

Amanda: Hey. Welcome to the podcast. If you want to go ahead and just tell us a little bit more about yourself and what your business is?

Crystalyn: Awesome. Thank you so much for having me. I'm super excited about it. I love what you do, and I just feel pretty flattered that you asked me to be a part of it, so thank you.

Amanda: Yeah.

Crystalyn: For those who don't know me, which is probably most of your listeners, I'm Crystalyn Aucoin. I am a jewelry designer from New Orleans. I have a jewelry brand that was just launched October of last year, of 2018, and basically what I do is design minimalistic jewelry that's to be worn every day, but it's fine jewelry, so it's sterling silver and 14CT gold. I also have a pretty big mission behind the brand, to give back to some important initiatives that are important to me, some cancer initiatives, and also try to give back to some initiatives that are important to the people who wear my jewelry. That's what I'm doing right now, and I am super excited about where my brand's gone.

Amanda: Yeah, so I will be honest with you: one, I don't wear a ton of jewelry, but I don't know a lot of jewelry makers. Like I know the big ones like Kendra Scott and Rolex and stuff like that, but I will tell you, you're like one of the first jewelry makers that not only do I follow on Instagram and social media, but I also feel really connected with you, which is one of the reasons why I reached out to you on, I think I reached out to you on Instagram, or maybe I didn't, but that's one of the main places where I follow you. I was like, "I have to have her on here because she does an amazing job at selling without selling and making people feel like they're connected to you."

Crystalyn: Thank you.

Amanda: So, if you want to go ahead and tell us more about how you started out the process of designing your brand, and then we'll kind of move into your ideal client as well. Then we'll go further into a couple of marketing tactics that I know that you use, and I want to let our listeners in on that.

Crystalyn: Awesome, okay. So a little bit about my background is, I've been in the jewelry industry about 10 years. I sold jewelry at one of the top retailers in the south. It's an independent store; it's called Aucoin Heart Jewelers, which is just like my last name, "Aucoin." I actually met my husband there and became part of the family after I had already felt part of the family. I had worked there for quite some time. The names you're talking about, that's what I sold: I sold Rolex, David Yurman, Penny Preville, all the big names. We also manufactured in-house there, so I just really learned the full process of how to design and how to create jewelry. When I say I'm a jewelry designer, a lot of people think that I hand-make it or I sell it maybe on Etsy or something like that, more like handcrafted. My jewelry is handcrafted, but it's handcrafted by jewelers. I am not a maker; I love to pain and do creative things, but I can't actually make jewelry. I have it manufactured, but I sketch it all. It's a really neat process of how it's done.

Crystalyn: Basically, they make it on computer now, computer programs like CAD programs, and then they cast it and do the whole finishing process. My jewelry's a fine jewelry line. It's not high end where it's unattainable but it's very nice quality. It's something that lasts forever. Yeah, I-

Amanda: [crosstalk 00:03:47]. You're a jewelry visionary.

Crystalyn: I like that. "I'm a jewelry visionary," I like that. So yeah, after working in the industry a long time, I really got to see, like a lot of my brand has to do with things that I learned in the last 10 years of working in the industry. What I create is what I felt like there was a need for, and I think that's huge whenever you're selling anything, is what do people want or what is there maybe lacking of in that particular zone that you want to be in? Then, I looked at what worked for me and what didn't work for me. I sold jewelry in the retail environment for, I say I've been in the jewelry industry over ten years but it was about eight years in the retail environment before I left. What worked best for me and why I was very successful as a salesperson was I built relationships with my clients.

Crystalyn: I think that that is huge moving forward, but what was really interesting and still continues to be a little bit of a struggle for me is learning how to do that without the face-to-face connection that you get when someone walks into our store and without being able to actually put my jewelry on a person. My jewelry is sold in the store I used to work at, and those salespeople can do that all day long and they rock at it. They're doing so well with my line, thank goodness, but they're really getting to get that connection. They're telling my story and they're doing it face-to-face. It's a challenge when you sell things online to connect that way. I know you and I have connected through instant messaging and direct messaging, and that's what I like to do with people because that's my only way to connect. I'm a people person; I love it. I love to connect and understand people a little bit better. That's been the main thing for me, is trying to put my brand out there in a way that I can still build relationships and connect with people.

Crystalyn: I'm just learning. I'm learning that so much right now. It's a work in progress for sure.

Amanda: Yeah. That's one of the reasons why, from like an outside perspective, that I think that you have been so successful in such a short amount of time, is because one, you have a very narrow ideal client. Whenever you described it by "somebody who wants to wear jewelry every day but they get costume jewelry and within two wears, it looks terrible and it's cheap"-

Crystalyn: Yeah.

Amanda: For a lack of a better term, but also, that goes into, you're not selling to everyone. There was somewhat of a gap in the market that you saw, and then you found that gap and then you provided a product, which I think that's a great lesson for anybody to take away. Whenever I was, let's see, I was already in business part-time. I was part-time business for like five years. [crosstalk 00:06:53] my corporate marketing job, and then

whenever I got fired from my corporate marketing job and I was like, "Oh crap. Now it's time to either go big and do this or find another job," which I did not want to do.

Crystalyn: Right.

Amanda: I realized that a lot of my clients were coming to me, and they couldn't pay three, four, six thousand dollars in six to eight weeks. I couldn't do that probably, so I started offering payment plans where it was basically set up like a subscription. That's whenever my business really took off, is because it's not that people didn't want it; it was because that they couldn't afford it-

Crystalyn: Yes.

Amanda: That's another example of finding that question that you hear over and over again, or that feedback that you hear over and over again, was people getting back to me like, "Oh, I would really love to move forward but I can't afford it right now," and then creating a new solution for it.

Crystalyn: That's huge.

Amanda: Yeah.

Crystalyn: That's huge in any way. What's really funny is, and this is just probably a whole life lesson in general, but what you think you want to offer or what your vision may be can be completely twisted and turned around once you get in front of your audience and they start telling you and you start asking. For me, I saw my entire line in 14CT yellow gold. That's just how I see it. When I design, I think of it first in gold, and then everyone was like, "Well are you going to offer silver?" I was like, "Hmm, I don't know." I don't typically wear a lot of silver, and then the more I thought about it, I'm like, "Yes, because it's going to be a lower price point." My price points are anywhere from \$90 to around like \$700. The silver line is killing it. Everyone loves it, and I didn't see that. I was like, "Oh, they're only going to like it in gold," you know? Now I know you just got to listen, listen to people and provide what they need, and it works, you know?

Amanda: Yeah, yeah. I will tell you, I will wear silver over gold, too.

Crystalyn: Okay, good. There you go. There you go. I love it.

Amanda: Okay, so now moving into a little bit of marketing, now that we kind of understand your business and we understand who your ideal client is. I think it's interesting, so before I have a guest on, I have them fill out a questionnaire just so we can gather information and this conversation is not completely pointless. You said that your biggest marketing tactic has been the use of Facebook, which I think is really interesting because, like I said, I found you on Instagram. I wanted to know if you think that Facebook is more about selling and Instagram is more about brand awareness, and do you think that that changes with industry to industry? Is that something that you think is unique to your business or overall?

Crystalyn: So it's really funny because, this is really going to show that I'm really not that cool obviously, because I didn't even get on Instagram until this time last year. I didn't even have a personal Instagram until January of last year. If you ever look at my personal one, which I think I only have five pictures on it. It's so bad-

Amanda: You're like, "It's actually private, so you can't see it."

Crystalyn: It is, yeah, because I'm like, "Uh, embarrassed." I didn't even understand Instagram, and so then I started following Jasmine Star, who I know you know about as well.

Amanda: Mm-hmm (affirmative).

Crystalyn: She kind of opened my eyes up, and so many people that I met through her opened my eyes up to Instagram. I fell in love with it, like it's actually my favorite platform to engage in and be part of. However, when I look at my analytics, my website will show me a backend of "where do my sales come from?", and my sales were funneling through Facebook more than Instagram. I tried to dissect that a little bit. I've only been selling for about three months now, but what happens in selling anything is people start specialty jewelry. This is kind of more specific to me, but I think it's kind of universal, is they look for trust and value. I think people need to be able to trust you and then see value in what you're offering. The majority of, I'd say probably just over half of the sales that I've made in my business so far have been from people who previously who knew me before the launch. That relationship building had already began on Facebook because I was very into Facebook on a personal level on my personal account, and had already built a lot of rapport and relationship with people there. They kind of transitioned right over to my business page, and I just think it was easier.

Crystalyn: I also find that my Facebook crowd is completely different than my Instagram. My Facebook people are a lot more localized to the New Orleans/southern Louisiana region, and Instagram seems to be worldwide for me. I have a pretty broad range of followers. Anyway, I feel like that's why my selling has been easier on Facebook, although my strategy is not that much different. It's just, I think people who are on my Facebook already know me a little bit better, if that makes sense.

Amanda: So whenever you're talking about that, this brought up a point that maybe you haven't thought of and maybe others haven't thought of too if they're looking at their backend, is personally for me, I know I look at Facebook more on my desktop than I do my phone. Whenever I'm on Instagram, obviously you're on your phone.

Crystalyn: Right.

Amanda: I know for a lot of what I look at, if I'm interested in buying something, I'll get brand awareness; I'll find them on Instagram, but then I'll go to a computer and then actually buy from a computer. I don't buy within that session. I'm introduced to them, and then I buy from the computer. Like I'll get off Instagram and I'll go over to Google on my phone, and I'll buy through Google, but if you're on Facebook, then it's on a computer usually so you can click through and kind of do the buying within there.

Crystalyn: Yes.

Amanda: That may make it a little bit skewed-

Crystalyn: I think you're right. Yep. Mm-hmm (affirmative).

Amanda: Yeah. I'm like taking notes. I was like, "I need to bring this up" because I know that's for me personally-

Crystalyn: Great point. I think you're right, yeah. That's a great point, and I definitely think Instagram is where I'm getting a lot of brand awareness. What's funny is I think when people see your Instagram page, it almost legitimizes you more than your Facebook page. I don't know if that makes sense-

Amanda: Yes, for sure. No, 100%, because I-

Crystalyn: You can get a better snapshot, I feel like, of the brand.

Amanda: Yes. Yeah, yeah. I'll go to somebody who I think is completely legit, and I'll go look at their Instagram. I'm like, "What?"

Crystalyn: Right? Yep.

Amanda: So I totally think, because like you said, it gives more of a snapshot in that first nine grid-

Crystalyn: Yeah. So what I do also think that I struggle with, and I'm going to just mention this because I'm sure a lot of people listening also struggle with, but let me just tell you what I'm thinking. So on Instagram, everything's new to me thus far because I just started my brand. My pages are semi-new but I have around a thousand followers on both, maybe a little less on Facebook. To me, I look at so many other brands and I'm like, "Oh my gosh, I have to get more followers," you know, but what's really interesting and I totally live and breathe this, is the people who are there are really there and really engaged. I'll look at other people who have like 3,000, 10,000, and then I'll look at their engagement and I'm like, "Hmm...", or it's not that authentic, or it looks like it's not real things happening, real conversations or real comments. While sometimes I get a little down on myself like, "Oh, I really need to grow my following," at the same time I'm like, "I'm so grateful for the people who are here, who are engaged, who are my customers." I feel like I can speak to them easily because it's not so big.

Amanda: Yes. I get that 100% because I'll get messages on Facebook, and it'll be somebody who's like, "Hey, do you offer blah blah blah?" I'm like, "If you followed me, if you were within my community, you would know this."

Crystalyn: Yeah.

Amanda: [crosstalk 00:15:46] on Instagram, it's people who are definitely 100% committed. It's funny; I was on the phone with a client earlier this week and we were talking marketing

and just going over a phone call. She mentioned before we were getting off, she was like, "Hey, have a good trip." I only mentioned that I was going out of town on Instagram. It's not something that I put on Facebook-

Crystalyn: Right.

Amanda: I was like, "You read my Instagram post," and she's a client. That's just a little simple-

Crystalyn: Yep.

Amanda: Just a little simple thing, but I 100% agree that Instagram is definitely more committed followers.

Crystalyn: Mm-hmm (affirmative), I agree. Yeah, and then the Stories. I know you can do stories on Facebook, but it's definitely more engaging on Instagram, and I feel like that really gives you a good [inaudible 00:16:35] behind the scenes. Some of the people I follow, I love their Stories because it's like, "Oh, what are they doing today." You really get a glimpse of what's happening in their life, which is neat and it helps build those relationships, build those connections, and ultimately they're selling to us, I'm selling to them, or you know-

Amanda: Mm-hmm (affirmative).

Crystalyn: You're just kind of building, I don't know-

Amanda: But it doesn't feel like that.

Crystalyn: It doesn't feel like selling. No, it feels like you're building relationships. I don't know, I always follow people who are putting out goodness, like I'm just getting their goodness. I love it, you know?

Amanda: Yeah. I like that, "getting their goodness." So one marketing tactic that I saw you do, and from an outside perspective it looked like it was really successful, and you did an amazing job; it was super streamlined. You did an Instagram giveaway around the launch of your jewelry line. I wanted to dive in on what your goals were with that, and then lay it out just like, "This is how I did it, this is how I constructed it, this is what happened, this is what I would do better." That was a lot of questions in one, but... So if you want to tell us what your goal was with this and-

Crystalyn: Sure.

Amanda: [crosstalk 00:17:48] and then how you constructed it.

Crystalyn: Sure. One of my friends, she has a planner business. Her name's Corie Clark, and she has this Purposeful Planner. It's amazing. She has a great business, and so I picked her brain a lot when I was launching my brand. I'm like, "What do I really need to do? I want the launch to be successful. I want people to..." I don't know. I definitely built up to my

launch in a lot of different ways, but one thing she was like, she really opened my eyes to the idea that you need an email list. I had, at the time, I think around a hundred people on the email list, and that right before the launch. She was like, "Listen, build your email list. That way, you can get in front of people in their inbox. It's the best way to sell, and it's the only thing you own, is your email list. You don't own the algorithms on anything like Facebook, Instagram." She gave me a couple ideas of how to do it, and of course I was super busy with the launch and trying to get my website up and my product ready and packaging.

Crystalyn: I just felt like, "What can I do the quickest way to get the most impact?" I wanted to do a giveaway so that people obviously got excited about the jewelry, could see the messaging, and then I could capture their emails, so that's what I did. I filmed a video, because I feel like, this was part of the strategy. I could just put up a pretty picture and then in the capture write, "I'm doing a giveaway. You got to do this, this, and this to be in the giveaway" and hope people read through that, not just "liked" the picture and moved on. I decided to do a video and I edited it In Shot. It's an app that I have on my phone, and I put the word "giveaway" on the video. It's a great app. At the time, I might even have been using the free version, I'm not sure. So I put the word "giveaway" and I did a little video just saying what I'm doing, the giveaway, what it is, and how to get in.

Crystalyn: What that did was when people were scrolling, I think it caught their attention more. I probably should've tried to remember all this before I'm telling you this, but I asked them to do maybe two or three simple things. That was the thing. I hate giveaways where they're like, "You have to like my page, this page, this page, five pages." It's like, "Oh my gosh. I don't have time for that. Moving along," even it's a really good giveaway. If it's too many instructions, I'm like, "Mm-mmm (negative). I can't do it." I did maybe two or three instructions, which was probably like, "Like my page, like this thing, and then click my link and put your email address in." Anyway, so we did that. It was very successful. I think I launched with an email list of like 300-something people. It really was a big push for emails.

Amanda: Yeah. It tripled your list, didn't it? If you went from like-

Crystalyn: Yeah.

Amanda: A hundred to three hundred? That's tripling, right?

Crystalyn: Yeah. It was really, really a very strong launch. Yeah.

Amanda: How long did you do the giveaway for?

Crystalyn: I think I did it for either five or seven days. What I did is I would reiterate it in my Stories like, "Hey, this is happening." I did it on Instagram but I think I also did it in Facebook. You're making me try to remember three months ago and my brain's not all there yet. So yeah, it was strong. I built, I can't remember how many more followers I got. I want to say it was like maybe 80-something or 90-something followers. Yeah, I'm trying to remember. I think that I got quite a bit of my email list from the giveaway, but I must've

been doing some other tactics to get more email at that time because I don't think all of those came from the giveaway. I'm trying to remember back, but yeah. I'm a big believer in getting a good email list together. Now this year, since the launch is behind me, my focus is, "Hey, now what do I do with this email list, and how can I provide meaningful and useful information or emails or inspiration or something to the customer base or to the email list that isn't just spam or junk?"

Crystalyn: That's what I'm really strategizing now, is, "I have a little bit of an email list built up. What can I do with it now, and how can I serve those people?"

Amanda: Yeah, yeah. I think from the outside perspective, the giveaway looked like so much fun and it looked really good, so it's good to know that you got a lot of followers from it and that it helped build your email list, which I completely agree about. If you don't have an email list, get one, because everything she said is true. You don't own your Facebook followers or Instagram followers, none of that, but you can pop into your email marketing provider and send out an email to people whenever the heck you want and provide them with a lot of value, but then also sell to them whenever you have a launch going on or something like that.

Crystalyn: For sure. One other thing, I didn't mention this because it's starting to come back to me now that we're talking about the giveaway, one other thing that I did, so, "Do you give away?" A lot of people asked that question when we talked about the giveaway. At the time, the book, and it still is a great book, but the book "Girl Wash Your Face" was a huge book that people were reading, and I knew that my target audience was reading that book. Then also, I liked the idea of tagging a friend, but not just to tag a friend and be like, "I did it." I wanted them to understand that if they won, their friend also won.

Amanda: Wow.

Crystalyn: So that's what I did. I gave away two things: a piece of jewelry and a book to each of them, so that it wasn't just like, "Hey, you just have to tag as many," I don't know. "You have to tag as many people as you can, and they don't get anything. You just gave me their information basically."

Amanda: Yeah.

Crystalyn: It was kind of a win-win. The girl that won, she had tagged a few friends but the way I did the picking, it was like per tag. When the number came up and it was her and her friend, and they were super excited about winning together. That would be definitely something I encourage you to do, is like if they're going to tag somebody, offer to give that person something to so they have incentive.

Amanda: Yeah, yeah. That's advice. I wouldn't have thought of that. So what do you think has been your greatest business accomplishment so far?

Crystalyn: Oh goodness gracious, my greatest business accomplishment so far. To be honest, just launching the brand. That's the biggest accomplishment. I didn't really go too much into

my personal story, but my husband that I mentioned that I met in the jewelry industry, we got married 2011, pregnant 2014. A month later, he fell ill with cancer. We kind of stopped working and just really dove into two years of becoming a parent and battling cancer at the same time. Sadly, he passed away in 2016. This whole journey of me, I became a single mom, a widow, and I decided to be a business owner at the same time, which is a tall task. I had so many people in my life kind of discouraging me but not. At the time, some of them I thought was a little bit negative, but what I realize now looking back is they were trying to protect me from taking such a big risk and putting so much time and effort and energy after they saw how drained I was from those years of being my husband's caretaker and losing him and all that, and becoming a mom at the same time.

Crystalyn: I just knew in my heart that this business needed to happen. I wanted to be able to do my passion: create and sell the jewelry that I loved and I felt other people would love, and I decided to give a portion of my sales to some cancer initiatives that were important to my late husband and to myself. I just felt like that was the mission going forward. At the same time, if you've ever experienced grief on a deep level, you're in a fog. It's a very foggy time, especially after being a caretaker for so long to him while he was sick. My biggest accomplishment was being able to come through that fog and build that business. I started dreaming about the business probably a few months after he passed. I was not feeling creative at all, and then I started working on the business 2017. It didn't launch until like October 2018, so it was a long, slow process for me. Just the idea that I actually pulled it off and launched it and had a very successful first three months, that's the biggest accomplishment for sure. For sure.

Amanda: Yeah. I mean, you're pregnant for nine months, and I feel like whenever you're building a business and you have a launch to get, you're like pregnant with your business-

Crystalyn: Yes. That's a good way to think about it.

Amanda: That's the weirdest analogy ever, but-

Crystalyn: No it's not. It's so true, yeah, and the anticipation of it.

Amanda: That's a long time, to be business pregnant, is-

Crystalyn: Yeah, it was. I was doing a lot of things too, like I renovated my house like a crazy person. I was just trying to get my son and myself settled after such a crazy time in our life. I kind of said to myself, "I'm going to do it, but I'm just going to do it organically." The same with this business; so I sell online on my website and I also have just one retail location that sells my jewelry, which is where I used to work. I've had a lot of people say, "Oh, I'll sell it in my store," a lot of offers, but I do believe in slowing your pace to be able to get your feet under yourself when you grow. If you want to grow right and keep the quality, connect with your audience, it just has to be a slow, kind of organic process. I feel like that's what I did leading up to the launch, and then now, it's just this process of putting the right systems in place. I'm still a single man operation, you know. Getting everything in place so that the business can grow organically, if that makes sense.

Amanda: Yeah, the right way.

Crystalyn: Yeah.

Amanda: Yeah. So we kind of touched on this a little bit, but whenever we said that whenever you go to somebody's Instagram, that they need to look legit?

Crystalyn: Mm-hmm (affirmative).

Amanda: You've talked a lot about growing your brand personally and the vision behind your brand and the story, but also, you invested a lot into the visual side of your brand with-

Crystalyn: Yes.

Amanda: Your actual branding and your website. How do you think that that played a part in your success?

Crystalyn: Huge, huge. The way I looked at my website and my branding, like I started with a branding girl first locally. It was early 2017. I hadn't met you yet, I hadn't met a lot of people; I was so new to all of this. I started with just the simplicity of like, "What is my vision for the brand?", going over just a mood board and creating this overall color scheme, fonts, just the feel of the brand. Went into, after that, more of the website and all that. Now, I'm into more branding photography and how to keep the message within that same branding scheme, you know? When I was doing those things, I was worried about spending the money; I was like, "Oh my gosh, am I spending enough money on this website?", "Am I going to spend this money on this girl creating my logo?" I second-guessed everything. I'm like, "Wait, can I do it myself?" The thing is, no. Stick to what you're good at. I can design jewelry. Let me go take care of that. That was very hard for me; I'm very frugal, so to actually say, "Here's my money, go do it," now I definitely believe in researching, finding the right person, getting to know them, all that, but I started to think differently.

Crystalyn: I shifted because I was giving myself anxiety and I was dragging my feet. I said, "This is my storefront. My website is my storefront. I'm not paying rent somewhere. I'm not having to completely go in and decorate it. This is my storefront, so invest in it." So I invested in it, and it's literally what makes my business legitimate. When somebody goes to my website, they're like, "Wow. She is a real business." If I would've tried to do it myself, I can only imagine what it would like, and it's the same with the branding photography. Spending a little bit of money to have somebody actually take pictures for you in a way thinking ahead of what you want your brand to look like and feel like, what kind of stories you want to tell, it just makes the biggest difference in how your brand appears to people, and it comes back to trust and value. When people look at you, they can trust that you're a legitimate business and they can see the value in spending the money on a piece of jewelry for \$200-something, you know? I-

Amanda: For sure, yeah.

Crystalyn: Can't say enough, yeah.

Amanda: I see that a lot with photographers and other creatives. They're like, "I really want to book these higher-end weddings or these higher-end events." Then, of course I go to their website or something and I'm like, "Well I can tell you right off the bat, that's not possible for you to book those higher end weddings or events, but it's going to be a lot harder." We're in 2019. You have look legitimate online. People are going to go there, and if you don't look like your business demands a \$5,000+ price tag, then people aren't going to pay it.

Crystalyn: Right.

Amanda: I mean, that's just being honest. Having a brand and a website does a lot of the hard work up front for you. I mean, it's your online home.

Crystalyn: Yeah.

Amanda: Whenever people go to your website and they're on your homepage, it's like inviting them in your front door.

Crystalyn: Definitely.

Amanda: [crosstalk 00:32:59] you want them to say about your business? How do you want them to feel? So I 100% agree with everything that you said.

Crystalyn: It was the smartest thing I do. What's really kind of gratifying is when you have people that know you, and they've seen my transition of my career and retail selling in a store, they've seen my life situation happening, and they knew my dream, but for them to now see it come to fruition and see it this way, they're blown away. They're like, "Wow. You weren't kidding when you said you wanted to be a jewelry designer. You weren't kidding when you said you were going to have a brand." Even people like my sister, like we work together in the jewelry industry. She brought me into the jewelry industry, and I think she kind of was like, "Okay, sis," like I'm the little sis, "okay, you're going to have a jewelry brand." She never made me feel like that, maybe just a teeny bit, but then she's like, "Wow. You're doing it." I think a lot of that is just showing people yourself in the best light, and you need professionals to help you do that. Let people stay in their lane, help you really brand your vision and bring it to life.

Crystalyn: I don't know, I can't say enough about just making sure your branding's on point. Everything else comes into place, you know?

Amanda: Oh yeah, for sure. I have seen how successful you have been online, and I'm going to go off here and go buy one of your pieces.

Crystalyn: Oh, thank you. Thank you.

Amanda: So if other people want to do the same, where can they find you at on Instagram, your website, all the good stuff?

Crystalyn: Sure. On Instagram and on Facebook, I'm "Crystalyn Aucoin Jewelry," which my name is not the easiest to spell so I will spell it.

Amanda: Yeah.

Crystalyn: It's "Crystalyn Aucoin" Jewelry, so that-

Amanda: Which we'll [crosstalk 00:35:09] as well on the blog post.

Crystalyn: Oh, perfect. Then my website is just crystalynaucoin.com. Yeah, that's where the goods are. One other thing I can say about branding that has surprisingly been a hit with my customer base is my packaging. When I'm talking about branding, I mean from soup to nuts; everything needs to be that vision that you have, and if you don't know what that vision is, have a professional help you, anybody. Get that vision in place because the packaging, people will be like, "Oh my God, I love my jewelry, but your packaging, girl," like they freak out but it's very much branded. It's a strategy. Anyway, so if any of you get it, y'all let me know what you think about my packaging. I'm proud of it. It's pretty, is all I can say.

Amanda: [crosstalk 00:36:05] then, people unpack your packaging and they take pictures of it-

Crystalyn: Yes.

Amanda: [crosstalk 00:36:10] get even more brand awareness, so...

Crystalyn: Yeah.

Amanda: Definitely.

Crystalyn: That's been the funnest thing, to see people un-box it on Instagram or do their Stories and wear their necklace. I have a few customers, they wear the necklace every single day and they're big into their Stories. I'm just watching their Stories like, "She's rocking that necklace." I'll send them messages all the time like, "You're just killing it. I love it," you know?

Amanda: That's so much fun.

Crystalyn: Feels good.

Amanda: Well thank you so much for coming on here and sharing all about your brand, and being really open and honest and somewhat vulnerable.

Crystalyn: Yeah. Thank you for having me so much. This is my purpose, this is my passion, and anybody who's listening, just follow it. You only have one life. Live it, do it. Let people help you, embrace those people, and enjoy it, you know?

Amanda: Yes, great advice. Thank you so much.

Crystalyn: Thank you for having me.