ridiculous amount of trial and error. Like I feel as though someone lied to me, when they told me that they had the step by step guide to getting to six figures. And, and maybe they weren't really lying to me. But I think whether somebody tells you to do a webinar, or to live launch, or to do a challenge, or to be on Instagram, or YouTube, or whatever the heck it is. That seems like the cool sexy way to get clients nowadays. Here is the thing, like the thing that actually works. And it is choosing one thing that you're going to do that makes sense for your customer and your brand and your talents and doing that thing over and over and over again, tweaking it along the way. And that's what actually gets to success. Right? It's like failing a million times. And then suddenly with all of your learnings from your failures, you succeed,

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Michelle Glogovac 09:40

preach. Yeah, I'm nodding my head up and down going yep, yep. Or it's like those tiny offers Oh, just get a tiny offer and then put them in your funnel and then the look to a bigger offer and you know, they're gonna get something bigger if you they bite your tiny from like, no, no, just no.

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Nikki Nash 09:55

Or people who are like, Oh, you like just go low ticket period and it's like, okay, Cool, let's do some math. I also found that like, my favorite clients are the ones that don't want to do math. And I sit down there with them. And I'm like, Alright, based off of everything, you just said, intuitively, you want 10 clients, but you want to charge \$200. But you want \$100,000. Now, none of that math makes sense. So either you need to charge way more, right? Like if you only want certain clients to charge more money, right? Like, how's \$2,000 sound? Or, like, you know, \$1,000 a month sound for like those people. Right? And then maybe you'll you'll get there?

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Michelle Glogovac 10:40

Absolutely. And I think that and I talked about this another episode, like we have this fear of, should we charge that much? Yeah, and it all goes hand in hand. And it's like this trickle effect. But I love that you say, there is no guide or step process to making those six figures? Because there certainly is not.

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Nikki Nash 11:03

Yeah, you know, and it's funny, because I'm like, here's my guide. And I do because people, it's sexy, and like people want to read it, and you want to attract people's attention. But my sexy guide, it's like, people are like, oh, six figures, and they read it. And you're like, what? You

guide, it's like, people are like, ooh, six figures, and they read it. And you're like, what? You want me to do the same thing over and over again and fail a bunch of times? I'm like, Yep, you're welcome. To do

**M** Michelle Glogovac 11:24

so when people come to you, do they already know what they're good at? or what their businesses? Or do you start fresh? Like from scratch?

**N** Nikki Nash 11:33

It is a big mix. Like most of the people I'm with, know what they want to do. My favorites are the ones that are already selling one thing, I think they should be doing something else, because that is what they, I guess kind of concluded based off of watching a bunch of stuff on the internet. And I'm like, but you're already making money doing this thing that you like doing, why are we doing something else? Right? Like, why are you trying to change it? And so it's a mix, sometimes it's starting fresh. Sometimes it's re freshing, what's already in the mix, right? Sometimes people are like, Oh, I have had this business for five years. And I have income, but it's not consistent, or I've only gotten leads one way, and that's fine. But if that goes away, I'm screwed. Right. And so that's usually the gamut of people I work with every one from and the way I work with them is different based off of where they are. But there are folks that are just getting started, that are down with my content. And there are people who are more established, but either don't have a solid marketing plan for getting consistent clients or, you know, just have kind of felt like, Oh, I'm just lucky. What happens when the luck runs out? And I'm like, I'm sure there's some strategy in there. You just may not know what it is. Right?

**M** Michelle Glogovac 12:55

Yeah, yeah. And I love your book hits on all of it. And it was funny because Christina and I were talking about it. And we're both established business owners. And she goes, Oh, you can still learn something from it. Like even if you're established, there's something in Nikki's book that you will learn from.

**N** Nikki Nash 13:11

So absolutely, yeah, absolutely. And when I wrote it, I actually started writing it. I'm like, Oh, this is for established, folks. But I'm like quinoa, I know, people just getting started are going to pick this baby up. So I wanted to make sure that you know, I am going to start it off as if you don't know what you're doing yet. But I wrote it for people like I'm like, the people who are like, I'm just getting started, I read your whole book, I'm trying to implement everything. I was like, No, focus on the first four chapters, like your homework is chapters one through four. And until you've successfully done one through chapters one through four, don't look at the rest of the book. I don't care if you already read it don't implement a darn thing. Like

**M** Michelle Glogovac 13:48

yeah, it's one of those readings. Go back. Yeah, read it. Go back. That press play now. pause, rewind. Exactly. Yes. Yes. It's, it's amazing. So what type of people are you working with?

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Nikki Nash 14:02

Yeah, so it is primarily how I want to describe it, it's like women or those that identify as women who are building service based businesses is like 99% of the people that end up working with me. So it's a lot of I have everything from healers, to like business consultants, or like speaking consultants or, or coaches, right. So it's a gamut. You know, chiropractors I've worked with

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Michelle Glogovac 14:40

that's interesting, because I'm thinking my head goes right to like online service business owners, but obviously a chiropractor is not an online service based business.

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Nikki Nash 14:49

No, but they can do a lot online to bring in those clients and customers especially if they are building like theirs. There's like a, a local global thing happening, which I think is really cool and makes a lot of sense for a number of businesses where they're building a personal brand or a band brand for the organization at a level that might scale beyond their local, demographic or demo. What is it called? Destination DMA. That stands for something

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Michelle Glogovac 15:23

like back everybody.

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Nikki Nash 15:26

I'm like an advertising we like look at, like, what's the DMA, like the top 10, DMA is in your local area or whatever? I don't remember what it stands for. But it's usually like your region, right? But you know, why? Why can't a local chiropractor, share chiropractic tips or educate their audience on Instagram or Tik Tok? Right, it's going to reach people outside of their audience. But it will also help people that are considering them get their foot in the door, right? So. So it's, it's interesting. It's not just only online business owners, I get brick and mortar or local businesses as well.

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Michelle Glogovac 16:02

And you bring up a great point because I actually have a client who helps people create personal brands when they're in a court in the corporate world. And then I have clients myself, where I'm pitching the CEO, the founder of a company to represent you know, themselves as a thought leader and whatnot. So exactly. To your point of more and more, I think it's that

human, you know, accessibility, that human touch interaction that is becoming more popular. And so you're seeing more of the C suite people coming out of the woodwork of Oh, yeah, I work there. Yeah. And sharing of themselves. I think that's amazing. And what we should see more of,

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Nikki Nash 16:45

absolutely, and one of the things that I feel like was a big lie about online businesses. I'm not gonna lie is a little bit melodramatic. I'm gonna call it a myth, right, is that, you know, building an online business means you have to try to tap into the whole world, right? You know, when people are like, you can have clients everywhere. Yeah, I could have clients everywhere. But why not start locally? Like, even if I'm promoting myself online? Why not go to my local area, my local business organizations and groups, and meet people initially, get momentum, get clients? And I think, you know, I've had clients where we start talking, and they're like, Yeah, I want to build this online business. I'm like, great, but let's start getting some kinds of money in the door, and some testimonials and some case studies. Yeah. And you don't have to only find your people online to do that right now. Right? You can find people in your backyard. And that might actually be better for your business right now. Because you're not spreading yourself too thin.

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Michelle Glogovac 17:43

Isn't that funny? It's something that nobody thinks about, honestly, I, all my business is online. So I have clients, I do have some in the Bay Area. But that's purely coincidental that, you know, they live 45 minutes away. But yeah, and I think that with the pandemic, too, that's kind of shut things down from a perspective of I'm going to go, you know, knock on doors, and, you know, go to the local Chamber of Commerce meeting and stuff like that. But yeah, there's no reason why you couldn't just start locally, instead of online and globally.

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Nikki Nash 18:17

Right. Or you, you start online, I have had clients where I'm where I say, we're building your online strategy, but real talk, what the tactics and strategies that I put in place online, weren't overnight wins for client generation. Right? Some of those things took three months, some took six months, some took 12 months, some took two years for me to figure out and get it to work. Right. And so it for people who don't have that sort of time, I'm like, pick up the phone and ask people, you know, for referrals, go to your local event, even now, my local, like, organizations, do virtual events for local people. And then what happens is, if you really vibe with someone, you can decide if you're comfortable meeting that one person in real life. Right, right.

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Michelle Glogovac 19:04

Coffee for lunch. Yeah, exactly. There's some surges. Normally, we're getting back to Yes, yeah. I think so often, people forget the relationship part and the networking and just putting yourself out there. We need to be more like my kids on the playground. We're like, Hey, I'm Michelle.



You look cool. Do you want to play? Yeah, let's go play cool, new friend. You know, we forget that somewhere along the line of adulthood, and especially in businesses, you know, put yourself out there and people will reciprocate.

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Nikki Nash 19:40

I can't tell you how many times people forget that this is about relationship building. And I say to folks, sometimes you are acting as if your prospects are inanimate objects, or you're getting mad at them because they didn't buy like something's wrong with them. Right like they are human. Being at a person, why don't you get to know them? Why don't you figure out why they didn't buy? Why don't you figure out what's going on in their life? Why don't you treat them with compassion and empathy? Why don't you like, really say, Hey, want to be my friend and get or you don't have to literally say, want to be my friend, but metaphorically, Hey, can I get to know you? Can you be in my circle of like, understanding what you're dealing with and who you are. And you can build amazing business relationships with clients that way? And I'm not saying that you have to treat every client or prospective client, like your best friend. But if you come at it from a place of, hey, I'm curious about what you do what you're up to? Do you have this problem that I can help solve? No, what problems do you have? Maybe I know someone, even if it has nothing to do with me, all of those things are valuable and helpful. And I don't think they get enough credit or focus and attention.

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Michelle Glogovac 20:50

I absolutely agree. I think it can be as simple as go to their website, you know, go stalk them a bit. I'm a big soccer fan, you know, read up on them. So you don't go in cold either. It's done wonders for me where I've seen on LinkedIn that you know, someone's looking for someone to podcast, pitch them, and all go behind the scenes go Google him and you know, see what they're up to. And do I even like this person. And then I'll reach out and say, Hey, I saw that there's this and you do this, and you have this. And there was this feature. And this was really cool. And that's instantly they're like, Oh, thanks for taking the time to actually put some effort into getting to know who I am. And then we connect, and you're already on a deeper level than someone else was like, Oh, I do that for a living? Yeah, yeah. Exactly. It's mind boggling how people treat it. Like it's rocket science.

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Nikki Nash 21:42

You know, I mean, when things are new and foreign, and, and different, it could be hard. And it could be, it can rock your confidence. And oftentimes, I hear from folks, oh, well, you had this illustrious career in marketing, and you have an MBA and so starting a business was naturally easy for you? No, did I have a brain in my brain has disempowering thoughts. So no, all of that was actually kind of irrelevant. At the beginning, I did the same thing everybody did. And I stopped the internet. And I got stuck researching, researching, researching, researching, researching, and then getting nowhere, just like a lot of other people. Right? So

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Michelle Glogovac 22:21

and let's be honest going from corporate to business owner couldn't be to further opposites

and let's be honest, going from corporate to business owner couldn't be to further opposites. They're not the same at all.

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Nikki Nash 22:30

They're not the same. And, you know, I went from corporate and I worked at a tech startup. And I did that because I thought it would help me understand, you know, business better and building my own business better. But even that, what I really realized is that people in general, when they're entrepreneurs, learn what to do by doing. And so I can't wish hope follow somebody else to strategy, you know, my way into success right off the gate. You know, some people do see, and I did, my first month was amazing. In my business, I made \$5,000, the first week of business, that's not normal. No, but I didn't know. And I was like, I'm gonna make \$5,000. Every week, that didn't happen at all. And so you know, it's really you have to battle yourself, your thoughts. really figure out what works? Sometimes you do something, and you have no idea what the heck you did that made it work. And it's a lot of kind of figuring it out.

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Michelle Glogovac 23:34

And I think that it's also finding people like yourself, because I know when I started out, I shared this before, it's almost embarrassing, but this woman I was working with was like, you know, you're charging \$100 a month, you could charge \$250 a month, and get like 10 clients, like, Wouldn't that be amazing? And I did the math, and I'm like, not really like this a lot of work for \$250, like \$100 is ridiculously stupid. And, you know, but if you're surrounded by people who don't understand simple math, and how much money you need to actually survive. It doesn't make sense. You need to find those people like yourself, like, Krista, who bring you to elevate your thoughts around. Oh, yeah, I should be charging this much. And I don't need 10 clients, you know, I could have five clients, and I'd be living great, you know?

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Nikki Nash 24:30

Yeah. And I encourage people all the time, you know, folks are asking, how much should I charge? How much should I charge? And I'm like, so much goes into pricing. And it's even more. I don't want to say complicated but intricate when you don't have a lot of expenses, like when you don't have a cost of goods sold because you're not selling a physical product, right. And so then it's kind of like, oh, well, you know, it's practically I'm making all of the money. No, you're not like 3% at least automatically goes away if the person pays with a credit card doesn't directly deposit the money into your account, right? So like there's money gone from that, you have to pay taxes. Maybe you use Zoom, how much is zoom costing you? Right? Like there are things that you have to take into consideration? How much does it cost? And what is the value that the other person is getting out of the offer? And is the price and alignment with a value where they feel like, wow, I feel like this price for this amazing piece of value is worth it. And that is a delicate dance that isn't necessarily like, oh, industry standard is, you know, you pay you make 50% markup on this product. And then after X amount of months, you discount it by x percent. Like there's not that normal standard. When you're selling your services, or done free like done for you services, coaching, consulting, you know, yeah, there's no Raj and like, yeah, there's so many things. And so you will hear a lot of stuff out there. But at the end of the day, you have to feel good and comfortable saying the price that you're going to say, and then you have to test it. And you put it out there and you see how many people buy? And if people

aren't buying, then you look at okay, is it the way that I'm communicating this? Is it the market? Is it like the person I'm going after what's happening, but I think so often people go on like yo yo diets with their pricing, they're like, it's \$5,000, it's \$2,000, it's \$1, it's, you know, I needed high ticket offer, I need a low ticket offer, I need a tiny offer I need. And it's like, it takes the same amount of effort to sell anything. Like if you're selling something that's \$27, you are gonna put in the same amount of effort to sell something that's \$27,000. But guess what, you need significantly fewer people to say yes to your \$27,000 offer, than your \$27 offer. So it's really about you figuring out what you feel good about what your capacity is, and what what makes the most sense for you, and the way in which you're going to sell it. All of that has to play a role into what type of offer you want to create and bring into the world.

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Michelle Glogovac 27:09

I love it. And you do all of this with people.

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Nikki Nash 27:13

Yeah, and you know, you know, now today I do less and less like, one on one work, like I really don't work alone with a lot of people.

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Michelle Glogovac 27:23

But unless they want to pay or 1000s upon 1000s \$10

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Nikki Nash 27:27

billion, or like, what is it Austin Powers like \$10 million. Or what I don't know, I don't remember, Go 90s references. But I do a lot of, you know, online courses, group programs, and either like things come with the opportunity to ask me questions. And so I make sure that people walk away really being able to have a price that they feel good about. And here's the kicker. And what's so important is that you can always increase your prices, right? Yes. And so I think, for example, I was I get my nails done with my mom and my sister every other week we go, and it's like our time together. And the nail salon we go to we absolutely love. The owner felt so guilty telling me that she raised their prices. And in talking about how she hasn't raised the prices in 10 years. And I was like Don't feel bad about it. And like, first of all, I'm a business owner. So I get it. And second of all 10 years. I was wondering, I was like that makes sense. Because I literally sitting there going, why is the cost of the manicure feel the same as what I paid are like scarily close to what I paid in high school. And I am way past high school. So I was like, what is happening here? I'm like, Yeah, raise your prices, make that money. It's all right.

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Michelle Glogovac 28:45

And you know, what I found when I raise my prices with like, current clients, in the past couple of years, they've all come back and said Good for you. I'm proud of you, you should have raised your prices. So even though it's scary and you get that knot in your stomach, you know, you do

it. And good things can still happen.

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Nikki Nash 29:04

Absolutely. Good things can still happen. And if you decide that like you don't want to put it if you're ever at a point where you're like, you know what, I really have clients who said goodbye when I raised my prices, then they're no longer in alignment with with what you're offering. It's very likely right? And that's okay.

M

Michelle Glogovac 29:27

Because others will come along the way? Absolutely. I always do. And there's so many out there. I think the scarcity mindset is really hard to overcome. You know, when you think like how many people are doing what I'm doing, how many people will buy those services. There's a boatload out there and you're just scratching the surface in the beginning.

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Nikki Nash 29:49

Absolutely. I mean, there are a million people out there who do like marketing or business consulting or something where they offer a similar similar promise for lack of a better to where it's like I'm gonna help you get more clients or more leads or something, right. But there's only one me. There's only one you there's only one, whatever it is that you're doing. And somebody is going to resonate with that. Some people may go Heck no. Some people may go Heck yeah. But your job is to attract and find the people that say Heck, yeah. And then give them an amazing experience. And anybody who's the heck no, it's like, cool. There's somebody else out there for you. That's fine by me. No problemo.

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Michelle Glogovac 30:25

Yes. I love it. No, where can everyone find you? So they can do this?

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Nikki Nash 30:31

Yeah, find me people find me. So.

M

Michelle Glogovac 30:36

So funny.

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Nikki Nash 30:37

There's my best friend has a two year old and he calls me Mickey. Because I and this has always been my whole life like young kids have a hard time saying and typically. So I'm Mickey.

And I will go over and he'll be like, chase me, Mickey chase me. I just felt like I was channeling him, channeling him and like, follow me. People find me find me.

M

Michelle Glogovac 31:00

I can just, I can picture a little gift right now.

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Nikki Nash 31:06

He just runs that he's like, chase me. And I'm like, Oh, my gosh, I'm definitely getting all my steps in when we hang out. But best places to go. I would say if you want to just like, hey, send me a DM. Let me know you listen to this episode. Ask me a question. Definitely do that on Instagram. I'm at Nikki Nash official. It's like quick, easy, fastest best place to connect with me. Plus, I drop some knowledge there. I highly recommend if you would like to learn strategies and systems to get more dream clients that you grab a copy of my book market your genius. What? Go get it? Yeah, there's a physical copy of the ebook. I read the audio book. So whatever media format works best for you. I say go get it, get it, get it. And then I'm trying to make up for when you're like Nicky, you wrote a script, you wrote a book

M

Michelle Glogovac 32:05

or the audio version? Do you? Are you as funny as you are now? Or do you just read it?

N

Nikki Nash 32:11

No, I'm funny. I mean, I think I'm funny. I can't not be myself. So when I cracked myself up reading the book, because the book is funny, I think. And it's not your average marketing book. Like I think it's very informative, very valuable. But then there are some moments where I just like laugh at myself. And so I tried not to laugh while I was reading it, but I'm, I'm very much reading it. How I am. Because I wrote it how I am right I wrote it knowing that I was going to be reading in an ebook, I mean an audiobook and wanted to be able to speak like myself now I regret

M

Michelle Glogovac 32:46

just getting the e book so

N


Nikki Nash 32:49

well, if you don't have an Audible account, go to market your genius audio.com and you can sign up and get the book for free audiobook perfect. Yeah. So there's that and then I also have a free masterclass in which I'm also very much the same. It's on demand, but I also do it live.

So depending on where you when you're listening to this, there may be live coming up or it may just be the on demand. Either way, it's fun. But it's called the get more dream clients masterclass. And you can get that at [get more dream clients.com](https://www.getmoredreamclients.com)

 Michelle Glogovac 33:29

I love it. You're so funny. You are just a shining light. I've enjoyed talking to you.

 Nikki Nash 33:35

Likewise.

 Michelle Glogovac 33:36

Thank you. I just love talking to Nikki she can light up a room and it's so much fun to talk to. Friends. First and foremost, I want you to recognize and understand you have a genius. You have something that is not only marketable but needed in the world. It can be tough to figure out how to plug it so that others will buy from you. But trust me when I tell you that there is a way. Nikki is someone who can help guide you on your journey and help you make it happen. I know you can do it. So start believing in yourself as well. Until next week, hone in on your expertise. promote yourself and go market your genius