

Intro: This is the Work-At-Home Heroes podcast. Your host, Caitlin Pyle, digs deep with people from all over the world who make money from home. Get ready to wake up to a world of possibility for freedom, flexibility, and a life you'll love.

Caitlin Pyle: Well, hey, everybody. Welcome back to the Work-At-Home Heroes podcast. I'm here with Jenna Tracy. She is an event planner turned blogger turned Pinterest account manager and content creator. After seeing how much Pinterest grew her own website traffic, she knew it was a powerful tool, and she began assisting other bloggers and small business owners with their Pinterest accounts. She kind of stumbled into virtual assisting, and she's been doing it for just under a year now. Her monthly income working at home is around \$3,000, so we're excited to talk to you. Welcome to the show, Jenna.

Jenna Tracy: Hi. Thanks so much for having me. I'm so excited to be here.

Caitlin Pyle: She's joining us from Philadelphia, Pennsylvania. Is that correct?

Jenna Tracy: Yes, that's correct.

Caitlin Pyle: So how did you get into this? Was there a moment where you just snapped and you're like, I just want to work for myself? Or just like – give us a background of how you got into doing what you're doing.

Jenna Tracy: I started out in college. I wanted to do event planning, realized that that was not my jam. I didn't want to spend nights and weekends and holidays working for other people, and so I kind of ended up going down a trail of frustrating corporate jobs. And, through those, I realized that the best and most happiest times for me was when I was by myself working on a life-and-style blog that I had started. So the kind of last corporate job I had was one that I literally would spend the hours driving to work counting down when I could come home, and it was not something that

was good for me or my life. So I decided that it was time for me to make a change, and it was time for me to start working on my own.

Caitlin Pyle: So a lot of people use Pinterest to find ideas. I use it for my business, but when I wasn't using it for business, I thought it was just a place to go and find ideas, pictures, ideas for DIY projects, how to improve my home decorating, things like that. How did you discover that it was a way that you could grow your business?

Jenna Tracy: Well, so you're right. So people do use it as a source of inspiration, but now Pinterest has really turned into its own search platform. Pinterest is not a social media platform. It's a search engine, and so as a business owner, that's kind of the perspective that you have to take. So things like SEO and key words and optimization are all things that you really have to think about when you're thinking about what to pin, what to describe, how to describe your pin, what boards to have, what to title the boards. The cutesy names don't work if you're trying to use it as a business because that's not how a search engine works. And so it was really being able to translate the skills of how to optimize things for a search engine, like Google, and taking that to the Pinterest platform.

Caitlin Pyle: I love that. I love that, and that's exactly what we're doing. We use work-at-home tags a lot or key words for our brand, Proofread Anywhere, and we've grown Proofread Anywhere quite a bit using Pinterest, and so I can definitely vouch for the demand. We have somebody who manages our Pinterest as well, and within Work-At-Home School, we actually have some content about growing your business using Pinterest, and Kate Ahl—if you know Kate Ahl from Simple Pin Media—she's our resident instructor at Work-At-Home School that teaches people about starting a business as a Pinterest VA.

It's super, super exciting, and so I'm really glad to be actually interviewing somebody other than Kate about this being a real thing because there's always so much doubt. They're like, Is that

really a thing? Is there really a demand? That's probably the number-one thing. And have you – about finding clients and stuff like that, can you talk a little bit about how you found your first client and how you kind of slate this as a thing that they want to do with their business?

Jenna Tracy: Yeah, so Pinterest is really important, and I think that business owners, especially with all of the changes that have been happening recently with Instagram and Facebook –

Caitlin Pyle: Yes.

Jenna Tracy: – business owners have started to really hone in on how important Pinterest is, and that platform is just a willing audience that all you need to do is to tap into them, and they will basically do what you want them to do, which is something that you can't find anywhere else. For Pinterest, I mean it's just finding people who realize the value of Pinterest is really how you find your clients. Pinterest is not an overnight growth platform. It's a very organic platform, and so people don't realize that they're not going to go from 0 to 5,000 followers overnight, and so it's helping them learn about how Pinterest is a search engine instead of a social media platform so you can't really buy "followers" and that kind of thing like you do on other social media platforms.

So try to educate people is how I find my clients, and it was actually through blogging that I started to develop my platform because, since Pinterest is such a visual platform, it's obviously somewhere people go to look for inspiration whether it's for fashion or their home or food or anything like that. And so the bloggers that are producing that kind of content just naturally started using that. Because I was involved in the blogging sphere, that was kind of where I had started networking and finding the business owners that were using Pinterest but knew that it would take more skills or expertise than what they had time or were willing to do themselves.

Caitlin Pyle:

Yeah, that's the keyword, too, is time. And you touch on something really, really key there as well, and that is, people go on Pinterest looking for ideas. And the reality is, they come on Pinterest ready to spend money because, I mean yeah, there's DIY projects and how to do stuff for free and stuff, but if they're – say they're looking for work-at-home ideas or how to grow your business, and they go on there, and it is a search engine. And word on the street—and I heard this from Kate to Simple Pin Media—she said that Pinterest is even considering doing away with followers altogether because they want to stand apart from social media, and it's more of a search engine. And so the reality is your followers don't really matter. Then the algorithm changes over the years.

I've seen my follower account just slow down ridiculously, but the traffic from our content hasn't gone down that much at all, which really does indicate to me that just growing your followers is kind of a vanity metric that doesn't matter as much at all. What matters is the quality of your content, and is your content where it needs to be? Are you optimizing that content to bring people to your website? And I love that you're using your blog to grow your own audience because that's really what it is. You want to pull people in with your attractive content and give them what they need. Position yourself with an expert, and that's how you get people interested in hiring you, and you found your niche, and I think that's super important. We can talk about that a little as well, finding your niche.

And so you are a Pinterest VA, and I love that you call yourself a Pinterest VA because there's so many people out there that say I'm a VA and I do it all. And I like to say that generalists are broke, and so you're earning \$3,000 helping people with their Pinterest account. That is amazing. How many VAs are earning \$500 a month? They want to know how they can get to \$3,000 a month, and I say, and I know you'll agree with me, Jenna, niche down. Be willing to niche down and say I am this type of VA. This is what I specialize in. And then you can position yourself more easily as an expert because the people who try to do it all, they become a jack-of-all-trades. They try to blog about everything. They don't really know a ton about anything because they're trying to learn everything, and that's where you become broke because you have

a hard time finding clients because you're not narrowing things down.

So let's switch gears a little bit here. Let's talk about confidence because a ton of people listening to Work-At-Home Heroes podcast, they're just like, I just need confidence. I need motivation. I need – but mostly they need confidence because they don't feel confident. And I like to say that confidence blooms, blossoms, when you know what you're doing. So let's talk about you when you first started. Were you confident from the start, or did you have any kind of mental or emotional challenges when you were getting started?

Jenna Tracy:

I was definitely not confident when I started this job. I had seen so many other people that seemed to be the expert on Pinterest and knew what I thought was ten times more than I did. But what I found was when I started talking to people, and they would say, Oh, I didn't know that, or, Wait, what? How do you do that? And I realized at that point in time that I did know a lot and that I should be confident because I had something to give people because I knew something that they didn't that was going to help them better utilize their Pinterest accounts for their business.

And so I think it was me hearing that and then going back and sitting down and saying, Okay, write down every single thing that you possibly know about Pinterest whether it's how to optimize a profile, whether it's how to name a picture or search for hashtags or boards or anything like that and put it all down. And then, once I did that, I realized that I had every right to be confident because I knew a ton of information. It's just I had to have someone tell me, Wait, you know that and I don't, in a way, for me to be able to say, Yes, I do, and this is something that I'm good at, and I want to share this knowledge with people because it's such a powerful tool.

Caitlin Pyle:

I love that, and you bring up a very important point, that you talk to other people, and I think that's a big mistake that a lot of would-be work-at-home heroes and even current work-at-home

heroes, they make is that they can't get outside their own head, and they think – I think that's where the mental and emotional challenges really come up is that they just think to themselves, I really don't know all that much. And the conversation is only with themselves, but when they take the conversation outside themselves and they start talking to people, asking them questions—I call it the magic of asking. You find that, hey, you really do know stuff that other people don't, and that's when you realize, hey, not everybody knows how to do Pinterest the way I do.

And that's how I started my own business, my Proofread Anywhere blog, is people kept asking me, How did you start working at home? And then I decided to sit down and write down everything I knew about how to do what I do, and then I sold an ebook, and then I turned it into an online course, and it just kind of snowballed from there. But I started listening to the people around me who wanted to do what I did and realized, hey, I have something of value. But I think if we can't get out – if we don't get outside our own heads and start talking to people about what we do because we're afraid or we think it's boring or whatnot or everybody knows how to do that, it's no big deal. Everybody is on Pinterest. Everybody knows how to use it to grow their business, right? Everybody knows, or nobody is going to want to learn, or nobody is going to want to learn proofreading, whatever the thing is.

We stay in our heads, and then we just don't know that there's interest out there, and that's when our business just never gets off the ground because we're too afraid to talk to other people. So you definitely hit on something super important there in that you started to talk to other people and ask them questions and realize, Hey, I do know something that they don't, and that's a problem that I can solve for them, and they'll – I always say that making money is all about you using your skills to solve people's problems, which is exactly what you're doing. So I just want to highlight that. So what does your life like now, Jenna? How has your life improved since you started working at home?

Jenna Tracy:

It's pretty much done like a complete 180. I feel more relaxed about work because there's not a pressure of meeting unrealistic expectations that my bosses were having to work overtime because I spent an hour and five minutes at lunch instead of an hour. And so it's just a completely different approach to the way I work now, and I have free time to go and do things whether it's with people. I can go to networking events in the middle of the day, which is great because that's something that helps me grow my business because Pinterest is something that I think sometimes takes a bit of explanation to do. And so when you can do that in person, sometimes I think it's a little easier to understand and grasp.

And so those in-person opportunities for me are really important, and so just being able to establish those connections with other people has been really helpful and continues to help increase my confidence and willingness to learn and continue finding what is the latest and greatest on Pinterest? What is happening? How can I take this super-complicated article about the new Pinterest algorithm changes and make it something that the average person can understand? So it's just been able to give me a new mindset about how I approach my work.

Caitlin Pyle:

Yeah, so much is mindset related. So what about your past job experience and skills that you maybe had that you feel helped you with starting work at home?

Jenna Tracy:

I think that I've always been a very self-starter. I start a lot of projects on my own, and I'm very self-driven. That really helped me when I started to work at home because there was no boss. There was no deadlines. Everything was either something I set for myself or set for by a client, but because of my personality, there wasn't a lot of micromanagement, which was what I really love, and that's how I work best. I think learning how to create a blog and that kind of thing was really kind of something that helped me learn how to consistently meet deadlines, create content, learn, manage a business all while life is happening. And if that's not something that you can do on your own, it makes working at home very difficult because you don't have anybody else setting deadlines or expectations for you.

Caitlin Pyle:

Yeah, I think that's something good to hit on because there is a common misconception that – with a lot of people is, I don't know how you can just sit there and work, and I don't know how you stay motivated to work. I'm like, Well, if I don't work, I'm not going to make money, and that's motivating to me. I like to make money. It's fun at this point. It's like, Okay, how can we amp up the business so we can increase revenue and maybe give some more people a job, and things like that? I love that aspect of it, but when you're working for somebody else, and maybe you're working at home for somebody else, it's not nearly as motivating.

But when you're working for yourself, then you're like, Hey, let's grow this thing. Let's see how many people we can help. And you can build your own schedule, and obviously when you get results for your clients, and your people are happy, then that also motivates you. And so if you shift the focus from, Hey, I've just got to make some money today, to solving problems for other people, and solving problems is fun. I love using my brain. My brain gets this huge high when I've got this issue or I've got this full inbox, or I've got to get through a to-do list, and when I can check those boxes or answer those emails and get to inbox zero, which almost never happens, but I get closer everyday, then I can get this high. And that's, I think, where happiness comes from. I love to say that solving problems, whether it's for myself or other people, it generates happiness. And I think our biggest problem is thinking that we shouldn't have problems because if we didn't have any problems to solve, what would we do? We'd be super bored.

So you mentioned that you have a very supportive husband on your application for this podcast, and I wanted to touch on that just briefly because not everybody is supportive. And so did you have any unsolicited feedback from friends or family? Because that's a big thing that people deal with is that they want to do this, but nobody supports them, and so they just don't do it. So did you have any of that, and if so, how did you navigate it?

Jenna Tracy:

Yeah, so I definitely experienced some of that from outside sources. It wasn't necessarily more of people telling me how to

run my business or what I should be doing to run my business. It was just people not taking me seriously. I think virtual assisting is becoming more and more common, but it still seems to be this mysterious world that no one really knows what happens in it. And so because they don't understand how it works or what you do, it's kind of like, Oh, well, that's not really a job. You're basically sitting at home, doing nothing.

Caitlin Pyle: Oh my gosh, yeah. Maybe it's the word, virtual. If they think virtual, it's not real. I don't know.

Jenna Tracy: Yeah, right? Definitely, and it was more of me, and this kind of goes into the confidence that I didn't have at the time that I started, and just a lack of reassurance from people telling me outside, Oh, that's a cool job, or, That's really cool what you're doing. People just questioning the validity of my job was just enough for me to be like, Okay, is this a real thing? Am I really trying to do this? And so I think it wasn't until I made the list of everything I knew and then I started to get clients that that was when I started proving to me and then to other people that this was a real thing, and I was going to be successful at it. And so the best part was just talking to people and then being like, Oh, so do you have any clients? And then me getting to say, Yeah, actually, I do. I'm fully booked. And the look of surprise on their face was just like an extra motivation for me because not only did it prove to myself that I could totally make this happen, but it was also proving to everybody else that this was a legitimate thing, and that this was not something to be brushed aside anymore.

Caitlin Pyle: I love it. I love it. I love it. And I like to say that's the life and the song, and I think it's Bruno Mars. I don't know. But it's the, Don't believe me; just watch. And I like to use people's doubts, fears, criticisms, whatever, as fuel to my fire, and I experienced a lot of the same thing when I was just starting out. I mean I love to share the story of my in-laws, and I love them. They're brilliant people. They have made a great wealth for themselves just in the very traditional sense, working in corporate. They loved their jobs. They were very passionate about their work, but they did not know anything about what we were doing, and so they had a lot

of doubt. And I was just like, You know what? I'm just going to do my thing, and you can doubt all you want, but just watch.

And the business has just grown and grown and grown and grown, and finally, they are just 100% on board. They love to brag about us now, so that was really rewarding for us when we were first getting started. It was tough at first because they thought, what happens when nobody buys your stuff anymore? Or what happens when somebody steals your content and starts selling it as their own and puts you out of business? All these doubts that they had, and because they had been so successful in the corporate sense, we thought, Oh my gosh, what if they're right? But at the same time, it's like, This is a different environment.

Working online, working virtually is scary to them because they hadn't worked in that environment before, and so just reminding ourselves of that, that this is a completely different world, completely different business model, and really a completely different universe. The ever-expanding universe of the internet is not something they were familiar with, and so we were pioneers in our family. And seeing our success was really inspirational to them and really the best thing you can do in the face of fear and doubt is just to do it anyway, and I like to say there's no such thing as failure.

And so if somebody out there right now listening to the podcast is dealing with a fear of failure, I would just like to remind them right now that there's no such thing as failure, only learning, and I like to see them as stepping stones to getting to where you are meant to be. So even if you do something and it totally flops or your website crashes or whatever, you learn what not to do, and you learned a lot in the process. So shifting gears just a little bit because I'm just curious about what your day looks like. What do you do in the morning now that you're in charge? What does your typical morning routine look like?

Jenna Tracy:

Well, so I'm a morning person and I always have been, so I like to structure my day where I try to get as much as possible done in

the morning. So I get up. I eat breakfast with my husband. I start working at about 7 a.m. just – I know that’s crazy, but that’s just my personality. And so being able to start when I know I’m most productive allows me to get things out of the way and done, and then that means at 4 o’clock when I’m done with work, I then have time for myself to do the things that I want to do, but I don’t have the guilt of, Oh shoot, I didn’t do something today, or I wasn’t as productive as I thought I was. But it did take me some time to get over kind of that mentality of, Oh, I have to work 8 to 5 even though I’m working at home by myself. That is still sometimes something that I’m like, Oh shoot, I’m done at 3 today. Wait, this is weird.

Caitlin Pyle:

Yeah, and then you have all this free time, and I mean, yes, for me, I’m not a morning person, but I know the mornings I do get up early and I get my workout in and, hey, I’m done with my workout at 8 instead of 10:30, that I feel way more productive, and I get this high, obviously, from the endorphins of exercise that I can sit down with my inbox and I’m in a good mood, and if I’m done at noon that day because I like to work – I really believe that humans have the capacity to work at their fullest potential, with their best productivity for about three to four hours, and that is very much true for me. If I’m in my element working at my fullest capacity, I hit a wall after three or four hours where I just can’t do any more stuff, or I can’t even comprehend what I’m reading on a page or in an email, and I have to shut it down or at least go take a break. I can go take a break for an hour and maybe have some lunch, do maybe a little bit of walking, or I have a trampoline. I like to jump on my trampoline, maybe watch a show on Netflix, and then I can come back and do a little bit more work if I’ve hit that wall. Potentially a margarita can help.

Jenna Tracy:

Yes, definitely!

Caitlin Pyle:

But we all – yes, we all have our thing, but I think that working this eight-hour day can sometimes be detrimental and that our productivity isn’t at the highest, and so if we feel like we need a break, we need to listen to ourselves. But I noticed in your application that – we ask everybody, How do you keep yourself on track all day? And you said you use a time tracker. That way, using

the time tracker, you make sure you can schedule those, and they're so, so important. And you said that you never forget to eat if you use the time tracker as well, which I really, really love, and that leads me to the next question I have for you, which is work/life balance. And I want to ask you how many hours that you work during a typical day, and what your work/life balance is like because that's a big challenge for a lot of people starting out.

Jenna Tracy:

Yeah, so I usually work about thirty hours a week, but sometimes it really depends on client deadlines, sometimes are super busy, and sometimes they're a little bit slower, and so I try to make sure that when it's slower with client work, I use that time to focus on work tasks that I kind of put off to the side during those busier seasons. And that way, I still feel like I'm accomplishing stuff for the business even if it's not client work. One of the benefits about working for yourself is that you can determine when you shut off work for the day, so when I'm done for the day, I'm done for the day. Unless it's like a real emergency, which most of the time the clients that I deal with, when it comes to Pinterest or content creation, nothing is like a true emergency.

So it's all going to be waiting for me in my inbox or whatever for me in the morning, and so being able to kind of take that mentality of, it's there waiting for me is a way for me to just say, all right, work is over because you can't walk out the door and leave the office when you work at home. I mean, yes, sometimes you can shut your office door, but there's always still that small, nagging voice in the back of your head that says, Oh, you have this to do or that to do or something like that. But at the end of the day, it's not a true emergency, and for me, the relationships that I have with people, whether it's clients or my family or friends, are the most important things, and so being able to make sure that those continue to have a priority in my life is really important.

Caitlin Pyle:

Yeah, I think that's an excellent reminder, especially as somebody who has a really hard time turning off their brain and – because I love what I do, and I think it makes it so hard when we enjoy what we do, and I can tell you enjoy what you do. It makes it so difficult to just walk away from that. When we have stuff we could be doing, and what if I want to go and spend some with my family?

And so I work myself into a hole by just trying to do too much in one day, and it kind of backfires because then my brain is fried when I have my day with my family.

And so, yeah, realizing – not taking ourselves too seriously, that nothing is really an emergency, and the work will be there tomorrow, and the client is not going to have a fit if you don't answer within five minutes. They can wait five hours when you answer emails the next time. Just not taking things too seriously does wonders for your mental capacity to work and enjoy your family and just keep your important things on the top of your list because that's really – it comes to what's your why. Why are you doing what you're doing? And it's not so you can spend every waking hour in front of your computer. It's so you can have more freedom and flexibility and a life that you really, really enjoy. So let's talk about what's next for you, Jenna. What measures do you have in place at the moment to make sure your business is growing, or are you happy with where you are? Because I think that's really cool, too. Some people – they want to just have this thing that's there, and they're cool with it. Some people want to grow continuously, scale things up, have a whole agency. So what is next for you, Jenna?

Jenna Tracy:

Well, in the scheme of the business world, my business is still relatively young, so there's still a lot that I am learning and trying and experimenting with to see what I really want to do in the future. But one of the most important things for my business is making sure that I have a personal relationship with every client, and so I know that that means something different than if I was to say I wanted to grow into this large Pinterest-management agency where I had all of these contractors underneath me, working. Obviously, that changes how much business you can take on and your income and that kind of thing. But for me, my relationship with my clients has been the most important thing, and that's how I've been able to establish my business.

So when I think about growing my business, the thing that's most important is how do I maintain a personal relationship with each of my clients? Just being realistic about how much work I take on and, yeah, that may mean that I'm not taking on fifteen clients,

but knowing that my client is getting my personal attention and things are getting done the way I want them to get done is really important because, unfortunately, when you take on additional people, you can teach them their own methods and things like that, but at the end of the day, there's still some of their personality that comes out with the graphics they create or the content that they write that's maybe not just you. And so if – when a client comes on with me, they come on board with me, not my business because of the relationship that we've built, and so I think that going forward will be a bit of a challenge to scale the business but still make relationships the most important part.

Caitlin Pyle:

I think you bring up a very, very key point in just that word itself: relationships. And I preach it all the time in *Work-At-Home Heroes*. I know there's a ton of people out there listening that are nodding their head and saying Caitlin is a broken record because that's really what business is, is building a relationship. And I think when we start thinking about we want to work at home, we think – it's default. Us humans, we think about ourselves and this survival mechanism and that we're all built in with. It's like I need to make money. I need to do this: I, I, I, I, I. And I'm just like, Stop thinking about yourself. I know it's counterintuitive. I had to do it, too. I had to stop thinking about how I was going to make ends meet when I got fired and stuff back in 2011. It was scary, and sometimes that's the hardest thing to do is to stop thinking about ourselves.

But when we focus on building relationships—and, Jenna, I really think that's why you've been so successful in your business, as young as it is. You're at \$3,000 a month already. That's amazing, and you are focusing on your relationships. You're happy. You have a great work/life balance. That's like a dream for probably at least 50% of people that are listening to this podcast right now is like, I want to be where Jenna is where she has an amazing work/life balance. She has plenty of time for friends and family. She's making an excellent full-time income with part-time hours, and that is I think an excellent example and the fact that you've built it with personal relationships just proves my point. Business is all about relationships, and if you can think about other people and solving their problems, that is how you build a relationship in

business when you work for yourself. It's really not that complicated.

When people think business, oh my gosh, it's like the corner bakery, getting an investor, Wall Street, things like that, when the reality is, it's very, very simple. Business is transactional. You solve problems. You make money. That's it. You solve other people's problems. You make money. I like to say if you solve other people's problems, you'll solve your own naturally, and so you've got to flip that switch. And you guys listening right now that is thinking that I'm just going to go out there and con people into giving me money, and, oh, I just need a job, putting your hand out and say, Hey, give me a job. I need money. That's not how you're going to be successful. It's the fastest way to fail is if you continue to think about yourself.

And so I love the example that you've set for everybody listening for Work-At-Home Heroes community to build relationships, and it really just starts with one relationship. So you've niched down. It starts with one client, and then that client recommends you to their business friends, and now, hey, you're managing their Pinterest account. And you just start with one client relationship, with one skill that you have. You've niched down. You've become an expert. You've become the easy, no-brainer choice to say, Hey, I'm growing my business using Pinterest. Your client will say to their friend at their next networking meeting, I've been seeing great results working with Jenna on Pinterest. That's how your business grows. It's called niching down. It's called going deep instead of wide. It's that ripple effect that you create by investing in relationships, investing in your skills, and you've done both of those things very, very well, Jenna.

So I definitely want to give you huge thumbs up in that, and I want to ask you one last question because I love to ask this of all of our guests on the show because there's people that listen to these podcasts and interviews and read the blog and things like that. They're in the Work-At-Home Heroes Facebook group, and they're like, I see this. I get it. They ask for success stories constantly because they're afraid to get started, so I want to ask for your parting words, for someone who wants to work at home

that is just simply scared to get started, even after listening to the simple advice that you've given us today. What advice would you give to those people who are just shaking in their boots, scared to get started, mindset, whatever advice you have? What would you say to those people?

Jenna Tracy:

So I think it's two things that I've kind of touched on, and that is, just simply start out writing down what you know. I mean I didn't realize until I made that list how many things that I took for granted that I thought was just common knowledge to people, but that's because I had been experienced to Pinterest in different ways than most people had because I was using it as a blog. I had been using it as a business tool in a way then, which was different than people who were just on the platform, pinning the recipes that they wanted to make that week or looking for home décor ideas. So I already had an advantage that other people didn't have.

So just making a list of what you know, and then looking at that list and saying, That's okay that five other people know that information, but I can do it in a way that meshes with someone else's business. And so that's where the relationship part is, is don't be afraid to get out of your house and build those relationships or—quote, unquote—go into a Facebook group and get out of your house or something like that. But take the time to build those relationships because that's going to be how you – that's how I've built my business is from word-of-mouth referrals because I took the time to build those relationships. And so, sure, you don't have to know everything. Do I know everything about Pinterest? No, absolutely not. But having a desire to continue to learn about the skills that you already know is really important because then that makes you – gives you the drive to continue to focus on your niche and continue to become an expert in that. And so you don't have to start out knowing everything, but you just have to be willing to start.

Caitlin Pyle:

Yeah, I think that's brilliant advice, and it really is all about creating that ripple effect. Start with where you are. Write down everything you know. Ask questions. Get out of your head. Talk to people. Build those relationships. Get out into the vast, ever-

expanding world, universe – not even world, universe – of the internet. There's never going to be a shortage of problems to solve. You just need to decide which problems you want to solve and for whom, and then you've got your business idea. Go out and ask people what problems they have, and then you've got these – all kinds of business ideas, ideas for skills that you can learn because you know what problems people have. It's quite simple. Thank you for helping us break that down so easily with your niche, Jenna. People are going to have questions. I know they will because we have such limited time on these podcasts. We limit them to about thirty minutes, and we are out of time, so I want to ask you, where can people find you if they have questions?

Jenna Tracy: They can find me on Facebook. It's Jenna Tracy – VA, and then also on Pinterest, also Jenna Tracy.

Caitlin Pyle: Awesome.

Jenna Tracy: Cool.

Caitlin Pyle: We'll put those links in the show notes, and we'll also have comments enabled so people can leave comments right on the show notes to ask you. Thank you so much for joining us, and to those of you listening at home, thank you for tuning in to Work-At-Home Heroes.

Jenna Tracy: Well, thanks so much for having me. I really appreciated being here today.

Caitlin Pyle: Well, thank you for listening. Links are in the show notes as usual. Please join our Work-At-Home Heroes Facebook community if you haven't already. If you're finding value in this podcast, it would mean a ton to us at Work-At-Home Heroes if you would leave us a review. Thanks again, and have a great day.

Outro:

Thanks for listening to the Work-At-Home Heroes podcast with Caitlin Pyle. Be sure to listen to previous episodes at caitlinpyle.co/podcast. While you're there, read the show notes and check out all the great links and resources mentioned in this episode and more. You can also subscribe to the Work-At-Home Heroes podcast so you'll automatically be notified when our next episode is available. Remember, as Caitlin says, mo' skills means mo' money.