



Expand Your Fempire Podcast #14

Increasing Your Positivity and Visibility with Jennifer Darling

Welcome to Expand your Fempire with Caterina Rando, the podcast for women in business on a mission. Sharing ideas to support you to grow and thrive. Now here's your host, Caterina Rando.

[00:00:00] **Caterina Rando:** My friends, welcome to another episode of our fabulous podcast. Today, we have the most amazing guest Jennifer Darling. She is the queen of positivity. She is the smartest lady you're ever going to meet, and she will uplift you and everyone else she's around. Jennifer, I'm so excited to have you with me today.

[00:00:48] **Jennifer Darling:** Oh, my gosh. I'm super excited to be here. To be with my absolute favorite business coach in the whole wide world just makes my entire day.

[00:00:57] **Caterina Rando:** Yay. Thanks my friend. Jen, let's dive right in. Tell the ladies a little bit about you and how you got to where you are. What was your path to entrepreneurship?

[00:01:08] **Jennifer Darling:** You got it. So I actually graduated from college with a double major in advertising and television production. Right out of college I got a job selling advertising for TV stations. So it seemed like the perfect fit. I did that for 20 years. And every like about three years, I started to finagle with a friend of mine of how I'm going to start my own business.

[00:01:33] The first one was going to be called Moxi Marketing. And so what happened was every three years I had gotten an idea that I was going to start my business, but I never did. So I ended up being in my corporate job for 20 years.

[00:01:44] Twenty years of, you know, making a lot of money and I was doing great. And I was getting all the awards and accolades and climbing the corporate ladder, but there was something inside me that was not really fulfilled.

[00:01:57] And so one day I got this message from a mentor of mine and it talked about becoming a facilitator for his business. And I was like, "That's what I want to do!" And so I

jumped on the opportunity. So I left my corporate job after 20 years and I started on my own business as a positive attitude, speaker and trainer - "the world's positive attitude, speaker and trainer."

[00:02:20] And what happened was, I really was so excited about that, but I really floundered my first year and I ended up going back and taking another corporate job. And it just wasn't the same. I think I spent six months in that corporate job Caterina, and I was done. I was done.

[00:02:38] So I left that job and I was like, all right, I gotta make this happen. And I started working with you. And things really changed. You helped me get in the right direction, which was, you know, I could still be talking about positive attitude and of course that's never gonna go away. But what I need to take a look at was focusing on where I had a lifetime value, which was teaching people how to do sales and marketing.

[00:03:01] **Caterina Rando:** Right. Exactly. And you're so good at it. And one of your specialties, Jen is LinkedIn. And let's talk a little bit about LinkedIn. And the other thing about you, my friend, is that you are miss positivity is so much who you are. It's totally your brand. **Please share about how you bring that into your LinkedIn, but also let's give the ladies some super tips on what they may not even know that they're not doing on LinkedIn, that they want to be doing.**

[00:03:30] **Jennifer Darling:** Yeah. So I think one of the biggest things that people think about on LinkedIn is that it's a job seeker social media profile. And, and that is true. It is definitely that, but what happened was about four years ago, Microsoft purchased LinkedIn and made tons of changes and upgrades. **So while it is still a job seeker profile, now it's the Google for business professionals.**

[00:03:52] So anybody who's looking to work with other business professionals, whether they be entrepreneurs or whether they be in the corporate world, it's the place where we're now going to look for people, to search for people, and to see if they're legit.

[00:04:06] So you want to have a LinkedIn profile, but you don't want to have it looking like a resume. **Really, instead, it should be a marketing piece for your business.** And this is where most people go wrong is they, they go and write it all about them and what they've done, because that's what a resume it would look like. And instead, what I teach people to do is change that around so it's **customer- focused and it's focused on the value you give your customers.**

[00:04:33] **And the way I bring positivity into that is that we really want to be using positive language.** So every time I put a word in a paragraph and it's like, "can't," or "don't do this," or anything like that. I always stop myself and say, "okay, well, what if I didn't do that? What would I be doing instead?" And I changed the language around. So we have positive language in there.

[00:04:54] **Caterina Rando:** Well, great, Jen, you know, I totally, vibe with that and you know, that I don't like to use a scare tactics in copy like a lot of people do. And I don't like to focus on people's pain because that's very manipulative and actually a lot of creative people, which are the kinds of people I like to work with, they do not resonate with that kind of copy.

[00:05:19] And what you're saying too, Jen, is you're saying be on brand, because your brand is about positivity and advising others to do that, is that what you would say?

[00:05:28] **Jennifer Darling:** Oh, a hundred percent. And I think a lot of people, especially people who are entrepreneurs or, even B2B salespeople that I work with, they may work for corporations, but they're representing their own personal brand on LinkedIn. **And I think it's worth taking a little bit of time to think about "what is your brand?"**

[00:05:46] **Caterina Rando:** Right.

[00:05:47] **Jennifer Darling:** You know, so for example, **one of the things that I learned from you Caterina was we really took a deep look at what are your values?** And we came up with a list of values, seven, eight, nine values that we're living now, or it's something we're aspiring to live into.

[00:06:04] And so those values for me come across in every part of everything I'm doing. In my brand, yes, of course. So once you take those values and you really acknowledge what those are and what your non -negotiables are.

[00:06:19] Then you can convert that also into your branding and then you take a look in and you really should investigate. What are the colors you're using? What do they mean? Cause colors are important and the meanings of colors are important, right? What are the fonts that you're using? How do they represent you? What are the words you're using?

[00:06:37] And we talk a lot in LinkedIn and digital marketing about keywords. And those are really important because those are what people are searching for. **But you want to have a combination between what people are searching for, and your brand values and your brand attributes** that go into your LinkedIn profile and quite frankly, all your other marketing too.

[00:06:55] **Caterina Rando:** Exactly and, you know, Jen, I have for my business that I know a lot of ladies don't have is a style sheet. And a style sheet says the colors. It says the font. It says words that Caterina likes to use words that Catarina does not like to use. And that's for anybody on my team.

[00:07:15] And I do encourage everyone to put together a style sheet for your business, because then it's written down and then you can continue to upgrade it. But also it's important for your team to have clarity on what is your brand. And also of course your values are on there too.

[00:07:32] And Jen, let's just hang out here for a second, because **I know that you and I have the same value of always providing massive value, being very generous. These are two values that we both embrace.**

[00:07:45] **And how has that served you in your business?**

[00:07:49] **Jennifer Darling:** It has served me tremendously. So what has happened is that there was a time where I was trying to just do everything. Now I have 20 years of sales experience. I have 20 years of marketing experience. I was selling marketing, advertising products, and I also have a master's degree in leadership and management.

[00:08:08] And I was a manager for a long time. So I have all these different, you know, areas that I could focus on. And my thing was how do I bring these all together to one? And so what's happened is instead of being all out here with these as different buckets, bringing them together in one and focusing. **So focus is like my word now.**

[00:08:29] Once I began to hyper-focus what happened in my business was I went from little revenue to having record breaking months and weeks and consistency. When I got really hyper-focused on what it is I was going to do, and then I can bring all the other parts under that umbrella. But if I don't have the clear vision of the top of the umbrella, then it's really difficult for anybody to really know what I'm all about.

[00:08:54] **Caterina Rando:** Right. And my friend, you know, you're like me, you're very creative. Like many ladies that we know. You know, I like to call it brilliant idea syndrome, right? That we get a new idea five times a day. The thing that you're saying is, hey, you have, now **this focus on focus as one of your values.**

[00:09:14] And I will say that **my coach taught me to bring in the value of efficiency.** Because as a creative, "Oh, let's follow this and let's try this and let's do this. And dah, dah, dah," and you know, it's still a business, right? It's not our personal playground. **And so this idea of focus and efficiency, these are things that help you have more profitability in your business.**

[00:09:41] And that's something thing of course, that we want all the ladies to have is a lot of profitability. And **looking at your core values and seeing if your core values are being reflected in your business, but also what are the values that maybe your business would benefit from like focus, like efficiency.**

[00:10:03] And I'm going to say too, Jen, for everybody to be like me and you, and bring in the **values of generosity and massive value all the time. And say a little bit about how you do that in your business, because I think that you do it so well.**

[00:10:19] **Jennifer Darling:** Yeah. So I give a lot. I give a lot of value and I often even have people tell me you should be charging for that. But I give because I believe that the more you give, the more you're fulfilled you will be. It's not the more you give, the more you get. It's not a quid pro quo. It is, "If I give, then I will feel more fulfilled. And when

I'm feeling more fulfilled, then I'm giving from a rich place, an abundant place." So I give lots of things, I give a free, deep dive, LinkedIn training, which people think is insane and it's not a sales pitch.

[00:11:00] In fact, none of it is a sales pitch, right? I make some offers throughout, but there's no like there's, people are like, "I like the way you made the offers."

[00:11:09] **Caterina Rando:** Right. It's not all pitch. Like sometimes you go to a webinar and it's all a pitch.

[00:11:13] **Jennifer Darling:** And you spend 90 minutes listening to the pitch. Yeah. It's not that at all. I do make offers and people love the offers and they take me up on it, but it is major content.

[00:11:23] So I'm giving in that way. I'm also looking at how else can I give? So one of the things regarding efficiency is that I do love to create new things. And so what I've done is as soon as I had a little extra money, I hired a virtual assistant team. And I've hired virtual assistant teams before, and that's a whole 'nother conversation we can have, um, I've hired many, but these two were the right two to help me.

[00:11:50] So what they want to do is they want to help me help other people. And so what happens is I am able to be creator and then have them help me with the efficiency piece.

[00:12:02] **Caterina Rando:** Okay. So they help you with the efficiency piece, mainly meaning you get creative and then you tell them what to do.

[00:12:09] **Jennifer Darling:** Yes. So I get creative. I decided that I was going to launch a new program. This is really how it works. And the next day I launched a new program. I already had the dates. I already had the idea. And next thing I had six people enrolled right? And it's starting in three weeks. This is just like awesome.

[00:12:28] **Caterina Rando:** You know what I tell the ladies - you want to launch a new program, all you need is a date, a topic, and a price. Right? And I love that you're a woman of action because many, many women entrepreneurs- they're getting ready, to get ready, to think about getting going. And you are a testament to the value of "get your party started immediately!" Bing, bing, bing, I love it!

[00:12:54] **Jennifer Darling:** Bing bing! I was thinking of you when I said it. I've actually, I don't know if you can hear me giggling, but I was [00:13:00] thinking I had a date, right? I'm hearing you say that! And so then it's going back to the team and it's saying, "This is what I want to do. How do we get it done?" And they're like, "This is what we do."

[00:13:11] And so, sometimes I - oftentimes, secret, oftentimes - I get in and get into the weeds and get going. And then what happens when I'm in the weeds, like trying to set things up, is that I end up feeling overwhelmed. And when I feel overwhelmed, I can't be creative. So I just, even yesterday I messaged my team and I said, "Listen, I'm feeling

overwhelmed. I can't remember what I've told you to do and what I was going to do. And so can you remind me what I told you to do? So I don't do those things."

[00:13:43] And then that way, they can do those and it's on a piece of paper. I need it to be on a piece of paper. I need to see it. And so then I can feel comfortable, like, "okay, I don't really need to go right now."

[00:13:54] I have this new learning management system, which is another thing it's like, okay, this is what I need. So I have a learning management system now. And it's really fun to go in there and play with it and to set things up and to work on videos and all that. But that can get me down into the weeds and get me overwhelmed again.

[00:14:10] **Caterina Rando:** Because Jen, we know what's the highest and best use of your time. Speaking, selling, serving, strategizing for your amazing business. And of course, self-care, another important pillar. **And Jen that's the thing is you can do it all. But that's not the highest and best use of your time. I hope our listeners are getting this.**

[00:14:33] I love that you have a team that you are really vibing with and that's important because a lot of times people do get a VA and they're not the right match. And then they're like, I'm just going to do myself. But no, keep looking for the right match.

[00:14:48] And also, I wanna say that **the first thing people need when they start a business is they need a VA. And the next thing they need is a bookkeeper.** Because we want to have somebody help us keep track of all that and data entry is not the highest and best use of our time either.

[00:15:09] Jen, you are rocking it, you are thriving now. It's your positive attitude, I know, that is also one of your secrets to success. do you want to say anything about that? **Because I believe that attitude is a very important part of our success. And I don't know if you're so good at it that you don't think about it or you do.**

[00:15:30] **Jennifer Darling:** Yeah. So here's one thing I want to share with people, because when you listen to a podcast like ours, Caterina, it's very uplifting and, and we've had a lot of success. And that success has not come without hard work and struggles. And it would be unrealistic for me to tell you that it has been so easy, because it has not been easy. It's been very challenging. In a four-month period of time July, August, September, October, we had a friend drown. We lost our house. My brother who's in his 40s had a heart attack and something else big happened. Like four major life events in four months that were rolling down.

[00:16:16] And I felt like I was depressed for a little while, dealing with all that. And we're all going to have things that come into our lives. Whether it's four big life events at one time, or whether it's 40 small little life events over time or whatever. There are always going to be things that are, are going to come into all of our lives.

[00:16:36] **And I think what happens is when we practice a life of thankfulness and gratefulness. And we also look at all of the things that happen to us as opportunities to see what might be also happening for us, then that gives it a little bit different perspective.**

[00:17:01] And my friend, when I was in that time period, I remember reaching out to somebody and they said, "you know you're like you're in a tunnel." And it's okay to cry. It's okay to have feelings. It's okay to you know, just take care of yourself for a day because you, you really want to get through the tunnel, but you don't want to stop yourself midway through the tunnel and go back.

[00:17:24] **Caterina Rando:** Right.

[00:17:25] **Jennifer Darling:** You want to go through it because that experience that it was given to you. You don't realize it now. You will, when you look in the rearview mirror, but you don't realize it now. And so now what I realized from those four months is that some things have changed in my life. One is that it's a time in my life where I realized that I want more time with my family. They live far away. So I want more time with my family, which means that having my own business is an integral part of my life because I can choose - now I work a lot and I work hard - but I can choose when I go fly to see my family and literally I could work from my family's house instead of my house, right?

[00:18:01] I also realized that big, huge house I was living in was no longer serving me. It was actually making me overwhelmed too, all the cleaning and all this stuff, right? So now I am in this house that's half the size and I love it. It's the best! I've downsized, cleared clutter, feel so much better.

[00:18:23] And for the first time in my life, I have my own swimming pool. So yeah, it's just all those things. I think that's where the positivity goes in. **But psychologically and I've studied some, is we are not necessarily hardwired to be positive people. We are hardwired to look out for danger.**

[00:18:40] **Caterina Rando:** Right.

[00:18:43] **Jennifer Darling:** And so we have to work on rewiring ourselves. factor, Dr. Bartlett, she's a friend of yours, Serena Bartlett. She came and spoke at one of your events. And Dr. Bartlett is a neuroscientist and she has literally studied this. MRIs, hundreds of MRIs, brain studies on stress. And she wrote a book called **Miggi Matters**. And she talks all about it and like ways that we can, you know, not scientific ways, but ways that laymen people can understand it. **And she talks about that and you really have to practice positivity to be able to embody positivity.**

[00:19:22] **Caterina Rando:** I totally agree with you on that, Jen, and you know, one of my favorite books on the topic is "**100 Simple Secrets of Happy People**" by Dr. David Niven.

[00:19:33] And the other thing which I'm listening to right now on Audible is **Psycho-Cybernetics**, which I listened to many years ago when I was young. I encourage everyone to run, don't walk. It's by Maxwell Maltz. And he was a plastic surgeon and he noticed that some people had plastic surgery and it changed their life. And some people had plastic surgery and they felt like they didn't even have surgery because nothing changed.

[00:20:03] And so it was all about what was happening in their head and their self-perception. And I perceive you as a very positive person. What's clear, Jen, is that what you're saying is, "Yeah, maybe I'm more positive, but I work at it, right?"

[00:20:18] **Jennifer Darling:** Right, right. Yeah. I think there's a little combination. I think that I have worked at it and now I am naturally more positive. Like I don't have to consciously think of being positive. Like I am naturally that way, but yeah. I mean, I get down sometimes too.

[00:20:34] **Caterina Rando:** Well, maybe when you say now that you're moving more naturally positive, maybe that's because you've built a **skill of positivity**. And we talk about, you know, sales is a skill, and speaking is a skill, and writing is a skill, and I hadn't really thought about positivity as a skill. But I'm going to say that I would agree with that, that it is a skill.

[00:20:54] Because I had dinner the other night with one of my friends who's known me for about 30 years and she said, "Oh, no negative self-talk Caterina. That's what my daughter tells me. She's quoting you." You know, I used to talk about that all the time. No negative self-talk. And now I don't do hardly any negative self-talk, because I have been telling myself that for so long. I'm going to embrace this. **Positivity is a skill that we want everyone to build up.** Beautiful.

[00:21:24] **Jennifer Darling:** Yes. Yeah. I think what happens for business owners is that they're so excited about their business, as they should be. And they come out of the gate and I was too, so super excited. and what I've seen is that there are really **four areas where they need support with. And that is definitely positive attitude and mindset.**

[00:21:47] And because we're all going beyond what is our comfort zone, when you're starting a business. All of us are, are moving like Buzz Light Year in Toy Story, Infinity and Beyond. We're all moving there, right. [00:22:00] But we don't know what it looks like. So it's kind of scary. And so our brains say, "Oh, well, let's put the scary self-talk in your brain so you can't get there." So one is, whatever you want to call it, positivity, mindset. helping people break through the barrier of the unknown to get to where they want to go.

[00:22:17] **The other thing I think is sales.** Now I know that the Gallup Poll did a study that says, "What's your biggest fear?" And people's answers were public speaking and death. And public speaking was before death, right? Like I'm more scared of speaking public

than death. I think they forgot to ask about having sales conversations, because I think people would rather speak in public than have sales conversations.

[00:22:43] **Caterina Rando:** I agree with you.

[00:22:44] **Jennifer Darling:** Right? Right? So sales is a big part of what people need support with. **Marketing is secondary to sales**, but people still have trouble positioning themselves. And then the third piece, which I need more support with as well right now is **self-care**. And that's the easiest one to look the other direction and avoid.

[00:23:07] **Caterina Rando:** Right. Well, Jen, I agree with that. Sales. Self-care. You know, speaking is also an area we want them to upgrade. See, you're so good at that you, you didn't identify that. For a lot of peeps that is a challenge. Mindset. And the thing about marketing, is marketing is a great place to get support. Because nobody cares if you made that flyer or you did that website. And I think too many ladies are doing all their own marketing and they're not doing enough selling. Do you concur with that?

[00:23:39] **Jennifer Darling:** A hundred percent, a hundred percent. So I'm working with a client to launch his new campaign and what's happened is, he's so okay with sending emails and posting messages, and I'm like "to get people into your new program we're working on, that you have invested in me to help you with, you need to pick up the phone."

[00:24:01] **Caterina Rando:** Hello! Hello. Well, good. Maybe he will start to do that. Now, Jen, I know everyone who's listening to this is going to want to connect with you, just to hang out with you if not for your brilliant expertise. Take a moment and tell the people how to, we're going to put everything in the show notes, but give them the quick report on what you've got for them.

[00:24:24] **Jennifer Darling:** Yes, you got it. So the first thing I would say is please connect with me on LinkedIn. My LinkedIn URL is [linkedin.com/in everybody's says that first part slash JenniferDarlingSpeaks](https://www.linkedin.com/in/everybody/says-that-first-part-slash-JenniferDarlingSpeaks). So find me on LinkedIn, connect with me there. **I have over 50 articles that you can access all about target marketing, sales, LinkedIn.** Tons of free information on LinkedIn. The other thing I want to invite you to join me for, is that I decided to start giving my deep dive, LinkedIn training away for free. **And so you can join me for a four-week mastering LinkedIn, deep dive training, where I'm going to teach you everything you need to know to master LinkedIn**, so that you can increase your visibility so that you can increase your voice, so that you can give massive value and attract your future customers. Because LinkedIn is an incredible place that you can do some cool things that you can't do on other social media platforms. And I'll teach you all about that. So you'll find that on my website, DarlingPartners.com and you'll find it under the events tab.

[00:25:32] **Caterina Rando:** Yay. And everybody, if you don't know, Jen, you're going to want to get to know her. She is one of the most amazing, fabulous women on the planet.

Jen, I know you have to dash because you're teaching in class as often you are. Love to you.

[00:25:46] Ladies, listen to this again, because there's a lot of good info here and we'll see you on the next episode of Expand Your Fempire.

We hope you enjoyed this episode of Expand Your Fempire with Caterina Rando.

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A revenue-generating machine and in-demand keynote speaker, Jennifer Darling led her teams to record-breaking results in sales. She knows what works to turn frigid calls into smokin' hot prospects and she's loaded with ideas that break through the traditional molds and create innovative solutions to stand out.

Jennifer leverages 20+ years of sales and sales management experience and works with organizations to crush their sales and overachieve budgets.

Jennifer is one of the world's foremost LinkedIn experts, and the ONLY one who has 20+ years of advertising and sales experience. Jennifer has trained thousands of salespeople and business professionals to optimize and maximize their LinkedIn results. She is the author of Increase Your Sales Leads with LinkedIn: 52 Tips for Sales Success.

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