Hey Campers! In this episode, we are joined by Elissa Jane Mastel, sharing insights from the agency world and encouraging entrepreneurs through her 1111 Empress mindset platform. Our discussion will delve into content marketing, short-form video content, celebrity social media mishaps, and the authenticity of influencers. We will emphasize the importance of authenticity and building solid business relationships in this exploration of the content landscape. Join us as we navigate this dynamic realm of content.

Quotes

"Value authenticity, body positivity, and inner beauty over appearance. Let your genuine self define your presence on social media."- Elissa Jane Mastel

"The key is mindset. Believe in yourself; there's enough business for everyone."-Elissa Jane Mastel

Featured in the Episode

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Molly Ruland: CEO & Founder

Matt Billman: Operations Manager

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Transcript:

Molly Ruland:
Jump right into this.

Elissa Jane Mastel:
Okay. Awesome.

Molly Ruland:
Ladies and gentlemen, welcome to the podcast today. We have Elyssa Jane on the show. Think of Dawn Draper without the booze and womanizing. You gotta love that line. She's a content marketing expert ready to tackle 20, 24 strategies and help you attract new clients. Elissa Jane is known for her quick thinking and strategic ideas. She's a mentor, coach, and supportive friend that you never knew you needed. I love that.

Molly Ruland:
Recently, she worked with Fusion's 3 sixties Fusion 3 sixties social media team, increasing brand awareness by 22.1% and generating over $243,000. Her expertise includes business solutions, digital marketing, and more. In 2020, she successfully

rebranded her agency, ConvertGo Marketing, and witnessed significant growth. On a personal note, Elissa Jane holds a master's degree from Bard and takes pride in nurturing her entrepreneurial child. Join us today as Elissa Jane shares her insights on marketing success, brand building, and navigating the digital landscape. So without further ado, let's jump right in. What's up, Elissa?

Elissa Jane Mastel:
What's up? It's so nice to see you, and thank you so much for having me. I am super stoked to get into it today and see what we end up talking about.

Molly Ruland:
I love it. I love it. I love your bangs. I love your hair, by the way. I really do.

Elissa Jane Mastel:
Thank you. Liv Franklin, SoKozwan, Denver. She's a magician.

Molly Ruland:
I love it. I've gotta love the small business shout out. You know? I really appreciate that for sure. I wanna kinda jump right into some of your background. I've noticed that, you know, kinda looking at I looked at your bio, looked at all your stuff, of course, and it seems like you've been an independent entrepreneur a lot longer than you've been at different agencies. So tell us a little bit about freelancing, and kinda your journey to having, you know, the rebrand in 2020. I'm definitely very curious. What are your plans for ConvertGo?

Elissa Jane Mastel:
Oh, so many things in a row. Okay. See if I can unpack it all. Okay.

Molly Ruland:
Yes.

Elissa Jane Mastel:
So, yeah, I've been freelancing, digital nomading, apparently, fractional, a CMO-ing, before it was cool, for close to 30 years. I have dabbled in between working in different agencies. I worked with Edelman and PR 21. Back in the day, I worked with different music agencies. I was the VP of a company called Green Galactic. I can go on and on. But somehow, somewhere in the mix, something happens. The economy crashes.

Elissa Jane Mastel:

911, I could give you a list. And, you know, most recently, pandemic, that ends up sending me back to being independent again. And I've been independent out of necessity to create a job for myself. I also wanna say, and I you know, to all the women who are out there who are mommies, I actually got sacked from a job because my kid was home sick. So I wanted to work from home, and they were like, you don't work from home. And I'm like, well, f that or fuck that. I am gonna create my own job again and be freelance. So I've done it out of necessity to create a job that works with being a mom, and my kid's 21, doesn't need me anymore, but or whatever lifestyle choices.

Elissa Jane Mastel:
But a lot of it had to do with being a woman in marketing, and they expect you to be there 16 hours a day. And Mhmm. I needed a schedule that allowed me to, like, put my son on the bus in the morning and make him breakfast. That seems like a priority worth wanting to have. So, and, also, working from home wasn't cool until 4 years ago. I mean, it's been cool to me, but, you know, a lot of employers were not into that. I was edgy. I was something different.

Elissa Jane Mastel:
And when everybody started working from home, I was like and they're all talking about the various stressors of working from home. I'm like, I've got, the Pomodoro method. I got the Hacker's book. I have all these tricks. Like, let me know if I can help you. I've been working from home for 20 something years at that time. So, ConvertGo marketing is actually kind of like this, you know, just like I have hit a certain age in my life. My marketing agency had hit a certain age, and 2020 happened.

Elissa Jane Mastel:
I used to be called Chill Media North. Super cool, hip, fun, edgy, niche y. But when 2020 hit and everybody was freaking out, I wanted to make my brand more accessible to more kinds of companies. I didn't wanna be, I mean, I'm always personally edgy and nichey, and cool and hip and whatever, but I wanted to attract different kinds of clients, and it worked. April of 2020 was my most abundant year in 16 16 years or however long it had been from 2006 to 20 yeah. 14 years. So sorry. Math is clearly not my strong suit.

Elissa Jane Mastel:
I I I that's why I'm not an accountant. So yeah. So, yeah. So, April of 2020 was my most abundant year in 16 years. That's crazy. And it's because the rebrand attracted more kinds of clients, and we did a lot of work creating ecommerce businesses and helping people digitize their brick and mortar retail businesses. I became a person. Like, people kept recommending me to the other friend.

Elissa Jane Mastel:
My other friend has a store, and she doesn't know what to do. And we just kept building, like, ecommerce sites. I had to bring in consultants and help. It was amazing. So, and I've been just riding that wave, with a lot of gratitude. Thank you. Thank you. Thank you.

Elissa Jane Mastel:
You know, with a lot of gratitude that I've been able to manifest business consistently since then, and only get bigger and bigger.

Molly Ruland:
That's amazing. So is that really where your main focus right now is, like, ecommerce brands?

Elissa Jane Mastel:
No. Actually not. Our jam has always been good, not always, but for a good long time, I'm kinda known as the social media check, like organic, branding, branding, brand management, brand creation, content marketing, copywriting, creating content. Websites just fall into that mix, And I have a little team of people, and we build websites together. And I've been building websites since 1996, and it's just kinda part of the whole collateral design process. So I've done a ton of ecommerce over the past 30 years for sure, but it's definitely not our only focus.

Molly Ruland:
And so and you're what's your you're in Denver. Is that correct?

Elissa Jane Mastel:
I am. I'm in Rhino, which is the coolest neighborhood in Denver. We have a lot of, like, it's very industrial here, so lots of graffiti and street art and a lot of chef owned and operated businesses, restaurants, and independent businesses and art galleries. It's super cool here. Reminds me a lot of old school Brooklyn.

Molly Ruland:
Nice. You had me in graffiti. You know? I love graffiti. Civil disobedience, like, beautiful civil disobedience. What more could you ask for, honestly? I love it.

Elissa Jane Mastel:
If you go on my TikTok, which I encourage you to do, which is the 1111 Empress, Please go on my you'll see me walking back and forth. I walk in all the alleyways around the

neighborhood, and you'll see all the graffiti behind me, in my TikTok videos. It's all, like, literally just outside my house.

Molly Ruland:
I'm definitely gonna check that out. I will definitely check that out. So tell me, what makes what? It's kind of a 2 part question, what makes ConvertGo different from the other agencies, I would say, in Denver, or is your business really, like, all over, or are you primarily based?

Elissa Jane Mastel:
Yeah. We serve clients all over the country. I did have an international client at one point in 2013, that was long standing, and I guess, Fusion 3 60 was also an international client. I worked on that, but we really prefer clients in the US. That's just my jam, but they do not have to be located here. I'd love to get more Colorado clients. I'm all about, like, creating a local economy, but I have a lot of clients still in New York from when I lived in New York, and we have clients all over the country who find us. So our sweet spot would be independent entrepreneurs, founders, creatives, and start ups.

Elissa Jane Mastel:
That is where my sweet spot lies. I think the reason I personally love that is that it's fast paced and it's moving, and there's a lot of entrepreneurial, brainstorming that we're doing together that it's not just straight marketing. I've certainly worked for some very, very, very big corporate companies, but there's a lot of flexibility and fun. And I get to wear that many more hats with a much smaller company on the verge of something, creating something, that kind of stuff.

Molly Ruland:
Yes. You know, as a small business owner, you're a little bit more nimble and agile. You can make those decisions faster, and you might be willing to take more risk because you can pivot quicker. You can recover quicker than, like, a large organization, you know, where it costs a lot of money to create that momentum or that campaign at all.

Elissa Jane Mastel:
Yeah. I would say that too. And what's interesting too about the team of people, because I put a little team together, it's not just me, is that all of us have a lot of time in the business. A lot of us are very seasoned, and we've all worked on very big accounts and for big agencies. So you get big agency service from us. Like, all of us have experienced that, but we've been able to streamline what we offer you for, like, a fraction of the cost. I mean, I worked for Edelman, the biggest PR agency in the world.

And I know all the ways that they fluff up your invoice, and I can cut all that out, still give you the experience and the smarts and the service of a big agency without you having to spend that.

Elissa Jane Mastel:
So we all have big So we all have that experience. You know? Like, I could name, you know, big, big brands that we have all collectively worked on. And, my number 2 gal, she also has 20, 30 years in the industry and has worked for big, big media companies and stuff. So when we talk about stuff, we talk like, it feels like sometimes, like, I'm in this big agency meeting, but I know that we're able to streamline it because it's just us, and we just know, like, what you really need. You don't need all that stuff. You just need action and these next steps.

Molly Ruland:
I love that. I think a lot of the agency models are dying. I think smaller agencies are still gonna do well, but I think the bigger agency model because I'm just seeing a lot of turnover in the employees in the bigger agencies, so they can't deliver the quality of the product that they would like to because they don't have the people to do the work. And so it's just a lot of no, no, no. We can't do that. And I think a lot of people are really getting sick of spending so much money every month to be told, no. We can't do that so many times. So I think people are gonna be a lot smarter with their money and prefer to work with smaller agencies because you get people like you who actually care about the success of the work you're doing.

Molly Ruland:
You're not just, like, gonna pawn it off into the machine. It's like, it's you. You are the brand. It's your word. It's your service. So I think, I think people are gonna be really wise to be spending their money on more, you know, personalized smaller companies like yours, honestly.

Elissa Jane Mastel:
Yeah. And it's also why I'm moving into more of a coaching model. I'm putting a lot more classes and courses together. I do, what I call a hybrid coaching package that's becoming increasingly popular. People are feeling more empowered to do their own marketing. Right? So I come in and coach them on how to do it. Like, this week, I have a meeting with a group of realtors, female real realtors. I work with anyone, but I love working with women the most.

Elissa Jane Mastel:

Just saying. But I have a group of female realtors who want me to come in and teach them how to make content. So I'm gonna go every week for 2 months. Awesome. And teach them how to design content, but not just like, here's Canva and here's how to use templates, but, you know, the pillars of content, 3 e's, you know, how to schedule, how to look for hashtags, how to look at your data. Like, it'll be more comprehensive. And then if they want me to keep, you know, which happens, like, once a month to do some maintenance and see how they're doing in getting the coaching. And I'm very excited to empower entrepreneurs and creatives, and I work with a lot of real estate people who are the most entrepreneurial. I love real estate people, especially real estate people like these women that I'm working with and have another real estate client that I've had since 2015.

Elissa Jane Mastel:
So, you know, that kind of coaching stuff, it feels really good to me to empower someone else. And so a lot of our work is moving in that direction, and I'm into it. Really into it.

Molly Ruland:
Nice. I love it. I like the teaching model too. So, I like that. I think it's a fantastic idea.

Elissa Jane Mastel:
Well, it's also a way for people to save money too. Right? You've got and you talked about, you know, entrepreneurs and small businesses. There's a lot of people now, like, you know, starting a business out of their house and making something and selling it in a TikTok shop. And they don't have, you know, the kind of money to spend on an agency, but they have enough money to get a coach. And so I am totally open and excited to be that person for people.

Molly Ruland:
I love it. I love it. Alright. So now we're heading into our lightning round portion of the podcast. Are you ready for the lightning round?

Elissa Jane Mastel:
Okay. Bring it on.

Molly Ruland:
Okay. Alright. So they're, like, not terribly long questions, so, you know, answer the answer the fastest you can, but not one of them.

Elissa Jane Mastel:
I'm terrible at this, but I'm done. Okay?

Molly Ruland:
It's okay. That could be fun too. So alright. Number 1, if you could peek into the future of content marketing and see one game changing trend, what would it be, and how can people prepare for it?

Elissa Jane Mastel:
I wanna know ahead of time what the next TikTok or the next Facebook or the next Instagram's gonna be. Like, whatever the social media channel's gonna be, I wanna know now so that when I invest in it, like, when it pops up, I invest in it fast. You know, there are so many threads I barely use and some Novo and Lemonade. Like, oh, god. Remember Clubhouse? That was a genuine one. Like, I want to know so I because every time there's a new social media program, I sign up immediately and start using it, and I try to be active in all of them. But if I know ahead of time, no. No.

Elissa Jane Mastel:
No. This and we can't say x because we know what that is now. So this fill in the blank is the next big thing. I wanna know that before it launches. So when it launches, I become an early adopter, and I'm in there, and I can, like, blow myself up quickly. That would be awesome.

Molly Ruland:
I love it. Number 2, if TikTok really goes away, what do you think will happen in social media? Do you think people will go back to Instagram and Facebook, or do you think something new is coming?

Elissa Jane Mastel:
Yeah. Great question. I know that TikTok is working on a new social media platform that kinda competes with Instagram that is a separate platform that they're developing. I think that they'll come up with some workarounds or a new platform that's owned by them that people will jump to or they can transfer our accounts to. I don't think the band's gonna work. I feel like there will be enough workarounds and loopholes that this ban thing won't work, but I'm pissed about the BAM. Like, if you look at my account, I definitely post about it. I am pissed about it.

Elissa Jane Mastel:

It's totally fakaka, and I could end up taking up the entire podcast talking about that. But if it does go away let's say that, you know, it really does get voted out and shut down, something else will pop up. Remember Vine?

Molly Ruland:
Right. I'm not sure. Right.

Elissa Jane Mastel:
Yeah. I I know. Right? Well, Vine was a lot like the precursor to Tik TikTok. Something else will pop up. Everyone will jump to another account. Something else will happen, because more and more people are falling in love with having the ability and empowerment to reach people directly and make a connection. And you can't do that with Facebook. I I love Facebook.

Elissa Jane Mastel:
I use it a lot. I have a lot of contacts. But Right. You can't do that with Facebook. You can't do that with Instagram the same way. So something else will come out of it because something else always does. But I also know that TikTok is trying to, like, create a new platform under a new corporation with a new thing right now to compete with Instagram, and I'm very curious. Like, my eyeballs are wide open on that.

Molly Ruland:
Well, we will see. We will see what happens. Okay. Number 3. Can you share a top tip for acquiring new clients in today's competitive market?

Elissa Jane Mastel:
The number one thing I gotta say is mindset. If you're walking around saying, cancel, cancel, cancel. It's really hard to get clients. Cancel, cancel, cancel, then it is. If you walk around like I'm the shit and people won't need me and I have something to offer and you stay in that lane, there's enough business for everyone. I feel so bad for people who say I can't get business. Cancel. Cancel.

Elissa Jane Mastel:
Cancel. Because that's not that's not the that's not the case. You just need to change your mindset and your offerings. Like I just talked about the coaching thing

Molly Ruland:
Mhmm.

Elissa Jane Mastel:
That's coming out of an obvious need for, okay. I see more and more people wanting to be empowered to do it themselves. How can I help them do that Exactly? Still create lots of revenue for everyone? And there's enough business for everyone. They keep printing money. Okay? It does not matter what they say about the economy. They keep printing money in that Franklin Mint in DC. Like, money keeps coming. So you just have to figure out how you're gonna navigate your business and change your business funnel and change your mindset and the way you present yourself to get that business to come to you.

Molly Ruland:
I love that. We're gonna make a whole clip out of that one. That was a good one. Yay.

Elissa Jane Mastel:
Uh-huh. Do it.

Molly Ruland:
Elissa Jane, you're amazing. I love you. Alright. Yeah. I love

Elissa Jane Mastel:
you too.

Molly Ruland:
This is a great this

Elissa Jane Mastel:
is a good one. Rica now.

Molly Ruland:
I love it. I'm here for it. Let's go. Okay. Number 4. What is the best example of content marketing that you have seen this year? I know we're only a couple months in, but 2024 specifically.

Elissa Jane Mastel:
Oh, gosh. Okay. My standby answer is always Oreos. I look at Oreos' content a lot. That's not for 2024. It's just in general. I check Oreo's social media very regularly. I think that they have nailed it for years, and it's a great one to look at.

Elissa Jane Mastel:

Who has nailed it for 2024? I would say that independent people who've created who've made themselves into influencers are regular people that just found a niche and went for it. There are people that I follow on TikTok that, like, have a message, and they're just super fucking awesome at putting it out there. And whether they're selling a course or a t- shirt or an idea or just themselves, whatever it is, I think that that has been the most interesting thing to watch. So Oreos is my academic one that I always show my students, that I always check-in on, that, like, I always see what they're doing because that's, like, as far as corporations go, a great one to look at. But I would say that the thing that I'm, like, obsessed with is watching specific no name creators. I mean, they have a name now that they've created for themselves, but no name being that they started from nothing, and they aren't necessarily a corporation or anything, and they're just killing it, making themselves a brand. I just love that, and I think that's so cool. And I'm obsessed with that right now.

Molly Ruland:
I agree. I follow a few people, and it's like they create all their content from their living room with, like, messy buns. Sometimes with makeup, sometimes not, but, like, they don't even leave their house. You know what I mean? Yeah. And they and they're just they have a good message, and the smart ones have a product to go with it. But, yeah, I mean, what a time to be alive. I definitely appreciate that. I do too.

Elissa Jane Mastel:
It's awesome. Yeah.

Molly Ruland:
Okay. Number 5, what is the worst example of content marketing you've seen in 2024?

Elissa Jane Mastel:
I love getting in trouble, but do I wanna go in trouble here? The worst, I would say that I am having fun watching creators not creators. Businesses really fumble trying to be TikTok people. I would say that, like, watching celebrities and business people I mean, I could make fun of Jennifer Lopez for the rest of my days watching her and that documentary, and, like, her just fumbling brings me a lot of joy. I don't relish seeing women fall down, but she's a former client of mine for one project. It's not, like, for a long time, and she was the meanest, shittiest, terriblest person to me and my team. She was, like, hours late. It was a press thing. The press people were there, like, begging them to stay, and I'm going up on a tangent.

Elissa Jane Mastel:

So watching her and her fumble right now with that doc, you know, when she makes that music video love story, I have not watched it, so I cannot speak on it. But watching that fumble so hard, does bring that spiteful, mean girl in me a little bit more. I mean that's a tough, you know, answer you wanted.

Molly Ruland:
No. It was. It was better than I could have hoped for, honestly.

Elissa Jane Mastel:
Yeah. Sorry. I mean but that and, also, it's really fun seeing companies trying to figure out how to adopt short form video and failing at it. Hire me. I will show you how to look authentic on TikTok. Stop doing what you're doing. Your ad agency is clueless.

Molly Ruland:
I agree. And, you know, honestly, I'm down for talking shit about Jennifer Lopez because I have a strict policy of not feeling sorry for millionaires. So have at it. You know what I mean? Have at it.

Elissa Jane Mastel:
Well, she's me , she's very mean. I mean, she's truly, like, I I I've I've I've worked with a lot of people. She is so mean. So mean. Like, mean. Like

Molly Ruland:
It's always interesting when you work with celebrities because it's like some of the ones you really want to be nice, a lot of times aren't. And then some people are just so insanely nice and genuine, and you're like, wow. You know? It gives you hope in humanity that people like that exist, but there's always the flip side. Right? So

Elissa Jane Mastel:
On the flip side, Lenny Kravitz is having such a comeback on TikTok. He can shake that 50 something year old ass all day long on TikTok. This Gen X chick is here for it, and he was actually on the same charity project that I was just talking about. And he was a delight. He was delicious and lovely and wonderful to work with and kind and sweet and awesome. So talk about the other side of it. I am loving his comeback on TikTok right now. Like, yummy.

Elissa Jane Mastel:
Keep on doing it. You don't need a shirt. Keep going.

Molly Ruland:
Yeah. Keep a shirt at home, Lenny. I am Gen X as well. My first concert was Blindmillan Blindmillan and Lenny Kravitz, so I am here for it.

Elissa Jane Mastel:
Nice.

Molly Ruland:
I am definitely here for it.

Elissa Jane Mastel:
I'm impressed.

Molly Ruland:
Alright. Number 6. What do you think will be the biggest medium in content marketing this year?

Elissa Jane Mastel:
The biggest medium? I mean, you know, everyone's trying to make videos longer. Like, oh, we're gonna go back to long form videos. But you and I talked right before this podcast about how nobody wants to listen to just me babbling for 30 minutes. Why on earth are you gonna watch a 30 minute video about anything? So I would say that short form video is gonna keep having its moment, and it's not done yet. I would say that that's the stickiest, most interestingest, and also this authentic marketing. Like, I'm loving that someone who looks like me with no makeup on can get up on TikTok and talk, and I will get engaged. That I don't have to be, like and I know you're blonde, but skinny and blonde with, like, just a bikini bottom and, like, holding a cup of coffee and, like Right. Some unrealistic photos.

Elissa Jane Mastel:
Totally.

Molly Ruland:
Their supreme exactly.

Elissa Jane Mastel:
Yeah. Exactly. I I actually have a camper van rental business, so I'm in the van life,

Molly Ruland:

Right.

Elissa Jane Mastel:
World. And I felt so cruddy that I was making all this content when, like, my content wasn't getting views because I don't look the part. But now I do because I'm a human being, and it doesn't matter. So I love that authenticity, body positivity, what age you are, what you look like isn't as important as how authentic you are, and I love that for social media, so much. I think it's so much more, what we want. And I think that really comes out of, again, going back to the pan you know, the pandemic of what's still going on because people stay in COVID. But during lockdown time, people wanted that authentic connection, and this is why TikTok did so well . You know, I look into my phone and I tell you something about what's happening, and I'm making eye contact with you and telling you something. And you, on the other end of that line, are like, oh my god.

Elissa Jane Mastel:
Yes. I feel like you and I just had a FaceTime call.

Molly Ruland:
Exactly.

Elissa Jane Mastel:
I I I think that that's not done.

Molly Ruland:
I don't think so either. I think I agree with you. I agree with you. Alright. So now we're moving on to our next segment of the show. This one should

Elissa Jane Mastel:
be fun.

Molly Ruland:
I think you will like this. So I call this one It's totally

Elissa Jane Mastel:
It was fun.

Molly Ruland:
I mean, I love it. I love it. It's been fun for me too. It's a great conversation. I I I love the mindset. I loved a lot of your answers, honestly. We're Good stuff. Awesome.

Molly Ruland:
Really good stuff.

Elissa Jane Mastel:
Please give me an a at the end. I was not a very good student in high school. So any opportunity that I can get a's now, I can look at my teachers from high school and be like, fuck fuck you. I get As now.

Molly Ruland:
I'm gonna give you a plus and a purple sparkly pen. That's what I'm doing. Okay? Because that's

Elissa Jane Mastel:
what you deserve. Yes. Yes. Yes. Yes.

Molly Ruland:
Maybe a little highlighter, a little graffiti 3 d lettering to go with it.

Elissa Jane Mastel:
So Oh, fun. Okay. Okay.

Molly Ruland:
All right. So real or fake? I'm gonna list off some podcast names, and you're gonna tell me if you think they're real or fake.

Elissa Jane Mastel:
Okay. I I I'm gonna be terrible. Just let's do it.

Molly Ruland:
It's gonna be great. Okay. Number 1, TikTok business addict.

Elissa Jane Mastel:
Real.

Molly Ruland:
It is. It is real. You got that one right. Alright. Next one. Too old for TikTok.

Elissa Jane Mastel:

It should be real, but I don't think it's real.

Molly Ruland:
It's real, if you can believe that. Okay. Yeah. Yeah. Next one, TikTok won't stop.

Elissa Jane Mastel:
God. These sound more like slogans than podcast names. I'm gonna go with fake.

Molly Ruland:
It's fake. You got I made that one up. You got that one right.

Elissa Jane Mastel:
Okay.

Molly Ruland:
Alright. And then one more, TikTok theology.

Elissa Jane Mastel:
I wish that was real, but I think it's fake.

Molly Ruland:
It's real.

Elissa Jane Mastel:
Oh, cool. You have to send me the link because I actually wanna see that or hear that or listen to it or whatever.

Molly Ruland:
I know. I was curious about myself. I was like, interesting. Let's go deep on TikTok.

Elissa Jane Mastel:
Like an academic TikTok podcast. Like I just picture some guy, like, you know, like, in a, like, a professor sweater with a shit. Right.

Molly Ruland:
Let's just dive into TikTok. The fact that there's podcasts about TikTok blows my mind, to be honest. Like, it feels very meta, but, you know, what are we gonna do? Apparently, there's a market for it. There's a lot of podcasts with the word TikTok in them. Now

Interesting. 10% of them are active out of the whole lot. So that active podcast and podcasts are 2 very different conversations. Right?

Elissa Jane Mastel:
Interesting. Okay.

Molly Ruland:
Exactly. So alright. And then I have one more segment for you. It's our wild card question, and I think you're gonna like this one. So if you had an unlimited content marketing budget that could catapult and launch anything into the social media stratosphere, what outrageous yet effective piece of content would you send flying?

Elissa Jane Mastel:
I actually have a good answer for this. So I'm working right now on this new coaching mindset business called the 1111 Empress. I started 2 years ago with a coach who was not gonna get into it, got icky, and then I was like, I don't know. But I'm really working on it now. I'm making it like a thing. And, if I could catapult, like, anything into the stratosphere, it would be that. Like, I would love to see my 1111 Empress community that I'm about to launch, go fucking nuts and lots of people come and join, that would be amazing. Somehow, despite the fact that I haven't really done anything with it, I do have, like, a really decent email list that I discovered.

Elissa Jane Mastel:
Like, I went into, like, you know, went into the website. I was like, who are these hundreds of people that signed for this email list? That's amazing. I better get this going. So so it yeah. I would say, like, one like, I get one piece of content, you're saying? Like, one viral

Molly Ruland:
So crazy. It's your world, Elissa Jane. You get as many as you want.

Elissa Jane Mastel:
Okay. I get, like, what it would be like, to get as many people as possible into 1111 empress.com and into the community and wanting to participate and be a part of it. It's gonna be entrepreneurs and creatives. Like, all the kinds of people I was talking about, but, like, a community where you can get together. I'm gonna have classes there on how to get clients, and how to change your mindset. I'm also gonna be doing healing for businesses with toxic work environments. I'm a shaman in training, by the way, for real. Like, not like some like, I really am doing that, and, and and apply those practices to

helping people, like, change their relationship to money, change their relationship to abundance, live wherever they wanna live, do whatever they wanna do, start any business they wanna start, be their own boss, create their own economy, break out of the, you know, out of the matrix, and just, like, create abundance for themselves however success looks for them.

Elissa Jane Mastel:
So that is the mission. And I if I had that one opportunity to just go super fucking Nova, it would be to get people into that.

Molly Ruland:
I love it. That's a fantastic answer. Well, what is the best way if somebody has listened to this and they're super fired up and wanna work with you, which I can't imagine why they wouldn't, right, what is the best way I mean, see, I'm I'm like, man, I wanna I wanna work with Elissa Chang too. What's good? Do it. Time is good. Let's go. But yes.

Elissa Jane Mastel:
Book a free yeah, you can book a free discovery call with me. It costs you absolutely nothing if you wanna do the 11, 11, and the empress stuff and just, like, change your relationship for to money, change your relationship to abundance, create abundance, start a business, the 111empress.com. There's a book now button. It is literally free to talk to me for 45 minutes, and it's gonna be all about you. And I will listen. I will help you achieve a goal. Like, you will leave that meeting feeling like you gotta have a really legitimate coaching session. And that's, that's on my 1111 empress.com site.

Elissa Jane Mastel:
If you want to work with my marketing agency, we would love to help you blow up, in a good way, put a big fat spotlight on what you're doing, and that's www.convertgomarketing.com. And if you just wanna, like, find me on LinkedIn and you wanna be friends on LinkedIn, I do have a LinkedIn page. I am, I accept pretty much everyone that wants to connect with me. I don't know why people are exclusive there. It is ridiculous. Like, it's a networking site. Let's network. You can find me, Elissa Jane Maskell.

Elissa Jane Mastel:
It's just my name. It's easy to find me. I'm the only one, and, you know, we can connect there and, you know, network and do LinkedIn new stuff. That's cool too.

Molly Ruland:

I love it. Well, we will make sure to put all those links in the show notes so people can if they're listening to this or watching this, they will have access to all those links in the text below. So that way, they can connect with you directly. And 45 minutes, like, you know, coaching sessions for free is a really good deal. You know? That's fantastic, honestly, and what a smart way, right, to show people what you're capable of and what's possible for them, because you can't really do that on a discovery call. Right? So I think that's a great model.

Elissa Jane Mastel:
It's a discovery. It's actually called a 45 minute free discovery call. And in that call, you tell me your goals. You tell it it literally says discovery call in the booking thing, so it's that's what it is. But I get into, like 45 brainstorming views. Yes. Yeah. No. I get into it.

Elissa Jane Mastel:
I really don't hold back. I, you know, whatever you want to approach. I've helped people change their business models and come up with new things. Like, we've done some really fun things on those calls. It's been really cool how many people have been booking them. And, you know, if I get business out of it, then mission accomplished. And if I just need some cool people, also mission accomplished. Like, they're there to make connections, and it's been really fun so far.

Elissa Jane Mastel:
I just launched that a few weeks ago. And

Molly Ruland:
Nice.

Elissa Jane Mastel:
Yeah. And it's been really cool. I've met so many different kinds of people who wanna talk.

Molly Ruland:
Yeah. I could dig it. I mean, I kind of fancy myself as, like, a fixer or the cleaner. Like, I'm really good at, like, tell me everything, and then I can give you a lot of good output back and like perspective. You know, you can't read the label from inside the jar. And I love that, like, because sometimes people are like, what's that face? And I'm like, no. I'm thinking because, like, I can really take a lot of information out and spit out some good ideas and solutions for people, and so, I and I really enjoy that. You know? Like, I actually really enjoy that part of life and talking to people and connecting with people.

Molly Ruland:
Even if they don't hire me, like you said, if you walked away from that conversation with a good idea, then I'm happy. You know? I'm super happy.

Elissa Jane Mastel:
And you never know. Like, by the way, I would love to go off offline maybe do that together sometime. I think that would be really fun, share our skills and see how we could lift each other up. Totally. Yeah. I have a client right now that has been with me since July, and I originally talked to them 2 years ago, and they just weren't ready.

Molly Ruland:
Right.

Elissa Jane Mastel:
And when they were like, we're not ready, and I'm like, alright. Cool. And we said goodbye. When they called me again a year later, what did I say? Great. You're ready. You know, it happens sometimes where people talk to me, but they realize that they need more time to do whatever they need to do before they have a marketing agency. Right. They may hire me in 6 months, or, you know, we might get married and run away together, and I might find my soulmate that way.

Elissa Jane Mastel:
You never know. That's

Molly Ruland:
You never know. You never know.

Elissa Jane Mastel:
Creepy. It came off really creepy. It was too edited. I mean, so creepy.

Molly Ruland:
Absolutely not. That was great. We gotta have that creepy round.

Elissa Jane Mastel:
That was

Molly Ruland:
the creepy segment of the show. You get fat.

Elissa Jane Mastel:
Yay. I got creepy.

Molly Ruland:
But that's so funny. Well, no, but you're right, though. Like, you just never know, and life is all about relationships. Like, the quality of your life is based on the quality of your relationships, and you just never know when that person will become your new best friend or a client or whatever. And, or or who maybe that maybe that person recommends you to some other people or mentions your names in rooms that you're not you just I don't think that investment in people is ever a bad investment. I just don't. So

Elissa Jane Mastel:
Yeah. No. And, that's it, everything you're saying is so true, and you really just don't know what's gonna come out of it. And, like I said, you know, I've my I'm on this earth. Like, my goal and my my purpose on this earth is to help people make a fuck ton of money. I have figured out in my 30 years of being around, I'm really good at helping other people make money. I've helped so many entrepreneurs raise 1,000,000 dollars from angel investors and venture capitalists. I've helped so many people blow up their business and turn their business into a viable, big, even public company.

Elissa Jane Mastel:
Like, I have done that so many times, and it's time to celebrate that and

Molly Ruland:
Yeah.

Elissa Jane Mastel:
You know, just keep doing that for other people. Like, if that is what I'm on this earth to do, then that's what I'm gonna do.

Molly Ruland:
Well, I love it. I can tell you do a very good job of that. So this has been an amazing conversation. Thank you. You've been

Elissa Jane Mastel:
so fun.

Molly Ruland:
Yeah. This has been great. So, on that note, I'm gonna wrap it up because we've gone a little bit long, which was great. I'm glad that we did. I'm glad that we did. We're certainly not television. We could do whatever we know? So

Elissa Jane Mastel:
Alright.

Molly Ruland:
Yeah. They can't hold us. Curse. Nobody can tell us what to do.

Elissa Jane Mastel:
You said I could curse. I curse.

Molly Ruland:
I know you. You're the first person to curse more than me. Curse.

Elissa Jane Mastel:
Oh, yay me.

Molly Ruland:
You're my people. You're my people. I love it. You're like, rules? None. Cursing? Yes. But you know what? I talk about being authentic. Right? Like, I'm the same way. The people who are attracted to your personality are gonna come find you now, and that's what you should do is put put out the type of person you are, because then you get people who are like, I fucking love you, and I wanna work with you, versus people who are vanilla or uptight.

Molly Ruland:
They're not my people. They're not your people either, and that's super cool. There's plenty of that for them. Our people are quirky, fun, you know, wanna make life beautiful and more interesting and make a lot of money at the same time. And so good on you for putting that out because that's that's that's what that's what you are. Right? And it's it's

Elissa Jane Mastel:
Thank you.

Molly Ruland:
Amazing. So thank you.

Elissa Jane Mastel:
Thank

Molly Ruland:
you. Thank you. Alright. So thank you for tuning in to Cam Content. This was a great episode. I definitely got some gems out of that. I hope you did too. If you found this content valuable, please consider commenting or liking the post on LinkedIn.

Molly Ruland:
And when you've seen it live, you know, engagement goes a long way. So, and, of course, hit up Elissa Jane. Get that discovery call booked. You'd be crazy not to. I'm definitely gonna book a call for sure, and I will keep you guys posted on that. But in the meantime, be excellent to each other, and have a great week on LinkedIn. Thanks, everybody. Alright.

Molly Ruland:
I'm gonna hit stop, and then