

## Jaime O'Connor - Founder of Inspired Focus Digital, helping small business make big impact

### In this episode:

- Jaime's journey and how she started entrepreneurship as a 4<sup>th</sup> grader – building her own office vs outdoor playing!
- A brief talk about service-oriented approach and how you can make a difference in someone's life & experience
- Let's hear about Jaime's agency: Inspired Focus Digital, helping small businesses make their ideas strategically executed into reality through marketing & advertising
- What is in the world of digital marketing strategy and how it's much more crucial in today's era
- Staying in your zone of genius as a CEO & entrepreneur through delegation & team building
- Shiny object syndrome and how it could be ruining how you grow & scale your business
- The big difference of hiring experts & consultants vs. figuring it all out yourself (not working within your zone)
- The risks & "back-and-forths" of being an entrepreneur

Jaime O'Connor is a digital strategy nerd who is dedicated to helping brands understand their growth opportunities in the digital landscape. Her windy path to building Inspired Focus Digital has included selling scrunchies in 4th grade, a grocery delivery business, a social enterprise that bled itself dry, and an event operations company. She has also built marketing teams at venture-backed organizations and bootstrapped products brands that achieved 6x growth and 8 figure success. She has worked with major organizations like the NFL, NCAA, USA Cycling, and growing brands like Pro Challenge, Silipint, Born & Raised Outdoors, and Savor Beauty. She is on a mission to educate up-and-coming brands with the knowledge they need to level up and play in the professional arena.

### Quotes from this episode:

"I worked for people along the way—bosses, CEOs, mentors—and all of them made a huge difference in my entire entrepreneurial journey." — Jaime O'Connor

"I always ask myself: 'What is the next step further than what most people are doing?'" — Jaime O'Connor

"There's no golden ticket to success." — Jaime O'Connor

"Even if something doesn't work, I still gain knowledge & experience, and that's huge." — Jaime O'Connor

"Honor your inner wisdom." — Jaime O'Connor

### **3 Pearls of Wisdoms:**

“Give time for yourself and do it intentionally.”

“Take time to plan out your week, month, and the next 90 days.”

“Step back and do not be tempted by the next shiny object.”

### **Resources:**

**Jaime O'Connor - Founder of Inspired Focus Digital, helping small business make big impact**

Website: <https://www.inspiredfocusdigital.com/>

Facebook: <https://www.facebook.com/inspiredfocusdigital/>

LinkedIn: <https://www.linkedin.com/in/jaimedharmon/>

Link to the show: <https://www.kamiguildner.com/ewr-jaime-oconnor-198/>

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Timestamp:

24:15-25:20 – Staying in your zone of genius through delegation & team building