

Episode 12 - Top Reasons Why Industry Leaders Consistently Hire Me

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I'm Natasha Zoryk, two-time founder and self-made millionaire. This podcast is home to female founders, creatives, and changemakers. If you are aspiring to think bigger and earn bigger, then you're in the right place. Get ready to tune into some honest takes on this crazy journey we call entrepreneurship.

Hello. Hello and welcome back. Today's episode we're gonna be answering the number one question I have been getting for quite some time, but specifically since 2020. [00:01:00] Let's get into it. So the big old question here is, why and how are all of these industry leaders continuously hiring you, Natasha? People have been in my dms and they have said, um, so kind of crazy. But it seems like every single person that I look up to, that I look to for inspiration and idolize has hired you. And I've gotta know what's going on here. Not that I don't see it, but I need to know the tea because like have you not only called in one industry leader that tons of women know whether it's 200,000 followers with huge sales and credibility and integrity, but multiple.

Especially in my Six Figures to Seven Figures Mastermind that is currently running. It's my four month high level mastermind that I run twice a year. Next round is in the summer. I'll actually drop in the show notes the application for that, because we have two incredible women enrolled for [00:02:00] that one.

Other industry leaders jumped in because I sold out the current one and they wanted in. So if you wanna join in in this energy, you can go to the show notes. And I'm also going to, in the show notes, I'm going to list off the Instagram handles of the women that are currently in my Mastermind right now.

So you can have a stalk and see for yourself, and I can bet your little bottom, you're gonna recognize at least one, probably two names. And if you don't recognize them, I'll be shocked, but if you don't, you're gonna fall in love with them and you're gonna follow them. They're just, they inspire me every single day.

Here's the tea. Here is how I attract industry leaders and why it happens and how you can do that too. How eventually you can probably attract your idols at some point. Number one is

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branding. There, this is something, listen, it's my podcast, so I'm honest as fuck here. I just keep it [00:03:00] a book. I'm a little, you know, the opinions.

They're loud and proud. Something in the space that drives me so insane is when coaches and mentors say that branding and design and aesthetics don't matter. Ah. It makes me so mad. Why is because one, my first business, which was a digital marketing and design agency, and also my degree, I studied, I took a whole course on colors.

On colors of psychology. Sorry, that was a little dyslexic moment. The psychology of colors. There we go. But it took a whole course on that, and branding is so important to call. Here's the thing. Not only quality leads, but people that also give a shit about that. People that are really, really, really prioritizing a thought out brand identity.

An actual sustainable, [00:04:00] legacy driven business will care about the branding. Do you think Google doesn't care about their branding? They put multi, multimillions probably billions into that strategy, into studying that and perfecting it. It's so important. So to say it doesn't matter is crazy to me.

Psychology of branding is no joke. Everything that goes on, it's more than just a pretty color. It's more than just a pretty logo. It's more than just aesthetics. It's psychology. And here's the thing, can you be successful without good branding? Yes, I've seen it. I have seen some of, you know, we've all seen it like jinky.

If you wanna say brands with a rinky, dinky, spooky ass looking logo and branding kind of all over the place making multimillions. Because you can do it. So I'm not gonna say you can. I hate when people say that you can, but here's the thing again, is you can be successful without it, but you will be so much more successful with it, so much quicker, so much faster, so much better with [00:05:00] better quality leads at like that is just going to happen.

And I've studied this for so long and you wanna know the number one feedback I have received from the women that are currently in my world. They have said that my branding immediately caught their attention, which I like to say that window shopping phase on your digital storefront, which is Instagram.

And then they went into the store, they actually started to shop. They clicked the highlight, the link of my bio, and they were immersed within my world. They were drawn in and they're like, woo. But what wowed. What's my branding? Do you wanna know why they're leading experts? Because they also give a shit about branding.

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Cause they care. They're always creating new content. They're always making sure that their brand identity is unique to them. They value that as well. Leading experts more often than not, care about that. So they hire people that give a shit about it too. They said that. They said your branding really called me in right away.

And then your words, your messaging, it was all like [00:06:00] full package. Right. Full package vibe from the polish look. And it was everywhere consistent. Your highlights really wowed me with the, with the design and the structure, cuz it's one thing to have good copy and good messaging, but design matters the way you structure it.

The psychology of intention versus attention, the psychology of contrast, the storytelling through how you use the words, but the visual representation of it will deliver the potency of what you're trying to say. So say you're on vacation, you are craving Greek food, whatever. You look it up and then you see a restaurant and then you click it and it's some scary ass PDF download that it looks like it was created in the 1700s.

And then you go, okay, that's giving food poisoning. Thank you. Next, because guess what? You know, guess what? You're sitting there and you're saying, I'm not gonna go to that restaurant because you are equating that to bad service, bad food, because the. Why, let me ask you this. [00:07:00] Why are you exempt from that rule?

Why are you exempt from that experience and that impact from the good old little Greek restaurant? It's the same with you. Now, of course, it's a little bit different because you're messaging, you have so much, you have a different offers to give. Messaging can call them and say, you're really good with social proof.

You land the client, but, in sales psychology, there's a seven second rule. We are judgmental by nature. We automatically categorize people in our brain and we judge. It's just how we're wired. So do you wanna be the Greek food poisoning or do you wanna be la creme de la creme? I'm just kidding, but, well, not really.

But here's the thing. Your branding will have that instant wow factor. You will not only lend more clients, But you will land better clients and you will now call in other clients that value that, and I can guarantee you the woman that [00:08:00] value brand. Value effort in their brand production, in their photos, in their videography, if they want to take it to that step.

Actually hired a designer has an intentional brand identity to carry them beyond in their sustainable business and their legacy for years to come. They are going to value you because they value that you are gonna be hiring and calling in the leading experts. It is just the name of

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the game. It's pretty simple for .1 and prioritize it, prioritize it, prioritize it. It's so important. And if you hear someone speaking and saying, aesthetics never matter, especially if they use absolutes, it's a red flag because it's just a coldblooded. I don't wanna say lie, but if she's just, it's just, it's wrong. Psychologically, strategically, spiritually, who knows?

Okay. I don't know. It's just, it matters. And that is a big, big, [00:09:00] big piece of feedback I have received from pretty well every single leading expert in my mastermind and in my world, because other leading experts have of course, hired me in 2021, 2020, 2022, you name it, they did it. But in 2023, it really did take the cake with this current mastermind.

Moving on to number two. This is something I see very often and this is actually a pain point in a gap. I solve very, very deeply and strategically for my mastermind, my Six Figures to Seven Figures Mastermind girls when I conduct their like 12 to 15 page custom report analysis. I make sure that I completely revamped their Instagram strategy to reflect a beautiful journey. So people often look at Instagram and it's pretty laissez-faire, and they don't realize that's their digital storefront. They don't have the strategy, they don't have that accessibility, they don't have the clear [00:10:00] journey. There's so much that I can go in, but I'm not about to give all the tea for free.

But, How you can have leading experts come in and immediately after the window shopping phase, because your branding is on point, it's bomb. So they click, they enter the store, you gotta wow them. There has to be access points for cross-brand awareness. There has to be clear call to actions. There has to be driver buyer energy.

For my buyer psychology girls, there's so much that goes into it. That's how you can Wow. I signed literally leading experts in less than an hour, pay in full \$21,000. Some of the biggest, baddest gals in the space followed me and within one hour and it, they said it would've been sooner paid in full, \$21,000. Boom. Contract signed, in, because of the strategy that I have.

Moving into number three. Messaging. [00:11:00] Your words actually have to speak to these high level girls. So if you're sitting there and you're saying, and this might be a big wake up call actually for you right now, if you're sitting there and you're constantly saying, hit your first \$10,000 month, you hit your first \$20,000 month, you're, you're not gonna call 'em the leading experts.

And let's say you have far surpassed that, does your offers, does your pricing reflect what the high level girl, the leading expert, would wanna invest? What is looking, they're looking to pay big money. I'll tell you, me, I pay in full. I pay in big. It literally resemble my current clients as well, cuz a lot of them did that.

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I, I had, I think it was four, pay in full for the mastermind. Boom, met me, paid in full, signed, sealed. I'm the same. I am the same. And that's that driver buyer. So if you're messaging your, again, your words, your tone, the call to actions you have, the actual offers, the pricing of your [00:12:00] offers isn't appealing to that caliber of women.

It's just not gonna happen. They're gonna look over you and say, anyways, kay, I'm gonna go pay 50K for this person, or 30K for that person. Right. So that is a sure way to really shift the energy. And maybe you have been comfortable, maybe you've stayed working with a little bit of the newer entrepreneurs, and this is where I'm saying I might be calling you out and you're like, holy shit, it's been a year or like quite some, maybe a few years, and I haven't really taken the action to create offers for these leading experts, but I'm always wondering why they're not coming into my space. Boom. That's probably why. Okay.

Now next point. My fourth point is social proof. What type of results are you getting your clients, and this is actually gonna be a ripple effect from point number three. You have to have those clients, those caliber of clients, to now start posting that type of social proof. For example, in my current mastermind, I took a client who was about to [00:13:00] project revenue for 2023, 5 million. I scrapped her whole business. She told me she was dead inside. She said she didn't like her offers, she didn't like where it was going. I said, bet here's an entirely new plan, and she is now projected to make 8 million in 2023. And she said she has never been more in love.

She feels so much passion and light within her business. She actually loves the offers. She's not burnt out. She's not dead inside. Like she said, she's like, this is crazy, by the way. And mind you, we're only a little bit over a month into this mastermind, and that's the type of transformation that's going on.

Pretty powerful shit going on here. So if you want that type of social proof for the high level leaders, You have to switch the messaging. You have to have the strategy, you have to have the branding, right, because then that's a ripple effect, and that's going to snowball into other leaders being like, oh, she's working with people at that level.

I want to come in. [00:14:00] Right? It's just how it works, right? It's the ebb and flow of it.

Another big point, the fifth point here, is your values. When you grow and evolve, and when you wanna be an industry leader, a leader within your space. Your values have to reflect that you have to be opinionated, you have to be that bitch, however that means, or however that looks for you.

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But you have to be firm and you have to be loud and proud because guess what other leaders wanna see. They wanna see you being loud and proud as well because they are too. And guess what, again, the number one piece of feedback that I received, well, I guess it's not number one now, cuz this is the second point I'm telling you, but it's the top feedback points that I received was they told me that they felt so drawn to me for so long because.

I'm [00:15:00] loud about my values. I'm opinionated, and they also love my opinions. They share them, they agree with them. And if you're sitting there, well, what about the people that don't agree? Great. Because one of the best things is when you're loud and you're proud about your leadership and you share those shared values, not only are you calling in the right people, but you're repelling the ones that aren't for you.

And it's better to do that in your content before they pay you, I promise. So that's a big one there too.

Tip number six, your energy. And that kind of goes hand in hand with some of the points that I'm giving here, but it's the delivery, the tonality that you have when you're giving these shared values.

When you're talking about these opinions, these hills that you'll die on, quote unquote. You know, you have to have this sense of confidence. This I believe so deeply in this and gimme your opinions. Tell me what you think. But I'm standing 10 toes down on that. That is what a leader does. So leaders value [00:16:00] that.

You're opening up thoughtful, thought provoking conversations with them, and then boom, they wanna sign with you. Another big point here is psychology. Okay, I think we're on the seventh point. I listen, I didn't number them. I think we're on. Yeah. 1, 2, 3, 4, 5, 6. Yes. Seven. There we go. Math. Math isn't mathing here.

Psych. So important. If you wanna be working with high level people, you have to be communicating at a high level, at a data driven, psychologically proven way. That is why I am so passionate about my sales expert mini mind, why I talk about it, why I utilize it, why I believe in it so, so deeply. Because it works.

You go from talking to the masses to talking to one that is so powerful and you create this tailored way to speaking and loving on your people. So psychology and having that in your marketing, having that in your sales process, you're going to be able to land, you're gonna be able to call in and [00:17:00] convert those clients, those high level clients, so leading experts because you know what the hell you're doing, you know why it's working.

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You know how to read the room. That entrepreneurial like you, that I always love to talk. You can really adapt and work with them. Really have savvy conversations where they walk away and they're like, damn, okay. That was really good. It's impressive psychology. That is why it works. Another big one, omnipresent marketing.

Kind of an angle I'm gonna take for this point though is I'm not just on Instagram. Other leading experts are not just building their business on rented digital. All right. I got disabled twice on here. I learned the hard way. I have a podcast and you wanna know what, again, one of the biggest pieces of feedback I got from multiple leading experts is they said, they binged my podcast because guess what?

They also have one, or they have a YouTube, or they have X, Y, Z. They're really big into diversifying their content [00:18:00] creation. They value content, they value. So when they wanna invest in someone, they wanna see that they're also being smart, they're sustainably scaling. Right. And again, this is something that we actually cover in my No Figures to six Figures program, which is linked in my show notes.

If you wanna join in, you actually can, we're starting March 9th again for a little reminder, a little midway plug again, but that's another point. Not the final point, almost the final point though. It's my approach to business and mentoring that really calls them in, because leading experts more often than not now, is they like to disrupt the norm.

They like to have different factors from what everyone else is doing. They wanna do, they, what I like to say, find white space, quote unquote. They wanna do something a little bit different. Innovative, right? They want those change makers. And that's something that I am, especially with the social experiment, with my new era marketing, how I approach things in business and marketing and sales is most certainly not how most people do in the [00:19:00] space.

How all these gurus and people for years and years have been preaching how to do it. I have gone against the grain and they value that fresh perspective cuz they want that because they're doing it too in their own unique. So with that in itself, back to that shared value point, that's a shared value.

Leaders lead the room. They don't follow it. So they look for that, right? So ask yourself, what am I leading right now? How am I being a little bit different? Am I being a carbon copy? Am I coach my mentor, the people I look up to? How are you just being just even a little bit different, right? A little bit fresh.

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You know, you wanna disrupt the norm here a bit. And think outside the box cuz that's sexy. That's cool. That is what it's about. That's what's going to keep you memorable, keep you hot, you know, in the space.

Now our final point here, it comes down to credibility. This is a really big point that I see a lot of people not diving [00:20:00] into, and I'm just like, why? I don't get it. So leaning in again to one of my points of psychology, when you understand buyer psychology, there's primarily four different types of buyers. The driver buyer is about authority, power. They wanna be seen by you and they wanna see you for success. They love to see you on that like success pedestal.

They wanna see the wins, the credentials, the flashy numbers. The features. They love that. Okay? It really does show that you are a force to be reckoned with because they are a force to be reckoned with. So again, kind of shared values. It's all, you see what's going on here. It's all tied into, you know, each point is tying into one another here.

But why leading experts come to me is because I prioritize within my content, within my marketing driver, buyer, activators. I am very, very, very clear to the point in my [00:21:00] messaging you can champion out some of the facts. Two times founder, 1% earner, right design business at first, 400% growth in 2021, scale to a nearly a million dollars in 2021 alone throughout The Social Experiment.

Seven figures now 9% club with the business degree nominated CEO of the year. I'm. I've put that all over. I'm very clear. I say again, the business degree, all these elements. I'm very firm on my expert role and the devotion and the credibility that has been given to me for the work that I've done for the years that I've done, the seven plus years that I've put into marketing and business in the the entrepreneurial space.

It's been now approaching four years, but total of marketing degree, everything, and being in the government of Canada, leading marketing campaigns, it's been over seven years fast, approaching eight, [00:22:00] and I put those credentials out consistently all over. So you know who I am, why I am the way I am, and why you should care about who I am and why you should trust me.

That's so important. And we often. I see this so many times with my clients, and I see it all the time in the online space, but especially with my clients, when they come to me and I'm like, Hey, tell me about how dope you are. I'm like, what the girl? Why can't I see that nowhere? Oh my gosh. So by being bold enough, confident enough to know that you're not bragging, you're not being a little show off or coming off as if a woe is me, you're a business.

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And you are wearing your credentials and your expertise, like a badge of honor as you should, right? Like, hey, I know you're gonna be investing. Here's why you should trust me. That's so important. And it's again, tying into the point of the [00:23:00] energy of how you deliver it, the verbiage, the tonality of how you deliver it.

It all comes together into one beautiful, cohesive piece here. But that's why leading experts, They say, everything you touch turns into gold, and I see what you've done and why that's turning into that because X, Y, and Z, the degree, the this, the that. So like I get it, like I get why that happens. So they see me for the expert that I am, because I make sure that they see me for the expert that I am.

And so let me ask you, are you showing yourself right now and presenting yourself publicly as the true expert that you. Where are you hiding? Make a list. Call it like my big dick energy list or my, I'm a bad bitch list. Right? Just a list where you know. Like whether it's degrees, credentials, awards, nominations that you've had, whatever it may be, sales, [00:24:00] this and that.

Make a list of how dope you are and how much you've accomplished and look at that and ask yourself, how can I turn this into marketing gold in personal branding, business branding? How can I put this into my messaging to be seen as a credible expert in this space? You know, and it's so important cuz it's the wild, wild west here in this entrepreneurial Instagram world, there's no really regulations.

So credibility goes a long way. And I have prioritized that. So therefore, these leading experts have continuously flocked me, paid me in full, and have said that this has been the best investment that they have ever, ever, ever, ever made, which is so special to hear. But that was a lot of tips for you. I hope you had your little notebook out and you were taking some notes.

I hope you enjoyed it. And let me know if you have any questions. Shoot me a DM @natasha.zoryk. It would be such a pleasure to connect with you if you wanna join the close friends, DM me "close friends", it goes down there. And again, [00:25:00] last and final plug, if you wanna join NF6F. If you're like, wait, Ms. Gurl, I wanna work with you. In the most affordable way in your eight week program and have that lifetime access. I wanna sustainably scale. That sounds sexy. That sounds like something I wanna do. Then the link is in my show notes, but I will leave it there and I will chat with you and I will see you in the next episode. Bye.

Thank you for listening to the Tash Talks podcast. My name is Natasha Zoryk and I encourage you to be an audacious leader in both your life and business. If you love tuning in, please leave

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