

Top 10 Ways To Show Up In Your Business...Wherever You Are... Especially When Traveling:



1. Dress up/Step out!

Sounds so simple but couldn't be more **key** when you have left your *normal office*. Dress Up Babe! No stodgy looks just because you are with your family crossing the country or have a 14-hour flight about to happen. Sure you need to be comfortable but you can be polished and comfy and you know I am right here! You KNOW it!

Here's why. You could have stopped the car and hauled your family into a local restaurant somewhere off the highway. Kids are hungry and tired, you are hungry and tired. But what if you were to *just happen to* run into your Ideal Client? It happens ALL the time. What if in your most relaxed and comfy look, having been on the road all day, you could still look like the pro you are, have a conversation that for the first time in 15 hours was on topic for you and rock it!

So...before you head off on your journey, make sure your most casual looks still send the message that "I am relaxed and still a pro!" You'll thank yourself later when that aligned client does pop up at the most inopportune time and you are ready.

Are you an Artist? Dress like one. Are you a Maker or Jeweler? Wear your product if it's wearable. **Represent what you do by who you are...**that and a little lipstick will do the job.

2. Share your journey/experience/daily life

Tell your story in your social media. We know...YOU know, we are meant to be sharing daily to keep our tribes engaged and growing. Growing and engaged tribes translate into growing and engaged sales. **So bring your tribe along when you are on the road.** Even if you are at what you think is a boring business conference or visiting your relatives in the middle of nowhere perhaps...**there is ALWAYS a story.** Make it fun and human. Show the surroundings, the sunsets, the neighborhoods, the people. Consider these snippets like little journal entries, via a photo or words that *bring your community into your suitcase.* I'd follow that! Tag me when you do!

3. Tie in how your business relates to whatever you are doing

This one can take some energy to discover but really there is always a way that whatever you are doing today ties into what your business is about. It's almost like an excellent journal prompt, eh?

How does my business relate to where I am today?

Are you inspired?

Are you seeing a need to fill?

Are you soaking in knowledge you can translate to your audience?

Are you beta testing your products for how well they travel?

Whatever you find in this question of timing one's trip into one's business...relate this back to your clients. It adds to your expertise, sharpens up your creative thinking and again (*key*) brings your clients into your journey and makes it all very interesting to follow.

4. Source Local Supplies

Are you a Maker or Artist? Why not source some inspiration while you are on a trip? Source some materials to use once you return to your studio.

Talk about it in your work.

Whenever I am in Paris I go to the garment district there. I purchase a few meters of fabrics. Not a ton, like maybe 6 different fabrics at 1 meter each. I'd use these in my hat collections and I talk about them. Parisian plaid taffeta or Parisian straw cloth or taffeta silk from Paris. Not only did it make my hats instantly more enticing, it also **added value and I could raise the price because of this.**

If you are a Painter buy a tube of paint or charcoals from a local art shop. A Jewelry Designer...look for findings, beads and such, etc. etc. You got it. The key thing is to TALK about sourcing these supplies when you talk about your work. It's special...let it shine.

5. Create an Office Du Jour

I wrote this document while sitting across a river, on a picnic table, surrounded by nature and just off the greenway walking path I was on and all in France. It. Was. Stunning! In the end I had something to offer to the world. I couldn't have been more relaxed and happy while also doing some very important work...and so can you! I'm known for making my Office Du Jour in the front lawn of wherever I am staying, or at a cafe. No we can't necessarily do EVERY aspect of our business al fresco but we really can do quite a bit. We can also document it to share later. It brings your clients into the journey you are on. Trust me...they will love you for it.

6. Take social media pics for future use

This is key! There are pics EVERYWHERE and if you just get into the habit of seeing life through a lens of interest you can capture all sorts of good content for future use. Even better, make a list of what shots you'd like to have and then watch those show up along the way. You won't be sorry. Shoot to grab about 20-50+ useable edited pics for each journey. (Of course there can be more.)

Note: Traveling with a friend or colleague? Ask for their help! Straight up ask them to take some shots of you, let them know why, they may ask you to return the favor. Now that boring business conference has turned into a growth opportunity for two people's businesses. Bravo You!

7. Organize a meet-up in person or online

I love these. Sometimes a physical meet-up is possible. It's a way to connect and show up as the leader and leaders are experts. It's not hard to do, pick a location, ask your peeps about times, set a date (you can set this up with a poll on your Facebook page or via Survey Monkey and in an email.) Show up a little early and set up the area, meet and greet baby! They ALL came to see you and meet new peeps!

Now if you aren't in a location where a meet-up can work in person, consider having a virtual meet-up...same concept but set it up so you have online gathering. It's basically the same setup as a general meet-up but this time anyone can connect from anywhere and enjoy a virtual coffee together. Make sure you are in a spot with wifi and you are good to go.

8. Create content on the road

Waiting for a ride, waiting in line - whenever you are waiting you can “Office Du Jour” the time. Lately I have found that waiting to be picked up or for a plane/train is the perfect time to jot a blog post for a later edit. The time goes by quickly and I end up with content. How cool is that?!

9. Make an offer often

If you don't offer, you don't sell. Really. So don't limit your offers to “just” when you are in your “normal” office, think about what you can offer while you are away. Pre-sells for when you get back. Client sessions you can offer via Zoom/Skype/Google Hangouts while you are away. Think broad and make an offer...see if you can relate your offer to your current location.

At a business conference? Offer a master class with the top key notes you are learning OR do a social media “LIVE” that gives a teaching.

10. Send a penpal note to your clients.

This one is one of my favorites on the list. Who doesn't like receiving a thoughtful note in the mail telling you that you are being thought of.

Pick a client and send a personal email to them (not selling a thing) just check-in on how they are, tell them about what you are doing, what you experienced that day (the best baguette ever, or someone you saw at the local Market, just a snippet.) Add a photo or two. Virtually bring them along. They will appreciate the gesture, it adds value to your relationship, they become more invested in you, they remember you while you are away and, you know...they will love you for this!



There are all sorts of ways to continually show up in our businesses. Unique and creative, engaging and fun! Download and print out this list and/or the “Cheat Sheet” to pack in your bag for your next travel and start bringing your clients along with you in your suitcase.

*Don't worry, they won't take up room,
but they may end up paying for yours!*

xoxo

Katherine

Style Kat Life