

Newsworthy Founder: PR Mindset, Defining Success + Manhattans with Kim Argetsinger

SPEAKERS

Kim Argetsinger, 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 on the Pitchin' and Sippin' Podcast,, we're talking with Kim Argetsinger, a mindset coach, business mentor and podcast host who is obsessed with how the brain works, all things mindset, business, psychology, and relationship-based marketing and PR. She holds a BA in Psychology with honors from the University of Miami and is a Mentor Masterclass Certified Life Coach. Featured as an expert and coach across dozens of outlets and podcasts, Kim's built her own booked out, multi-six-figure business without ads or complicated funnels. Kim believes there's nothing more powerful than combining clarity, mindset, strategy and aligned action when it comes to business success... and that's exactly what we get into in today's show. If you've ever felt resistance to the spotlight, frustration when pitching, fear that there's just too much competition...or really experienced any form of self-doubt when it comes to whether your worth of press or not...listen up because this episode was made specifically for you. So without further ado, let's get started. I am beyond honored to be hosting Kim on the Pitchin' and Sippin' Podcast today. Because this woman has personally transformed my mindset and my life. And I don't say that lightly. I had the privilege of working closely with Kim for six months starting back in 2020. And my perspective has for ever been up leveled. Also bonus she loves coffee, champagne, pizza and most things that light my heart on fire. So that's the gift I'm bringing you all today the gift of Kim. So Kim, welcome before we dive into all things business and mindset, let's first talk about you outside of the office. So three questions. Where do you live, favorite hobbies, and then let's do one thing people are often surprised to learn about you

Kim Argetsinger

First, thank you for having me and that lovely intro. I just fucking love you so much. All right, where do I live? I live in Brooklyn, New York formerly in Manhattan, but we just moved over to an area called Dumbo recently, Down Under Manhattan Bridge Overpass for anyone who doesn't know what that acronym stands for. I already forgot the second question the second

Lexie Smith

It's okay, I should have done one at a time too... let's go favorite hobbies favorite hobbies?

Kim Argetsinger

Hmm. Okay, so my man jokes that my hobby is my business because I love it so much. And I'm kind of awful at having hobbies. However, I love a good sweat sesh and spinning currently on the peloton because COVID life and running and we recently bought a keyboard piano it's like a really pretty upright. It looks like a old school one, but we can't have those in the city. So it's a keyboard style. And I have been teaching myself how to play the piano. No concerts yet, but I'm that's my new little hobby on the side.

Lexie Smith

So fun. You know, some people have taken on such productive hobbies with quarantine and I really can't say I've done anything other than just binge more. Well, in my business binge in business, so good for you. That's amazing. And then my last little fun thing. This is a hard one, but I'm gonna ask it anyways, maybe one thing that people are surprised to learn about you.

Kim Argetsinger

That's a tough question because I'm such an open book. I feel like the whole world is on the internet. What would someone be surprised to know about me? I'm five foot one. So if you meet me off the internet, yes. You're always like, Oh my gosh, you are so small. You have a friend who would joke that she can put me in her pocket. So I'm relatively on the short side of my man is six five so we look like we escaped the circus when we're walking around together. I think the other thing that would surprise many people is I'm an introverted extrovert. So on the extraversion scale. I technically am an extrovert. But I think when you meet me in person, I'm such a one on one. Like deep conversation low voice person. Most people think I'm an introvert. So two random fun facts

Lexie Smith

I described myself opposite. I'm an introverted extrovert were you the opposite of that? Or is that what

Kim Argetsinger

I'm the opposite of that

Lexie Smith

Okay, introverted extrovert. So I can, most people would think I'm an extrovert, but really, I'm way more introverted than I let on.

Kim Argetsinger

So I'm the opposite. Most people think I'm an introvert when they meet me, they're like, Wait, you're an extrovert. So go figure.

Lexie Smith

Oh my god. Okay, I love that. See, I didn't know that I learned something new. Business. Business is your baby. Let's talk about what you do professionally. And I'd love for you to share with everyone kind of the backstory of how that came to be.

Kim Argetsinger

Yeah, good question. So technical title, I'm a mindset coach and business mentor. So I always say terms of my coaching framework, I take a really holistic approach to business, and how I support my clients. And I like to blend, clarity and mindset with strategy and action. And we're all about building growing and scaling a profitable business, wildly in love with on your terms. So that's technically what I do from a coaching capacity, all in a one on one format. One on one is my jam. Terms of how I got here. It's such a roundabout way I started in the entertainment world. So I graduated college a year early with a degree in psychology, top of my class, and it was either go get my PhD in psychology, or pursue my other passion, which was acting, so always believed, you can make money doing what you love. So instead of getting my PhD, I bought my ticket to LA and spent 10 years doing the acting thing in LA, I loved it had ups and downs had the whole journey to clean South Africa did all sorts of interesting jobs and just hit a wall for lack of a better way to describe it was just no longer lighting me up. But I'm so a proponent of enjoying our life and the work we do. And around that time is when I picked up and moved to New York City to start over. No idea the coaching industry was a thing. I thought it was meant to work in advertising, and work in marketing and sales for a little bit and found coaching around that time, and fell in love instantaneously with it. Fast forward a few years. And here we are.

Lexie Smith

And here we are. And we'll get into a little bit later, kind of how people might be able to to work with you and what that looks like. I also think they're going to experience it by listening to this podcast on a very, very, you know, small taste level. So what I'd like to really do Kim is dive into the world of mindset today, stick with me, listeners, this is probably if not the most one of the most important episodes we've ever had. And here's why I have not met a single client or entrepreneur who does not need some sort of support in this category generically, then we narrow it down to the topic of PR, and all that comes with PR and our fears, our insecurities, our worries are magnified. So what I thought a helpful place to start would be by giving you some very common scenarios that come up with those that I've worked with over the past 10 years in my PR career to hear really your thoughts on how one might navigate and overcome. So does that sound okay game?

Kim Argetsinger

You know, I'm so game, I'm obsessed with all things mindset. And I love looking at it through the lens of business and PR. So I think that's such a great place to peek at the brain and what I wanted to do,

Lexie Smith

all right, so then we're going to get into it. First up here is a scenario that is very common, some entrepreneurs are too afraid to even begin PR, because the whole idea of putting themselves out there seems terrifying. I actually get asked quite a lot Can I do PR without taking on a public facing role? Now I can speak to the very literal pitching strategy between leading with a founder versus living with a product. But I'd love to know what you might say to an entrepreneur having these thoughts in that moment. Is there anything they can do or practice to push through this reservation? Or should they even have to

Kim Argetsinger

one of my favorite things to talk about is hiding in plain sight. And the opposite which I consider taking up space. And I think that really in terms of our work, it's so much of what you're doing with people with PR and putting them out there. And what really brings us results is our ability to stop hiding in plain sight and take up space. And a lot of what you're describing there is a very, very, very, very normal human fear, which comes up I think around something like PR This is the brain going into hyperdrive. It's going into fight flight, or freeze and it's saying oh my gosh, I put myself out there. What is everyone going to think about me? Are they going to judge me? Are they going to think I'm stupid? Am I going to fail, insert whatever your fear of choice is something I think can be really helpful here. I'll give two easy things people can play with, because a lot of this is going to be fear base. First thing is to know whether your fears are normal. We all have them, I Have them, you have them. It's part of being human. If you didn't, I don't know, maybe you're a sociopath or something like that. But we it's part of the our survival mechanisms are super normal. Anytime you're gonna put yourself out there, anytime you're gonna step outside your comfort zone, when fears get in her own way, it's often because we're not looking at them. And they're running the show, essentially, subconsciously. And they are just doing everything they can to protect us. That's their whole job. Like, let me keep you safe, let me protect you. So a really easy tool, really, really easy exercise I love to give clients. This is by Carolyn Elliott, to give credit where credit is due, it's called a fear inventory. It's literally to get out a sheet of paper, write out what your goal is. So my goal here is I want to do some PR, I want to put myself out there, I want to get my brand myself out into the world. And then to brain dump, here, all the fears that are coming up and literally write out every fear that is coming up for you, I challenge you to write 20 of them. At five, you won't think you have more, at ten you won't think you have more. And then you'll have 10 more. The goal here isn't to do anything with them, the goal isn't to solve them or fix them or manipulate them, your fears will always win if you fight for them. you've ever gone into an argument with someone who really believes, let's say politics, what they're saying is really hard to convince them same thing with your fears. The whole goal here is to shine a light on them, so that they can lose some of their power. And you can take this paper, bring it up, rip it up, if you want to really get great way to see it, name it to tame it and to release it a little bit. Then the other suggestion I'll give here and Lexie have to tell me if I'm throwing too much at the listeners, but I find the other thing with fears, it's really powerful and helpful is to see them out through to the end. So a lot of times, you know, if you're scared to put yourself out there and stuff is coming up noises coming up in the brain around PR, it's because if what you're worried is going to happen, and we spent all of our time just trying to fight what might happen. And I find it can be really powerful to play that out. So if that does happen, so you put yourself out there and let's say some of your PR isn't received the way you want? How would you handle that? What would you do actually play that through and come up with a solution for your yourself, even to see if you can sit in the not so great feeling you're scared of because then you have a chance to process some of that ahead of time and really face it ahead of time, which will help you feel a lot more powerful to move through it in real time and to choose what you would like to experience sunset. Does that make sense?

Lexie Smith

That makes perfect sense. And you know what I just wrote down while you were saying that is crisis communications, because in a PR sense, actually, this is something that PR practitioners do very literal way, when we try to predict out what is the worst case scenario that can happen. So that's it's kind of crazy to hear it from your perspective and talking about it mindset. And it's actually very tangible thing that is done professionally as well. So one thing I wanted to kind of bring up here today and talk on and

I think you talk about this so beautifully, Kim, is where we'll meet practical and the whole Woo, you know, why do we even have to say woo, and what that means I actually like impromptu question here. How would you describe woo to those who aren't necessarily...Woo.

Kim Argetsinger

I love this question. I will... full transparency, I used to resist the woo big time, which is why I love talking about woo in tandem with the practical because I think they actually support one another really well. I don't know if this is the world's best definition of Woo. But I really think of woo is everything that we will find in the spiritual world, manifesting things that are really outside of what science can pin down and prove and anything that's kind of outside of that tangible, practical stuff. Or like, if I do X, I get y or z. It's more if I think these positive thoughts and feel a certain way, then money lands into my bank account. That's what I would think of as the will.

Lexie Smith

Yeah, so I think a word maybe manifestation is one that people have heard could be a woo category, right?

Kim Argetsinger

For sure. Manifesting something into your life, you can go out and buy something that's manifesting. And I think when we're thinking of it in the terms of Woo, it's adding on that spiritual element, the things we can't see the things we are surrendering and handing over to a power outside of ourselves.

Lexie Smith

Yeah, and if you know the word some of you listening are clapping, snapping, saying yes. Right. Some of you might be going, Oh, I don't know. Right? There's resistance to all sides of it. I think one way that I like to think of will more practically is I take the word sometimes spiritual out of it. And I really think of mindset, the power of my mind, which you know, once again can be Woo, but there's there's something to that and so anyways, I just wanted to point that out because I'm sure it's gonna get brought up in a variety of scenarios as we talk here today. Hey guys, Lexie here interrupting the show really quick to drop a note. Did you know 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 pitching 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. Loved everything you just said. I think that's phenomenal. Two actionable things that people can do. So now we're going to move into, we're gonna graduate into Okay, these people have listened to Kim. They've done their fear inventory, they're ready to get press, and they are committed now to landing media placements in specific. So they start pouring their heart and their soul into pitching. And then all of a sudden, they hear two things a no or what's in my opinion, worse, crickets. They don't hear anything. So they start to take things really personally. And maybe they start retreating from further outreach. What can entrepreneur or a PR professional do to stop associating the success of their pitching from the success as a whole of them or their business? If that makes sense?

Kim Argetsinger

Absolutely makes sense. I want to reflect back to you to so I answer what you mean. But you're talking about when we're lumping our success to those guesses to those results? And how can you kind of detach from that and not making it mean so much? We're not making so much about you. Love the question. I will also say to everyone listening, if you've experienced that, or if you're worried about experienced that exact dress over here, like talk about being schooled and the art of rejection and not linking your success up to what it is you're doing, and those yeses or nose, I feel you on all of that. So I think for all of us in business for acting, or PR, it's so important to start to look at how are you defining success, I talked about this so much in my work, but really starting to look at what does success mean for you. And really looking at that, and quantifying that through your values. And really being able to attach that to some metrics that aren't numbers or that aren't your bank account or that aren't getting a yes from a pitch. Because that's always going to give you something you can anchor back into. It's not there's anything wrong with chasing metrics or wanting those metrics. But as soon as those are the barometer for your self worth, that's when we get ourselves into really hard hot water. And we're just kind of chasing this treadmill, nothing will ever feel enough, no number of yeses from pitches will ever feel feel enough. The other thing I'd offer there, and that comes up for me hearing the question overall, ever we're getting into that pattern of like, Oh, I'm making myself feel shitty, because I'm not getting that yes, from a pitch or from, you know, something I've put out there. It's just heavy back into and looking at where is this coming from? Usually when I hear that, that tells me there's probably something coming up something that really doesn't have anything to do with the PR itself. And that is a really big invitation there to dive in. Because that's probably going to be the real work to do. That's probably showing up all over the place in your business and outside of your business.

Lexie Smith

You just teed me up so perfectly. So I'll give you credit, I'll give my my brain predicting questions credit as well, because this is what I wanted to ask next as a piggyback. Because I hear this all the time I hear I'm not big enough yet. I'm not worthy of that type of opportunity yet, or for a literal PR example, Forbes would never want to feature me. And I know that this is a mindset issue that's not based in reality, because I've seen clients of all sizes, shapes, stages, get press. So let's speak to that, you know, expecting us to solve that whole statement in this podcast. But can we start to reframe it? How can we start to attack, not attack resolve some of these more limiting beliefs?

Kim Argetsinger

Yeah, I mean, something an offer when I hear that is it's sort of like good news, bad news. Good news, as this really has nothing to do with PR, like you said, literally has nothing to do with whatever you're not feeling so great about. Bad news is...some thinks bad news. I think it's great news. But it comes back to mindset. And it really is an overall belief that probably got it started a really long time ago. And you've probably been kicking this around for decades, and it's probably showing up everywhere. What I find is most of us have one or two of these stories that pop up beliefs that don't serve us. And they're kind of our core things and they show up everywhere and what's helped Something like this as you can start to notice, if you're feeling like I'm not good enough, I don't have enough, I'm not big enough. That's probably showing up in your personal life as well as your business. And this becomes the work to do everywhere. And the nice thing about that is, it's not like there's all of these things to solve. You don't have to solve anything in PR, you got to solve something with you. But it's really this one piece here.

And I think with this, it's a rewiring of the brain. It's really looking at how do you love yourself more? How do you increase that self worth? How do you look in the mirror and say, I love you, I think you're good enough. And repetition is some of where that that gets reinforced. I also think there's a like line, you get to draw on this sand where you just get to say I decide today, what day this is going out. But today, I'm just going to decide I'm going to write down somewhere that I am enough, I decided today I am enough. And that power of your decision can be really, really powerful for shifting your mind and shifting the way you're showing up. So you can then decide when we're bringing it back to the PR, I am big enough, I'm big enough, I am good enough, I have enough. Because I decided and that brings that power back to you instead of Forbes or instead of someone else. And then you show up as if that is true. And you put yourself out as if that is true until that result shows up for you. Because once you've decided you're going to keep showing up until you get that evidence back.

Lexie Smith

This is something that just came up as you were talking. Maybe it's something that people can try practicing. Because I do know a lot people when they're starting to pursue PR or they have it yet. There's a frustration involved when they see other people whether that be competitors, or someone that similar to them getting featured. This question comes out of why not me? Maybe we can reframe it to say it can be me it will be or it is me,

Kim Argetsinger

like we're all wired to compare, you're going to compare. I think there's just something so nice when you can see that. And I love that Why not you? And can you decide that you are equally good enough, you are just as good enough, there's more than enough to go around. It's not like someone else being featured means now there's no more opportunities and you can ever be featured it means people are being featured and you can also be featured.

Lexie Smith

Yeah. And these two words probably weren't really on my radar until I became an entrepreneur. And it's this the juxtaposition between a scarcity mindset and an abundance mindset. So context, right? Let's say we have a business owner, I know we have business owners listening, we have PR pros listening in. I know we have members of the media, we have a lot of people listening, that likely sell similar services or do similar things. Basically, it's very crowded, so it can be easy to start to feel like oh my goodness, they're gonna hire them, not me, right? Or they're gonna hire that PR coach, not Lexie, I have these moments. Can you see me in these moments? So how can we begin to break out of this comparison trap and start to shift from a scarcity mindset to one of abundance?

Kim Argetsinger

I think the first thing is like not trying to get out of the comparison trap. I know that sounds counterintuitive. But the thought I have when I hear that is anytime we're trying to find something and resist something. It's kind of like that phrase, what you rehearse this, the more you try to like, I'm not going to compare, I'm going to believe in an abundance mindset, the more you're just going to compare yourself more and be like, Why does she get all the clients? So I think it's a helpful reminder for everyone, you're human, you're normal, it's super normal to compare, I think the refrain you offered is so powerful as a place to start. And then I think the work becomes how do I get my eyes back on my

own paper? And how can I start to believe and build up that self trust that there is more than enough to go around? And a perspective I find really helpful for all of us as business owners, is to take a look at how many clients do you actually need even if you run a massive group program, massive group program with 1000 people, that's 1000 people out of the even how many people we have on the planet right now. And if you're not running a massive group program like that, how many clients do you actually need at any given time, I think it can be really helpful. Sometimes the practical helps the mindset to look at even practically, most of you probably don't even need that many people to have a wildly profitable and successful business. And I think that can help turn that volume down a little bit. And help everyone to notice really and truly is so much to go around

Lexie Smith

to piggyback on that with some examples, right PR firms, anyone listening, I'm guessing with your you know, five person staff or your one person team or even your 50 person team, you have a cap at how many people you can service. So instead of feeling competitive against other PR firms, right? If you need or you want, let's even say 20 clients, there's let's say there's 7 billion people in the world. I think it's like six or seven. I don't know it's in there. someone knows that and it's correct to me. Think of the percentage right you need like 0.00000 1% of the population probably less than that. And I think that is a huge thing to realize. And it makes things seem like there's more fish in the sea. There's More to go around. Why can't you know my colleague over here they can be successful. And so can I, if you're a product based business, same thing, Amazon, I'm pretty sure it's still growing. If we think of like the biggest giants in the world, there's still market share to be had. So yeah, I just all that to say I love that example. I think that's really, really powerful.

Kim Argetsinger

I'll share one more example if it's helpful. Just because we were talking about our joint love for pizza at the beginning of the episode. I live in Bidy. And I think it's always just the best reminder that there's more than enough to go around, and that other people in your space only increase the awareness of your business and really can help you market your business. There is a pizza shop literally on every corner here. Like you can walk, I can walk outside and there, I don't know, five... there's actually two really famous spots next to one another. And they're all super busy. And because they're all super busy. And because this is known for a place for great pizza, quite honestly, they just help one another because one place talking about pizza, make someone think about pizza go to another spot. So I think it's just a really nice reminder, like, I'll go to one spot one night, go to another The next night, not like never gonna go to the other pizza spot, because there's a couple available. And I think that can be a helpful way. For all of us in the online space. Think about your favorite restaurant and how you probably got another one as well. And there's more than enough room for both of those to exist. Yes, yes. I basically want to talk about pizza.

Lexie Smith

I know, now I'm like almost dinnertime. No, I want pizza always wanting pizza. No, I think that's a wonderful example. Hopefully that's clicking for you guys. And I think it's, it's something that we need to remind ourselves at various points, I still have no, I'll go weeks feeling great. And it'll have a moment where I'm starting to feel like, oh, there's not enough fish in the sea. And then I remember Oh, no, think of your pizza analogy, and probably get hungry. So thank you for that. Couple more scenarios here.

Something that you said earlier that I which was great was to not equate your self worth to numbers. Now, on that line of thinking, let's say someone's actually getting press right. So the spotlight does start to shine brightly. And then all of a sudden, what happens, and I'm sure this has happened to them too. So you can speak to it personally, is that when you get brighter, others opinions start to get really loud as well. And we realize we can't actually control what the public say about us, or what that person in their mom's basement is typing on the internet. So it's a very, very real thing. So to come back to not equating your self worth to numbers, right? How can we start to not equate our self worth based on what other people are saying?

Kim Argetsinger

I think we did a whole episode on this. I have so many thoughts on this one. And so this one rings deeply for me because one of like, some of my personal work has been so much around, how can I just be solid in my own work and Okay, and just know I'm saying, okay? Even if someone doesn't like me, even if someone doesn't like my work, and I share that transparently, just for anyone who's going through that, where their their numbers are high, they're shy, like their star is right. And they are getting both the positive and negative comments in there. I feel you like it's still my ongoing work. So super, super normal. So I think a few things, I think this goes back to what we were talking about at the beginning of the episode, I think, and this sounds so counterintuitive, but I think one of the ways we can become most comfortable with shining bright and also knowing there's just going to be haters, because that's just how it works. Not the greatest stories is how it works is to actually practice with the mindset of Can I just be okay, if someone doesn't agree with me? Can I just be okay, if someone hates on me? Can it just be okay? If someone doesn't like this, can I really strengthen my own resolve and create some safety around someone not liking me, someone not liking my work. And I know this sounds counterintuitive. And it's sort of the opposite of like, just tell yourself over and over again. You're amazing which you are and you could do that as well. But I think this is how we can really create some of those deep roots that allow you to stand and I saw this in the acting world over and over again it's allow you to stand no matter what the critics are saying. So that would be my my go to we can keep talking about this if you want but I want to be mindful of time.

Lexie Smith

So good. I have goosebumps I remember the first time he told me that and I got uncomfortable because it's I'm like wow, I don't know. No, I want I want everyone to like me, but it's when you really sit with it. It's a really, really powerful goal to work towards, or at least start thinking about and on one more little question here. Then we'll we'll start to wrap things up on the note of uncomfortable that word. You have a podcast which So first question will be I'd love for you to tell everyone what it is. I listened to an episode recently where you talked about the main difference between those who succeed and those who don't so everyone here listening who wants to make money shake it off, tune back in listen up, Kim's about to tell you what is the main difference between those who succeed and those who don't? So first, what's the podcast and then quickly summarize kind of that knowledge bombs you shared in that episode

Kim Argetsinger

Thank you for asking. My podcast is called One Question: Questions for Unapologetic Results. And we can chat about more afterwards. But I love me some good questions. So what we were talking about in

the episode I think you're referring to and I think this piggybacks on what you were just saying about being uncomfortable that first time I shared that concept with you, which I wanted to preface for everyone who is listening, what I'm not encouraging you to do is throw your hands and pretend you don't give a fuck, because that's a whole different, like, that's the pendulum swinging the other direction we're really talking about can you essentially sit in the discomfort of someone not liking you or not liking your work? And that's what we're talking about. I think on the podcast episode, you talked about what I see I work with a lot of clients, I see a lot of people behind the scenes on what creates success. What I see as a common denominator between people who are having those epic income months, who are having a big impact or getting all the PR you're talking about who are having their stars shine brightly, is a willingness to sit in discomfort, to jump into the deep end of discomfort to almost like seek out discomfort not in an unhealthy way, not in a burnout way not in a way where there's a difference between pain and discomfort. But really, I always think about just comfort as if anyone's ever taken yoga. You know that like spot and yoga when you're in a pose and they ask you to stretch just a little bit more, where you're like, I can't possibly do that. This is where it hurts, but it doesn't really hurt. It's like a kind of good hurt. That's where discomfort is. And I just find that as a common denominator for everyone creating success. They're just willing to look at Okay, this thing is uncomfortable. Let me go run at it anyway, let me just stretch how much discomfort I can hang out and, and I'm pretty sure for everyone listening everything you want. With PR with what PR will give you in your business is on the other side of sitting in discomfort taking those uncomfortable actions.

Lexie Smith

Let that sink in people I could not agree more. And that episode I don't maybe we can put it in the show notes. Let's do that. We'll link that specific episode to the show notes. I really encourage you guys to take a listen. It's it's really powerful. But yeah, it's true. I just wanted to share with everyone I've worked with entrepreneurs and companies and publicists at all different levels. And the people who are succeeding the people who are landing Good Morning America, the people who are in that million dollar bracket are consistently putting themselves out there and getting uncomfortable. It's uncomfortable, being uncomfortable, but if that's something that you you want, that's something practice being open to feeling what we're going to do, I'm going to ask you a fun question and then we're going to tell everyone how they can work with you. But first, we've been talking about a lot of things mindset and pitching. This is the pitch in and sip and podcast. So now I need to learn what we can find you sipping so favorite beverage it can be alcoholic or non alcoholic.

Kim Argetsinger

I'll give you both my favorite non alcoholic is coffee cold brew or a really good Americano, my favorite alcoholic beverage because clearly I can't just pick one champagne for celebrating, a good red wine if it's dinner, and I Manhattan if I'm out for cocktails,

Lexie Smith

Manhattan I never had one which sounds kind of crazy for a girl over here who loves a cocktail. Manhattan very sophisticated. I think Sex in the City. I don't know if there's any like connection to that. But I think like sophisticated.

Kim Argetsinger

I don't know how to describe it. You get a really nice maraschino cherry in it, which is my favorite part. And that's the real reason I ordered. But they're very tasty. You got to try one

Lexie Smith

so it's on my list. It's that's vodka, right?

Kim Argetsinger

It's with whiskey.

Lexie Smith

Everyone ignore everything I'm saying because I think... Am I thinking of a Cosmo in my head?

Kim Argetsinger

You know a Cosmo that Sex in the City. Yeah.

Lexie Smith

You're like looking at me. Like Oh, sure. Lexie.

Kim Argetsinger

It's not quite as sweet as a Cosmo. It's gonna be a little it's it. What is it? It's sweet vermouth. It is. Gosh, I have been out I used to 10 Barney's and how to make this It's been a while it's bourbon sweet vermouth. And a little bitters shaken up you can have it over ice or on the rocks and then usually with a cherry or sometimes they do an orange I think

Lexie Smith

right yeah, my brain was so in Cosmo land that's why I said Sex in the City. Okay, Manhattan. Now I'm more thinking like lodge fireplace Manhattan maybe I don't know. Kim, you are you know I'm your biggest fan. I also know that people listening now are going this woman I need more so let's tell them how can they get more Kim in their life?

Kim Argetsinger

I'm your biggest fan. So thank you. I adore you. I would love to connect with anyone listening always available for questions. If you have a question. If you want to dive deeper into any of the topics we shared about you can find me online. My website has all my things which is my name kimargetsinger.com. I have a Facebook group I'm very active in which is the Business Besties and Creative Bosses. Do a weekly free live in there. We do a monthly free training come hang out, you're welcome to pitch and set in there yourself. And I'm also an Instagram, which is under my name Kim Argetsinger and the podcasts

Lexie Smith

amazing. Well, thank you Kim. So much so much. I know that I will be personally re listening to this and adding it to my clients homework list and you're just amazing. So thank you once again for joining the Pitchin' and Sippin' Podcast.

Kim Argetsinger

Thank you so so much for having me reflecting that all right back at you. Loved our conversation.

Lexie Smith

Hey guys, if you are enjoying the Pitchin' and Sippin' podcast, please do me a huge favor and leave a review wherever you are listening. If you want to connect with me to learn more about THEPRBAR inc., You can do so on Instagram @theprbar_inc or you can check out my website at theprbarinc.com.
Cheers