

Kathryn: Welcome to episode 46 of Compass, I'm your host Kathryn Hunter. Are you interested in working for yourself, taking your first step and need to get out of your head? Today, Jordan Jeppe and I talk about that and more when we discuss becoming a social media marketer. Are you ready to become location independent but aren't sure what you can do? Schedule an hour long discovery call with me, where in addition to figuring out what your location independent career will be, we also work out a plan to get you there and give you accountability along the way. Visit compasspod.com/discovery-call to book. You're listening to Compass, where we talk with location independent womxn about their work and the paths that got them there. We get into their stories of struggle and success, finding clients, figuring out what to charge, and of course, we talk money. Join us and take the next step in finding your direction. Jordan, welcome to the show.

Jordan: Thank you so much for having me.

Kathryn: I like to start with your early life and see where that influences you later on. What did you want to be when you were five?

Jordan: That is a big question. Honestly, it's hard for me to remember exactly at that age. The soonest thing I can think of was I remember being in elementary school and wanting to be a corrections officer at a prison, actually. Which is far from what I'm actually doing now, but I would say that is the first memory of what I wanted to be at a young age.

Kathryn: What motivated that?

Jordan: I believe what motivated that was wanting to be a female in a male dominated occupation and have that power of being a, you know, a woman in such a can be aggressive, very simulating position and I think, yeah, I think that I wanted that. I wanted to be that female powerful role. I wanted to play that.

Kathryn: How had your interests changed by the time you left high school?

Jordan: Very much so. I got away from that, but I still want it to be a powerful woman with an important role. But that transitioned into me wanting to study business, following my passion and love for sports. So that is actually why I studied sports marketing in college.

Kathryn: Is there anything from sports marketing that you use in your current marketing work?

Jordan: No, not specifically in my line of work now I would say the things that I learned in business school when I was studying sports marketing, like digital marketing, sponsorships and writing, stuff like that comes into play that I learned in college. But I'm not specifically working with sports teams or any actually any type of sporting in my line of work, now.

Kathryn: How did you get into the location independent?

Jordan: About a year ago it started for me and I really felt at a point where I started my company. I had been running it successfully for two years in Los Angeles and I went on

my first vacation into Mexico. And I remember just feeling so at peace and loving being there. And while I was there, I was working of course on my laptops and all my phones and I remember sitting there with my friends and we were talking about how amazing our experience there was and I was like, I wish I could do this. Like I could see myself living here. And he was like, well yeah, what about your clients in Los Angeles? And at that moment it kind of just hit me, I said if I lived in Tulum, I would have to get clients here and I would be able to work like I've been working on this vacation for, you know, work on my phone and on my laptop. I can do it. I've been doing that, why I'm here, so why can I do it, you know, at least part time or at least do it in Tulum. So that right there kind of ignited the spark to fully pursue it. I can't say fully pursued because I did it part time in the beginning, but that moment right there was like, Oh wow, I can actually take my business on the road and become location independent.

Kathryn: How do you describe your work to people who are just being polite when they ask?

Jordan: When people ask me when I do I say I am the CEO of a brand management company. I work with brands and individuals with their overall online presence, specifically social media. That's kinda like the most simple way of saying it or explaining what I do.

Kathryn: And when you're talking to somebody who really wants to know the details,

Jordan: When someone asks for more details about what I do, I usually give them an example of a client that I work with because I know for me I learned best in example form. So if someone is inquiring about what I do, I will get the example of working with an artist or a musician. I say, you know, if they come to JJ and Co, they usually come into my company because they either have a project or let's say a single that they are wanting to release. They probably have most likely they have content, let's say photos. They most likely have a video, music video shot and they come to me with all these things and they need a plan and they need structure and they need strategy behind how they are going to roll this out to the public. So my job is to take everything that they present with me and ideally it is the things that I listed, like a music video content and a date and I plan and create a structure behind the rollout. So that's usually how I describe it. That's just one example of a client that I work with. Yeah, that that usually gives a person enough insight of what exactly we do.

Kathryn: How did you get started with your own marketing company?

Jordan: It happened, which sounds crazy to say out loud, but when I was in college I was waitressing a restaurant and I worked there for four years and when I graduated from college, I actually finished a term early and I was still waitressing. And the restaurant that I worked at did not have any social media or they might have, I believe they had a social media presence, but they weren't posting photos. And I was working there and I enjoyed taking photos and so I talked to the manager and I was like, let me create content for the Instagram page and that, out of just the pure enjoyment of taking photos, creating content, that kind of ignited the spark within me that led me into managing my close friends salon Instagram page. Once I graduated or I walked, I had to wait a few months before I could actually leave Eugene, Oregon and then I moved down to Los Angeles and I was going to pursue my degree in sports marketing and in the

meantime of, you know, going to interviews, trying to set up jobs, I was waitressing and when I was waitressing in LA, people would ask me what I was doing.

Jordan: People ask that all the time. They're very friendly, they want to know what you're doing, what you're studying, why you're in Los Angeles. So I let them know that, you know, I was pursuing my sports marketing degree, but also I was running social media accounts on the side within [inaudible]. I hadn't secured a full time job with my degree. I was taking on clients through people that I was serving at the restaurant. I started working for like a, I guess he's a, he's a director who was like, one of my first clients in Los Angeles that I met at the restaurant and about three months in I met my first music client. I was still, waitressing. I honestly had given up that that I wasn't going to pursue a normal nine to five job. I had come to terms that, okay, I keep on getting clients through the social media thing, this marketing thing, let's just go after it. So after three months of waitressing at the restaurant and meeting my first music client who really opened the door into the music industry for me, that's really how JJ and Co started. It wasn't from studying social media marketing and my degree. It was clearly just off of like following my intuition and also I didn't have any thought behind what it was supposed to be and honestly it was almost like clients would just come in and fallen into my lap almost and I was making advantage of it. You can say.

Kathryn: Can you tell us a little bit about the difference between traditional marketing and digital marketing?

Jordan: Yeah, I mean in the most basic forms, let's say traditional marketing of course is anything in paper, magazine, very traditional TV more the morals are pretty basic. Everything is systematic and then you have digital marketing, which in this day of age kind of takes everything up a notch. There seems to be less rules, less traditions and more kind of pushing the edge of maybe going too far, but that might catch the most attention of the audience. And so, you know, digital, digital marketing is the way of the future honestly. And I think traditional marketing served its purpose for the time, but things change. The only constant in life is change and digital marketing seems to be the future.

Kathryn: How do you find your clients now?

Jordan: This is actually something that I have just started really tapping into. I'm super grateful to say that the past three years of JJ and Co has been, you know, client referrals. So people that I work with, they refer JJ and Co and that's how I've maintained my client base through this entire time. So I guess the most important thing, I guess the most important thing in business is relationships, right? So if I'm trying to get new clients at this point, this is something that I'm just tapping into because I've been lucky enough to experience client referrals. So now it's about positioning JJ and Co in a way that is attracting new clients and not just relying on my clients to bring in new people. So some strategies that I've begun to implement is joining Facebook groups. That is something that a lot of people are doing nowadays.

Jordan: And you will find through specific groups. For example, Female Digital Nomads is a really great woman ran Facebook group that you can join, that is women across all, you know,

everywhere in the world that are digital nomads. And through that platform you will find a lot of signs. They're also looking for either jobs or people are looking for social media managers for their brands specifically. So joining groups like that has allowed me to search and see if people are in need of JJ and Co services. Also I've just initiated a free offer, which is something I've never done before, but kind of experimenting with new ways of bringing people in. So offering a free service 30 minute social media strategy call is something that I'm offering now to kind of bring people in, share my expertise, how to best optimize either their Instagram or Facebook, whatever the individual is seeking information on and then with the intent to move them more to a client role. So those are a couple things that I'm starting to implement now.

Kathryn: Tell us about your first major struggle.

Jordan: My first major struggle with JJ and Co was with myself honestly. And that was me discovering that I was giving so much of my time and my energy to specific clients that it was limiting my growth in terms of my business was hurting on the other side because I was giving so much of myself to individuals that, you know, it was super essential in the beginning of building the business, but it was also hurting me in the long run because I wasn't able to provide that same energy in growing my business. So the first struggle was realizing that and then doing something about it, but actually traveling helped that, because it took me out of Los Angeles where I was spending the most amount of time with clients. I remember being in music studios until 3:00 am, 4:00 am and then waking up at 7:00 am and having to manage five other clients and then returning to the studio to manage another client. Like there was just so much time and energy that I was giving that I didn't realize it was hurting my overall business longevity. You know, I was trying to amp too much and trying to balance it all. And when I left LA, it was actually really beneficial because then I was able to treat every client equally. Everyone was getting the, the right amount of my energy and the work that they deserved while also what I deserve, you know.

Kathryn: And how about your first major success?

Jordan: I guess it depends on what you define success as. My definition of success is true happiness and moments, right? So because I consider success and define it that way, there's been a lot of successes. I remember for example, going with one of my clients and working with them all day in and out of studio sessions and it just happened to be that my client was working with an artist who was having a large single release party. And that turned into almost an all night adventure of shooting a music video, meeting a lot of different influential people. And that was a moment in my career specifically that I look back on and I see it as, wow, who would have ever thought that I would be in a room with those influential people? Not because, I mean yes, because my client was there obviously. But you know, it's easy to feel like, well I'm only here because they're here. But that was a moment where I worked so hard with that individual that I was given the opportunity to be in the same room with him and those people and experience that evening with them. So it's not like a typical success story, but I think that is, this differs on the individual and how you define success for you.

Kathryn: If you could go back and give your younger self just starting in this business, any advice, what would you say?

Jordan: I would say get out of your own way. There was a lot of times, especially in the beginning of creating JJ and Co that I either doubted or there was fear and my confidence was very low. And the time it served its purpose because I had to learn through different situations that I shouldn't fear that, I should go after that. But yeah, it's so easy for us to get into our own way and let our minds tell a story that's not even true. So if I could give any advice to my younger self, it would be, get out of your own way.

Kathryn: Odds are there's no such thing as a typical day for you do you want to give us set a random day looks like.

Jordan: It always depends on where I am in the world, but I for sure I always have the same morning routine. So I wake up around seven, I splashed my face with cold water, I go do yoga and then I follow that with a meditation that's usually about an hour, maybe an hour and a half practice. And then I break my fast with coffee. Coffee's essential every morning. And while I'm drinking my coffee, I'm relaxing. I'm either listening to a podcast or listening to an audio book, maybe even reading something. Mornings are definitely the time to myself and critical in me showing up and the rest of my day. And so maybe after that, you know, have some breakfast and then I usually start working right and go right into it. I usually jump right into my emails or text messages or DMS. The clients are coming from all different platforms. But I usually start working for, you know, a few hours, probably five hours honestly.

Jordan: And then I'll break and depending on the workload of those past hours, I might relax and do a meditation, just be present and go on a walk outside, get some fresh air, kind of just break up the day. And then like I said, depending on where I am in the world. For example, I'm home right now, so back in my home town in Eastern Oregon. So by six o'clock my sister's getting home and we're spending time together, cooking dinner, you know, maybe drinking some wine and then I'm enjoying family time and I might do some emails, respond to clients right before I settle in for the night. And then to end my night, I usually do some type of either meditation again, listen to music, maybe read. Some type of self care that sets me up, have a good night's sleep, and then wake up refreshed in the morning.

Kathryn: Did you keep up with any kind of continuing education, formal or informal?

Jordan: I would say mostly informal because if, there's not really many books out there that talk about social media marketing or I know there are a lot of things, a lot of books that speak on marketing in the traditional forms of marketing, but how I see it specifically the social media is by the time that that book is printed and you're reading it is already so outdated to the current trends that are actually happening. So I prefer to get my knowledge and information and educate myself through, again, joining Facebook groups where people are in real time talking about the current changes that are happening and also staying up on any articles or news following the platform, on Twitter for example, is a really smart thing to do because that's where you're going to receive firsthand what's

currently going on. But my biggest thing honestly is joining the Facebook groups and having different opinions and different individuals who are working in the field talk about what's currently going on. That's been the best way of educating myself.

Kathryn: What are you excited about right now in marketing?

Jordan: I'm excited about the changes. There's always constant change in social media specifically. I feel like every week there's something different. So I'm excited to see what happens, even in the next year with Instagram, with Facebook, how people are marketing their products, how they're marketing themselves. That has me excited because right now it kind of feels very open and also feels like there's time for a change. So I think there'll be a shift happening. I'm not exactly sure what that shift entails, but I'm excited for it.

Kathryn: Now it's time to get into the numbers. What would you say your income range is and how long have you been doing the work?

Jordan: So I've been doing JJ and Co for about three years now. I would say the range is anywhere from \$84,000 a year to maybe \$124,000 a year. That sounds about right of the range of income.

Kathryn: What would you say the beginning range would be?

Jordan: And the beginning, I mean I can only speak for myself and this was through a lot of trial and error, but I would say the beginning range would be about \$36,000 a year.

Kathryn: And where do you see it topping out?

Jordan: I think you can make anywhere anywhere that you, you know, value your work and if you value your work to make over \$200,000 a year and that's what you can provide an offer to your clients, then, I mean I, and I can easily see that being a number.

Kathryn: How did you decide your pricing structure?

Jordan: My pricing structure is decided on a few different things. In the beginning I basically structured it around where I was. So I was living in Los Angeles. I knew my expenses, I knew what the medium range was people were making. And so I based it from that and also incorporated, you know, what I was spending my living expenses and that was the beginning structure of my pricing. However, that has changed with time through, I mean as it should, you should always be increasing your prices. Given your expertise and you're gaining knowledge over time. But it's also been a growth within myself in confidence with knowing my value and what I provide that I've also increased my prices because in the beginning I definitely was not charging enough, which I think is a very common thing as entrepreneurs.

Speaker 5: What factors go into it now?

Jordan: I would say the factors that go into it now are more of my lifestyle. So I mean I am traveling full time and working remote and most times I'm not paying as much, let's say rent for example, that I'd be paying in Los Angeles, although there are other prices that are coming in. So traveling and itself can be very expensive. So I've been able to work out basically a baseline for the necessities. Like this is the income that I need, at least I need to make to, in order to sustain this lifestyle. So I would say more things like traveling for example, that extra expenses that you don't think about living in one place that's incorporated. But also the biggest thing is my experience and my expertise in the field. That's the biggest change with time that I've incorporated.

Kathryn: Is there anything you do to keep your income stable?

Jordan: Yeah, there's a couple things, so with the clients, I offer packages, so either offered three, six or nine month packages and having that buffer of, okay, I'm for sure having a client that has a package for three months, so the next three months that is a steady income and that time I should be preparing for another client for however many clients to come in and keep on securing packages because packages are essentially the security that you will for sure know that you'll have to make that income for the next couple months, six months, nine months, depending on the package.

Kathryn: Are there any tools or software where you recommend beginners?

Jordan: I would say if you're just starting and you're looking for tools that will help you become a better social media manager, better marketers for at first sure would recommend joining the Facebook groups. There's Facebook groups like Social Media Managers and Females in Social Media that are free tools, free literally expert in the field that are giving recommendations or asking questions. There's conversations happening in around this field free through Facebook, so you just join those groups and you are at the dispense of so much knowledge and within there there's people offering their own experience with this job. Also, if you are looking into social media specifically, I would say study the tools of the platforms that you're working on. So with Facebook, one of the biggest tools right now within itself is the Creator Studio. So if you are wanting to schedule out content, post stories, look at your insights, anything along those lines. I would say learn the tool of Creator Studio because that is an amazing tool, but I'm not exactly sure a lot of social media managers are taking advantage of.

Kathryn: What's the number one tip for women looking to get into social media marketing?,

Jordan: I would say my number one tip for women wanting to get into social media marketing is to do it because there's so many things as women specifically that we hold and that we let dictate how we, how we live our lives, what we do in our jobs, and if we were to just forget that and to see clearly on what we really wanted to do, then I feel like it would help so much if we could get out of our own way and go after that thing that ignites them and if that's social media marketing, that's amazing. Whatever it may be, I think it all starts with ourselves and to fully do this, I think you have to be in it 100%.

Kathryn: What are your next steps?

Jordan: I'm currently building out consulting with JJ and Co, so that's kind of been a shift in the business that I've had to learn that not everyone, not every brand is looking for social media management, exactly. Some people I'm actually finding more often than not are needing more strategy and structure and systems behind their brand. That's the next step that I'm moving into, especially with JJ and Co, is offering more of a service of helping these brands get to the point of successfully having a business online with a presence that reaches their all platforms while still offering social media management, of course, but getting deeper into their brand, their goals, their mission statement, and really encompassing that and then taking that and pushing out towards the other audiences through platforms like social media.

Kathryn: Where can listeners find you?

Jordan: So you can find me on Instagram at [jjandcomgmt](#) that's also my Facebook business page, or my website at www.jjandcomgmt.com.

Kathryn: Jordan, thank you so much for joining us. This has been great.

Jordan: Thank you so much for having me. It's been an honor.

Kathryn: If you want your own location independent life and are eager to take that next step, join us in compass insiders where every week I send you actionable tips, inspiration, and motivation so you can take that next step towards going remote. Join us now at compasspod.com/insiders Did you enjoy this episode of Compass? If so, please take a moment to write a review. Leaving a review helps other women find us so they can find their direction too. Thank you for listening to Compass. You can find today's show notes at compasspod.com/046, that's compasspod.com/046. Join us next week when we talk with Kari DePhillips, agency owner.