

Intro: Anika Jackson is a senior communications and marketing professional with over 25 years of experience working with diverse brands and clients to build local and global interest and create meaningful, synergetic relationships between businesses and people she currently serves as the CEO and chief strategist and podcast host for your brand, amplified a marketing and communications agencies that she has also founded.

Jackson's professional expertise encompasses experimental marketing and event production, launch marketing, public relations and various additional digital and influence based marketing and communications management strategies.

She's a member of the QuickBooks. Small Business Council and serves on the Advisory Board for the US, Santa Barbara's Women and Leadership Executive Program and contributor knowledge and thought leadership is the benefit of multiple local, national and global nonprofits.

Please welcome Anika Jackson.

Kris: Welcome everybody to money 911, where we talk about health, wealth and Peace of Mind, and they all work together for what I call in a state of mind, knowing that you're all your affairs are in order for your business, your life, your spirit, your family, all of those good things and I'm really proud and excited to bring some amazing guests Anika today.

You heard her amazing intro and just take a moment out and make sure you push that little subscribe button so you'll not get notice of all the great people that we're having on here and be able to share the good content with your friends so what we're going to talk about is brand amplifier, right we're going to talk about her expertise because we all need that with that whatever market we're in and she is able to give us actionable, actionable did you hear me, actionable, that we can do right now. Welcome, Anika I'm so glad to have you here.

Anika: Thank you so much, Kris and I will tell you the first action that I took is I subscribed to the podcast because I'm going to get a lot of value from listening to all of your other guests and I cannot be more thrilled to have met you and to be able to form this connection so thank you for having me.

Kris: Really honored, thank you, thank you and you know, for those of you that are listening we do have the we're also on legacy shifters YouTube, so you can watch us and see us live on there too and there's also webinars, you'll see different trainings that I do like create income you'll never outlive 3 Secrets for Safe Money and a fabulous future for my number was best-selling book, which are things that you need to take time to do now don't wait till you're 60 70 and 80, which most people do to start their retirement plan I'm just saying I've done this 32 years and that's what happened people

come into my office at 50 60 70 to start their retirement plan look, there's no judgment we're just not talking. You know, we're just not told about it, right so now's the time to empower you, and they will empower you around your business and branding and I got to say, when I wrote my book clueless about marketing and branding not that well anyway, even and I get a lot of help from a lot of friends that is a really an art if you can dial in to what anika's going to share with us, you'll be able to amplify your brand and and hear what she knows about so you've been doing this for 25 years and you know, what inspired you to get into this kind of business?

Anika: Well, thank you for asking and I I will say most people, we all don't know, we don't know, right so we're not money experts. We need to go to somebody like yourself to really get the the money, money, 911 to find out what we can do to make our financial situations better and take care of things the same thing with branding, marketing and PR, if you're not in this field you might not know how important it is you think I'm just going to put something on social media, I'm going to launch my product, but there's so much that you need to do to make sure it's reaching the right people at the right time and that's what a lot of the work that we do if somebody comes to me for PR I always start with the brand let's look at your social media, do you have a website you'd be surprised at the number of people who say I'm ready for PR, but they don't have a logo they don't have their website up, the website isn't optimized so that when they get an an article written about them and people start going to your website, you need to have the right calls to action, you need to have places where people can find out the right information about, what you're solving for them and that so that way they get excited and then they want to say, okay, I'm going to subscribe to this, I'm going to buy this course I'm going to go to this workshop you know that they know that they want to work with you?

Kris: Exactly, and you make it meaningful and synergistic and really, you know, it took me a decade to realize oh yeah, you got to have a call to action when they come to your website and something that, you know opts in and gets the e-mail and those are kind of basic things that a lot of people know, but you're at a level where the branding is is an intuitive thing because you know, for, you know, I'm a legacy wealth strategist, so that's unique it's not just like a financial planner.

Anika: Right.

Kris: Sell your products, you know a legacy is a whole picture it looks at a longevity and that's the same kind of thing with a brand, wouldn't you say?

Anika: That is exactly and and I didn't answer your second part of your question was how I got into this it actually was I always love bringing people together and promoting things from a very early age I always wanted to have that experience of people coming together and being excited about something, whether it was a project or a party or music, whatever it was and so when I was in high school and I grew up in Lawrence,

Kansas, and I was asked by a friend, hey, this, we would go listen to music in Kansas City and somebody said this DJ wants you to start promoting for them and promoting their events, and I was like, sure I've never done it before, but that was my first step into actually marketing and learning how to share a message with people, how to get people to come to an event and then I started getting the production side and learning about how to run events and how do you charge people and what are the expenses you have to take into it so that evolved into moving to Chicago, working for a marketing firm there then I was also I was also still working in club promotion and promoting music and I was tired and I wasn't making a lot of money I would I think that my year, why one year in Chicago, which seems like it was longer because of the relationships, I still have to this day I made \$16,000 and and granted I was in my early 20s, but it still wasn't really enough to make a living to have I had millions of roommates, you know, I ate ramen noodles like I that was not the life I wanted to have and what I wanted to achieve so my sister was in California, I moved out for a month to see if I liked it if I wanted to stay, and I ended up staying and got a job working for magazine and working my way up for the magazine and learning everything I could so my career path was very organic and it was also a lot of marketing, a lot of different kinds of marketing B2B B2C running events, figuring out how to partner nonprofits with corporations, learning how to share the message with advertisers, and then take the message they wanted to to consumers then I got on to the PR side, so I've learned a lot of different things and I've seen it all change and evolve, and now it's really integrated marketing and so that's the sweet spot that I love to work in so it does start with somebody comes to me, I say OK, let's take it, let's look at your brand first do you know who you are, do you know the problem you're solving, do you know who your audience is, do you have your messaging and so we go through a number of exercises to figure all of that out and I'm happy to share some worksheets that you can put in the show notes and share with the audience if you'd like to help people hone in on that because without knowing who you are and how you can authentically deliver your message and even who your audience is you won't know how to find them you might say you know what, I'm going to be on every social media channel well, that might not be where your audience is you need to know what the difference is between those channels and start with one start with the best one to reach your audience build following be authentic and then go from there.

Kris: Yeah, that's absolutely and you know, in the digital age, every week they've got a whole new thing going on, right and now, with the AI and all of the craziness and and so it's really changed a lot I mean even you know, I mean, I've even used it and I'm not and I'm kind of a dorky tech person but the point of it is the digital, the new stuff.

Anika: Yeah,

Kris: but your diversity, the way that you've been able to get into a lot of things, gives you an overall point of view so I know a lot of my listeners a lot of people have businesses, have podcasts, they're broadcasting there's so much noise out there and so

that was one specific thing that people ask me all the time because you know, putting a post in the social media, I mean, what would you suggest for people like, how do you get out there, how do you raise above the noise, if you have the brand, if you have your logo, what would you tell people?

Anika: Wow, there's there's so many ways to go with that question one specific way, since we're we are on a podcast and we're talking about podcasting is the power of podcasting, honestly, for every facet of your business, my podcast and I, I will backtrack a little bit I had a show on the radio and Facebook live in Houston from 2017 to 2019 then I moved back to LA and we tried doing a little bit of resume and then, that worked OK, but it wasn't quite the same then I had a client who said, hey, I want to start a podcast will you host it for me because I didn't have time I said sure and I loved doing it but then I quickly realized they didn't really have the budget I was doing picking all the guests myself, doing all the work so I said, you know, I should just do my own podcast and that's so I started this journey of my own podcast in November 2020 and at first didn't take, it very seriously like I think a lot of people who are like oh I'm going to have a podcast it's going to be but but the consistency that you put into it is what becomes for your return on investment so then last year, well, I guess couple years ago I started saying, you know what, now I'm going to do it more regularly, got more into it built it up now I have about 30,000 monthly listeners, I have multiple five star reviews, people come back, they listen to episodes I have a waiting list for guests, so all these great things, but one of the biggest things that's come out of it is I couldn't get the .com for my business. Your brand Amplified I could get the .co, the anything else, but the .com was owned by somebody even though I have the trademark in the US, somebody had, it redirect to their business, a branding business and Australia well I have so many episodes out of my podcast and so many people were sharing it that I, took over Google Page one, Google Page 2 almost completely that person gave up the .com, so now I have it, but that showed me the power that podcasting alone lent to my SEO value and to people being able to find me, find the podcast, find my website, if they wanted to work with me on marketing, branding, coaching, other stuff so it's also Evergreen content, you read an article it you might be able to find it again you might Google and research, but podcast episodes you're always going to be able to find them as long as the person doesn't stop podcasting and stop paying for their podcast platform but and the messages that you can share, yes, there are trends that change in marketing, but the consistent messages don't change how you are authentic, how you formulate your brand, how you approach the messaging itself, the techniques change, right, right so what social media platforms you want to be on are you going to use video, are you going use a static post.

All of those things change, but the power of podcasting, and so sometimes I'll get a client that is like, oh, I'll say, here's a podcast request that we have for you oh, I'm not interested in those. Like, well, why not because you know what, you might not think that that's your ideal audience, but guarantee one person listens to that episode and

they are your ideal customer that changes can change everything for your business, depending on what your business is.

Kris: Right, right and you know you've you talked about how you, you you're using everything that you have and and now you're you know have lots of downloads and and that's a really neat point about the SEO that's like a natural and see, I never thought about that like that that's really cool because it's true I look and I put in money 911 up and I'm like on, you know and I spent all those years thinking that if I get a website, then I'll get up, you know so that was like, boom, that gets you right there plus, if you have a lot of people listening.

Anika: Yeah,

Kris: But when you do, when you do your podcast after your podcast is done, little secret do you do to get it out there are you doing video clips, audio clips just posting, it people tell me.

Anika: Video clip.

Kris: Don't social media doesn't do anything, what's your opinion on that?

Anika: I think well, organic social is really hard these days usually, and that's again go back to integrated marketing I don't ever just recommend PR as a strategy if somebody only wants PR, we can do that but we we will also do an analysis of their social media, we'll do a sentiment, a baseline sentiment so we know what are keywords that are being used when somebody's talking about their brand, what is their competition doing on social media that's better or worse than than they are is, are they being consistent across all platforms, right so do you have the same, does do the website links work on every social media platform that you're on, do you have the same name, it would be it's really good if you can have the same name across every platform and not variations, are you sharing the same bio information so those are all things that we look at first and then for the podcast, we do create short video so we share those out on our socials, we tag people I also do use AI so.

So I use AI to help me create my show notes, my transcripts, my episodes, my titles and captions, and all of those things and they're not always perfect you have to yeah, that's that's the thing about AI. Yes, it's going to be, it's a revolutionary tool that everybody should start using and understand how to use, but you also have to have the human side of checking for the errors, making sure that you're putting your voice into it so it's not just a robot,

Kris: I've been saying the same thing, right.

Anika: but but I do think that's important is make sure that you're showing in the show notes, what are people going to get, what value are they going to get from listening to that episode so share it, make sure you're sending it to the guests to share, and then I have that video content so we haven't really done it yet, but I'm going to be putting all. Of them on YouTube you also mentioned making sure that people can see it and see it, hear it, watch it. However, they is best for them to absorb the information.

Kris: That's great so now I just wanted you to share, maybe walk through a project or campaign that you're really proud of and maybe just share a few of the key strategies or tactics that you use just to show people the array of good things that you can do.

Anika: Oh wow Well, let's see I will give an example of 1 recent client a gardening client in Houston, TX called Garden Girls and three women own it, they started during the pandemic, like right after the pandemic pretty new company, they had all worked for another company and then that person moved out of the city and the whole bunch of things happened, they said why don't we form our own company so they started out doing raised garden beds okay so somebody might say, how is that press worthy well, it's all about again finding your right audience so we put them into a few systems, we have a big database that you know we're in different groups so we're always looking for innovative ways to find the, the right journalist to pitch we were able to get them as part of a round up in the Washington Post in month 1 and we were able to and what's nice now is that used to be marketing's over here advertising over here PR's over here, they're all silos you have now they all work together now we're able to say because we got you this Washington Post, this is how many people actually read the article here's how many links went to your people clicked on your website, you know from that article, here's how much your traffic increased and so then we were able, we've been able to routinely get them in real simple magazine, better homes and gardens, homes and gardens, Martha Stewart living because those are the kind of publications that their audience is reading so it's reaching the right audience and they're able to give advice on okay, you want to be better about environmentally landscaping clover is a good option over grass, so that was an article that got them 30 direct messages on their website for people who wanted to know if they could work with them from one article and it helps them also then it also helps the client and this is where I get really excited not only see the power of of what they're doing because they're like, oh, we want to try PR see that power, but then also realize how they can expand so they might only be in Houston, but now maybe they can expand to Texas maybe they can work with people in other states, maybe they can have a product line of our preferred gardening products all of this coming out of just seeing what press they're getting and how people are responding to it so that's where I see it as a win win, but it's also the consistency right they already had they were already really good at at speaking at public speaking, knowing what their message in their brand was so we didn't have to do all that other work but that's, you know, and then we've also had people who've been inconsistent and have thought of as a product pre-launch and said OK, well, you need social media channels do you have the right spokespeople, there was a product the family didn't who

invented it, didn't want to talk about it, but the story was the authentic story, and it would be what would resonate with the audience and they wanted to limit how the cleaning product was used when it had a lot of other capable and potential uses, and so that was a case where it was like missing the mark and where I come in, not just as the PR branding person, but also as a business person myself, saying you're missing out on this whole world of opportunity and customers who will want your product but you have to share your story, you have to be willing to share your story and you have.

Kris: Yeah, yeah, I, you know, that was a hard one because I have quite a story that's a hard there's some really hard parts to share and I remember when I was first going out, you know, pitching my book, it was like look at me I'm you know, number one this and I've done this and like, who or what does that mean nobody really, what's in it for me, right, it's nobody really care then when I got vulnerable and started sharing about, you know, what happened to me, when you know, I lost everything you know some harder stories people can relate because we're all going through and there's no I've never met anybody, right that has it all together here that so we're all going through it and that's how we can all help each other.

Anika: Exactly!

Kris: And I think it's neat how you said, you know all not very long ago, all these things were separate. You know, I'm the SEO expert or I'm the social media expert or I'm the brand now it's like all integrated like you said, integrated marketing, how it all works together.

Anika: Yeah, and and there are agencies and people who want specialists who only know how to do one job and that still exists, but if you're if you have a small agency or a boutique agency, or even as a college professor, it's a lot more valuable for me to understand how they work together and it serves my clients better, it serves me better and to your point 100% people see our success they see what we share, I've had \$100,000 a year just to spend on charity, I've also been on food stamps. You know, I've been on every side of that spectrum and I'm still on my money journey and still learning, I'm I'm approaching 50, right and I'm going oh gosh, I'm one of the people she's talking about that hasn't had consistency in my retirement planning so, but I do know I have Money Box I know what my goals are and I'm chipping away at things and being methodical, so I'm I'm on my journey, but we're all on our journey, whether it's understanding how to promote your product, how to become more financially solvent, whatever your journey is and if we don't all of our parts of our story, people don't see how they can relate to us and understand where.

Kris: Exactly, exactly and we lift while we climb so we're all, like, helping each other, helping each other out and so your story helps my story and we be out and there's no judgment and it's not that I'm better you know, I might have, you know, a decade or two older, but that doesn't I don't even relate to the age thing. It's just I think it's a

value, I think 32 years in the business has shown me like I've consolidated the learning curve. We've actually created a course called create income you'll never outlive, we're about to launch it should I should launch?

Anika: Okay, well, you're coming, you're coming on my my show too, and I definitely want to promote that on my show.

Kris: It's an honor, it's an honor and but you know what was really cool from what you just said reminded me of look around year 25 in my practice, I realized that people go to school, learn how to make money, get out of school, where they do go, make money and what most people do, they give it to somebody else to gamble then it's like a roulette wheel, will it be up or down when you retire, I hate that model, I like safety and security and I want to know so, I learned about safe money or things that I wasn't being taught, I went out-of-the-box, right and inside of that, that that's how you have to be when when you're creating and and but what the point was that I found so much of the mindset that I spent more time coaching people on their mindset than actually filling out an application because money is energy so it's the same health is wealth, wealth is health so it's the same thing as saving as dieting or all of those, it's so similar, you can integrate it and see or even just getting your brand together oh, I'll just do this tomorrow, the procrastination and I encourage everybody, you know, not to procrastinate, reach out to you if they want to get their brand together, that'll save, you know, 12 years of me trying. You know, I spent an embarrassing amount of Money Marketing classes, went to all the gurus and masterminds and got all the unopened programs.

Anika: Hey, as a marketer and publicist myself I felt, I felt for the same things I go oh, I have an online program I want to okay, I I should buy that I should buy not that person has to do it this way not everything is going to work for you, and you have to be okay with that and also I'm like wow, if I hadn't spent all that money on things that I thought would solve my problem and I'd actually invested it in my in just me because I mean and and not to say that they're not useful because you do to make investments in in programs as well but you also just need to be realistic about where you're starting from

Kris: right so and that and that's a good one because a lot of people are like coming out of the lockdown at the time we're at right now launching products or launching events or launching books and what I found is there is, you know, that like we started the conversation so much noise and and I was hoping maybe you could give a few tips and I'll listen to on on launching because you know like for example I have a full on blown course 7 modules and it's a big thing but it's it's too big of leap in some people say you just do a boot camp or you do a a challenge or that it's, but it's different now, it isn't like you do a webinar and then you have a call it I mean, it's changed, you say than, it used to be a few years ago.



Anika: Yeah, I I will say that people still use that very often I actually do a few like half day workshops and get I'm I'm always happy to speak in people's groups or Facebook groups or whatever about marketing, branding, PR for free because I just also think it's really important that people understand the foundations and the basics so people there, there's still a lot of the events, the virtual event world, right and then you have the sales at the end

Kris: right?

Anika: I don't know how many people resonate, I I think enough people resonate that it's the reason people still do it right because people are obviously still buying but I do think there's a new way to do things and I can't say I have the magic formula for that, I'm still figuring out myself but but having that foundation and making sure that your message is consistent, whether it's on your, in your newsletter, on your social media, and you know in your e-mail newsletter on your website, all of the different places that you're appearing, making sure it's consistent. showing up consistently every time, we'll help people do better, I think the number one thing for launch is if you hold it in and you don't and you just keep waiting for the right time, you're never going to do it so the first step is launch it I would even recommend like if you have all your content ready, you have it, in your preferred e-learning system go ahead and make it live, make let people, if people find it, you can take the sales right and that way at least it's there and then you can say, OK, now how do I, want to approach this, what's the best way because I've seen people try using like DM's through social media, use Facebook ads and all of to your point earlier there's so much clutter, it's really hard to make sure people are seeing the right message at the right time, and that's again where podcasting comes in to me, I would say the most effective thing you can do is get as many interviews as possible show up.

Kris: right, right, right show up and and do it, do the work right.

Anika: And I'm preaching to myself right now as well.

Kris: Right, right, we're on that journey and you are, you're in the middle of a launch, right or you're working on what you call brand amplifier, why are you tell every tell me and tell everybody what, what that is and what's going on with it.

Anika: yeah, so going back to the way I approached working with clients, I realized that so many people were coming to us again saying they wanted PR, but they didn't know who they were as a brand, they didn't have that, their brand ethos, they didn't know their calls to action, they didn't know the pain points of their customers, they might not even have their customer profiles so I've taken everything that the exact way that I work with clients, if they're a client that's coming in as a retainer, monthly paying client, I've taken all that information, I've also tested it with a couple of soft launches and some different companies and people that I work with I've also tested it on my students

I teach grad school at USC Annenberg and I teach a class on branding and PR, and so I used some of my modules for that class and what I found is it really helps people hone in whether you are starting your business or whether you've been in business for 20 years and struggling with your what next or the right messaging for that point in your company's life I've found it to be effective, so the brand amplifier is about a 12 to 14 module program because we have a couple bonuses and you can do it at your own pace I've you know I have videos that introduce all the content and then there are different modules with worksheets so that you can really hone in on your brand identity, what your messaging is going to be, and then you go through modules that teach you how to turn that into marketing messages, how to use that to pitch journalists or customers or clients or sponsors or investors, because those are all different audiences need to maybe change your message slightly for each one of those and then when you do get that big win, how do you share it appropriately across all of your channels and continue that life cycle of promoting yourself by showing that third party validation that somebody else given you, so it's really program in a box and so you can go to [brandamplifier.com](http://brandamplifier.com) the [brandamplifierlive.com](http://brandamplifierlive.com) for more info as well because we do some half day trainings for free for people just to get the information and then from there you know we also have the coaching component so if you feel like you need a little more support, you don't want to just do it on your own then we do coaching sessions as well a few one-on-one and then some group sessions where we will walk through specific techniques bring in specific other speakers or just walk through, is your message resonating, is it not, how can we help you reframe it, what else do you need to know so so that's in a nutshell,

Kris: very cool and you you also you know, people can reach out to you say it again go ahead and give that once again.

Anika: well, on on social media, they can reach out to me @amplifywithAnika and or the your brand amplified and that has all the links as well. And then the brand amplifier or brand amplifier live or your [bandamplified.com](http://bandamplified.com) also has all the links right there as well.

Kris: Beautiful, all right, well, you know, this is a little put a little toe in the water, and so everyone could get to know you and be excited to reconnect and see how you're doing down the road and and see how we can network together. See, I'm that's a big thing for me right now in the shift legacy shift it is, we're living our legacy, it isn't something that's down at the end of your life, it's a living legacy and so I'm, I'm in a big thing of connecting us together, I'm working on a mastermind, it's really called the conscious giving counsel.

Anika: I love that!

Kris: And I just had this vision of you know, they keep printing money, right, which is crashing the economy story but there's lots of money that's printed out there and we just changed the winds of change, right, we just move that wind and download it into a

system in a place where we can help people, you know, and that of like-minded that we're all in supportive and and help each other and and so that's that's just the direction of where, where I'm just driving because you know you teach at the college and I have I have courses that that go into the systems because that's one thing that's just missing is it that you don't get taught none of us have been taught about money.

Anika: Yeah, yeah.

Kris: Right.

Anika: 100% I have actually have worked in the past with a client called Kitty Credit, it started as an app and then a curriculum for so the app is more for elementary school kids and their caregivers, families or teachers then there's also another curriculum that goes through high school or middle school and high school, and they have just launched debit card because so many of us don't understand what credit really means, how to use it effectively what it, how do you use money effectively in your life and and that's something that should be absolutely a curriculum that starts early age and but because many of our parents also haven't been taught these things.

Kris: Right.

Anika: You know, it just perpetuates the cycle so here's where it stops with us, right?

Kris: That we can change the world.

Anika: Yes.

Kris: one system is going to go down and the other's coming I believe that peace on Earth will get here eventually through after a few wars but the point is that we can make that happen and it, and it is the system is, is set up against people I mean, I know there's kids in college and here's here's a credit card, you know, and they're not taught about now look at the interest rates and so just like the country, everybody's in debt, if you can't buy it, don't you know pay for it, don't buy it just don't go into that system, how do I do that so there's a there's a there's a lot of learning and it's very similar even to marketing and the same kind of thing, right the mindset around the whole thing.

Anika: Absolutely, yeah.

Kris: This has been fun conversation.

Anika: So fun.

Kris: Really, really enjoy having you in your smiling face.

Anika: Oh, Thank you.

Kris: So everybody, thank you for being here today and and Anika really nice to to really have a nice conversation with you, make sure you follow up with her, amplify your brand, right.

Anika: Your brand amplified.

Kris: Your Brand amplified. Get it, check it out and make sure you subscribe, we'll be back with you with more money 911 and make sure you take time and go through all the shows, there's some training in there that will give you some healthy money tips you can reach out to me at at Kris, [kris@healthymoneyhappylyfe.com](mailto:kris@healthymoneyhappylyfe.com) hop on my calendar, [MeetWithKrisMiller.com](http://MeetWithKrisMiller.com) and thank you all have a beautiful blessed day.

Outro: There's so much to learn about healthy money, I hope today's discussion brings you one step closer to securing and protecting your future so you can get started on the right foot go to [meetwithkrisMiller.com](http://meetwithkrisMiller.com) and schedule your free financial fitness strategy session. Thank you for listening and please subscribe to money 911 so you don't miss our next episode, which includes health, wealth and Peace of Mind.