[00:00:00] Hey friends. Before we get this episode rolling, I wanted to first mention, well one, thank you for being here. Two, for those of you who had followed me for any amount of time, the trailer for this I'll see you next time. podcast, The Candid Content Revolution, uh, was put together a while ago, maybe even over a year ago.

And I recorded a few interviews at that time. I think it's really great content. I think it's really great conversations, but some of the people, that I interviewed, including Nora Shepard, have had some life events and maybe have moved on from the work that they were doing, uh, at the time of the interview or who they were working for.[00:01:00]

You'll hear me mention in this episode that I went on a retreat. I went on a retreat hosted by Jessica Zweig, and at the time she owned an agency called Simply Be, personal branding agency, and I met Nora through that retreat as she is a co founder of Simply Be. Simply Be has since sold and Jessica has gone on to create a personal brand and Nora has gone on to create her own personal brand.

But she is an expert in personal branding and we talk about her clients and what she does for them. I think the conversation is great. I think you're going to find it really entertaining and helpful and useful. And if you're interested on how a TikTok can go viral, this is an episode for you. And if you're of the, Oh my God, I never want to go viral.

This is also an episode for you because I think it talks a little bit about the positive and negatives when [00:02:00] a piece of content takes off. So I'm really excited. I admire Nora. I think she is an amazing human and I just really enjoy all my conversations with her, but this one I want to share with you. So enjoy.

Hi. Hey, Tammy. Okay, so Nora, I'd love for you to share with everyone what your background is, and I think it's kind of cool that, you know, we wouldn't necessarily know each other if it wasn't for social media. True. So I'm thankful for Instagram for bringing us together, but tell us a little bit about you and why you love authenticity, because I know that speaks to your brand too.

Yeah, so I'm Nora Shepard, and I really believe in the power of being vulnerable and leading with vulnerability. It's a big part of my own personal brand, actually, is leading by example with, with post, with vulnerability, because I just think the world would be a better place if [00:03:00] we were all a little more vulnerable.

So. Been around for about six or seven years. We've worked with hundreds of executives and entrepreneurs, and I believe have made them made their corners of the internet all a little bit more authentic. I like to think so

that's me. Yeah, I love it. I read Jessica's book, uh, you know, followed, listened to the podcast and then, Jessica's like, Hey, I'm going to host a retreat in Nashville and I, you know, sign me up.

And then I got to meet you there. That's the team. And we hit it off and you gave me more permission to be more authentic in my candid content framework. Like, yep, it's. Tammy, it makes sense. Sometimes you need somebody outside of your brain to say, oh yeah, no, this is, this makes sense. It's good. Um, but pointing back to like content and, you know, carving out authentic corners.

Of the internet. You've done that for yourself, building your personal brand and in [00:04:00] conversation and looking at all of your posts, there's, you know, one in particular, I'd like to bring up today for our discussion. Great. Let's dig into it. We'll link the, uh, the tick tock video in the show notes. But I'm not going to tell the story because it's not mine to tell.

But what inspired you to share such a personal conversation with your ex on TikTok? That

conversation was, I think, a long time coming and happened maybe by accident or just opportunistically. You know, When we broke up, so that ex and I, and I'll call him Jason cause that's what his public name is on the podcast itself that he is talking to me on.

He's, that's not his real name, but Jason and I broke up in 2020. I say that he broke up with me really. And it just destroyed me. I was, uh, really reeling and I thought I was going to marry that guy and [00:05:00] he blindsided me completely. And. I started just posting about it on TikTok, but I had like six followers.

I don't know that I would have done that so publicly if I had really known the reach that it was going to have, to be honest, which maybe was a gift and an opportunity, you know, a gift in and of itself because it did show me the power, I think, of doing that. So that whole journey was crazy. I grew from like six followers to like 30, 000 followers in.

a couple months just by documenting my breakup. And that's all I was doing was basically just sharing poetry and journal entries and just like how the breakup was going because it was not going good. And this opportunity to be on a podcast presented itself. In one of my most viral videos at the time, and I had like 500, 000 views or something, and a casting director found me from that video [00:06:00] and asked me if I would participate in this podcast with Shan Boodram, and I'm skipping over some of the details, but coming to this TikTok that you're referencing, it was part of a podcast with Shan Boodram and Headspace, and I'm really grateful for that opportunity, and I decided to post it on my own channels because, first of all, it felt like a conclusion of sorts to this breakup chronicles that I had been creating.

It felt like, you know, the real breakthrough. Of my healing, quite frankly, so to some degree I felt, I don't want to say obligated, but I did feel called, I should say, to post it because I had already seen through the previous year and a half, really, that I had been sharing content about my breakup and what it feels like to heal.

I had gotten so many DMs from people all over the world who shared with me about how that. story just [00:07:00] changed their lives, which is humbling to say, but being able to see that I got feedback of people who were going through their own breakups or were the dad of a daughter and this helped them, you know, speak to her more thoughtfully and lovingly.

And that felt like, uh, an opportunity that I didn't really want to waste because Most people are not going to get to have a mediated conversation with their ex and ask really hard questions. And that just felt like a really unique opportunity that I wanted to share with others. So it was going to be on the podcast anyway, and it, and it was, but to put it on my own platforms, just, I don't know, it just felt important and it did blow up.

And the comments on there were so overwhelmingly, I've read most of them, like so overwhelmingly grateful to have seen this and That's why I did it, you know? Yeah.

How'd you feel immediately after posting the video? Like, did hitting publish or hitting? Um, [00:08:00] I was

anticipatory. I would say is like a good word for it.

I mean, it got over, I mean, it got like over a million views, which. I have a feeling it's still growing. Probably. I mean, marginally, I do still get. comments on it every so often. Um, that's the power I think of social media is people still find old videos. I mean, I still get likes and stuff from my very first videos, which is, you know, years ago now.

But yeah, I don't, I think I was, I was actually just like excited because it did feel like a conclusion to my story. And I was proud of that conversation. I was proud of how I showed up to that. I think I've showed up You know, as well as I could. And I was really proud of what I was able to glean from that conversation.

And I was really proud of myself for doing it. It was really hard. Like the actual conversation itself was way harder than publishing it. Like the actual publishing of [00:09:00] it felt like. I'm excited to see the response to it. I was overwhelmed by the response, though. I mean, the response was more than I could have expected.

But at that point, I also had already gone, you know, quote unquote viral for some equally vulnerable stuff. So I was maybe a little used to it at that point. It didn't feel like something new I was sharing with the world.

So you already kind of leaned into, you were anticipatory and were excited about what the response could be.

Did you expect the type of response you got? Like so many outpouring of compassion and empathy and thank yous and like how did that make you feel?

I wasn't really expecting the response. It was very beautiful. It was Social media is like catnip. So I am no better than anybody else. And I was totally like refreshing and seeing all the new comments as they came in because it's fun.

And so I was [00:10:00] seeing it in real time and giving everyone like, Oh my God, it's at 200, 000 views now. And it's growing so fast. And it was just, it was cool and overwhelming to see like. Wow, I can't believe how many people have now seen this and like seen it all the way through and now really know so much about me and Like know them the darkest moment of my life and like what he said to me which you know, like destroyed me for three years and I guess the the real curiosity that I saw in my comments were was maybe the most surprising part of like I'm going through this.

How did you get through this? Like, I'm never going to be able to talk to mine again. How do I find closure? Like, how do I ask my ex to do this? Which I don't recommend. Like I don't, I wouldn't have done that unless it was mediated. Like, I don't believe in needing external validation for closure. It just happened to be my story, which is why I posted it.

And so I guess like that of how [00:11:00] curious people were to know more information about. The actual healing process was maybe a little surprising and there are some, obviously, there were some trolls of people who, you know, like, were trolly, uh, but that always comes with the territory and at that point, like, I was, this is why I think it's important to not process out loud, though, is I was already, you know, I was pretty secure in posting it and knew what the possible backlash, I guess, would be.

So I was prepared for it. I sometimes tell people, like, if you, if you're getting negative feedback, you know, you've made it. I told, I tell my clients the same thing. I were, yeah, if you're not ruffling some feathers, you're probably not doing it right. So, yeah, I just told myself that and I hope it made a difference.

I mean, it's just, it's just one video, but it was, I got comments. I guess the other surprising thing are people who have been, who had been following my journey for like two years already at that point. They're like, I remember your very first video and you know, it's so [00:12:00] crazy to see your journey and it's been really cool to watch.

So that was also maybe surprising is how, how loyal some of the people are.

Yeah. And you didn't necessarily know that people were like following along. Yeah. Right. Like other than the people you maybe see every day. Anyway, right, right. Exactly. You think it helped? Like, do you think it impacted your mental health or your personal life at all have after having done it or having chronicled all of that?

Did it do anything for you? I mean, all

the whole experience was really healing helpful for my mental health because I, it was, especially in the early days, like I either make a tick tock or like I text him, like I didn't know what else to do with my time kind of thing. Like I was so inclined to face, I wanted to talk to him.

And, uh, this took my mind off of it and built a community. And I made like real life friends off of this, of people who followed me and, uh, met them in real life. And, uh, that was [00:13:00] cool. Like building actual connections with people who, or followed me and like still to this day, we're, we're in touch. So that was really cool.

And it, it did, it helped me expand beyond like sitting it by myself and instead opening up the dialogue. When social media really feels oftentimes more like a monologue, and I think that's why people don't like it. And I guess, you know, vulnerable content transitions that into a dialogue. And that's really where the power of social media comes from is when you can have it be more of a two way street, which is why it's important to comment back and really facilitate that conversation.

You know, it's why I don't think it's ever good to have comments off, for example, because that's like, The whole point of social media is to engage with other people.

There is, I think, a huge pressure for a lot of people to present a [00:14:00] perfect image on social. I see it every day. I'm sure you see it every day, like you're following people and what you know about them is different than how they're showing up. And part of my journey during this lifetime is to try to get people to own who they are, own their impact, speak their truth, be authentic, and to change the culture of social media.

What do you think, after you've shared this very personal experience and the work you do, what do you think would be advice for people to like, show up more authentically? Like, do you have any tips or do you have any thoughts as to why people don't show up authentically, or what they're scared of, or how could you push them over the ledge, per se?

Yeah, it's such a, it's a good question because I think the parts that people, people are so sick of the, of the perfect presentation, right? And like, when I have conversations with potential clients, they say, oh, I know I need to be on social media, but I hate it. And I'm like, you let's, Fix that. Let's change that.

Let's [00:15:00] do it a little bit differently and expand what it means to be on social media. Because social media in general, you do have to put up guardrails. Like, it can suck you in. It's intended to be addictive. Yeah. Boundaries are huge. Boundaries are on social for sure. Boundaries are really important. Don't be afraid to unfollow other people who don't make you happy.

But like, think about the content that you like consuming and are you doing that? Or are you also contributing to this like curated thing that you hate? Like if you can, I don't think you can complain about the, you know, narcissism of social media if you're also contributing to it. And So if you, I guess when my clients are feeling scared of posting something vulnerable, I ask them to think about, it's all about thoughtfulness and intentionality, right?

So what will serve your audience and who are you trying to reach and will your story help inspire them [00:16:00] or propel them forward? Or are you bringing light to a situation that isn't normally talked about? Maybe like de tabooing, de like making something less taboo. And if the answer is yes, maybe push through that fear and press publish.

And it is kind of a snowballing effect. I remember one of the most vulnerable posts that I ever created, and it was one of the first ones, I publicly came out about my abortion. And it was during the time, I mean, before even like Roe v. Wade was overturned, this was several years ago now, but it was when Alabama was Yeah, that whole thing was happening and I was outraged.

I was so upset by it. And it was when hashtag, you know, me was, was trending. And I remember I drafted that post. It took me like two or three days to draft that post and really sit with it and rewrite it and tweak it. And then when it was time to publish it, or when I was like, I gotta just do it or not do it, I [00:17:00] like, recruited a friend to sit with me as I published it.

Like, I had her read it, and then I sat with her. Cause I'm like, this is something I never planned on sharing. Like, this is not something that I was planning on being public about. But it felt really important to get the point across. And that post was not about my abortion. It used that as a personal story to then bring awareness to this larger thing.

So there was a greater purpose to it. And that, I guess, that was worth the fear of the potential backlash I would receive. If you're feeling afraid like what is the larger purpose and then just stick to that like stick true to that and just keep reminding yourself of that and it is a snowballing effect because you'll get almost certainly almost guaranteed.

You'll get 95 percent positive reinforcement, which is what you need to continue and you'll get a few trolls. I've had some mean comments, but that just comes with the course. And if you can, if you have the larger purpose in mind and you know you're serving your audience, you're [00:18:00] serving a greater purpose, like to me, that's worth the fear and worth the backlash.

And that's a personal question. If that's worth it to you,

remember that.

I was having a conversation

with a friend of mine about candid content and just about The whole concept of it. And, you know, we all go through the, like, who do I think I am to be posting this or what difference is it actually going to make? And she looked at me and she goes, well, if you don't share it, I would think that that's awfully selfish of you.

And I ended up looking at it. Yeah. Yeah. Like it's, it's a different way of looking at like me, you know, you not sharing that story, any of the stories that you've referenced, you really connected with people. With it and you shared your experience and many women have many, many, many women have had the same experiences and seeing themselves represented or Feeling seen online is what I [00:19:00] think can help heal and change us So I've I've been telling some clients that like well, you know be awfully selfish for you to keep that to yourself I like that.

I know it hit me pretty hard when she said that to me. So it was, um, I like framing it like that. I think, um, I think the most unique and you know, the framework, we, we discussed it at length at the retreat, but the framework consists of customer or consumer, like your readers. connection, you know, aligning your content to make sure it's within your wheelhouse and pillars and knowledge telling stories to sell the narrative.

But I think I think the gold is in the creator focused aspect of it. Cause what's it, you know, what all of this has done for you, allowing you not only to, to stand in your own truth, but helping others stand in theirs and the role that you have at simply be, and you have experiences that you can post back to when you said it [00:20:00] snowballs, I was snowballed.

I also told a client the other day, like the more vulnerable you are, like the more often you push. Post the easier it gets and you, then you become, you want to be more vulnerable. You want to push some edges. You want to be daring your mindset kind of shifts about social as a whole and about like situations and connections.

I've made some really good friends online for people who, who shy away from it or who aren't on there. I feel kind of bad for it. Like it's such a great place for connection. And I just feel like. Vulnerability is what gets us there the fastest.

Yeah, I agree. I mean, you think about your best conversations ever.

They're the most vulnerable ones. And if you aren't bringing that level of vulnerability, not that you should bring in that level of vulnerability on the internet. But if you're bringing vulnerability, then it's not surprising to me that you're not having the experience you want to [00:21:00] have on social media, because that's not how life works.

That's not how connection happens. ever, let alone on the Internet. You just said it's, it's such a great place for connection. I agree. I think it's a, it's a tool and that's all it is. And we make the tool what it is like period point blank. And that means that we get to use it however we want. And there are every quarter on the Internet.

There is everything for everyone. Like there's every corner that you could want. And for me, like if my story inspires. one person, then I think it's, it's a win. And you know, you really don't know who's who's consuming your content. Like I think some of the best power comes from the lurkers comes from the people who don't comment, but saw it and really resonated with it.

And I have content that I have consumed that I've never commented, they would probably never know that it changed my life. But like, There's a, there's several creators [00:22:00] who I follow and I follow their story and I've followed them since the very beginning and I'm like a loyal fan of theirs because of They're vulnerable, their vulnerability.

And I know that people probably have that experience with my content as well. And who's to say, like, who's, who's to say, like, why, why wouldn't someone also feel inspired by your story? And like I said, I just think the world would be a better place if we're all a little more vulnerable with each other.

How do you think businesses, like, what do you think businesses could learn from these experiences? As a creator, you've posted, you know, really personal stories and in your professional life, you also help personal brands and businesses. What can businesses take away from this level of authenticity? And then how do you pull it out in businesses?

Like what I have my own theories around, like years ago, I used to say that we build An online presence for businesses by leveraging personal, like the humans behind it, personal brands. And then, you know, you can flip that and say, we'll build a [00:23:00] personal brand by leveraging the businesses community. Um, but what's the lesson in this for, for businesses, how could we.

Encourage more brands to be authentic.

The reason I'm in personal branding is because I think we have inherent humanity that brands spend literally hundreds of thousands of dollars trying to emulate. So I think by leveraging your people inside of your companies is going to be a good way and making your employees feel safe to be vulnerable.

Because if. That is a your culture, then you're going to get better talent, you're going to get more full and whole people coming into your doors. There's a couple things I want to say on this front that You as a business, as a brand, I will say, like, from a corporate perspective, every company wants the same things.

They want better talent and they want more money. So [00:24:00] purely from a dollars and cents perspective, vulnerability is going to make you reach more people. Just period point blank, like personal content outperforms. everything else almost every single time. Like that's just it. That said, it makes it really easy to exploit and consumers and buyers are, are rising up and we can tell when you're being inauthentic about it.

Vulnerability does not mean you're in, does not mean you're authentic. I call that performative vulnerability. If you're doing it, if you're doing it to manipulate someone else or get someone to buy something or to, you know, like, I don't know. Like that I call performative vulnerability and that you should not strive for.

So it's the intersection of authenticity and intentionality. And that is where vulnerability can come into play as a tool to help you reach these overarching goals. But you can't do [00:25:00] it just because there's a trend right now. Yeah.

There's

a trend right now on LinkedIn. I think I shared the article with you, um, that I think is really good about like, People are seeing that personal posts outperform.

And LinkedIn is an interesting place right now because it is just a, to your question of like how to, how to incorporate vulnerability into a business tool. I think LinkedIn is a great place to look to because it's the business platform. So my clients, my, my executive clients, It is a lot of like, when to share what story and for what purpose and who is this for.

It's always those questions. What are the goals and who is this serving? And if the answer is, is this serving you, don't post it in a journal, put it in a diary. That's exactly right. Talk about it with your friends over dinner. But if it's going to serve your audience, like it would be selfish for you not to share that.

And the example that the article goes into is someone just posting. I got divorced today. [00:26:00] And that's like the whole point of the post. And I didn't need to see that on my LinkedIn. Like, I'm sorry for you. I don't mean to sound callous here, but like, that didn't have a larger purpose to share. It was processing out loud.

I've said that a couple of times too. And I think that's performative vulnerability trying to get. The way he was going after it was like clearly trying to get more views and followers. Yeah, comments, work with the algorithm. Yeah, hack the algorithm and use vulnerability to do that. And like, I can see right through that.

Right. When, uh, when We've had other clients, you know, when we encourage our clients to be vulnerable, recently we had a client that we encouraged to share about his drug recovery, his addict, his addiction recovery, and that, that was a very vulnerable post as well. It was about his, his journey and his recovery, but his business.

is about helping others in recovery. [00:27:00] So that made perfect sense for him to share on a business platform. That post wasn't about driving people to his business, but it made sense as part of his holistic ecosystem.

That's

what I would say is like, pick a few things. Like that's part of the personal branding part that we help our clients do, which helps you stay focused and helps you stay strong when it feels scary to post something.

Cause it's, it's, it's, This is a part of your brand. This is a part of what you wanted to make a difference in the world. You wanted to help other people in your recovery. And so you got to meet them on their level. And that post blew up. That post blew up. I read it. It's good. Um, but that wasn't the goal.

The goal wasn't to blow up. The goal was to show empathy and authority. So that's what I would say is I think it's a, it's an amazing tool for business, but only if it's And that's where the branding comes into play and why I think people have such an [00:28:00] amazing opportunity to be brands in and of themselves because they can be human.

Whereas when a company puts the rainbow flag during June, it comes across as inauthentic. And as soon as you come across as inauthentic, you've lost them.

You know, I read a, I read a statistic recently that said 87 percent of brands think that their content is. It's showing authenticity, it's being authentic and only 37 percent of consumers agree.

There's a huge gap and like you think you're being authentic, but your readers can see right through it. It's the same thing of posting a, the rainbow flag in June, you know, on your, on your social profile. If you're not going to post it in December, you're going to

post

it.

And I think that's actually as we're talking through this, the point that I'll land with is if it makes sense as part of your holistic ecosystem by all means.

But if I were to, so I post every year on mental health awareness because that's a [00:29:00] huge part of my platform and my brand and what that difference that I want to make, it wouldn't make sense for me to post, even though I have a lot of passion for a lot of other causes, it wouldn't make sense for me to dilute my message and share just because I have an experience or like, I went through this thing because I've made a choice to not have that be public.

It doesn't make sense. It's not if I want other people who are dedicating their business and their career to be the spokespeople there and I'll support them in other ways, mental health and other kind of vulnerable things. The breakup goes along that umbrella. I think just it comes down to intentionality.

Yeah. And you have to do that before, before posting the thing. This is where it gets into like You can't just post because or like when you feel like it, this is where like the intentionality to determine and decide what you want to be known for. I kind of can't overstate the importance of that because That's going to be an [00:30:00] unbiased, objective perspective of the difference you want to make and what you want to be known as.

So that in the moments where you can react in real time or something happens, like the Alabama abortion thing I commented on, right? Something topical, it made sense. And I already knew it so that I could say, this is the difference I said I wanted to make. Here's an opportunity for me to stand by it. I'm going to stay strong

during the conversation on it.

Yeah. Um, two thoughts came. To me, one was I encouraged a friend of mine. I'm from, you know, smaller Midwest town, uh, in Minnesota and Minnesota. And we, everyone knows everybody and there's some development going on and whatever. And, you know, there's usually the same players behind big moves like that. And I told one of my friends, I was like, you probably want to start developing your personal brand before it's developed for you.

100. Like, before you post something or something gets said and then all of a [00:31:00] sudden that's what people remember you as and like your story is being told without any of your input.

I think that's spot on and actually Michelle Obama has a similar quote that's like if you don't tell your story you can be sure that others will tell it for you and that's 100 percent true.

And I actually I want to say something too because we've got, we've had so many great The world will tell the story that they want to subscribe to you. And unless you're taking control of it, you, you don't have control over it. So there are a lot of like female executives that I'll just use that as an example.

Female executives will come and they usually have pretty strong opinions one way or the other. Either I want my my womanhood to be a leading part of this and I want to talk about it and I want to be an inspiration for other women. Super valid choice. There are a lot of women who are like, I don't ever want to talk about that.

I want to be a business leader who have, it's like, my womanhood is like the least exciting thing about me. I want to talk about X, Y, and Z. And like, I hate that the world keeps talking about of a female leader. I don't want to be on those lists. [00:32:00] Super valid choice as well. So one group is going to talk about their experiences about being marginalized as a female leader in this executive world and one is not.

And both are valid choices. And that's where it has important things to say. Yeah. And they're going to talk about something else that's vulnerable and authentic in a cause that matters where they want to make a difference. And that comes down to the choice, but in either scenario, because there are women in business, the world is going to subscribe the, probably the same story.

And unless they make the choice of, I want to, or I don't want to be known as this thing and they take control of their own narrative, they're not going to have any control over their own narrative and the world will tell it for them.

The next thing I was going to ask you about is your opinion on hashtag holidays.

Like hashtag Christmas? Like hashtag, well, okay, so World Month. Oh, like hashtag. So, you know, I will incorporate a hashtag holiday if it makes sense for the brand, if it [00:33:00] matches one of the pillars. We're, like, Mental Health Awareness Month. You're posting about that. I'm posting about that world mental health day.

We're posting about that world coffee day. I probably will post about that too. Cause coffee is life giving to me what I post about national donut day. No, but I see brands. It makes sense for like Dunkin Donuts. It makes sense for all brands, but it doesn't make sense just to post a post. I think that's where the noise is coming from are people who are grabbing onto something, thinking they're going to join a conversation when really it makes Zero cents coming from them and they're just adding to the shit.

pile that is crappy content.

100%. Like it's junk food content. If it's not, if it doesn't have a thought or if it doesn't have an intention behind it. And that goes, you know, I get this question all the time about TikTok of like, what trends should I follow? And like the trends change every two seconds.

Like that's not a productive question. You need to objectively [00:34:00] decide. I keep, I feel like a broken record right now, but like objectively when there's not emotions, what do you want to be known for? And if a trend happens, if a trend happens, you can hop on it if it makes sense. And some clients You know, some creators are going to, every choice is valid, I guess, is what I'll say.

And some hashtags make sense, like hashtag holidays. I've used them before when it makes sense in a conversation like that. It's a great way to do that. But if you're constantly trying to join the conversation, you're always going to be on the reactive and never on the proactive and drop the shits.

That's what I was going to say. That's like my, my advice. Whenever a client comes and they're like, tell me everything that. I should know. I should be doing. What should I do? Right. And I'm like, I don't know until I've done an audience analysis and your goals. I don't know what you're trying to do. Who are you trying to reach?

Like, I have no idea. And that's usually when I win clients over actually. Cause they're like, I'm overwhelmed. I don't know what I, [00:35:00] I know I should be on social media. I should be on Tik TOK. I'm like, I don't know that. I don't know that yet. Like I haven't done any sort of yet or strategic analysis into like where you should be because And this is specific.

I think it relates to influencers, but we, you and I work with business people. You don't need to be famous. They're looking to make a difference in their particular corner of the internet corner of the world. And earlier, way earlier in this conversation, you said something about like the perfect curated, uh, feed and how that doesn't match to the experience that you have.

With someone in real life, we call that not being integrated. And that's like the greatest sin. I think, in my opinion, I'm like, you should, theoretically, if you meet someone at a networking event and they go check you out on LinkedIn or Instagram, they should have the same experience. And if the answer is no, then you got to change something.

Yeah. That's kind of the barometer that I That I go with. I went a lot [00:36:00] of different. I really

like, I know. I really like that analogy though. Like if someone sees me or here's reads a post. of mine on LinkedIn, it, they should be able to hear me saying it. It should be in your voice. Like it. And, and like, it wouldn't be something that I wouldn't say about a networking event or when I, you know, chatting with you on the phone or whatever.

Well, I did get a, I have gotten quite a few compliments about my, um, how that, that work, that works for me. Like how I show up online is how I show up in real life. And I. I wear that with some pride. I like that. Yeah, you,

you are

definitely integrated. It's awesome.

Okay. So the candid principles, the first three are customer focused. What's your audience focused? Who are you trying to help? Does it align? And the C stands for connection. So how do you think that that post, the video of you and your ex going through [00:37:00] that conversation? I think we, we did hit on it quite a bit in terms of how it really formed connection.

Yeah, that's probably the main one I would say at post is I wanted to connect with other people and I wanted people to feel, uh, connected to a healing journey that the vast majority of people won't get to have. It's an experience that most people won't have and I wanted them to be able to feel connected to someone else who has gone through it, who maybe they could see.

I was hoping people could see themselves in me while having that conversation and I did get those comments of like, Wow. I feel like I just, I feel like the best comments I got were people who are like, I feel like I just got to understand his perspective. Like, thank you. And that

is how long it gave the other side of the coin.

Exactly. Exactly. Like it put language to, to an experience when most people will not get to ask those [00:38:00] questions

directly. Honestly, I think, okay, so the other two principles that are customer focused would be aligned. Right. Does it align with your mission and your, you know, who you are as a person? You know, if your brand does it align with your pillars, whatever that might be in the narrative.

I honestly think uniquely your piece of content that you shared hits all those three buckets. Which you only need one to be candid. So you're. You're an overachiever . So par for the candidate .

Yeah, I

think

we talked about all of those pretty,

yeah. So, yeah. Um, but like I said, I think the gold is in the did, right?

The, the did part of canid. So the daring, you know, I think it felt daring. I don't know, like this is the part that's totally subjective, right? So the D is daring. The i is, is it inspirational to you? Do you feel like, you know, are you inspired by the content and the other D is delight. Like, does it just make you really fucking happy when you look at the post?

So in your experience, because [00:39:00] this is, this is your piece of content, which principle or principles do you think it aligns with in the formula on the last three there?

Probably not delight. Cause it's not like a fun video to watch. Uh, I tried to make it fun. I spliced it together. I think I did my best, but probably not like delight.

I didn't

feel a whole lot of joy when I, no, that, yeah, it's

not like a, it's not a delight. No, I mean, a happy video, right? But daring for sure. I mean, it's one of the most personal experiences I've ever had. And so sharing that with the world was definitely a daring choice. and inspirational, like I think, and I said this in the post too, it's the scariest and best thing I've ever done for my healing and watching it doesn't still, I sometimes I'll watch it like, wow, I really did that.

Like I really did that. I said yes to man, that was not a guarantee for me to do it. Or honestly, I have to give [00:40:00] Jason credit to like, it really inspires me that he said yes to it as well, that both of us. had enough compassion and care. He did not have to say yes to doing that and to getting on the podcast and to talking through with me and answering my questions and like having me dig up the past.

Like he did not have to do that. And he did. And that really inspires me to have like, wow, you can come together and have conversations and like move forward. And that's what life's about. So definitely daring and inspire.

Wow. I hit five or six. You hit five. You're such an You only need two. You only need to put a good piece of content to digest, to dissect.

I

don't need more delight in my content, though. My Instagram is mostly my cats. I feel like those are delightful.

Yeah, yes, well, you know, when I scroll my feed, I see memes and dogs. Like, that clearly delights me when I was a consumer. Okay, Nora. Thank you so much for this conversation. And as we wrap [00:41:00] up, which principle of the candid content framework resonates with you the most?

I think daring. I think if, like I said, we're all more daring and more bold, like, The longer I, the more curated my content, like my community becomes on social media, the more I realized that I haven't had a single unique experience in my life, which is so calming. Like the more people are daring with their content, the more I feel less alone.

And that's to me, the power of, of social media. So I would like to be known as one of those daring content creators. And Someone who boldly put their own experiences out there in order to make others feel less alone. Thank you so much. All right, my love.

Bye. Thanks[00:42:00]

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