

# Sink Handle Episode 27 Transcript

## **Kelly Reynolds**

All right. Today on the sink handle podcast, we have a wonderful guest. Her name is Dr. Holly Callaway, and she has come to talk to you guys today about a very, very important subject "niching down" and getting your target market really clear. So, welcome to Holly, how are you?

## **Holly Callaway**

Thank you. I'm so good. How are you? Kelly?

## **Kelly Reynolds**

I'm good thanks. So Holly, would you like to introduce yourself a little bit. So everyone at the Sink Handle podcast knows what's going on?

## **Holly Callaway**

Yeah, so my name is Holly Callaway, I own Powerhouse Consulting. We're a small business consulting firm primarily for women in business. And we help women who are starting a small business moving from a side hustle to a real hustle like a real job and in their own businesses, or women who have started a small business and are a little bit lost and not sure where to go next. And our job is to sort of just get them to the next stage. So that's what I do.

## **Kelly Reynolds**

I think it's so especially with COVID, and all that crazy stuff that's been going on lately. So many people are coming and starting businesses, and they don't really know how to do that. Right? Like if they've been in corporate or whatever. And now they're in a place where they're like, well, I could do this myself, why not? So I think that's really, really valuable is to help those people kind of have some direction and know what is supposed to be happening next.

## **Holly Callaway**

Oh, that's exactly it. We joke all the time about the spam folder you have full of freebies that you'll never open or read because you Google "How do I...? How do I start a small business? All of these like 12 steps, 10 steps, four steps, handholding, blah, blah, blah, we try to make it as super easy as possible. But we even have several courses and things that are like "step one", "step two", "step three", how do you start a business? But also find all the time people who are like, "No, I've been doing it for a year." And then you say things like, "Who's your target market?" And they're like, "Well, everybody." Well, there's probably some room for improvement then.

## **Kelly Reynolds**

So let's get into that. Because I think that is such a huge thing. This idea of knowing who you're selling to, right? Because then you know what they need and the marketing behind it. And even who you're

talking to who you're networking with, right, like a lot of people go to these networking events, or will they did before the apocalypse, there's no one in the room that will buy anything they're doing, but they feel like they're doing something by being in that room. And I think that that becomes such a time suck for a lot of new businesses when they don't know. So tell me the benefits here of focusing on a target market or niche.

### **Holly Calloway**

Absolutely. So this is one of those things that I came across super, super early, when I sort of transitioned into this job itself when I opened this business was how many people think that by not narrowing down they're not quote unquote, putting themselves in a box. They feel like they're leaving people out if they never choose the market and that's so the exact opposite of the truth. So if you, um, I always sort of liken it to if you were at say, a festival, so say you went to Coachella, and you stood on top of one of the porta potties, and you just like yelled your message to everybody, "Hey, I have something I think you might like!" you might find two people who think that that thing that you're yelling about is super awesome. And now you've got their attention. And maybe they want to be your best friend, right? They'd probably just want whatever you're on. But if you can find a room with 20, people are super excited already about what it is that you have, or they have a problem that they're like, this girl said she can solve my problem. I want to hear what she has to say. And then you can speak directly to those 20 people, what's the better likelihood that you're going to find somebody who actually wants to buy what you have? You're going to have people excited enough about it to tell more people and fill that room with more people like them who want to buy what you have. So having a target market isn't serving fewer people, it's serving more of the right people. And once you have that figured out, then you've sort of got that steady stream of people coming in who want to buy from you, which for you in the long run means more money,

### **Kelly Reynolds**

Right? We want people to actually buy. People are so excited when they get subscribers or likes. But if they aren't the people who are ever going to buy from you it doesn't matter. Right?

### **Holly Calloway**

It does no good. Vanity metrics are such a poison. Because yes, you can have 10,000 Instagram followers who have no clue what you do. You don't know what you're selling, who are there for some meme that you put up or some posts that went viral? Right. But if they really truly have no idea what you do, you still make no money. So it's better to have 100 people who want to actually buy your stuff versus vanity metrics. That being said, if you can have 10,000 people who want to buy your stuff, all the better, but turns out, like

### **Kelly Reynolds**

...really wanting to buy the thing is really important...

### **Holly Calloway**

Right! The important part exactly. Who is sitting in front of you, that you can solve a problem for, that wants it bad enough that they're willing to give you money for it? That's what we're talking about. I think I stole this phrase (I think it came from... there's a book called The One Page Marketing Plan) you

want it to be an inch wide, but a mile deep. So you want it to be like just this small of a market. But a lot of them

**Kelly Reynolds**

Right.

**Holly Calloway**

...you don't want to get it so narrow that you're talking to 10 people total on the entire planet. Like people who own Siberian tigers. That's too narrow. We've gone too far. But people who own Siberian Huskies now we're talking about a really narrow market, but there's a lot of them right. So that's super, super deep.

**Kelly Reynolds**

And that's a really important point, right? The whole idea. I think so many people with their marketing, forget that they're selling something... a service or a thing.

**Holly Calloway**

Yes.

**Kelly Reynolds**

We're helping people. Don't get me wrong, but there's such a disconnect between what they're doing over here, like the blog posts or writing or whatever. They're not directly related to the thing that they're selling. So they're getting a lot of people coming in talking about the topic that they're writing about. But that's not what they sell. They're blogging about something else. They're really like they're getting a lot of readers, but they're not selling anything.

**Holly Calloway**

Oh, yeah,

**Kelly Reynolds**

This just came up in one call. I was on it, it was like, but that none of that has anything to do with your offer.

**Holly Calloway**

Exactly, exactly. And you want people to know you. So writing a blog post about your kids is awesome. And that's fine. And they get to know you. But if they never understand that, they want to know you, because you do sleep therapy for kids. At some point, you have to make that connection, right? Do the fluffy stuff and get the followers or whatever. But we don't do in my groups... that is... with Powerhouse and Power Players, we always talk about "what are you selling right now? People get so nervous about the selling portion of it. But there's no point in narrowing down a target market, if you're not ever planning on selling anything to them. The reason that we went into business for ourselves was to make money with no cap, at least for most of us that was in with no, with no boundaries in general, right? You don't want people telling you what to do. You want to be able to do what you want to do with your own time, blah, but it's also the only place where like, it makes sense for you to make as much money as

you can, because nobody's saying you only make \$15 an hour or you only make \$70,000 a year. So if nobody ever knows that you're selling something, what was the point? All of the marketing for a month, say, so say we put out a content calendar for any social media platform that makes sense for your target market. And if we put out the content, we do it with two things in mind: "What am I selling right now?" and "What value am I providing?" Because there's that go-giver tendency, right? I'm going to give this. But at some point, you have to ask for what you want them to do or buy. And so that's the "What am I selling." So all of the value I'm giving you this month has to do with the thing that I'm going to sell you on the last Friday of the month, or the thing that I sell every Friday or the thing I sell every day, I'm just going to do a call to action on Fridays, or whatever it happens to be. Because, if you never connect the two things, there's really no point in having a market either you might as well just write a blog for fun these like, or have a podcast for fun. Like the reason we even do these things is at some point, I'm gonna want you to buy something from me. So I'm glad you're a listener. That's awesome, but also go check out what I am; what else I might have to offer that would be beneficial to you that you could buy.

### **Kelly Reynolds**

Well, in that case, tell us about powerhouse.

### **Holly Calloway**

Yeah, powerhouse. Good. I'm gonna I'll keep it super succinct, or I'll try to. It's kind of a fun story. So I like for it to be a long story, but I'll keep it short. So the doctor in my name, people always think means like, I got a, you know, my MBA or a business degree beyond what's normal. I'm actually a Doctor of Chiropractic. So I've been a, I've been an entrepreneur of some type since I was 20 or so for so for about the last 12-13 years. I opened a photography studio, basically right out of high school, it took a while for me to get back into school. So I've been opening businesses and running businesses for a long time. I'm on number six. Well, I've kind of done the ins and outs and grown and sold and grown and closed and grown and failed...

### **Kelly Reynolds**

...all of the things...

### **Holly Calloway**

...and all of the things So when I started my chiropractic practice, I was in a new city, which was a first for me, I come from Iowa, we moved to South Carolina, and I didn't know anybody. I knew I was going to have to network, I knew I was going to have to meet people. And I wanted to have a space that was full of my target market, the woman that I was wanting to sell to. I knew that whoever she was, she was a super busy professional woman, who maybe had migraines or stress problems or whatever (like a solution that I could or a problem that I would have a solution to). So I created this and like the sort of not hidden but sort of hidden reasoning for putting these women in one place together was I wanted to find other women who were also building businesses because I was hella lonely.

### **Kelly Reynolds**

Right. Yeah, you're totally home by yourself. And you're thinking, "I don't even know what to do or who to ask." Having that community is killer.

**Holly Calloway**

Exactly. I want other people who can say, “Oh my gosh, yes, the first three months suck, but then it gets better.” Or “Yeah, like this thing with Facebook ads that’s different is shitty, but here’s the algorithm. Here’s how it changed and how you can fix that or whatever.” I just wanted somebody to share that experience with because that’s powerful human being stuff; sharing experiences. I wanted my market there but I also wanted friends. I created a group called “The Powerhouse” my mom used to use that word. I would use that word for my mom, to explain her, how she was just this powerhouse of a woman who could do no wrong and do all the big things... and all the scary things... that was my mom. And so I called it “The Power House” and we had all these powerhouse women and I started adding friends to the group who I knew from networking things or you know, their friends on Facebook or whatever. And as I was learning how to market my practice, or like, I was learning new things about how to market or do my business or sales or whatever. I was absolutely sure I sucked at business. I’d had four previously and they’d all closed. So I’m terrible at this. So I should probably learn because I don’t want this one to flop. I spent, what... a quarter million dollars on my degree. I should do something with it probably.

**Kelly Reynolds**

You should use it for something?

**Holly Calloway**

it is not cheap to become a doctor of any kind. It’s like, I don’t want this to flop. So I’m gonna learn some new stuff. So I dove into books and podcasts and courses, and I was in a coaching group. And as I was learning all of these things, I was sharing them. I was saying, “Hey for *you* and your business, this might be super helpful.” And so eventually it evolved. And I love... I love chiropractic, don’t get me wrong, that was not a wasted degree, it was beautiful. But the more I taught and the more I helped other women find success in their businesses, the more fulfilling that became to a point where I was thinking, this is filling me, and chiropractic was kind of draining me. And I thought, “Well, what does this look like? How do I make the shift and make a shift into a full time?” So The Powerhouse went from being this group where I would say, “Man, I wish I had friends,” and “Wouldn’t it be cool if...” , and I did in the interim, it was a way for me to build my practice. I had several patients out of it. I mean, I helped several women with different ailments as well. But at the end of the day, I wanted to teach these women. We did a marketing workshop this time last year. I think we had 12 people total, and I charged \$50 for a full day workshop.

**Kelly Reynolds**

Oh, wow.

**Holly Calloway**

I know.

**Kelly Reynolds**

You let you learn, right? I’m sure you did.

**Holly Calloway**

Yes. Yeah. Oh, yeah. And at the time, I didn't feel like I was a professional anything, right. I'm just a chiropractor who's doing this thing on the side. And imposter syndrome is a whole other topic. But...

**Kelly Reynolds**

Oh, yeah, that one's good. I'm...

**Holly Calloway**

So good. So this it turned into like a full time gig. I love teaching the workshop, people were coming back and saying, "I never would have thought that my marketing and that sort of semblance of order. And now there's a rhythm. And there's a pattern and I'm making sales, and I've got recurring income. And I thought, you know what, I really like this, let's do it taking on some some clients looks like so at this point. Now a year in. We're basically at one year full time that I was looking through, like old journals and stuff. So yeah, we're a whole year in. We've done six workshops, and all kinds of whatever. But so we went from being like funding group online to, I think November of last year, we had 280 members. And currently we're sitting at 20. Currently, we're sitting at 2100, which popped over the 2000 mark, which is beautiful. When we introduced a membership group, and we have we're doing retreats in the mountains. And there's so much fun. We've been doing these workshops and courses and there's, I do coaching, and I have a coaching team so that I have coaches who coach, that's wonderful, nominal. Yeah, so it kind of blew up. But basically, we've been finding this, I've been finding other women also who love watching other women succeed. So we're just this massive group of super empowering women who all want each other to find success and whatever it is that we love to do, understanding that like you can be super passionate and purposeful about something, but also make money doing it. Like you don't have to work a nonprofit or you don't,

**Kelly Reynolds 12:32**

either or, right. It's not a

**Holly Calloway 12:34**

good thing and get paid. Exactly. And you can still do your nonprofit work and run a business like it doesn't have to be

**Kelly Reynolds 12:41**

anything other lots of money, you can give that money away and feed a whole bunch of people.

12:45

Exactly.

**Kelly Reynolds 12:46**

Like money isn't mad. It's what you

**Holly Calloway 12:48**

do with it. Exactly. And money is and one of our workshops is actually a money mindset workshop for that exact reason. Like it's so many old patterns to break. Oh, yeah, today like, This is good stuff. But

that's what the powerhouses so we're we have a freemium group. Yeah, that powerhouse, I think it's a group slash out at power off on Facebook. So if anybody's listening, and it's like, a massive group of empowering small business owners sounds like the place I want to be, come join us back, I'd love to have in the show notes as well. So we have a beautiful, beautiful, and then our membership group is still \$47 a month. So that's power, the power players. And that's we do like master classes every single Monday, we talk about marketing, mindset, sales, entrepreneurship, small business ownership, and like getting your business entities up and running. And I help women as much as we can in those sort of avenues and a whole lot of fun. I freaking out.

**Kelly Reynolds** 13:36

Yeah, that sounds awesome. Because I'm at the point now where I'm like to have us come on, we're doing either strategy calls or really one on one like operations, management, Director operations kind of stuff. But there's such like this in between where you're starting, you're trying to just do everything yourself at night by Google. And then like, where I'm done for you services that I have. So this is like a perfect in between there where you've started. You've gotten going, and then you don't know what the hell's going on. Like,

**Holly Calloway** 14:01

exactly. I love that you caught that, like, caught on to that, because that's exactly what we meant to be, is what does it mean? Like I cannot afford \$2,000 a month for an office manager, which saved my life for the record, like an operations manager, when you get big enough is like,

14:17

all the way Yeah.

**Holly Calloway** 14:20

It's such a beautiful moment to just be like, Here, take this. And it's my

**Kelly Reynolds** 14:23

favorite thing that people are like, I don't do any of this anymore. I'm like, Nope, I got it. But you have to get to a place where you can afford that. You know? Exactly. We've all done this by Google. When I was starting out I didn't have anybody in this industry at all at all. I didn't like online anything and it was almost five years ago. All my friends were corporate This is back in the days when you leave your house and go to go places and you know go to work and stuff like that. There was no one who understood it. And I had to Google everything and it wasn't like even virtual assistant was very hard to figure out them. Like it wasn't as easy now if you just type it in Google and it tells you everything that hard getting started and having friends and being able to pop in Do a group and go, Hey, guys, do you know how to do this? So I don't spend seven hours tonight trying to figure out how to do it myself.

**Holly Calloway** 15:04

That's exactly Oh, it's cold,

**Kelly Reynolds** 15:07

it's cold, and it takes so much of your time and sanity. Or just like being able to vent to friends who completely understand

**Holly Calloway** 15:15

that too. And there's so much of both of that, especially in our membership group, there will be like, Hey, guys, how do I put a pixel on my website from Facebook? So I can track this out and re redirect, which like, for me was a two week process? Like, how do I write the ad? Put the copy together? How much money do I put out it? How do I test and then how do I put it on my website to measure click throughs? Like, that was not a short process? No, for somebody with somebody literally just did it a couple days ago, she was like, This is what my gym is running. How do I do this next part? I was like, hey, let's pop on a call. I'll walk you through it real quick. And so she got on, but sort of like six other people who were like, I think I'm there. And so instead of her spending the two weeks on it like I did, we there's six of us now we're sitting together going, Oh, this is this is not actually as hard as it sounds like you click here, you go to this link, you put that in there, and we walk through the process. And that was what I wanted. When I was very first starting. I was like, Yes, he told me how to do things. So I'm not guessing. Because even if you guess and you guess, right? You're still missing the feedback. You're still missing. Like, is there a better way I could have done this? Was there a quicker way, a smarter way a simpler way or whatever,

**Kelly Reynolds** 16:15

right? We're like trying to set in front of you, or trying out like seven different kinds of software. Without like, if you had people who were like, Oh, don't use that. It's like it always breaks or something like that, like, exactly all the way through. It's just everything takes so much longer when you have to teach yourself everything.

**Holly Calloway** 16:29

Exactly. So there's like shortcuts the whole process for \$47 a month. That's anybody who doesn't join I'm like, man, we we lead a horse to water if you don't want to drink water. Water, which is also a beer By the way, and that joke always makes me giggle that like do you guys have Sweetwater where you're at? Like a it's a? it here? At least it's a low? I think it's maybe a local brewery. I think it might be in North Carolina. But I'm always like it's Sweetwater meaning I'm, like, boosting you up to come join. But

**Kelly Reynolds** 16:57

that's too funny. No, I don't have a New Jersey. Sorry. We have

17:01

another liquor here though.

**Kelly Reynolds** 17:04

So let's talk about niching. A little bit more. That whole idea of, but I need I don't want to I don't want to narrow down I want to be able to tell everyone I sell to everyone. And that's a huge thing I hear constantly. I'm sure you hear it all the time, too. Right? Like, yeah, absolutely. Just getting to the point where you are tell you're telling the people that want to talk to you about your thing. And it seems like

such an enormous waste to tell everyone about the other benefits here like Why? Why do we want to niche it specifically,

**Holly Calloway** 17:34

having a very specific solution to a very specific problem makes? Well, firstly, let's talk about people. Right? So I'm putting people in air quotes, when we say like people don't want or people do want or people will do this, or people won't do that. Like what people? Are you talking about you? Because typically when we're like people wouldn't buy that. We mean, I wouldn't buy that. Right? We're like, projecting on everybody around us. And maybe like your friend group wouldn't buy that. Because that's why your friends is because you are alike. But that doesn't mean that there aren't people outside of the people that you know, that wouldn't buy the thing. There is somebody out there with a Siberian tiger who needs food for that thing. I don't know that person. But that doesn't mean that people won't buy the food. Somebody will just not me, recognizing that there are other people out there who probably have a problem you can solve. And then laser focusing on it. Have you ever Are you on tip talk at all? I'm not because, okay, I'm old, okay. I'm one of the old people on tik tok. And I'm, I'm cool just being the old person. But the thing about Tick Tock is the algorithm. algorithm is stupid, specific. People will post a 45 second video that they're talking about me and I'm not sure how it happened, right? They're like, do you do XYZ? And I'm like, ooh, whoa, yeah. That's the thing. How like, I'm Ron White used to have a joke about sitting in a beanbag chair naked eating Cheetos? Like, like, are you? Are you bored? Do you want 10,000? Like, are you sitting naked in a beanbag chair and Cheetos? And he was like, Yes, sir. It's like, how did you know like nothing? right? Exactly, exactly. So like, if you can get that specific about the people you're talking to which of course, I mean, if that's your market, and you broadcast it wide enough, you might find that person. But if you can get that specific about the person you're talking to, like, you immediately have trust factor, they immediately resonate with you, they immediately want to know more about you or what you have, or whatever it is. So we break our target market down into four segments. We do it by geography, literally, where are they? Can you serve people? Are you virtual? And it could be anywhere is it you speak two languages, so it makes sense for you to do English or Spanish speaking countries? Is it that you can only do local because you're actually brick and mortar and people probably aren't going to show up from more than you know, 10 miles away or whatever that is. We start with geography. We do demand demographics. I was going to say demography I don't think that's a word for demographics. So like for some For some businesses, it makes sense. And for some others, it doesn't. And this is where people get tripped up. Our target market demographic is women between the ages of 25 and 45, who have started are looking at starting their own businesses. So I've got women and age in there, and then they have to be able to make enough to pay me. So they're usually either still working a job, have a lot in savings, or have a spouse who does work. So there's, there's somebody else with income in their general vicinity. And that kind of narrows things down. Not everybody has that. And if you want to be in our freemium group, that's okay. But when we're talking about like paid advertising, when paying to see my ads, I want it to be people who make a certain amount of money. So they can be paying me even though they're going to be leaving whatever that job is, to hopefully run their own business. And then we talk about psychographic. And this is one that gets skipped over a lot. But I think it's where we need to be putting a lot of our attention to, what are they thinking? And what are the problems that they have. So I'm not saying like reverse engineer what you've solved. We get that a lot where somebody's like, Well, I have a community for women who are looking for better accountability for going to the gym. No woman is like, you know, what I can really use

as a community of women who will hold me accountable for we're like, we want gym buddies, we I would also like to not feel lonely anymore. And I would like to maybe look better in this dress that I have to wear to my sister's wedding and three months or whatever that is right so that you can hit those problems and the psychographic how they're thinking about those problems, deeper than what's on top. And it if you have a service or a product that really truly can serve any gender, any age, any price point, then we really look hard at psychographic, can we be very specific about like, what emotional trigger what emotional problem you're solving for them, because then they know that they're talking to you. And that's when it gets skipped over a lot. And people get really hooked up on. Well, how do I have my ideal client? Like, how old is she? Where does she live? What does she look like? Well, close to she Where Where does she shop, I'm like, it may not be a group of people that way. It may just be people who go see a chiropractor. Typically they'll specialize in infants or migraines or you know, it's not always a an infant's, I guess, as an age range. But it's not always a it's not always specific to demographic, it's usually location and element. Those are the things together and we shouldn't skip over. That

**Kelly Reynolds** 22:12

is one thing that on a lot of the ideal client worksheets that people put out, they're always so specific on what do they look like? What does it what are the age what led to gender? And it's like, that may not be the differentiator here.

**Holly Calloway** 22:23

Like, I don't think I think we're missing so much. And so many people spend so much time on that. And yes, I really like that stuff.

**Kelly Reynolds** 22:33

That's always the most important part here.

**Holly Calloway** 22:35

Like, right, exactly, exactly. Like how can you touch on what's really, what's really moving for them? What's something that's been frustrating them so much, that they will pay you money for it to stop? Or what thing would be so valuable to them, that they will pay you money to have it? Because that's how we tap into that people buy with emotion, but then use logic to justify it. Right? So like, you're looking for that, what's that deeper problem that's gonna trigger that emotional something. And if you're looking at okay, but she Her name is Susie, and she's 32. And she works at the gap and like, what emotional anything comes out of that? Like literally nothing. It's nice to have that person in the front of your mind when you're writing an email. Sure, right. Sure. Okay, so like every email, even if I'm saying, hey, Amanda, in my head, I'm saying, hey, Susie, because that's my ideal client. And that's what I'm hoping to join. But we spend so much time on that, that we end up like really screwing up our target market by not looking at what problem are we solving instead? So like, that's our process, we look at geography. How far are we reaching? We do look at demographics. Like for me, it wouldn't make any sense for me to market to men, because we don't serve men. So leave. That makes that's like a major component

**Kelly Reynolds** 23:43

here, right?

**Holly Calloway** 23:46

Yeah, exactly. So like they do need to be a little bit wary of not making sure they're not like just lumped in with everybody else. But at the end of the day, what I'm solving is you would really like to work for yourself, you want your time to be your own, you want your money to be your own, and you don't want there to be a cap on the amount of money that you can make and you're tired of working for someone else. And you have no idea where to start

24:06

solving. Yeah, I

**Kelly Reynolds** 24:07

think that's important part like that last section, the fourth part, the psycho, what was the word you use psycho.

24:13

Psycho, grab it,

**Kelly Reynolds** 24:14

there we go. And it was like not psychosomatic. So on that part, like, a lot of times if it can be just my pants don't fit and I really need to go to the gym is the only as far as your brain gets you having to show them that this is a thing that they could have. And as a solution. They're not looking for that solution. They're not looking to go join a community. They're not even looking for a gym, buddy. Maybe they have, they just know their pants don't fit.

**Holly Calloway** 24:40

So Exactly. So if you can call on it, like your quarantine or your pre quarantine cans don't fit anymore, do they? They're like, Oh my god, she knows me.

**Holly Calloway** 24:50

And you're in just like that,

**Kelly Reynolds** 24:52

right? And it's those kind of things that I think are so much more important in that like niching down because if you find those people and you're like, I know your problem, and I can solve it? Well, you've got a captive audience at that point. Exactly. The other thing on targeting and niching, you are targeting them, it doesn't mean you are not allowed to take in these people, right? Like, you're just

**Holly Calloway** 25:13

my gosh, yes, this drives me absolutely bonkers, too. So there are two, this is two fully separate concepts. So we have a red velvet rope policy, which means if you are a, b, or c, you don't get past the red velvet rope, we are not working together, I have red flags for when we do any sort of like strategy session onboarding, blah, blah, blah, if you say or do X, Y, or Z, we are not going to be a good fit. And it is going to be a waste of time and money for us to work together. And that's that's its own thing. Market

isn't saying these are the only people I work with target market is saying I only have a specific amount of time, money and energy to market, I only have this much time to put anything out content wise to be talking to people to be spending time at networking events, right? I only have a finite amount of any of these things. I'm going to laser focus on one demographic on one problem on one geographic, whatever it is. And usually, I suggest starting one platform, don't even put that energy into six platforms, like let's talk about just Instagram, just Facebook, just tick tock, whatever you choose, I'm going to put all of my energy into this one place, because that's where I'm going to gain momentum. But anytime you're gaining momentum, that force is going to suck people in from the side that you're not necessarily looking for. If you're saying like, if we take my dump or my marketing, like we market to 25 to 45 year olds, and I have a client who's in her late 60s, I didn't say no, I can't help you. Like it does not look exactly. Like I'm not cutting you off. I'm not saying like I'm not going to help you, I will absolutely help you. Even though my marketing wasn't focused on you. And she came to us through a woman who was in her 30s. They like they work really closely together in the next town over. And she was like, Hey, I really think that Holly could be good for you in this business that you're trying to start. So I didn't say no. But I also didn't focus my market. Because if I focus my marketing on 68 year olds who are trying to open a business, like we're not gonna get very far, that's not a mile deep. Right? Okay, it might be an inch wide, but it's not a mile deep. But that doesn't mean that I'm not helping that person. You're not putting yourself in any kind of box, you're just being really, really smart. This is just how you're architecting finite, finite resources. Yes, absolutely.

**Kelly Reynolds 27:26**

Yeah. And I think that's a lot of people, like forget that that's not those are different things, like sending the message out in marketing, doesn't mean you can't take it, I just got a wonderful client that I never would have marketed to she doesn't seem like my ideal client in theory. And I got on the phone with her expecting it not to go anywhere. And I loved her instantly. I was like, Oh, well, then I get to say, Yeah, you're gonna be great fit, even though I didn't think that I would mark it to you. You can take that person anyway through them. Right? Exactly, exactly.

**Holly Calloway 27:51**

Like you're not you're

**Kelly Reynolds 27:53**

not stuck in that exam. I think that is super, super powerful, right there. Because a lot of people think I need all the clients, and that is working counter intuitively,

**Holly Calloway 28:05**

it does feel super panicky. It is, well, it is kind of I mean, it's just gonna have to do it. Yeah, it's the exact opposite of what we tend to think. And it's going to be really scary at first. That's the thing I think is like, it feels like putting all your eggs in one basket, I'm gonna put all of my resources into this one market. But if you give it just a little bit of time to gain some momentum, it all ends up working out for you in the end. And I can almost promise you that as long as you pick somebody that makes sense, like pick a market that makes sense for you and your your product or service. Give it a minute, and you'll start to gain that momentum. And you'll be so glad that you niche way down.

**Kelly Reynolds** 28:39

Yeah, I? Well, I highly agree. I mean, if you want a heart doctor, you're not going to go to just like a general practitioner. You want a specialist for your heart, because it's really important that you don't mean like, No, no, I don't need some guy who just got into medical school and he's a GP and he doesn't think about heart. That's not the person you want. You want the spec the the specialist there. And I think that we are specialists, we prove our expertise. And that is what makes us so valuable.

**Holly Calloway** 29:03

Exactly. And also the heart doctor isn't gonna see the guy that has foot problems.

**Kelly Reynolds** 29:08

Right? That's not his gig, some extra cash on

**Holly Calloway** 29:11

the side, right?

**Kelly Reynolds** 29:14

Well, is there anything else you would love our lovely listeners to know about you?

**Holly Calloway** 29:19

Now that's of whatever what you've gotten the shownotes is going to be beautiful. I would love to have any women who are starting their businesses and want to want to want a community of like minded women. But for real like if you want people to convince you and and give you good answers and whatever comes out in the power house, we'd love to have you would love that we have a we have a ton of fun. And we really actually enjoy starting businesses. It's not super over the top stressful and you don't have to do it alone. Come join us so much better when you don't do it alone. So much better. Where can everyone find you? Best way to find us is again, that Facebook group is where I spend the most of my time because it's where we built our community. I have powerhouse gvl.com so I live in Greenville, which is where the gbl comes from gbl.com it's getting revamped If this crosses over with when it's almost like if it has a coming soon button come back. It's getting redone. And then I think my name Holly Callaway with an underscore is where I'm at on Instagram so you can find me there, or my public figure page. Same thing on Facebook. It's just at Holly Callaway

**Kelly Reynolds** 30:17

awesome. I will put all of this stuff in the show notes so you guys can find Holly. And thank you so much, Holly for being on the same panel podcast today.

**Holly Calloway** 30:24

Thanks for Thank you for having me. It was so much fun.

**Kelly Reynolds** 30:27

All of you out there. Go check out Holly and start thinking about who you want to sell to and niching down a little bit, and I will see you guys next week.

**Kelly Reynolds** 30:49

Was I just gonna say God, this is why editing is good. I just totally lost what I was thinking.