

TRANSCRIPT:

EP 088: Jasmine Star on The Power of Knowing Your Ideal Client, How to Set Yourself Apart Online, and Mindset Tips for Success

**Intro Clip, Jasmine Star:** So whatever story we tell ourselves in whatever invisible timeline, we have to measure our barometer of success. I'm like, Oh, no, no, here's a dose of reality. You've got to show up until you blow up. And you cannot stop until you get to that point understanding that how you get customers is in equal proportion to how much you are serving and creating content that they find helpful.

**Suneera Madhani:** Welcome to CEO school. We're your hosts Suneera Madhani and Shannan Monson, and we believe that you deserve to have it all. Less than 2% of female founders ever break 1 million in revenue, and we're on a mission to change that. Each week, you'll learn from incredible mentors who have made it to the 2% Club, as well as women well on their way sharing how they defied the odds so that you can do it to your real business now, class is officially in session.

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Hi, everyone. Welcome to The CEO School podcast. We're so excited for today's episode because we are going to be doing our first ever live podcast recording with none other than Jasmine Star. I am so excited to welcome Jasmine today. We are here live in a room full of ambitious powerful women that get to be in the room with us as this conversation is taking place and being recorded. I am so thrilled to invite Jasmine to the show for so many reasons. One, if you don't know Jasmine, you are 100% living under a rock and don't have an Instagram account. Like Jasmine is the social media queen. She is an entrepreneur who has built such a successful business, a seven figure business and beyond, and has helped 1000s and 1000s of entrepreneurs start and scale their journey. Jasmine was a law school college dropout, who decided to pursue her passions as a photographer. And her passion in photography led her down this beautiful entrepreneurial journey that she's had that we get to learn from, and then shifting from not only doing it for herself, utilizing social media and the power that it had to really grow her personal brand. She became the top 10 wedding photographer in the world, in the world. And from there, she decided to share how she utilized social media and the power to go inspire, I don't know hundreds of 1000s of entrepreneurs to start their journey. I remember when I first started my journey as an entrepreneur, I would actually show up to Jasmine's Instagram lives, she would do these she would always wear I always remember Jasmine and a really cool hat. And she would show up wherever she was. And she would answer questions. I've never seen anything like this. Like I've never seen anybody just answering questions. So this really just takes me back to my entrepreneurial journey. So it's just so it's such an honor today. And then through the years, Jasmine has just become an incredible friend and just appear a mentor in this space. And so without further ado, I could sit here and introduce Jasmine to you for the next 40 minutes. But I'll let her introduce herself at this point, Jasmine, welcome to the show.

**Jasmine Star:** Thank you so much. And I actually don't have to do any introduction of myself other than saying that I'm here to serve the audience and serve very, very well. So as we go into q&a, I think that that's like my favorite thing because it keeps us on our toes. And I always believe that when I answer in real time, the truth comes from like the inner part of my soul in source. So I'm excited for your questions. And I'm excited for audience questions, too. Yeah, no, this is gonna be so great.

**Suneera Madhani:** Jasmine, why don't we kick us off by just tell us a little bit about your background, your story, how it all began.

**Jasmine Star:** The shortest version is that I dropped out of law school in 2005 when my mom had a relapse of brain cancer. And I realized that, in retrospect, I was having a midlife crisis. My mom was 50 years old. And I was 25. And I thought to myself, if I die when I'm 50, I don't want to die a lawyer. It was something that I did. I'm a daughter of an immigrant. I'm a first generation Latina. And I just felt like going the path of higher education is how you get your family out of the hood. And I thought that money did that. But the thing that I realized looking back is that money is just a sign. And if you're not happy with where you are with or without money, you're never going to be happy when you actually get to the thing that you ultimately want. So I was forced forced to reconcile what does it actually look like to look at death in the face. And I dropped out of law school because I said I wanted to be with my mom. I just wanted to be with her and her final days, I have to say, the point of this story is that my mom is still here with us. She is against the odds survivor of eight year battle with cancer. And I think that she has become like my compass my true north and teaching me what it means to live a life on purpose. And I think that was a pivot point in my life. And I decided that life was too short. My husband, my husband, I got married, like in three months, like 2005 was the biggest hot mess, biggest blessing of a year, I got married to my best friend and I decided to start a business. And I said if the business isn't work, I will go back to UCLA law school on a full ride scholarship and finish my education and lucky for me, it didn't work. I mean, it worked. I didn't have to go back. And I started my business in 2007. And by 2009, I was voted one of the top photographers in the world. And by 2011 most socially influential photographers and what happened as an iteration of my journeys, I started teaching people what I was learning. So I want to be very clear and make this like make it ultra transparent. I was a terrible photographer. I didn't know what I was doing. But I was sharing what I was learning along the way. And I actually like sneer I'm actually not being funny. Like I have an old blog with my old photos as a testament to be like, Whoa, if that person can do something creative and be successful. And the crazy irony of it is like when I started out as a photographer myself first year of business, I was able to make over \$100,000. This is for somebody who didn't have education connections were with all on what to do, I was using this cheap little camera. And then what I started realizing is the foundation of any good business is learning how to communicate service and support your customers, your customers are going to be the driving force of everything you wanted to do. So people saw, hey, there's this girl who was pretty mediocre running a six and seven figure business, I started teaching other photographers how to build their business, and then was later led into consulting business

owners how to build their business. And since then, has become the CEO of social curator, where I empower business owners to build a brand and marketing on social media.

**Suneera Madhani:** I'm just like, My mouth is dropped. I know like the chatbot is blowing up here. I didn't realize so many parts of your story. I've heard it so many times before, but I really appreciate that super fast, speed sped up version, but the version that is truly I just I just saw your entire life kind of like flashed before my eyes with what was taking place. And sometimes, I mean, just the thought of losing a parent. I mean, I lost my dad this last year and a lot has changed for me like it's unfortunate that it takes major life events, which definitely check in with ourselves about that, like, Why does it have to take a major life event? And I think the pandemic kind of did that in a way for many, many people, and truly trying to realize like, what's important, what are their passions? What kind of life Do they really want to live. And so I'm so happy to hear that your mom is a survivor, and she's thriving, and that just makes my heart happy. That is just such an incredible story. And then you kind of you know, when you talked about you being a mediocre photographer, okay, I believe you I would I was gonna say like, I don't believe you. But I believe you. I think there's such a power in sharing that I think there's such a power and sharing the journey and sharing that you're still learning that perfection. It's progress, not perfection. Can you talk us through? Can you talk us through a little bit about how you started sharing, like, Where did social media come into play at this point? So when was it and how did you start sharing that journey?

**Jasmine Star:** So one thing thank you for bringing out the point is like I didn't I don't want to rebel. I don't want to sit under the banner of mediocrity being like, super mediocre wins the game. It doesn't. But what I was saying, I think as a point of differentiation is that we all start off somewhere, every professional was at once an amateur. So in mediocrity is where a lot of people feel and dwell in fear. And then they decide because I am not as good as I want, I will quit, I won't push forward. And then there will always be somebody who has more, does more is better looking is cooler, is richer, is more privileged, whatever those stories that you want to tell yourself, that is where most people quit. And I am just here as a testament that mediocrity plus perseverance, plus education, plus hutzpah plus grit. And plus, undaunted this is the thing that actually transforms a business. It has less to do with skill, and more to do with the power of consistency. And the thing I learned over the years is that everything that I wanted was on the other side of being consistent. So yes, I did become a much better photographer. I'm very proud of the progress of it. But I'm more proud that I didn't quit when I was actually very terrible. And what I learned in those early iterations are things that I was able to apply to every pivot in my life in business is that I will always start off as being pretty awful and mediocre. And as long as we're willing to get punched in the gut and have our teeth knocked out, and then stand up again, to fight another day for the thing that you actually want. That's how we're going to move the needle. So where does social media that was kind of like a little bit of caveats before I actually got to the question,

**Suneera Madhani:** oh, no, keep preaching girl, because this is exactly what this is exactly why CEO School exists, it's for exactly that it didn't happen overnight, it takes you getting punched in the gut, you're not going to be perfect. It's not going to be easy. And I was so sick and tired of

seeing that story being portrayed on on Instagram and on social media and on every single entrepreneurs page. That's not how like real businesses are made. It takes exactly those things that you talked about. So carry on with these tangents. They're incredible. We'll come back to social media whenever.

**Jasmine Star:** Okay, cool. So that actually it kind of like dovetails into the advent of social media and where it played into my career. So at the time, I felt like it was very important for me to document the journey, not because I thought it was going to be something but because I wanted to look back at my life and say, I tried something and it didn't work. So when I went to law school on a full ride scholarship, when I took the medical leave to be with my mom, they said that my scholarship would be still an act for three years. So I just thought I would take a year to try this business endeavor. And if it didn't work, I would go back to law school and I would pick up where I left off. So during that year, I decided to start a blog. And the blog was simply a journal to document everything that I was doing along the way. And I told my husband Oh ye of little faith. I was like, I just want something to look back and say, this was the time that you tried. And then you went back to law school. So I started a blog and the blog was truly the journey. And I'm like, I borrowed a lens today, I'm really unsure how to use it. Oh, somebody from church hired me to shoot headshots. And then I would post a photo. And you know, when I look back at them, I was like, oh, bless your heart, like bless your other people with iPhones who are taking better photos than what I was shooting at the time. But I was just documenting the journey, I was infusing different parts of my life into my business, because at the end of the day, we're all humans. And we were vying for some sort of connection, no blogs, like I always think of how crazy it is, during this time around 2008. To be looking back. And this is this predates social media. Blogs were the first way that humans were able to connect outside a chat rooms, outside of chat rooms and outside of websites, that blogs was a place that somebody can go to and identify with another person. So unbeknownst to me, I was creating a journal every single day. And I did it every single day for years, so that people, even if they were not understanding the technical aspects of what I was blogging about what I was learning the workshop, I was going to the YouTube or like the Google tutorial that I was reading, if they didn't understand that, they were still resonating with the fact that there was another person trying to start something to do something. And I will say that I didn't have a website, I didn't have an email address that belonged to a particular URL. I didn't know what a brand was, I didn't know what marketing was I simply just documenting the journey. And I booked clients simply because they were going to the blog. And this was the most beguiling thing for other photographers who are properly chained and had success or like trying to start successful businesses. They're like, Wait, how do you with one camera and a litany of rental lenses? Without a website? Without a portfolio without albums? How are you getting clients? And at the end of the day, I think I inherently on a deep level understood that the vast majority of consumers are an educated buyers buying something that is highly educated. So the average person looking for a photographer doesn't know about aperture, shutter speed, light source, they're looking and saying, is it pleasant to the eye, and then what they decided, and what I understood is that clients were not just buying photographs, they were investing in a photographer, the same way that people are investing not just in the digital course, but in an instructor, not just in a cake, but in a baker, so that I understood that there was a synergy between the person between the artist

and the art. And I think that early on, I was able to harness and see like the connection between one person and another, that it was trust. And trust was the conversion on the web. This is like early days. And so what happens is as a result of starting consistently, with a blog,

**Suneera Madhani:** What year was this?

**Jasmine Star:** So it started the blog 2007. Okay, and I bought it Oh, yeah, the early days of blogging, and nobody was reading my blog. I should just have very clear, nobody's reading the blog. But at the time, Google was really over indexing for SEO, I booked a client when my first three clients I was I talked about going on a date with my husband, and we were living in LA at the time. And we went and got some like Korean food, and I was talking about Hollywood hair. I was talking about Hollywood hairstyles. These are all words that Google was searching and indexing. So when somebody was at work and typed in Korean Hollywood hairstyles, my blog had come up. She wasn't looking for a photographer. Her friend was looking for a wedding photographer and said, Hey, I found this girl's blog and she's talking about where she's going out on dates. I think you should check her out. This girl came to my blog, said hey, I have a wedding in Hollywood. Can you shoot it? Like it was simply by creating content to start conversations? So when Facebook kind of hit the seat, actually Twitter, yo, we're going way back 2009 Twitter, I started tweeting and I did the thing that I see so many people doing today in social media. And that is either a status update, I'm at lunch outfit of the day, look what I'm doing. It's completely silent until they go out and they're on their like yearly vacation in Barbados. And then it's like 18 photos in a row like look at how cool My life is. And then it's like a bunch of silence until they do something else cool again, or it's a sales pitch. Buy my thing buy my thing buy my thing. So I realized that still exists right now. I feel like worse. Still social media today almost. Look at me. Look at me. Look at me. Look at me. Absolutely. I am absolutely but it took me years like I was doing the I was doing the jasmine is out at brunch with her friends. Jasmine is enjoying a walk on the beach. I think one of my very first Instagram posts was a photo of my feet at the beach and the caption was rinse and repeat life in Laguna Beach like Oh god, it's like I look back at that was like nobody cares now. Ain't nobody cares. So the premise of what we talked about the inception of starting off with a blog, starting with social media and doing it wrong for so many years was the minute I took the attention off myself in on to the end user, the minute that I answered her questions, addressed her fears, created easy pathways for communication was when I saw things really take off for me. And that actually didn't really happen until 2016 2017. So a big, big, big shift in my approach, and then I saw massive changes.

**Suneera Madhani:** I love that. And there's so much truth in that, even in when you talk about from just talking to the customer directly and making it about them and answering, sometimes we feel like, we have to have so much information like I've seen it on the other side where we're trying to so over educate, have everything just so perfect. And it's like just sharing the thought helping your customer out just like literally talking to in the other opposite way and not making it about you. And something that we've done at like for my posts for CEO school, you do this, you're so great at this, the usage of even I like literally turning around every time that you talk about yourself. Like even if it's an example or an experience that I'm talking about just turning

that phrase and just replacing that I with you. It just makes it is about them. And that's what it needs to be about. And that's the content that resonates. I love that you talked about the power of just showing, like consistency like that, I think is where most entrepreneurs actually fall off. Right. So I think we all do something I mean, we're all I mean, I'm guilty of this, I'm guilty of this my sort of workout, you know, routine, or I'm guilty of it, when I start this new program, or I'm guilty of it, I'm super excited, I'm so excited about showing up for the first couple of bits of it. And then it gets, you have to continue to show up, you're going to show up for days that you walk away with empty bags, like there are days that you're not going to get what you're putting out. But it's you just have to keep going like there is no shortcut besides hard work. And I love that that's also part of your story. That's part of every successful entrepreneur story says it's consistency, it's showing up every single day, you literally showed up for that blog there, there was like 40 visitors a month, right? You're showing up for those 40 people a month, however, that now it's, you know, a quarter of a million visitors that are coming to you on a daily basis. Right? That means so many people, that was a journey for you to get there. If you didn't show up for those 40 people, you couldn't show up for those 240,000 people that you do today. And I don't and I all the entrepreneurs in the room here live all the entrepreneurs that are listening on the podcast. And even the working professional is listening, right? consistency is what gets you to that success.

And so I absolutely love that you're you know, you showed up every day for that blog, something that I want to kind of just throw a quick nugget out there and not to sidetrack us, but Google continuously re indexes. And so sometimes we think that, oh, there's so much competition out there. There's already this thing out there. Let's talk a little bit about that. Because right now, I mean, I just we're right now going through Google just reindex stuff we have, there's another big algorithm change that they just announced and your mobile version of your website needs to mass match your desktop versions. If you don't know that your Google is literally going to dig points off of you for that currently right now. But they're always coming up with different ways to index change their algorithms, but no one's beating the algorithm. Right? And I'm sure you're gonna share some of that on on social media. I know some questions are going to pop up. But where I'm going with this is that how do you feel about I mean, I've seen where entrepreneurs are scared to show up because there's competition, right? Because it feels crowded. Did you ever feel how did you differentiate yourself? I mean, you different yourself as you were talking about customers, but any thoughts there on the competition?

**Jasmine Star:** Yes. Is that nobody, I mean, I just did tell it to you straight. So pardon me if I rub you the wrong way. But on that note, as a different tangent, I believe that every entrepreneur is intended and should be intended to do one of two things you're either going to attract, you're going to repel. So I always speak the truth, the clearest way that I know how nobody is a special snowflake, you're not entering a market where you don't have competition. Everybody has competition I here to getting there. But my market is so saturated, guess what, honey? all markets are we now live in a digital economy where you're your competition? Isn't the person two doors down on Main Street? Nor is it your state or your country? It's worldwide as long as somebody has access to the internet, they are there for your competition because they will have pricings and offerings of things that are similar to what it is that you do. So how then do you stick

out in a saturated market, you create a brand new brand, as defined by Seth Godin is a set of experiences or expectations that empowers a decision power consumer to make a decision between one service over another there is a reason why you choose Nordstrom instead of Bloomingdale's. There's a reason why you wear Nikes instead of Reeboks. There's a reason why you pick that option. to shop over another and there is a reason why somebody would buy something from you. But then oftentimes, especially small business owners, they calm their heads are like, Well wait, but how do I create a brand, and the hood version, like the hood version of what a brand is, is what somebody says about you, when you walk into the room, a brand is not your website, it is not business cards, it's not your font, it's not your logo, you can have a wildly successful brand without having any of those things. I'm living proof and testament that I build a six figure business without having a website simply by making people feel something. So how do you make somebody feel something, you take the attention off selling what your business does, and talking about what your business can do for your customers. Every time I put out a piece of content, I asked myself does this put my dream customer closer to the thing that she wants, whether or not she has given me her credit card or not. So far before a transaction is ever made to invest on behalf of social curator, their objective should be I want to see you know you and like you far before ever without a credit card. Just for like a point of reference, social curator is \$49 a month, what we have seen is a four month window before somebody actually makes a transaction. So if somebody is watching right now, and you are selling something more than \$49, and you seem like you're upset because they're not converting in an eight to 10 month window, if you are charging anything more than 499, buckle up, honey, that runway is a very long runway. And I have to point tier two is that even though our runway is four months, I am putting out content on Instagram, on Facebook, on YouTube, on clubhouse on Pinterest, on Twitter, I'm doing all of these weekly newsletter, I got text messages, and it's taking four months. So whatever story we tell ourselves in whatever invisible timeline, we have to measure our barometer for success. I'm like, Oh, no, no, here's a dose of reality. You've got to show up until you blow up. And you cannot stop until you get to that point understanding that how you get customers is in equal proportion to how much you are serving and creating content that they find helpful.

**Suneera Madhani:** I mean, mic drop right here I want to see in the chat box right now, what are some How are you guys feeling about this because I am so lit up like I am just bursting with energy hearing that because 100% it's all about delivering value after value after value value. I mean, every successful every single successful company doesn't just show up to say buy from me Even I believe the first social media book I actually ever read was Gary Vaynerchuk. Jab, Jab, Jab, Right Hook. And even like that was like the first thing that he talks about is like, you can't ask for the right you can lay out the right hook before delivering three times. And it's so true. And I love that you talked about showing up every where everywhere. You're not just in a single threaded Avenue. Let's talk a little bit more about that. And I'd love to kind of turn this conversation now into, there's so many entrepreneurs listening. They're in different stages, right? So we've got women that are thinking about starting that business, and they just haven't jumped off the ledge yet. We've got women that have gotten started. And they're just they're figuring it out. They're in their early stages. And we've got women that are already in that six figure Mark seven figure mark. So we've got this incredible group of women here, where what

would you say would be where should they be showing up? Right? There's so many options. How do you start? How do you pick? What are what are the ways that you would be analyzing in today's world if you don't have the capacity? Right? So if you're that entrepreneur that's like just getting started, where do you start?

**Jasmine Star:** So every time I sat with a consulting client, and still to this day, when I have an opportunity to connect with another business owner, foundational, I don't care what it is, you sell product service, magic beans, you have to know who your dream customer is, there is just no way and I believe it so ardently. There's no way your business can be successful without knowing clearly who you sell to. Now, the biggest misnomer, which is what I see with early business owners is anything I sell to anyone who has a credit card. And I get that in theory, but the issue becomes if you're not known for something, you will be known for nothing. And so I do think it's so important that the first thing when I'm talking about social media, I'm talking about business principles, not talking about strategy, branding, marketing, we're talking about like the grassroots. If you're frustrated with not getting results in your business and or on social media, there is a high likelihood that you don't have a clearly defined dream customer because that then becomes your barometer for all your endeavors. I know everybody stretch your time and not everybody can be on every social platform. So what after in light of creating an ideal client profile, you can then ask yourself, where is he hanging out or where she hanging out so that you can just release yourself from the shackles of I should be everywhere to first booking I always recommend find a platform and then understand how the platform works. It's almost like learning a Latin language. If you know Spanish There's a higher proclivity for you to understand and speak Italian, you're training your way from origins. So if you say my dream customers on Instagram, show up on Instagram and don't give a rip about anything else put the blinders on. Build consistency. And once you build consistency, you will notice on a subconscious and unconscious level, you've built out a system that you can then apply to a secondary platform and a tertiary platform. I do not believe that we need to work harder, I believe that we need to work smarter. Now there is a difference between platforms that you like as the business owner versus where you think your dream customer is. I will be honest, my largest social platform is Instagram. But where do I spend most of my time on Tick tock, but I don't think that my customer right now is on tik tok. I think that my customer is going to be on tik tok. And about one and a half to two years. I'm building a small little loyal tribe on Tick tock, but it's going to be important for me to build where I think my dream customer is going to be even if she is not there right now.

**Suneera Madhani:** I love that advice. I absolutely love that advice. And it's so true. And starting off and just picking one right and i 100% agree with you. It's really about your ideal customer. And really understanding where you can provide that value. Even within your ideal customer. There's so many different levels that you can go into. So just even blanket saying my ideal customer is a woman literally going down and drooling, writing. Yeah, let's talk truly digging deep of who she is. What does she represent? What are her values, and I love that you talked about polarizing and you're like I hope you be offensive, be be authentic to who you are. There's definitely I don't want to show up for everybody. I want to show up for the women that are like man, she really gets me because we have the same values. That is who I show up for the

women that are hardworking, that are ambitious, that hustle that have that, like that stupid amount of grind. That is the women that I show it for. There's other Instagram, there's other influencers that you can follow that will tell you that passive income is the way that will tell you that you can sit on the beach and collect income. That is not what I'm about. And so there's an IMO. And there's places that I polarize. I literally gotten told many times actually recently even on I'm a big wine lover, I love wine. And that is like part of my brand. That is like part of who I am. So it becomes part of my brand. That doesn't define me as a human. But I'm not going to not have a glass of wine or pour a cup of coffee. It's just like me pouring a cup of coffee that you do before an Instagram Live. For me it is. It's just fun. It makes things more fun. That's just who I am. It's like when I turn off at night, that is what you see what you see is what you get. And so I absolutely love that you talk about just owning you. And when you own you, you will find that also the tribe that like that you said that loyal tribe that just that loves you, for you that wants to buy because they that resonates with them, not all of it has to resonate. What are your thoughts there?

**Jasmine Star:** Well, my thoughts are, it's all all like personal opinion, there's going to be about half the group, statistically, I've been in the game a minute, who say yeah, yeah, I'm so ready to be myself and be authentic. And then there's other people who are just like, that must be nice to be sitting in your perch and in your castle, talking about all the things you would have could have should have done. But right now, I'm down here on the ground. So let me lay out a case as a loving law school dropout, to talk about the why behind this. Let's not just talk about esoteric ideas or philosophies on approaches of marketing and branding. Let's actually have a real conversation. Let's walk you through an example. Let's say that you say my dream customer is a woman. Great. And then you say I am a financial planner. So women need to know their financial planning. Great, cool. Go ahead. Who are you marketing to? How do you speak? How do you show up? If you are creating content, and your dream client client is a CEO of 47 years old, and now she's entering an empty nest stage in her life. The things that she's thinking and being concerned of are college education, her retirement, how much time she can take on vacation. So when you create content that are speaking to her pressure points and desires, she feels that you are going to be tailor made to speak her language and get the things that she wants. If you are a financial consultant for the millennial mom, she's thinking about different things. She's think about setting up the college fund. She's thinking about how can I start my MLM business on the side? How can I retire my husband? You're thinking about different conversations for your different customers. If you say I do financial planning for women, great, perfect. That is like you saying I am vanilla in the land of 31 flavors, how many people walk into their diet? Now here's the thing. Vanilla is great. Who doesn't love a little cream and sugar, but very few people are walking in and say you know what? It's vanilla for me today. No people want something that's tailor made for their aesthetics, their sensibilities in their pressure points. Oftentimes, good marketing comes from service and solving a problem. If you don't know what problem you're solving, you're going to have a very hard time Being in business, and this is where all the haters in the room will be like, I sell t shirts, what problem Am I solving? Okay, if you can't think about the problem you're solving, you're gonna have a very hard time marketing your business. Now I know that the idea of putting on a graphic t doesn't feel like it's a problem that they're solving. But there's something below the surface that every consumer is battling or

fearing with, perhaps your graphic T is empowering a person to broadcast who they are, and a particular inspirational message. Perhaps your T shirts are part of an organization that funds children and anti human trafficking organizations, maybe your T shirts are to empower people who are once overweight, to have a T shirt that empowers them to get to the gym, you must find an angle to speak to somebody pressure point to solve their problem, by way of what Yes, a T shirt. When we reframe us serving a customer, when we reframe answering their pressure points, when we reframe that we can tailor made our message to somebody who truly needs us, it does not mean that the person you're going after that you would deflect other people of being interested. So I have to tell you, I know who my dream customer is. And 98% of the people in my business look nothing like my dream customer. But the minute I put a stake in the ground to speak to one person, it attracts many, because people know that's exactly what it's for. I owe a lot of educators who are speaking to men in their 30s. I know they're speaking to men in their 30s I am not a man. And let's just leave it out in the open of where I could be 29, you know, a couple years over. Either way, I know that that person is not talking to me. And yet I'm still attracted to the content, the delivery and the value. Just because you pick a dream customer does not mean you're pushing anybody away, but you let people know exactly who you're sending for.

**Suneera Madhani:** I absolutely love it. And it's so true. I mean, there's so much gold here. And I would say like if we were going to just boil it down to a few key points. It's really about its knowing it's that customer, I mean, you went back to it from your blog, right? Like that is something that I would say Jasmine does extremely well is she talks to her customers, she serves that customer first whether they pull out the wallet or not, whether they are part of her ideal tribe or not, whether they're on whatever channel they're on, you show up every single day for your customer, and you know your customer inside and out. And you know what she wants, how she's thinking, what her true problems are not just the problems that she thinks she actually has, there's also a difference there of you really speak to that customer deep down inside, and you're part of that journey. It's not a speedy transaction. It's not a bye bye bye. It's, uh, let me provide that value. And that is why that's why you're winning. And that is why most what you talked about brands win is because it is, um, that's the way it's it's customers don't have consumer sorry, consumers don't buy products from product we buy from people like at the end of the day, every single purchasing decision exactly what you talked about, why are you wearing the things that you're wearing? Why are you driving the things that you're driving? Why are you following the people that you're following? It's because it's not the it's not the cake, it's the baker. And that is what you do so well. So I think that this is such a perfect segway into transitioning to the audience here because I can't wait, I can't do this. Okay, so I would love to you guys that are listening on the podcast right now we are live on zoom. And it's q&a time. So we're going to be bringing up audience members to come on to the stage.

**Jasmine Star:** While we're waiting for that Natalia had asked I love to hear that your Latinx there's a gap of resources for Spanish speaking women people on how to become your own boss. Have you considered running events like this in Spanish? what suggestions do you have to women that want to help close the information resource gap for other Latin x people? When you see a gap in the market run metalia you should create the content and before you ever put

up boundaries of you're not enough you don't know enough you don't have enough there's somebody who knows more than you that all might be well and true. But anytime there's a gap you will grow faster and scale quicker when you're filling the gap. There are other people who are more qualified, more educated, richer, better looking have a daddy who's part of like some welcomed A group of people that should not stop you from filling the gap. I don't feel like that's my gap to fill yet. And so for now, I'm going to hone in and I'm going to build the foundation of my company and then offer iterations, my dream, my dream would be able to do that for my family members who came to this country with nothing. I stand on stages, and I look at people who are cleaning the auditorium and I look at them, I'm like, your children will stand on stages based on the brooms that you sweep, because that was my family. I don't think that's my gap to fill quite yet. But you darling, have been called to this moment. So there you go. Jessica asked tips for how to get crystal clear on your ideal client. This is a long conversation. I'm sure Sunita has beautiful resources. I also have Jasmine star comm forward slash ideal client, it's a free resource, it has a list of questions and additives that you should ask yourself, and then empowers you to write a story about who that person is very simple, free, and sincere, I'm sure you probably have something too

**Suneera Madhani:** I just want to add here for that I had to find your ideal client is write it down, like literally sit down and write down who your ideal client is, and dig deep in like the psyche of what she's reading what she's doing, or how you showing up whatever that go into as many details as possible. And if and if she doesn't exist in your friend network, like go find her. And so I will 100% say that she's out there, go find your ideal client in person. And don't you don't just be like, hey, I'd love to buy you a cup of coffee. If it's a friend, that's awesome. And just talk to that ideal customer to see if you're if it's actually resonating. Because half the time we may write it down on paper, and it doesn't actually translate in real life. So in tech, we call it it's beta, go find your go find your beta customers and give everything away for free. Go coach them, go do the thing, go give them that T shirt, go bake them that cake and see what that person actually thinks about it. And more points if they're not in your friend network, because friends won't tell you if it's your friends will never tell you if your baby's ugly. You've heard me say that before.

**Jasmine Star:** Man. That's funny. I mean, it's savage and so true. So if you guys would like to ask questions like please, please please feel free to use the question box because the questions are growing really fast. But Heba asked Jasmine, how did you build the confidence to show up on social media on video, especially the way that you do today, I have to tell you, I know that many people don't believe it I, you know, on a scale of one to 10, I'm a level 13 introverts, I do not do extraordinarily well, in front of a lot of people, I have to say that my actions must map my ambitions, I have big dreams, and I can choose to dwell in the land of safety, so that I'm not uncomfortable, or I can choose to dwell in uncomfortability to get me the results that I want. I refuse to have my life dictated by my comfort level. If that was the case, I would be sitting in sweatpants in bed, a bag of Cheetos and a stack of books. I have been called to do something more. And at this point in human history, has there never been an overall democratization of voice. Never before has there been a forum for a woman from a father and mother not of this country to build a multiple seven and eight figure business? Do you think that I would squander the opportunity to stand on a wooden soapbox and tell people that they could

change their life for free that if your content is good enough, it will get seen. I have chosen to over index on being uncomfortable and me get out of my own way because I believe that what I have to say is intended to help another person. You if you are selling haircare, essential oils, brownies, running shoes, makeup, you have something to say so open your mouth and see it and be less concerned with somebody else's opinion of you because their opinion doesn't pay your bills you do when you serve people convert and when you convert you build a legacy Far be it from me that my great grandchildren will look back at me and said she was the person who didn't use her voice at a time in human history wasn't possible. I am standing on the shoulders of giants. I would be a disservice if I didn't take every opportunity my way for every person who crawled jumped in swam into this country so I will get uncomfortable to do them right and to do future generations right Get out of my own dang way.

**Suneera Madhani:** Jasmine for president that is what all the women here right now are shouting in the chat box Jasmine for president was fired Jasmine Honestly, this is a gift I besides obviously you're an incredible entrepreneur. We can sit here and learn everything else from you. You are so inspiring truly in the way that you are. I have never been so mesmerized by a guest I will say like I I am out of words. That was beautiful jasmine and that that makes me feel I feel so inspired. I feel so inspired. And you're so right. I mean, that is 100%. We owe it to those giants we owe it to our future generations to show up today. We are in such an incredible world right now we're absolutely any thing is possible, like there is nothing out of reach. There's absolutely it doesn't matter where you come from, it doesn't matter how you grew up, it doesn't matter what education like, it does not matter, nothing matters. Besides, you can go accomplish anything you really set your mind to. And God, I just feel so inspired. And I know everyone listening here feels super, super inspired. To give it back to the audience. It just wanted to chime in and say Jasmine for President.

**Jasmine Star:** Oh, my Well, you okay, I actually I have to say, for those of you who don't know, 2020 was crazier for so many different things. But the best thing to ever happen was my husband and I adopted a baby girl. And I have to tell you, it is a very long we love her anymore, because we just meet No, I mean, you guys, this girl is just like radically changed my life. And I always thought that I was doing it for something. I realized I was doing it for someone. And I think that for everything I didn't give myself the permission to do or be is that she reminds me that every ceiling, I am able to break, she will be able to do that anymore. So when people say oh, Jasmine for President, I think it's kind of a little bit funny, because when we adopted our daughter, we had to stay we adopted her from Las Vegas. And our lawyer had asked us to please stay in a place without gambling and smoke. And so we decided to get a room at the Four Seasons, which not what we were expecting whatsoever we get there, we're like we had 24 hours notice we're like, okay, just tell us where to go. And when the amazing team at four seasons, heard the story, they put us in the presidential suite. And I told my husband when the baby walked in, I was just like, I'm gonna call her Madam President. Because this little girl is going to do something great. And if she becomes president, I'm gonna be I totally have already. I'm gonna be your campaign manager. Watch me get out of that trail and stuff for this baby girl. So when y'all say Oh, doesn't President, I think it's kind of funny. It makes me feel uncomfortable. I don't know how to receive compliments, but I was like, I'm gonna receive them

when we have my daughter. So you'll vote for Luna star, Luna Sol, Bella Dory, vote for her and like 2032 we wouldn't be out here killing the game. Okay. Anyway, let's get back into the questions. That was all.

**Suneera Madhani:** Thank you for sharing that.

**Jasmine Star:** I love you. Okay, so Katie asked, what are some daily habits that you have that were a game changer for you as a business owner. And it sounds very, very, very basic. But the truth of the matter is, I spend five minutes every day, just writing some days I am writing my fears and worries. And then when I look at the fears and worries are I find cases for the opposite. So if a fear and worry is I don't think that I can make this happen. I look for cases of the opposite, which would be do I think I could figure out how. And so some days are the fears and worries and then a case for the opposite. Some days are simply a list of the things that I'm grateful for some days or intentions of things that will come now when people talk about manifestation. I know people feel like it's very well, I heard Dr. Tara Swart. Say manifestation is simply having a plan. That's it. manifestation is having a plan and mapping your actions to the plan. There are some days when I say this is what we're going to do. I don't know how but this is what we're going to do. So five minutes, every day became a massive game changer for me as a business owner, because it became cathartic on the world's hardest days. It became hopeful when I was in gratitude, and it became powerful in the form of manifestation. Do I have rules? Do I have anything? No, it is in a tiny little 365 journal. And I have kept this journal now for four years, I can go back four years and see exactly where I was, and what I was feeling in that moment. powerful, powerful thing to do on behalf of any business owner.

**Suneera Madhani:** I love it. It's definitely a habit that it's been super powerful for myself. I mean, that's one of the reasons why we created our journal as well. I couldn't find anything that just made it simple for me. And that five minutes, I just need five minutes to just clear my mind. For me, I just have I have a lot of big visions that come and I thought about writing those down. I'm always able to write those somewhere. It's removing the the blockers, and it's just it's that for me, it was really about I had a lot of fears that I didn't realize were coming up for me and just having a simple system to say, I need to get my mindset right for the day. And it's so stressful. Like just it's stressful on every single level, being an entrepreneur starting out, it's stressful, growing it, it's stressful. When it's grown, it's stressful. People always ask me like, what is the one thing you wish? Like you could tell yourself back and I want to ask you that. Like I want to ask that next question. So I'm going to come in and ask that question. I would have told myself that it doesn't get easier. Like truly no matter what level of success that you're going to have. It doesn't get easier. It's one 100% worth it, but it does not get easier. And that journal exercise, I agree with you 100% just gets me ready for that day, whatever blockers are coming all the crazy that's coming just to tell myself, I'm worthy, I'm deserving. I'm capable. I've got this. And so and that is definitely a habit that we share here at field school. So proud. If I love that you said that today. All right, Jasmine, I'm going to ask you that question. Next is what one piece of advice would you What would you have told yourself when you first started out?

**Jasmine Star:** I get asked this question often. And I'm actually happy that I do because it serves as a reminder for me to repeat the same thing to myself every single day now. And I would go back to the jasmine of 2007. And I would tell her, that it's going to be okay. And it's going to be better than you think. at every iteration, at my time, my life where I thought truly because there was some like really, really, really hurtful, like business partners that totally did you dirty, there were opportunities that you thought were in the bag, there were editorials, there were features. There were dream opportunities. And whenever you lost something, whenever something was you, I felt was like taken even though what to the ownership that we haven't for anything, but at the moment, it felt like something was taken, when I felt like that inevitable feeling of envy and jealousy that I could not move the needle in my business and other people look like they were in the state of flow, that all of those times, if I can go back to myself, and even still to this day, I tell myself, it's going to be okay. And it's going to be better than you think. Because I have to tell you that there is never in a million years that I could ever dream that I would be in this chair in this place in my life. I couldn't I didn't have the capacity to dream in such a way. And so instead of me limiting my thoughts and visions to what is finite, or what I comprehend and know is I believe that if I continue to tell myself, it's going to be okay, and it's going to be better than you think it will be. And oftentimes the brain when it sees something, it understands that it opens up pathways to make it possible for yourself. And when I was growing up, I never saw a brown woman running a business. I never saw a brown woman on a stage. And so I do this for other women who didn't have people in their lives. Running a business. I do this for other brown women who don't see themselves on a stage. But I also do this to put myself in different stratosphere to see what the next level people are doing. And so now I'll be real with you. I look at your stories when you're in a private jet. I never thought it was possible for somebody like me, and I have to tell you, thank you for opening my eyes. Do I need a private jet to be successful? No. Do I need this to be happy? Hell no. Do Is it something that I'm gonna be like, oh, before I hit a certain age, I'll be like, hey, maybe you I needed as a point of definite definition or belonging? Hell no. But if that opportunity comes, it's because I saw somebody else do it before me. So it will be okay. And it will be better than I think.

**Suneera Madhani:** My God, Jasmine, this is just, I don't even know what to say to you. Thank you so much for that. And I resonate with us. I know many of the women here, everyone's resonating with us. But I feel like you're telling my story. Like I literally feel so connected in this way of why I show up, I get so much scrutiny so much scrutiny for showing up on Instagram as an executive like people don't understand why I have like why I'm dancing for social media, like I have gotten the it's the stuff to my face. But it's also the behind the closed door comments that come back to and it's hurtful. And I am building an incredible business that is super successful that is going to be a unicorn, I am going to be a brown woman uniform, that is non existence, I will be that and I will be that very shortly. And the eye on the prize is not the money, right? It is because it's never been done. I want to break that ceiling. And I want to show my little girls like when you talk about your little girl and how it does change you when it's not about you. And it's for something so much bigger. And even when I posted it even when I post like literally that moment of we actually just celebrated. So that last like the private jet thing. Every time that that's taken place. It's not often but it has been. It's not about the jet. It's actually it's just an

experience. It's just a way to get there. But it meant so much more than it's not just the way of travel and it's not about showing it off and showing it and showing up online.

**Suneera Madhani:** It takes a lot of guts to do sometimes because you do get I'm sure you get this all the time as well. People are going to throw stones at you no matter what that is also part of this journey and showing up and just That is exactly for that reason it is possible the 2% Club less than 2% of female founders ever break a million in revenue. That is 100% of the reason why this podcast exists today, more stories need to be shared, more women need to get to that statistic. And the only way we're gonna get there is if we do it together, if we do it for each other, if we do it while raising each other up on each other's shoulders versus tearing it down. And this is why the power of community is so, so important. And I love it. I love your mission of jasmine. So much power to you literally all of the world's energy your way today for getting you to every dream that you have possible, because we are here and we're going to support and get you there. Jasmine, how do we support you? What is what's happening? Tell us a little bit about social curator. How can we support that? Obviously, everyone here is gonna be listening to your podcast, you can follow Jasmine, on Instagram on clubhouse on tik tok on LinkedIn, on Facebook and all the other social channels. But how can we support you so that you can get your dream sooner?

**Jasmine Star:** Thank you so much Suneera, I appreciate you. So I create content on all social platforms, you can find me @jasminestar. And I do that only so that you are getting content in your preferred platform. You can also find out more information for social curator at [socialcurator.com](http://socialcurator.com) basically what we want to do is provide resources for business owners to show up, we're talking about caption templates, marketing plans, photos, this is how we get you to get you to where you want to go. No more excuses, it's time to take action.

**Suneera Madhani:** That's amazing. Well, all of us are going to be joining social curator here to support that. We want to be mindful of your time. So we can take a couple more minutes if you want to answer some more questions. And for the and then we'll end the podcast at the end when you're finished. Because this is live. So I will do a closing statement for it as well.

**Jasmine Star:** I don't know if you can hear her in background, but Lunas background. So I have a hard stop at 430. But if I can have if I can just say one thing is that we all have the opportunity to listen to one of two voices. And you will always hear the dichotomy of the voices ring ever loud and true not on a daily basis or an hourly basis, but probably every minute. And you can choose it takes just as much energy for you to think that you have the capacity for success, or you have the capacity for it to be doomed. It takes just as much energy for you to believe as it does for you to doubt. So the only thing I'm asking for you today is not to tell yourself false lies. I'm going to be a billionaire next year. I'm also all I'm asking you is to take the energy and choose to believe that what you want is possible. The minute you choose to believe that what you want is possible your actions will map your aspirations. This is not woo woo, the brain is a muscle that can be reorganized in programs to build up with pathways to get you what you want. What is it that you want? How will you define success when you get there, and then you

choose to believe that it is possible, and then you work as if it is already done. So in your Thank you, I appreciate you 1000 times over

**Suneera Madhani:** Jasmine. We choose to believe we choose to believe in ourselves. We choose to believe in you. Cheers to you. Cheers your success. Cheers to all the members here today on this live cheers to every single one of you listening, listening in. It takes time to put in the work and you're putting in the work. Thank you Jasmine for your time today. Get back to your precious beautiful family.

We'll see you guys next week at CEO school. Thank you guys. Bye, Jasmine

**Suneera Madhani:** Thank you so much for listening. We hope you enjoy the show. Follow us at CEO school on Instagram for show notes, inspiration and exclusive behind the scenes that you won't find anywhere else. We also have an absolutely incredible resource for you. It's the seven lessons we learned building million dollar businesses. These are complete game changers and we want to give it to you absolutely free. All you have to do is leave a review of the podcast, why you love the show, screenshot the review and email it to [Hello@ceoschoolpodcast.com](mailto:Hello@ceoschoolpodcast.com) and we'll send it your way.