

HOME MADE BY CARMONA

HOME & GARDEN LIFESTYLE BLOG

*Sharing practical solutions to
make your home more
functional, more beautiful,
and more uniquely you!*

CONNECT:

Instagram | FB | TikTok | YouTube
@HomeMadebyCarmona

EMAIL:

info@homemadebycarmona.com



THE CREATIVE VOICE: URSULA CARMONA

A passionate design influencer,
DIYer, gardener, and antique hunter





The Secret Tricks of Turning Influence Into Income

Hone the art of leveraging influence to achieve your goals...

We live in a time when you can make celebrity status,
and a full-time income on influence alone!

Why monetize my influence?

01

You already have to create content for your business, why not make money off it?

02

It's a great way to diversify your revenue streams...you never when one will dry up.

03

It opens the doors to greater opportunities! (Dream clients, your own product line, magazine features you are paid for, etc.)



Common Objections:

I know what you're
thinking...



I don't have a large following

It will grow. You don't need a large following to establish your expertise.



The market is saturated

There is room for you, find your unique differentiating factor.



I don't have content / a portfolio

Strategically create one using your own home and experiences



I don't have time, money, or skills

We take time and effort for the things we want most, what is it worth to you? Use automations, learn, and do things yourself (one project at a time)



This is my story.



Less than 10K followers
on Instagram



Blog got hit by the
Google updates
(not doing well)



Design portfolio
consists of 1
house...my own home
*(and no, I did not have money
for renovations or decor...
the business had to provide it)*

Spring of 2020...

>

12 print magazine features (now 18) & hundreds of online features

>

3x featured designer on One Room Challenge + other design challenges

>

Plans were in the works for hosting HGTV's digital series (now on HGTV GO)

>

Made 6-figures doing what I love!





I didn't get there by having a huge audience...

**I got there by strategically
positioning myself as an expert,
and using every opportunity to
gain the power of influence.**



I started with *no* personal money to put into decorating, *no* photography skills, *no* prior education that taught me interior design, marketing, web design, etc.



No Portfolio?

Document the heck out of **your own home!**



Document the WHOLE story (process, details and how-tos, then the before and after) (Lots of footage to reuse in the future)



Keep telling the story with a new twist and new tips or details. Use the images to write related articles...



Pitch your project beforehand to potential brand partners, and after to magazines and future partners

Ways To Get Paid For Your Influence (*&* Build Your Portfolio)

Establish your expertise while creating content, building your portfolio, and getting paid.

How Influencers Make Money



Sponsored post w/staged brand products

More Common

- 01 **Sponsored Partnerships**
- 02 **Advertising Income**
(website, FB, YT, newsletters)
- 03 **Affiliate Marketing**
- 04 **Social Platform Incentive Programs**
- 05 **Services / Consultation**

Less Common

- 01 **Brand Ambassador / Spokesperson**
- 02 **Influencer Endorsements**
- 03 **Digital Assets & Whitelisting**
- 04 **Product Creation / Licensing Deals**
- 05 **Events & Webinars**



A Few Important Notes

For some, Ads & Affiliates are the sole means of making a **6-figure income**, for you it can be just another stream of **passive income**.



Not all Ad Networks Are Created Equal...

Good Ad Networks:
(Ads hosted on website)

- **Raptive**
- **Mediavine**

Affiliate Income isn't only Amazon...

**Google the company name +
affiliate program**

*(Many companies you encounter
at design trade shows have
affiliate programs!)*

**Trade, Wholesale, &
Insider Programs**

*Buy product at a discounted
price + get customizations
like those in the trade do.*

NOTE: Designers often use company trade programs, but miss out on affiliate income. Influencers often use affiliate, but don't realize they might be eligible for trade programs (just need a business license).

Brand Ambassador & Spokesperson

>

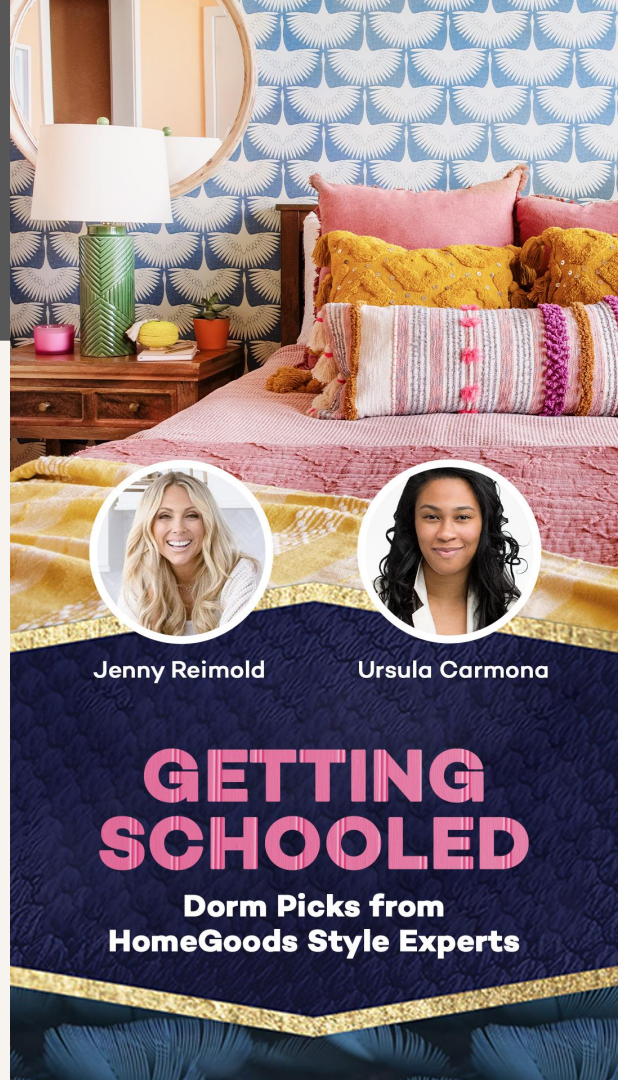
Spokesperson is typically paid more than a normal partnership, and is long-term. **Ambassador** is also usually a long term contract (6mo-1 yr) with multiple projects/campaigns. Tighter exclusivity requirements.

>

You still represent your own brand, but in collaboration with the partner brand as you endorse them and act as the face or expert of that brand

>

You produce content that is shared to your channels. And/or the brand's PR agency schedules you to speak at events on their behalf, appear on TV, podcasts, in magazines, online articles, and more...



Jenny Reimold

Ursula Carmona

GETTING SCHOOLED

Dorm Picks from
HomeGoods Style Experts

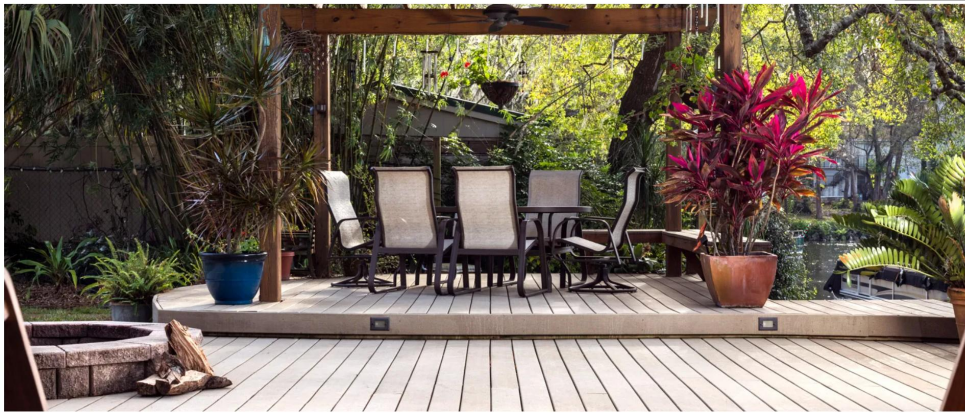
Ambassadorship can vary based on the brand's objectives...

Make sure you know what those objectives are and can help meet them & are transparent about potential outcomes!

<<Here I submitted a few quotes

Here I built a whole greenhouse>>

(both contribute to my garden design expertise and the brand objective)



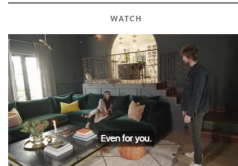
35 Deck Ideas for the Ultimate Backyard

Whether you spruce up your space with a soaking tub or meditation pod, these dreamy deck designs are sure to get you excited to update your backyard

By Perri Ormont Blumberg
April 13, 2023

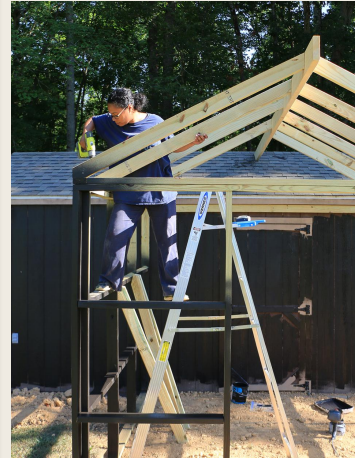
When you picture yourself relaxing at home in your happy place, you may very well envision lounging on your deck. But when it comes to deck ideas to reinvigorate the oft overlooked renovation spot, you may be having a hard time figuring out what you want your future outdoor space to look like. We reached out to designers for their favorite deck designs so you can take your lovely lazing to new heights.

Whether you're looking to do an entire deck renovation or looking for simple [deck design ideas](#) to update your space without much time or effort, keep reading to get the wheels turning. Who's looking forward to making a batch of bloody marys or margaritas, grabbing that stack of magazines, and enjoying a sundowner on your new



WATCH

Even for you.



Influencer Endorsements

Similar to Spokesperson, but not necessarily long-term. Can be a one-and-done. Usually paid very well (*think celebrity endorsement: 5+ figure*)

Get paid to create content primarily for the brand's channels, plus to other media channels (almost like a commercial), and sometimes additionally to your own channels

Brand may use your quotes/tips, image, project, and your personality to create great content for magazine Ads, TV, digital series, online Ads, etc.



ADVERTISEMENT



BRING YOUR
COLOR
TO LIFE
with **URSULA CARMONA**

Designer and DIY expert Ursula Carmona brings new life to well-loved furniture pieces by infusing personality through fresh color. See how she transforms a wooden frame and console table to create an eye-catching and inviting space in her home.

COLOR REFRESH
This little console table and wooden frame had seen better days with old peeling polyurethane and stains in the wood. A reimagined look started with a light sanding, primer, and fresh color using Sherwin-Williams Emerald® Urethane Trim Enamel in Evergreen Fog.

Sherwin-Williams' 2022 Color of the Year, Evergreen Fog is a beautifully sophisticated color that pops against the walls and gold accessories in my home, but it would look amazing in any space!

I have a special place in my heart for furniture pieces that have been around for a while. They have stories to tell and it's easy to give an old piece new life!

PRO TIPS
When I need a smooth and sturdy finish for furniture or cabinets, enamel is the perfect type of paint. Prep is very important, but finishing with the right kind of paint makes a huge difference!

Try Evergreen Fog in your home with color chip and peel & stick samples!
[swsamples.com](https://www.swsamples.com)



(Ad in Better Homes & Gardens Magazine)

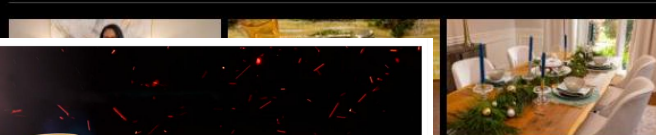
Table Wars: The Look for Less

Check out **Table Wars: The Look for Less** — an exclusive *Table Wars* digital companion series — short-form videos featuring DIY projects to help you create tablescapes inspired by the original HGTV series. **New how-to videos added weekly!**



Looks for Less Trailer

Ursula creates budget-friendly tablescapes inspired by HGTV's *Table Wars*.



How to Recreate 'Table Wars' Winter Wonderland Table 05:16

Table WARS
THE LOOK FOR LESS

Influencer Endorsements

NOTE:
Endorsement opportunities are great if you don't have a huge following... The company's objective is producing personable advertisements in magazines, online, on TV, etc. You get to be the personality, and the expert.

SHERWIN-WILLIAMS

Ready to add some color and personality to your home? Designer and DIY expert Ursula Carmona shares how to create a style you love, and it all starts with finding the perfect paint color. Follow these tips and tricks, and let **Sherwin-Williams** bring your vision to life with color solutions that help you find the hues you love for every project.

BRING YOUR COLOR TO LIFE
with **URSULA CARMONA**

STEP 1: FIND IT
When you find a color you love, it's not hard to get it in bold new ways. Start with **TO FREE 21 x 31"** color chips from **Sherwin-Williams** and see what grabs your eye. Or request a **FREE Virtual Color Consultation** with a Sherwin-Williams expert for one-on-one color recommendations.

STEP 2: TRY IT
Before you commit, see how it feels in the space. **Sherwin-Williams Peel & Stick color samples** are an amazing mess-free way to see color in action in your own home. Remember, a variety of factors can affect how a color reads in each individual room, so move that color sample from wall-to-wall and to & out.

STEP 3: PAINT IT
Still feeling a bit timid about using that new color? Try it as an accent in smaller ways before committing to an entire room. Bring new life to a outdated piece of furniture by painting it and adding new hardware. Make the accent color a focal point without using it on all the walls. Paint one wall as an accent to draw the eye. Having stand-out moments for small spaces, select the paint up the ceiling to give the illusion of height.

STEP 4: LOVE IT
Now that your room is sporting a new look, really lean into it! This is the time to accessories for a new and improved vibe. Add items like artwork and throw pillows that complement the new color. It will feel like you have a whole new space to fall in love with!

Order Peel & Stick color samples at swsamples.com

Share a picture of your finished space with **#SWColorLove** for a chance to be featured on Sherwin-Williams social channels.

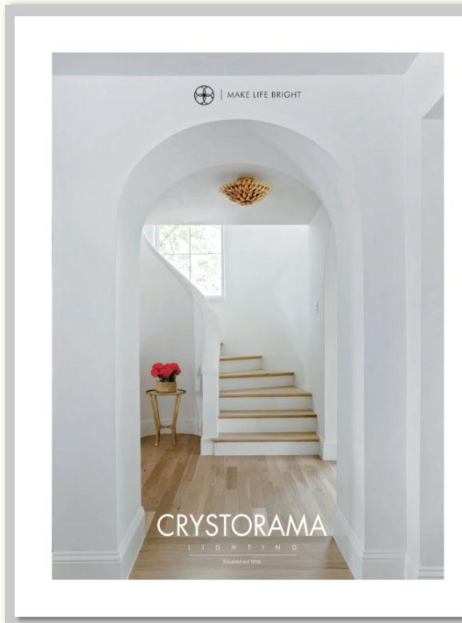
Bring your color to life at s-w.com/ColorConfidence



Bigger Companies Have Perks, But Don't Count Out The Smaller Ones!

Smaller companies (especially those newer to influencer marketing) are more open to ideas and new ways of partnering.

They may initially pay you less, but there is more room for innovation, a long-term relationship, reaching other business objectives, and better pay down the road.



URSULA CARMONA
OF HOME MADE BY CARMONA

Ursula Carmona is the creative mind behind the DIY and interior design blog Home Made by Carmona. She believes design should be family-friendly, life-friendly, budget-friendly, and goal-oriented. Her home is full of deep, saturated colors that are rich, vibrant, and full of life. Situated on a beautiful 16-acre two-house property in rural North Carolina, she shares her home with her husband and three teenage daughters.

Lighting pictured in these photographs can be found in the Xavier, Fulton, and Maria Theresa collections.

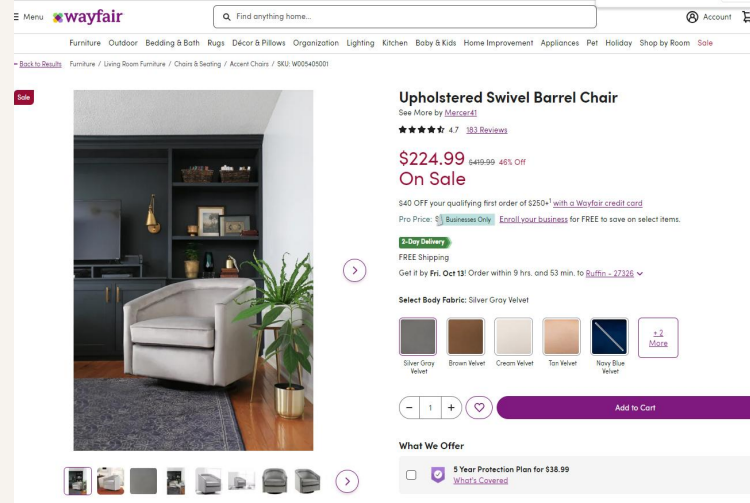
Digital Assets & Whitelisting

Charge companies a licensing fee to use your images or video clips for their marketing purposes.

Can still require attribution on social channels as part of the contract. Licensing should have an end date...not in perpetuity.

Influencer whitelisting is when you grant a company access to post “dark ads” (ads that don’t appear in your feed), but do appear to your IG or FB audience as an advertisement as if you had posted it (using your content).

Maybe you already created the content, but they want to boost it, tweak it, etc. Preview the Ad, work out usage rights, and a whitelisting fee.



NOTE: Use sites like Pixsy.com and PhotoClaim.com to find stolen images and have them taken down or charge for them.

There are lots of ways to get paid...

**But DO be creative.
DO seek methods that align
with your other business goals.**

Why Aren't You Making Every Piece of Content Count?

You're already creating the content, why not maximize it?



CROSS POST TO ALL PLATFORMS

You spent 20 hours creating content, so why not take 20 minutes to upload it to all the relevant platforms?



UPSELL SPONSORED CONTENT

Sell partnering brands on why they should pay a little extra to have it featured on all your platforms, not just IG. (The content is already created, why not maximize use?)



INCORPORATE AFFILIATE LINKS

Design clients won't mind if just a few non-branded items are linked for others to enjoy. Make it part of your policy and procedure)

Imagine If You Could Maximize Your Earning Potential...

*One piece of content earning
from multiple sources*

A

Got paid by a client (or sponsor) to design Bedroom-X

B

Got paid by a sponsor to write a blog post on your website + social media post about Bedroom-X

C

Made monthly revenue from Ads run on your website
(and to the blog post you wrote about Bedroom-X)

D

Made monthly revenue from affiliate links of the headboard and popular lamp in Bedroom-X

E

Charge a company licensing fees to use your image (with attribution) of their lamp in Bedroom-X

Every aspect of this space has been monetized...



"Sponsored by The Home Depot"

Learn which important elements create a kitchen that serves both practical function and adds beauty to the home.

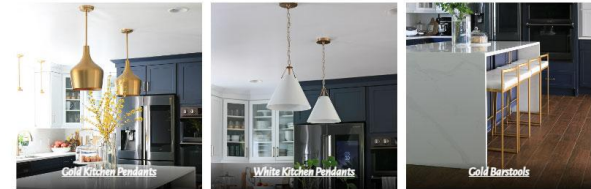
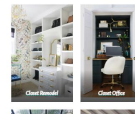
The kitchen is the heart of the home for most cultures. It is where the delightful smells and flavors make the holidays special, and where wondrous concoctions are savored at mealtimes by families of varying backgrounds all around the world.

I don't know about you, but I consider a well executed kitchen a magical place.



SPONSORED BY ADVERTISING PARTNER
Sponsored Video
Watch for free anytime

Top Before & After's



Shop Lighting, Fixtures, & Build: [Gold Island Pendants](#) | [Over-sink Lighting](#) | [Cabinets](#) | [Flooring](#) | [Quartz Countertop/Island](#) | [Sink](#) | [Touch Faucet](#) | [Drawer + Cabinet Pulls](#) |

Shop Appliances: [French Door Refrigerator/Freezer](#) | [Induction Cooktop](#) | [Range](#) | [Dishwasher](#) | [Wall Oven + Microwave Combo](#) | [Toaster Oven](#)

Shop Accessories & Furniture: [Bar Stools](#) | [Drawer + Cabinet Pulls](#) |

Shop Dishes, Pots, & Utensils: [6 qt. Induction Pan](#) | [4.25 qt. Dutch Oven Pot](#) | [5.25 qt. Induction Wok](#) | [Cake Dome](#) |





Finding Sponsors

Finding one sponsor for a **full remodel** is hard...

Instead find sponsors
for different aspects
of the design



Eg. an appliance sponsor, a lighting sponsor, a furniture sponsor, etc.
(Ideally get paid + free product of choice)

IMPORTANT NOTE:

Sponsorships = Brand Relationships.
Working with high-end brands can lead to product licensing deals, online & paid print features, catalog features, showroom opportunities, and more.
Plus, it attracts other brands...

So, how do I land these opportunities?

Every partnership and every piece of content should build your portfolio...

01

Create quality content/craft your portfolio

Then sell the heck out of it!

02

Make your brand and content search friendly

Make it easy for editors, PR companies, etc to find you

03

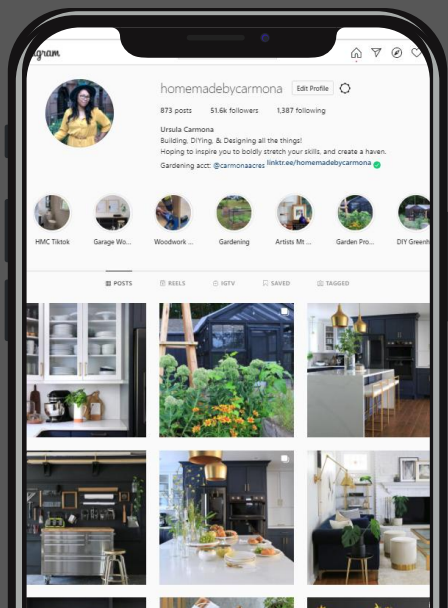
Make connections & pitch yourself

This ranges from opportunities to network, to creating a tribe, to cold calls and beyond

04

Set Strategic goals and stepping stones to get there

Create quality
content & craft
your portfolio



Landing The Opportunity: 01

Instagram is your first portfolio!

Don't just craft a feed
for followers, design it
for brands, editors, and
writers who scout
content or potential
influencer partners.

Creating A Media Kit & Portfolio

Yes, you have to keep a media kit short & sweet, but this is also the chance to show what sets you apart...



HOME MADE BY CARMONA

Design | DIY | Gardening

A Home & Garden lifestyle blog, empowering others through innovative ideas to help create a home for a life well lived!

The Creative Voice: Ursula Carmona

Style expert, content creator,
on-screen talent, public speaker

@homemadebycarmona
info@homemadebycarmona.com

SOCIAL & STATISTICS

@HomeMadebyCarmona

Found ALL major platforms
as well as the social channels below



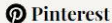
Instagram

57.8K

Followers

13.5K
Impressions/post

38.3%



Pinterest

90.9K

Followers

3.56M
Views (Monthly)

1.46%

PRESS & FEATURES



TV / Digital Host:
HGTV's Table Wars:
The Look For Less

Print Magazines (18):
BHG, Real Simple,
Hello!Fashion, etc.

Other Features:

Common Media Kit Items:

- About & Headshot
- Social Channels + Metrics
- Press & Features
- Contact info & web address

Additional Items to Add:

(Focus on your strengths)

- Engagement %
- Positive reviews from other brands
- Basic audience demographics
- An impressive project / portfolio images

Make your brand & content search friendly

*You want the right people to
find you easily...*

And to run across you over and over again so that it leaves an impression. They may reach out to you, *OR* when you reach out to them, they are already familiar with your brand.

**Editors,
Writers,
etc.**

Get included in articles
(round-ups, get quoted, magazines, etc.) This is how you establish your expertise and create brand awareness.

**PR
Agencies**

Get brand partnerships,
podcasts, TV, etc.
The more your name is out in the world, the more opportunities you'll get.



Let's Talk SEO

Everything is driven by **search**.
So are most social media platforms.

Social Media SEO

Don't *just* write anecdotal personal content. **ALSO** write captions that related directly to the image shown. Organically use 2-3 related keywords.

Website/Blog SEO

Your 'About Me' page, homepage, and articles on your website should all be written for user experience, but **ALSO** to pop up in the first page of search engines.

Professional Bio SEO

Who you are and what you do should be clear and easily found across various social channels, LinkedIn, your 'About Me' page on your website, etc.
(Learn about author EEAT)

Influencer Database

Landing The Opportunity: 02

The image displays a web application interface for an influencer database. The top navigation bar includes a search icon, 'Discover', 'Influencers', 'Campaigns', and 'Reports'. The main content is split into two panels.

Search Results Panel (Left):

- Search results for '1,882 influencers'.
- Filters: Social Networks (Instagram icon), Madrid, Spain, Clothes, S.
- Section: INFLUENCER
- List of influencers with checkboxes and profile pictures:
 - @mariipvzz (Marii Pazz)
 - @invitadatrendy (Invitada Trendy By Maria Conde)
 - @coosyofficial (COOSY)
 - @laramartingilarranz (Lara Martin - Bymyheels)
 - @nattjim (Natalia Jiménez - Natt)
 - @juanbetancourt (Juan Betancourt)
 - @dayanatrulca
- Page navigation: Previous, 1 (selected), 2, 3

Profile Panel (Right):

- Profile for @mariipvzz, last updated 03/23/2023.
- Navigation tabs: Insights (selected), Lists, Campaigns, Prices.
- Key metrics:
 - 517.43k Followers
 - 198 Following
 - 8.26% Engagement
 - \$65,398.59 Earned media
 - 42.74k Avg. Interactions
- Analytics sections:
 - FOLLOWER QUALITY:** 64.51% Quality. 333.80k Nice followers, 183.64k Doubtful Followers.
 - AVERAGE ACTIVITY SPLIT:** 301453.08 Views, 42.47k Likes, 272 Comments.
 - ENGAGEMENT RATE:** 8.26%. Includes a bar chart with a median line.
- Performance trends:
 - FOLLOWERS: -0.18% this month
 - FOLLOWING: -1.49% this month
 - LIKES: (partial chart visible)

Look More Juicy For Influencer Databases

1

Have a presence on all the major platforms:

1st tier>IG, TikTok, YouTube
2nd tier>Pinterest, FB, Twitter,
etc.

4

Make your email public and easily crawlable:

Add it to social channels and on your website.

2

Post regularly & be engaged:

Engagement percentages
VERY valuable (more than
follower count).

5

Join opt-in databases & connect analytics:

Such as LTK, AspireIQ, Social
Fabric, Sway Dashboard, etc.

3

Clearly define your niche:

Use niche keywords in posts,
searchable hashtags

6

Tag brands & engage with them:

Engage with brands you want
to work with. Use their tags
and hashtags when relevant.

Make Connections & Pitch Yourself

01

Attend conferences, trade shows, and local business meetups. **Networking is very valuable!** Sometimes it's *who you know...*

Note: Make yourself memorable, practice your elevator pitch, toot your own horn.

02

Introduce yourself via IG dm. Let a fellow designer (or a brand) know how much you appreciate their work. Share someone's work to stories, etc.

03

Think of ways to make a more personable/memorable connection. *Do an interview series on your website/social, propose a collaboration, etc.*

04

Don't wait too long for them to come to you. Pitch yourself to connections.





style
MAKER
Better Homes & Gardens



A Glass of Bovino



Beginning in the Middle



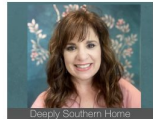
Beth Diana Smith



Clark & Aldine



Coon & Jack



Design Southern Home



Design Mode



Dwell by Cheryl Interiors



Erica Ward Interiors



Home Made by Camora



House of Hipsters



Hunted Interiors



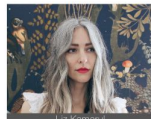
Karoline & Kora Interior Design



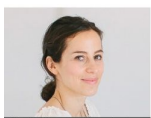
Kate Patricia Vintage



Keltris Blair



Liz Kamara



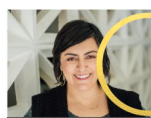
Natalie Myers / Veneer Designs



Rembing Renovators



Renovation Husbands



Studio Plumb

Landing The Opportunity: 03

The Value Of Connections, Mentorship, & Your Tribe...

A rising tide lifts all boats...

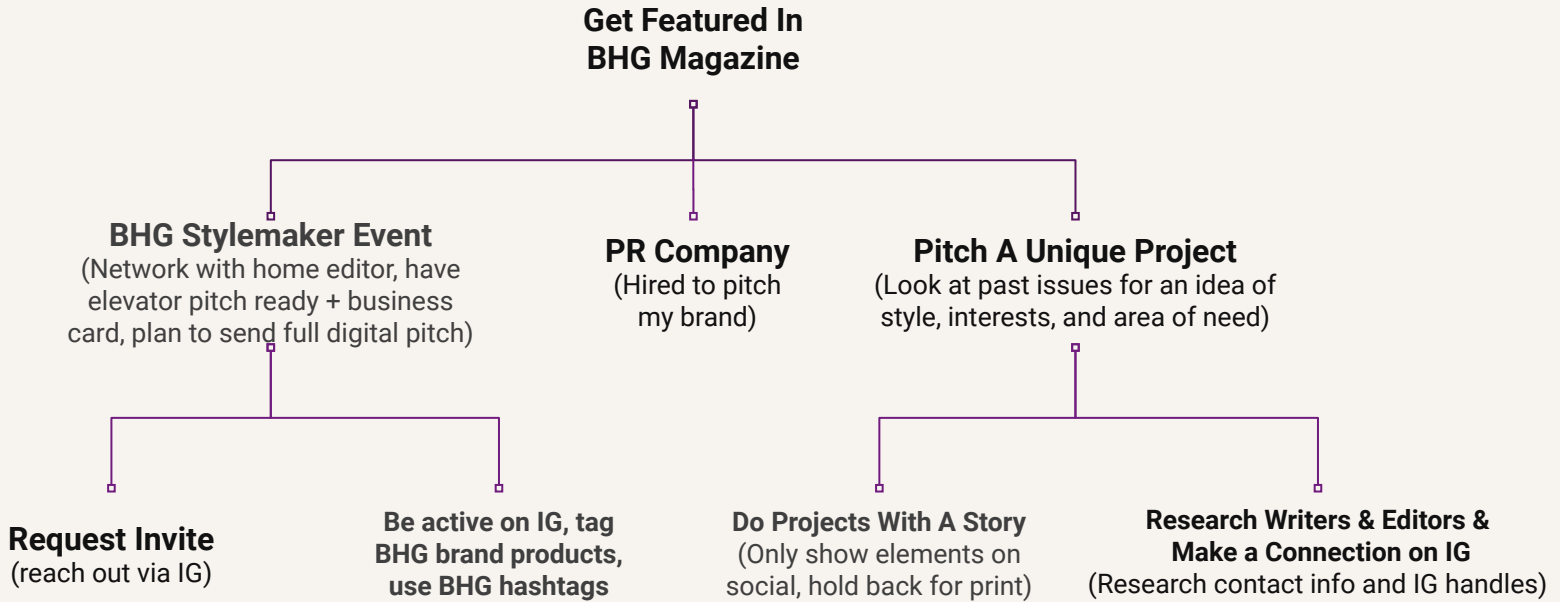


*I talk my tribe up any
chance I get!*

Industry friends have
recommended me for
opportunities...I wouldn't be
where I am without them!

ORC
ONE ROOM CHALLENGE™

Set Strategic Goals & Stepping Stones That Might Get You There



I Landed The Partnership Now What?

For the love of mercy... be PROFESSIONAL!
**This is your opportunity to cultivate a mutually
beneficial long-term partnership**

The Art of Professionalism

- > **Establish a timeline for deliverables:**
Expected product delivery, pitch details, a preview of finished content, and live content
- > **Deliver on time & over deliver!**
- > **Provide a pitch deck & content preview**
- > **Provide a postmortem report**

(& Why It Matters)

IMPORTANT NOTE:

Influencers often lack professionalism. Your professionalism will be an edge.

I've had influencer marketing agencies ask me to partner with several of their brand clients even if I didn't have a large following. JUST because I was timely, easy to work with, careful to follow all brand requirements, and over delivered.

Pitch Deck

This is an overview of your planned approach before creating any content

Be informative so the brand knows what to expect, and you won't have to re-create any content due to miscommunication or missed safety or branding issues.

- Details of how you plan to use/display the brand's product
- A voiceover script or overview for video reels
- Social media caption write-up
- General approach to what you plan to write about on the blog

Light Fixture Cleaning Guide Reel

Crystorama x HomeMadebyCarmona |

60 Second Reel

Voiceover: Here's how to keep your gorgeous Crystorama light fixtures clean in 3 simple steps.

Video: Pan over Crystorama chandelier in dining room, beaded fixture in laundry room, and pendants in the kitchen.

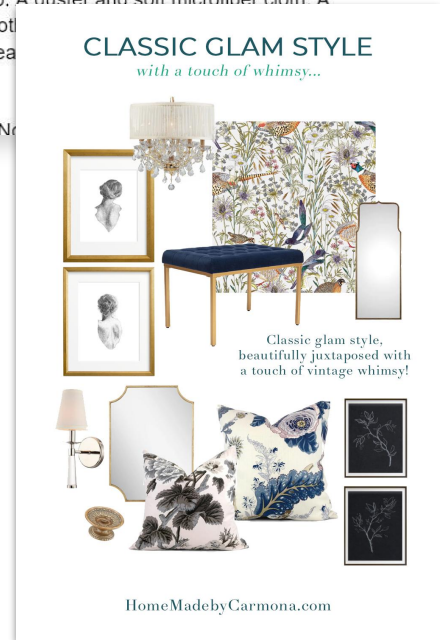
Voiceover: Step 1. Safety first! Turn off the power to your fixture, and be sure to use a sturdy ladder or step stool to reach.

Video: Light going out on fixtures. Ursula carrying step stool into room.

Voiceover: Step 2. Gather the right supplies for the job. A duster and soft microfiber cloth. A bucket and gloves, water with dish soap, and a drop cloth.

Video: Ursula filling a bucket with items. Closeup of clean Drop cloth

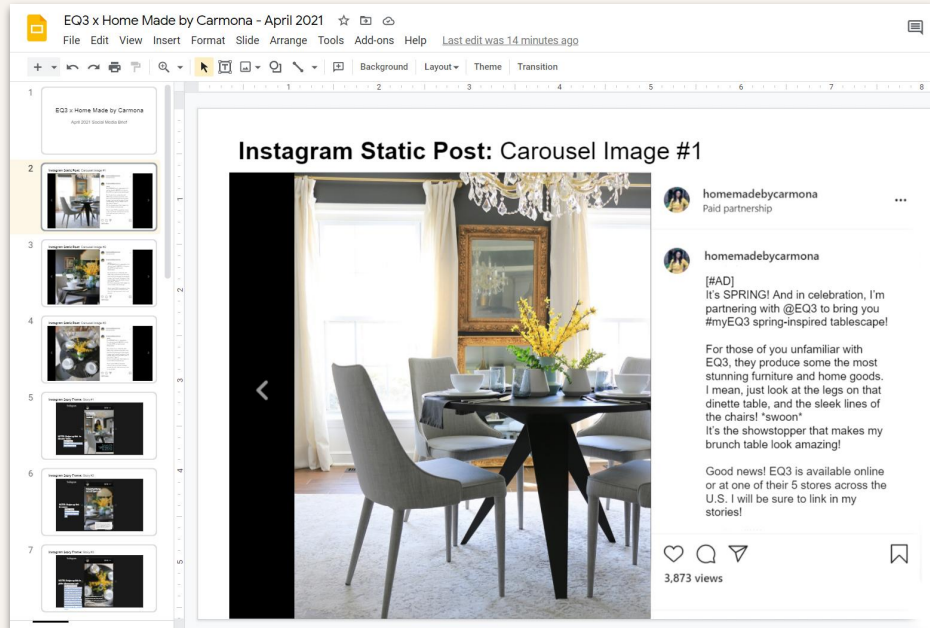
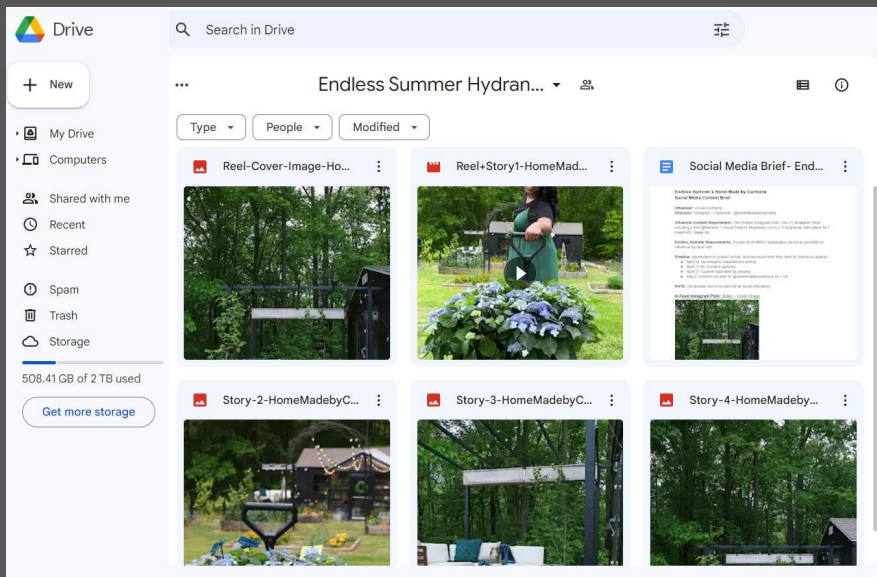
Voiceover:



Content Preview

Submitted after content has been created, but before it goes live.

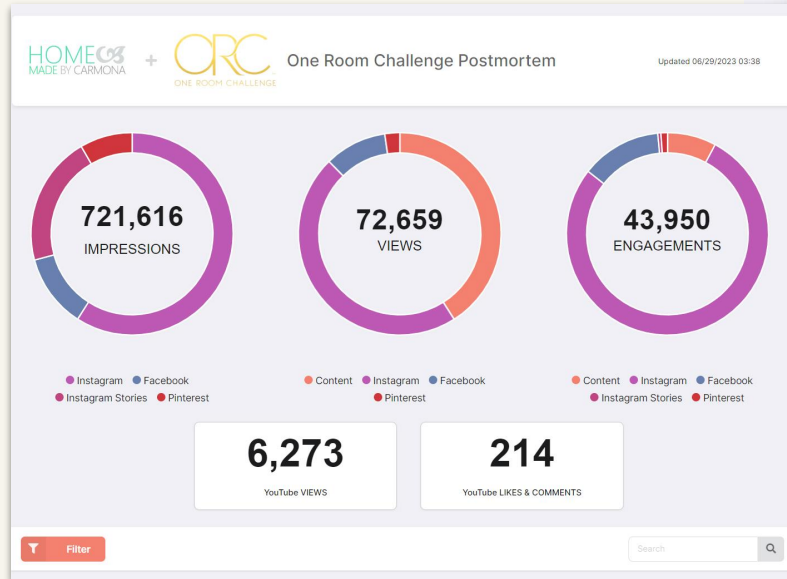
This is where the brand sees the pitch come to life, and checks for any mistaken branding or safety issues.



- Upload all completed content to a Google or Dropbox folder
- Name each document, image, or video so it is easy to identify each item (include your brand name at the end)

Postmortem Reporting

Influence Kit



No Influence Kit?

- Submit a PDF with screenshots of analytics (1 wk later)
- Submit along with a *thank you for partnering* email + invoice

The grid displays analytics for three posts:

- Instagram Post 1:** 149,950 Impressions, 64 Stores, 124,991 Unique Impressions, 226 Engagements. Insights: 943 Impressions, 772 Unique Impressions, 2 Replies.
- Instagram Post 2:** 45,091 Impressions, 38,541 Unique Impressions, 4,250 Engagements.
- Instagram Post 3:** 42,672 Impressions, 33,032 Unique Impressions, 6,835 Engagements.
- Facebook Post:** 36,414 Impressions, 30,718 Unique Impressions, 3,937 Engagements.
- Facebook Post:** 34,242 Impressions, 30,025 Unique Impressions, 3,463 Engagements.
- Pinterest Post:** 33,570 Impressions, 1,202 Views, 346 Engagements.

Comments on the Instagram Post 3:

- 42672 Impressions
- UNIQUE IMPRESSIONS
- 33032 Reach
- ENGAGEMENTS
- 5818 Likes
- 694 Comments
- 323 Saves
- TOP COMMENTS
- The room and wallpaper choice is beautiful ❤️
- So beautiful Amazing work!
- Beautiful!!!
- What do these mean?

Whenever you land a truly prestigious opportunity... *raise your rates!*



Reach out to past partners and let them know you will be raising rates next quarter (and why).
Flex the art of the humble brag :D

Give them an opportunity to lock in a partnership for the next quarter at the current rate.



When your space is featured in a magazine or on TV, and a brand's product appears, reach out and let them know!



If This Seems Like A Lot...It is.

1.

Understand that it takes time & you can't do everything.

Create a strategic 5-yr plan with adequate time.

=

Do a few things well rather than all the things poorly.

Eg. I take on fewer projects and fewer partnerships at higher rates and give it the attention it deserves.

2.

1st focus on tasks that serve you long-term (*Tasks you can set and forget*).

=

Prioritize tasks that serve you the next several years once set up.

*Eg. Evergreen email newsletter on loop (48 short emails = 2 yr loop with 2 emails/wk), plus ads and sale funnels built in = income!
Eg. Smarter Queue for social.*

3.

Set up automations & workflows that allow you (and your team) to work smarter.

=

Hire out the mundane parts that take up your attention and time

Eg. IG control freak? You write and schedule, your VA can post it. Also learn to use AI.

4.

If you don't have a VA or team, get one when possible.

Q&A

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QR Code for
sources & links

