

Newsworthy Founder: Confidence in front of the Camera, Client Relations + Golden Lattes with Praise Santos

SPEAKERS

Praise Santos, Lexie Smith

Lexie Smith

Hey guys Lexie here, travel enthusiast, lover of puns, pizza and wine connoisseur and founder of THEPRBAR inc., and you're tuning in to the Pitchin' and Sippin' Podcast, from behind the scenes interviews with the media to honest conversations with other PR pros to a look at inspiring brands and entrepreneurs that are rocking the world of PR. In this podcast, we talk tips while taking sips and talking about all the things that make those in the world of PR tick. Let's get started. Today's newsworthy founder is Praise Santos, the founder behind the photography studio ComePlum, and fellow lover of puns, pretty things and people Praise lives in San Francisco, California, where she does silly dances to loosen up female entrepreneurs during their personal brand photoshoots builds her Google Map locations of colors around the city to create eye catching content for brands such as Lululemon and Adidas and leads workshops for organizations such as the Golden State Warriors and BEI Hotel. Her photos have been featured in Vogue, Forbes, TechCrunch and the San Francisco Chronicle and her project Ethical Weddings won a 20 on the rise award by the 60,000 plus member rising tide society. In today's episode Praise and I talk about how to be confident and ditch the squirrel hands on camera, how to be your own Instagram husband, a powerful revenue source and PR often overlooked and much more. Praise teaches me about a new beverage that in her words is a warm hug in your belly. And she walks us through an impromptu live confidence exercise. I'm so excited for you guys to meet this dynamic, optimistic and talented female founder. Let's get started. Have you ever been in a Zoom Room with someone and literally their positive energy emanates through the screen into your office and all of a sudden you find yourself smiling because with them around even virtually, how could you not? Well, I just described today's guest. Praise, welcome to the show. I'm so friggin excited to have you on and Bubbles, Bubbles is her dog you can't see him because we're on a podcast but currently sitting on Praise's laps. Um, but before we dive into all the work stuff, I'd love for you to share with everyone just an inkling of how awesome you are outside of your day job. So hobbies interests, favorite puns.

Praise Santos

Thank you so much for that intro again. We're on a podcast. I did a hair flip when you said that like oh, that person sounds great. Is she talking about me? Well, way to build a girl up on a Tuesday. Yeah, so outside of work? Well, I live by a theory that you should not live to work but work to live. So I have this business so I can afford the kind of life that I really love and a lot of it I am so lame Lexie in that I sometimes just sit around and make myself laugh on my own coming up with like with my own puns

and like my own little clever word phrasings the other day, we're getting a group to go up to Tahoe and we have this like, large group text. Also, this is all like my boyfriend's roommates. I've been potty with them, just COVID disclaimer, and we needed a group name. I'm like, Okay, taho. And I was like, Yo, what do we call our group tahomies?

Lexie Smith

I get it. Tahomies. You know, I live for the puns. So I'm here for it.

Praise Santos

Thank you, Lexie for building me up.

Lexie Smith

You know, I'm here for the puns. But okay, let's talk about your incredible career. So can you please share with everyone what it is that you do? And then let's rewind and walk us through the journey of how this all came to be?

Praise Santos

Yeah, so I read a photo studio called ComePlum, which works with go getter women who are impacting the world. And I believe that when women are resource empowered and confident, they cause their communities to flourish, like when people like Lexie are empowering people to do their own PR. She is a better person, a better wife, a better dog mom, and her city is better for her community is better for it. And so that's what I really love to do. I say that we run a women's empowerment organization, but we show up as a photo studio. But the thing is, I didn't have that much clarity when I first started. When I first started like, well, I should back up even more. So I started in the nonprofit sector, I've always loved community work. But there was a part of me that really wanted to engage with my more creative side. And so I was like, Okay, well, I've been doing photography since I was in high school. What if I just try it? There's a few people who pay me to do it. What if I tried to do it more full time, but I had to work for different jobs. To start this business. I was doing photography, I was doing graphic design, I was doing some acting and modeling. I was also doing some brand ambassadors, meaning I was like selling catch about Whole Foods and giving people like ketchup samples. And still to this day, much respect to those people much respect. But over time, I was able to book more photography gigs, and we did everything we did like engagement shoots, we did events, we did like tech headshots. And after a while, I realized I really loved working with women in business. And so we niched out in that area and that's how ComePlum came to be what it is today,

Lexie Smith

I just, I have such a girl crush on you. Because let me highlight the 500 things I've already resonated with in this first five minutes one, I have the same exact motto as you I work to live, I don't live to work, two, here for the puns, three, dog mom always also would like to say that when I first moved to LA, I had three jobs to even though I had a PR job in LA, and I couldn't afford to live it off one job. So I'm just sitting here going, like I knew I loved you. But I just love you that much more. Just wanted to call that out. But you're in I don't think we mentioned that San Francisco. Correct. So Have you always been in San Francisco.

Praise Santos

I've lived here for the last almost 10 years, which is really wild to say. So it's my home now. But I'm originally from Orlando, Florida. So I've only lived near water. Always the coast.

Lexie Smith

Always the coast. So for your photography business today. Are you do you just shoot in San Francisco? I mean, mind you, it's COVID. But or do you kind of go all over the US? Are you global? Where? Where do you provide photography services?

Praise Santos

Yeah, that's a great question. So we mainly shoot here in San Francisco, especially because we have a home studio. But I have been fortunate to travel around the world with my business. So he have done weddings in Singapore have a lot of clients in New York and pre COVID would fly there two or three times a year. Same thing with LA. So the major cities because the go getter women who are impacting the world, they're in those cities. So we do travel, but a big bulk of our work is here in San Francisco.

Lexie Smith

Amazing. So my regular listeners of the show know full heartedly how important I believe photos are NPR. For new listeners, let me catch you up to speed really quick. Photos matter. So on that note, can you please share with us where some of your photos have been featured? And how did that even come to be?

Praise Santos

Hmm. You know, Alexi, yes, thank you for telling people that photos are important because we know it now, right like with how we also respond as consumers, we know it but we don't even know sometimes all the backend stuff that goes into a compelling, engaging photo. But I can backtrack some of our features to tell you how those worked. So we've been in Vogue, we've been in Forbes, we've been at the San Francisco Chronicle, we've worked with brands like Lululemon and Athleta. And you know, even some of those photos were taken on an iPhone, and we got featured on those channels. And so I mean, we have great professional gear, but it's really knowing your brand well, and knowing how to use the resources you have available to tell your story. That's the ingredients that you need to take a really great photo. And so some of our features, again, working with these go getter women who are impacting the world. So we'll do a brand photo shoot. And what those brand photo shoots are, is really using visual communication to showcase who you are, who you serve, what you do and why it matters. And so one of our most recent features was founders photo of these women who just got series a funding for their startup, which helps encourage sustainable living, they're brightly eco shout outs to my girls, and they just got featured, and our photos then got featured in TechCrunch, because they just got this new series of funding. And that photo was able to communicate, hey, we're the founders here. But look, we're engaging in this ethical lifestyle that's really approachable. But it wasn't a vibe that was also in line with their brand. So it was also very airy, feminine, but also strong at the same time. And so those are a bit of the elements that we use to create photos like that. And that's also what makes these photos really compelling and really engaging because it helps tell that brand story.

Lexie Smith

So a brand shoot. What...what type of photos are you taking in a brand shoot and then kind of second question to that if someone is coming to you for press photos, is there a baseline, we're going to get technical for a second, is there baseline minimum set of photos that people should have.

Praise Santos

Yeah, and this is great too, because you need... we know this as business owners is that you do the work once and then you just repeat things, right. So it's making templates that are ready to go so that when people reach out to you, they want to feature you in a magazine or online, you're ready to go. So not only do you have a bio ready at all different lengths, shout out to Lexie for always plugging that but also a different kinds of photos for whatever kind of publication they need. And so making sure that your headshots are also like, can be in square form, or vertical versus horizontal, also with like, the clean white background if they need to cut you out as well. So we need those kind of headshots, we also need some lifestyle shots, because that often is more compelling to if someone's writing an article about you, they want to see what it's like being a photographer, so behind the scenes, right, so it should be a picture of me, a wide photo of me directing people out of photoshoot or whatever product or service that you have, perhaps your service is even more online, even having a photo of you at your desk, right or what it's like to lead a workshop online. And so it gives people a better a taste of what you do and making sure that you have it in a variety of format. So the publication can crop it as necessary. Yeah, so a mix of those kind of things are what you would need for your press kit to have it ready to go

Lexie Smith

Perfection. Yes, and not that you're asking. But ditto to all the above, I couldn't agree more. Once you have those in place, your path to press becomes so much quicker, easier, natural, and photos really can make or break whether or not you are featured over someone else. Um, that being said, girl, Vogue, Forbes, TechCrunch, all the things I'd love to know if being featured in those outlets has done anything positive for your career or no.

Praise Santos

Yeah, it is done a few things, honestly, too, I. And I want to give a shout out to all those people there to give you our external validation that I still struggle with imposter syndrome, even though I've been running this business for seven plus years. So even the personal validity of that to like our photos, and our work is great. But these publications that I really admire, even say that's great. So there's like an internal validation. But it's also an external ones on your website, you can say, Hey, we were featured here. And clients have said, Hey, I booked you over someone else because they didn't have much credibility, but I saw your features. And that made me feel really good about your level of professionalism and also your work. So there's that validity standpoint, that becomes a really big deal. And then also it puts your name in front of people that you wouldn't have gotten to before. And so people might see your name associated with that, or it shows up on Google that way. So that has helped us in that way to validity and getting more work.

Lexie Smith

Amazing. Hey guys, Lexie here interrupting the show really quick to drop a note. Did you know that in a study produced by Nielsen, it was reported that PR is almost 90% more effective than advertising? Well, it is. I swear Google it. So if you've been enjoying learning about all things, Pitchin' and Sippin', I

wanted to give you an official invite to visit my website, theprbarinc.com spelled t h e p r b a r i n c .com to learn even more about how you might be able to work with yours truly to increase your influence, impact and revenue with PR. If you're not sure where to start on the site, consider booking a free consultation. All right, I'm done back to the show. Quick little Lexie PSA everyone. I want to start by saying that if you can hire an incredible photographer like Praise, I 1,000% suggest it and I fully know it's worth the investment. But if that's not doable just yet option option B might just be learning hashtag, see if I get this right, htbyoig. So Praise, let's kick things off by you breaking down what the heck I just said. What does that acronym stand for?

Praise Santos

I should Okay, so, what I love about Lexie is that she's just fully herself and doing things things will throttle and can I just gently correct you there was one letter wrong?

Lexie Smith

I tried so hard. Yes.

Praise Santos

I know. I know. It's htbyoih. Hello.

Lexie Smith

Oh my god. What is the G stand for which Okay, well, what is it? Yeah, I don't know where the G came from which now everyone will

Praise Santos

well the best thing I don't blame you. It's like seven letters. It's because it's a long ass time. I'm sorry.

Lexie Smith

No, we are good, Okay, what does it stand for?

Praise Santos

How To Be Your Own Instagram Husband. And we've messed up that acronym too because Instagram like it's a two word isn't one word,

Lexie Smith

maybe G and how to be your own Instagram go like, what was I thinking? No. So it's how to be your own Instagram husband?

Praise Santos

Yes. Which to... I'm like is that politically correct now? Do I have to be like how to be your own Instagram Bae or partner? Essentially, is..I totally agree with Lexie, if you have the resources and the time to hire professional photographer 100% do it. It's one of the investments in your business that will pay back almost immediately, because of the features that you'll get because your photos stand out more just, I say do it. But it's not possible for anyone, for everyone. But I fully believe a lot of what we can do, what we do at our studio can be taught and so this ebook empowers you to create your own

content to teach you how to frame a photo well, so that you can even take your own headshots, how we even direct people to be confident and just feel like themselves in front of the camera, even when it's your own iPhone camera. And so that's what the e-book is about. It's a DIY...DIY guide to content creation. So taking your own photos, how to post them on social in a way that is engaging and captivating.

Lexie Smith

So option one guys always should be to get a photographer, but option two is to grab the e-book hashtag, it's not called hashtag, but I'm trying to get hashtag htbyoih e-book, and I'd love to know what prompted you to to put this together in the first place?

Praise Santos

Well, well, first of all, I it's filled with really lame jokes and puns. So just know that that's the vibe of the book. But it's just what people have asked me over time, like, Hey, you know, I love our photo shoots with you Praise, but can you teach my partner how to take better pictures of me? Or, hey, like, I feel so good posing when I'm with you. But I don't know how to pose when I'm not with you? Or how do I take pictures of myself? Or biggest question? Where do I put my hands, we have a breathing guide in there with different examples of where to put your hands how to stand, where to put your energy, how to put your hips in the right way to still make you feel confident and like yourself, too. So that was the inspiration behind it. A lot of people ask me these questions, and after a while, like emailing people back, answering it during it live and like, Oh, we should make this into a book. So people have something to look back to.

Lexie Smith

So having an e-book is another form of credibility. So I'm curious. And I know you you've launched it since I met you meaning when I met you you hadn't launched it, then you have since launched it. So I'm curious, Since launching this, how it...how has it impacted your business? Has it has it just created a new revenue stream? Has there been validity to it? I'd love to kind of talk through that.

Praise Santos

Yeah, so it's interesting, that was one of my goals as a business owner this last year was to create more passive income, right? So how can I create something once and then just keep talking about it and keep selling it. And so that's what I've been working on is just wanting to get it to more people because there's people, honestly who don't even know they need it, but needed to. So it's actually been a good switch mentally for me to learn how to not just be a director at a photoshoot, but really to be an educator, and wanting to tell people like, hey, there's this valuable information that I think will help your business and your life too. So it's been a good growth area for us as we've launched it and put it out there. And it's led us to lead really great workshops. We've taught like mobile photography workshops, and how to really show up as your brand on social media, which are all topics we cover in that book, too.

Lexie Smith

I went to one of your workshops. And the one trick that I learned I'm going to butcher the description of this. But if you hold your iPhone, like there's crosses in the middle of it, you know what I'm saying on the screen and you want the crosses to match up to get a perfect flat lay? How'd I do?

Praise Santos

Yes, yes, that totally. So let's see saying that there's a setting on the iPhone. If you open go to settings/General/camera, and there is a grid on there that you can activate so that when you do a flatline meaning, oh my gosh, when we're out eating and you have that wonderful spread of food and you want to show what it's like from a bird's eye point of view or aerial view. You want to be directly above it and not at an angle. And those hash marks. When the two pluses are on top of each other. The iPhone is telling you you're exactly on top of your subject. This is when you should take the picture.

Lexie Smith

Boom and see that's why you're the pro and you have this ebook where can people go to grab that?

Praise Santos

They can go to ComePlum which is the name of our studio so comeplum.com/shop and you can find it on there. My question for you Lexie is what are we taking pictures of that way? Are we taking pictures of Doritos of champagne? What do we do?

Lexie Smith

All the things you know, you know. Yes, I Doritos champagne tacos. Domino's

Praise Santos

Have you done with your roller skates? I know you've been blading recently

Lexie Smith

I'd have been blading. I haven't, you know, I back in the day when I was in agencies and in house PR quick tangent. I also had was required to do all the photography for social social media. So I used to be like, semi okay at it. And then I went into entrepreneurship and I've lost any talent I have at all at being basically as I'm talking sitting here talking, I think I need to get your ebook

Praise Santos

is for you, girl. I got you

Lexie Smith

because well, that actually what I'm leading into here is let's talk about confidence in front of the camera. Okay, so I'd love to hear some of your best tips for how someone can find their own confidence in front of the camera. And I'm taking notes because, as my friends, family, and my husband will attest I've ruined far too many group pictures by throwing up a second pair of those squirrel hands which you mentioned people don't know what to do with their hands. I am so guilty of that. So how can you help people like me and other people find some confidence in front of the camera.

Praise Santos

For those ladies listening to the podcast, right? This is just audio but know that Lexie and I are on zoom so I can see her and it is the cutest thing when she's showing me her squirrel hands. So if you all don't know what those are, I call them Raptor claws because it's also really similar. It's just like, I don't know why but people bend their elbows and then your arms are just like kind of dangling kind of near your waist. And Lexie I do that too. Because I've seen candid photos of me and I'm like, why is that? Just like the weird relaxed position of my hands. It looks so odd. So first, we will want to affirm for all of those in the squirrel hand squad: You are not alone. We are with you we are with you It should be like this cool new dance move. That's what we should do with that we should actually not Yes, please. Shee's also doing

Lexie Smith

I wish this be on video right now I'm doing a thriller

Praise Santos

Michael... you she's doing really right now. Exactly. What What do you have to jump out? We'll have to do like some some reels of this the squirrel ions and how to? Oh, it could be like from squirrel hands to like sculpted hands or something like that. It could be like that.

Lexie Smith

Okay, so how do we how do we transition from our squirrel hands to our sculpt sculpted, beautiful on camera

Praise Santos

or sculpt? Yes, yes. Well, first I want to acknowledge so I've had the incredible opportunity to photograph a lot of wonderful everyday people and also like supermodels to just the whole range. And everyone has something they're insecure about. This is a universal thing. So if you have a tinge of insecurity, if you feel like you need to grow in your confidence, I just want to tell you, you are normal. I just need to affirm you have that if there's a part of your body that you're more sensitive about being photographed. Again, I want to tell you, you are normal. Welcome, I see you and I hear you. And I'm also really excited to give you some of these tips to help build you up so that you can really show up as yourself in front of the camera. Oh, yeah. So what we do in our photo shoots before we start and I advise this even if you're just taking pictures of yourself on a timer, or someone's taking pictures of you take a moment to take three deep breaths. I know it's so small thing you know what I know this a podcast, we're gonna get crunchy here right now we're gonna take three deep breaths together, because I feel like even in this, we should even pause. So let's start we'll take one deep breath in. Good and another one. And then make this one your biggest one yet. And as you exhale, you're going to shake everything out. And we need to do that because our lives are going so fast, that oftentimes we just need to pause kind of regather ourselves to and be able to be present and really see how much of a life we have. And I think that gratitude piece contributes to a lot of competence. So that would be my first tip. Take a few deep breaths be present. And then secondly, is that... okay, so you might know the thing you're insecure about, but I also want you to take time I like and these are things I feel super fly about. Is it like do you love your hair Do you love like a certain angle on your face? Do you like your style? Do you like what outfits you pick out? Make sure that you Knowledge is stuff that you also really love. That's my second point. And then thirdly, these are our basic posing points. And again, you can

find this in the ebook. But for females, especially, wanting to create diamonds with our body, is how we'll get our squirrel hands to work for us. So right if our squirrel hands are kind of wrapped a climb right in front of us, like our they're been at like a 90 degree, instead, do something with them. So you can put them in a pocket, you can put one in a pocket. And what happens is it creates that space between your waist and your elbow. And so that way, you get more of a silhouette. So one can be in your front pocket, maybe your thumb is in your front pocket. And the other one can be tucking your hair behind your ear or holding the brim of a hat. Or they can even be one arm can be on top of another and you can put another one like underneath your chin, it's just you're creating shapes, doing something with your hands, perhaps or even holding something, maybe it's a coffee mug or a blazer, just have your hands doing some thing. So it could be pockets. It could be touching the bottom of your dress to just engaging that will go a long way. And I feel like those things will help you feel more confident you can look back at your camera roll, see if it's working for you. But it works for a majority of our clients.

Lexie Smith

So love those tips. I have a follow up question. While you're posing all beautifully, you have a very distinct aesthetic, and most photographers do, I would say and yours is light and airy. please correct me with proper adjectives. If that's not how you identify, that was good. Okay, cool. Have you noticed preference in the marketplace for a type of style? Does it matter? I know you've had photos in outlets? Has that come into play? I'm just curious how the filter right air quote filter comes into play?

Praise Santos

Totally. Yeah, that's a great question. I know that we are starting a new freebie on our website, right? Where it's this quiz where you can get your own personal brand vibe. And it's a series of questions where we asked you about about your ideal audience and even about yourself so that we can even recommend kind of what filter to use. we're plugging our compound presets Hello, because that will help you with different vibes as well. But your specific question like are there are certain outlets that pick up more of the light and airy feel more of the moody feel right? More like a vintage feel or a really bright feel? And I would say it depends on the publication because every publication even has their own field, you know how Forbes can be very kind of future analytic. So they're they're really into like, contrast would be pretty common with what they have, where as Magnolia homes, it would be more along our aesthetic, right, like really light and airy. And so the question for an entrepreneur wanting to get into those magazines first is to be authentic to yourself, ask yourself who is our ideal audience, and then to what are the feelings that we want them to feel anytime they interact with our brand, whether it's through a photo, whether it's meeting the founder, whether it's meeting one of your associates, and those words will help describe also the visual language that should be put around your brand. And when you have those things, it all comes together. And so I will use me as an example. You're totally right. Our style is more light and airy. But you can even see in the words that I use in this podcast, I'm also pretty optimistic, also really hopeful. And those kind of feelings also tie in with lighter, more pastel color. Nothing too dark, nothing too moody. And that's our brand. And so there will be other media outlets that have the same values, where it would be a more natural pitch for us to go after them, if that makes sense.

Lexie Smith

Yes, nailed it. I love that description. Thank you for highlighting that. I think that's a very unique point we haven't talked about actually on this podcast at all, is the aesthetic side of things. And yeah, kind of to relate it to something else. I remember when booking my wedding photographer, I was very cognizant of the type of aesthetic, I'm very pale, and very blonde. And so certain filters, aesthetics vibes look differently than others. And I'm more confident in certain color settings than others. So for any entrepreneurs listening, maybe that's something to think about, is there a type of coloring or a type of field that makes you feel more confident too and makes you want to share your photos with the world. So just another little thing I like to highlight. Okay, one more kind of question or section for you. Then we're going to we're going to bring things full circle so another more holistic picture or part of the PR picture is what I call client relations. And clients, either your current or past can have a huge impact on your business, from reviews to referrals. They are walking, talking, typing brand ambassadors of what it's like to work with us. So I'd love to hear because you are literally in a service business working with people every single day, how reviews and referrals have impacted your business.

Praise Santos

Yeah, that is huge, too. I love that you are able to label it client relations are even though we do a lot of online marketing, one our well really our biggest form of business intake is word of mouth. And so I just want to tell people, you may be really talented, you should not put to the wayside. The customer experience, I as a consumer would rather choose someone with mediocre talent, but incredible customer experience rather than the most talented person, but I just don't have a good time with them. So I want to encourage all those out there who are building businesses building brand, make sure that not only the products you deliver, but everything from your initial call to them to the wordings of your emails, to the emails that you send out after if they're on their newsletter, we'll always provide the client with an experience that says I just love to work with them. I don't even need any more photography, I just want to hang out with them, because that will really go a long way. And that has led us to repeat clients I have the fortune of even though we focus a lot on a lot of these personal brand photos, I have gone through life with some of these entrepreneurs. So I have photographed their engagement to their weddings to their press kit as they launch their businesses to them having their first babies to hopefully when they sell their businesses to I get to be with them on all parts of these entrepreneurial and personal life journeys. And I know it's also because I'm a decent person to work with. I hope they also love working with me, but I don't want to get too big headed. Because a lot of times I also really love working with them. I would also want to encourage people to, this is just my own rant Lexie, so you can put this out, but also, I wish there was a way I could review clients as well like if my other friends have worked with them to see if they are also good people

Lexie Smith

Like Uber! Uber, they can score the rider and the rider score the driver.

Praise Santos

Yes. Yes. I just wish show for all for those out there building a platform. Can you can someone make this because there are some people that have honestly taken up more of our time than necessary, like really nitpicky clients, which made me think like, oh, maybe I didn't scan them. Well, at the beginning to see that we were the best fit even personality wise, I wish there was a way that I would have known that to save them the trouble, but also our team the trouble of like, oh, wow, that wasn't a great

experience for us working with them, too. I wish it it could go both ways. But yes, to answer your question. Those your views that word of mouth has been a really big piece for us. And it's really us carrying out that brand and every interaction that we have the clients,

Lexie Smith

I think you just hit on so many important parts of PR. And I wanted to bring this up because a lot of people don't initially label this topic PR, but I want to remind everyone that public relations, the last part of that word is relations, your relationship with the public, your relationship with your clients, client experience is huge, especially when you're talking about something like photography, right? There needs to be an energy exchange where everyone is comfortable and confident. Same with the exchange between a PR coach or a PR firm and the client, right you want to feel confident and happy that's going to lend itself into the most positive and most epic results. I can tell you firsthand for the I've had some will call them bad eggs, you know come through I think we all have the service based business and the results that are produced and the aftertaste is significantly worse. Then when you both vibe together personality wise and it's both ways 100% I know I don't have some kind words to say about some people I'll keep them to myself but I you know I'm generally a referral machine and I won't be referring certain people because of the way they treated me. So yeah, I wonder if there is something out there and we need to know about it, Praise

Praise Santos

Totally. Thank you for validating my experience, Lexie. I received that.

Lexie Smith

No, but client relations is huge. And just to wrap up that part people, referrals, word of mouth, right? That can be huge. This is the Pitchin' and Sippin' podcast. We've talked photos we've talked pitching. Now we're going to talk sipping. So what can you find? What can we find you sippin'? Favorite beverages, alcoholic or non alcoholic

Praise Santos

huh? I've been on making. I've been on a kick of making my own turmeric lattes. And so it's like coconut milk, some turmeric, some cinnamon, some ginger in there. And then when you really want to spice it up, we also make our own boba. And so it's like a turmeric Booba drink.

Lexie Smith

Turmeric. boba latte.

Praise Santos

Yes, yes, yes, because it's coconut milk base it's like really fatty. It's like a hug in your belly.

Lexie Smith

A hug in your belly. I love that. I don't think I've ever thought of turmeric in a beverage like besides my like my comfy chairs or my like health shots in a like a warm kind of beverage. That's super interesting. Can you buy that or do you have to make it?

Praise Santos

You can buy it so some cafes will call it a golden latte. But I will warn you I love wearing white and the turmeric latte always gets on my white blazer or my white dress it is very stained, but it's an anti-inflammatory little ingredient. So it's also really good for you to

Lexie Smith

it's super good for you. And that's the only reason I'm familiar. I used to add it to ginger shots.

Praise Santos

Yes.

Lexie Smith

Yeah. So golden lattes. Okay, I'm gonna have to keep an eye on an ear out for that one. That's a new one for me. Okay, Praise photographer ebook. You have filters you have or what are they called? presets? Excuse me. Where can people go to find all the things

Praise Santos

Yes, go to a comeplum.com. Also follow us on Instagram. I basically like dance around and try to put entrepreneurial tips on there because I want to dance around and call it work. But you can connect with us on there to

Lexie Smith

love it and you should dance around because once again we work to live we don't live to work

Praise Santos

She gets it. Yes.

Lexie Smith

Thank you so much Praise and I look forward to the day we can cheers with some golden lattes in person.

Praise Santos

Same sister same Bye.

Lexie Smith

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