

The Big Picture Business Podcast – Episode 7

Relationships NOT Transactionships

Introduction

- Welcome to The Big Picture Business Podcast. In episode 7, you are joined by the usual hosts, the talented Dominica Lumazar and Rory Carruthers.
- In this episode, they will discuss the main topics of honoring your word, along with pitting relationships against “transactionships.”
- They also delve into a personal discussion about what has been going on in Rory and Dominica’s life in recent times.

General Life Changes

- The episode starts off on a sad note with the news that Rory’s cat had died the day before recording this podcast. Dominica recalls memories of the cat, Speech, having a hand in their music, whether that be through pawing the doors or whining in the background of their songs.
- Dominica has recently moved to Colorado. She has not had the chance to talk to Rory or record a podcast in a number of weeks due to trying to get settled in. She made the right call in moving due to how beautiful where she lives is. She is delighted to have moved and loves where she is now living in Colorado.
- There was an early learning curve she encountered where her daughter came into contact with a Bull Snake, to which Dominica’s response at the time was, “IT’S A RATTLESNAKE!” It was a huge snake and getting ready to strike her daughter until a cat that she says has adopted them since they’ve moved there named Millie jumped into action just long enough to give Dominica the chance to save her daughter, Emma. She then went over to the neighbor's house who is in their late 70s and jokingly brushed her off by saying, “Oh yep, that’s my pet snake!” It was lucky she found out it was someone’s pet as she was just about ready to go out with a shovel and hack it up.

Honoring Your Word & Relationships VS Transactionships

- The main topic for this week's episode is how to create relationships not "transactionships." This is a big mistake that a lot of people make within their businesses.
- Now that so many aspects of business are moving online, we need to start looking at things differently.
- If you're wanting to create a business from the ground up and make it something that is viable for the long-term, you have to look at it differently than how you've been taught.
- One example that all the people in the marketing world know about from doing it or seeing other people doing it is false scarcity. This is when you are creating the illusion that there is scarcity when there is not in actuality. An example being: "We've only got 13 downloads of this PDF available!" However, if it is a PDF, it is unlimited.
- These avenues are effective, but they don't build trust.
- This tactic is something Dominica has used in her own marketing, but if you are to use these sorts of timers, then you have to acknowledge that they are true. For example, with a countdown timer, you have to make sure you are being honest with the timer rather than just resetting it every 24 hours.
- Rory and his business partner Doland White own a webinar business. Doland is a brilliant guy who knows how to take a company and make it profitable. The way he conducts himself is very down to earth and friendly, not egotistical, braggadocious, or arrogant. He is extraordinarily genuine.
- Manuel Suarez, the owner of a digital marketing agency, gave his input on Rory and Doland's webinar business. He said, "In 2019, this was a good idea." At that time, this left Rory thinking, "Oh crap!" But then Suarez said, "But in 2020, this is a great idea."
- The reason for this is because everything has changed, and yet so many people do not know how to sell their products or services online, thus creating a space for webinars to enter the fray.
- In regard to honoring your work with webinars, oftentimes, despite saying stuff like "THIS IS SHUTTING DOWN IN THREE DAYS!", the webinar is almost 80% still available after the three days.

- Don't break that trust just to make a sale.
- There is something special about actually sticking to your word and shutting down the pages on the said date. You are honoring the customers who actually went to the effort to trust you by paying for it within the deadline you set.
- You could use ThriveCart to make a link inactive if you have a timer going. Even those who keep the page open will eventually be met by an inactive link.
- This whole situation highlights the importance of relationships over transactionships. Yes, you may miss out on a few sales, but in return, you are honoring the customers who were loyal enough to trust you initially.
- Later down the line if you choose to have another timed offer, you can bet that those who didn't follow up immediately last time will believe you when you say you'll shut it down this time.

Relationship Boundaries and Clarity

- Since her move, Dominica has had people reach out to her to come around for a glass of wine, but she has also been contacted by people due to her credibility about giving them business advice.
- It is important to notice the difference between a “transactionsip” and a legitimate relationship.
- In Dominica's life and work, there have been many occasions where a relationship could have flourished had there been clarity from the get-go about the type of relationship she was getting into—personal or transactional.
- As a female, Dominica is aware that there is also the potential for male clients to take certain sentences the wrong way and assume she is interested in them. This is a major problem. This was especially true when they were in a band because people who would arrange stuff for them would often be male. They would often instantly assume there is some sort of connection despite the fact that Dominica is happily married with a child.
- Rory always tries to make an effort to talk about some personal stuff. Sometimes at the beginning of a call, he'll reference something that happened in another call. Despite not being the best at it, Rory does make a conscious effort to check-in with people.

- Rory knows in advance of working with a client that they have a minimum of six-months working together. So, if he doesn't build a relationship, it won't sustain itself. He needs to have this relationship because of how much he pushes people to their limits. That is only possible when you have the trust and connection with someone.
- Establish barriers in your work and leave no room for misconception, but also make sure to create a personal connection that acknowledges the client as an individual.
- It is important to be able to build healthy relationships. Be able to recognize when people are vulnerable and show you who they are.

Resources and Links Mentioned in Episode:

- [Doland White](#)
- [Manual Suarez](#)
- [ThriveCart](#)
- [Santa Cruz Chai](#)
- [Empowered: The Business Owner's Guide to Leadership & Success by Dominica Lumazar](#)
- [Rory's Website and Books](#)
- [Big Picture Business VIP](#)