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Bringing —
Food to Life
— *A Beautiful Union*
From Bauhaus to Our House

Cathy Mellett: *Net Branding Guru*

Digital marketing was something that did not exist 12 years ago. Cathy Mellett had a gut feeling that this was an opportunity for businesses to brand themselves online, to be seen and to be heard. Her first project was her husband's business. She took his business online, and created a digital marketing plan. It was successful. Before she knew it his clients were beating a path to her door to do the same for them. In a very short time, she had created 'Net Branding' – a name for her business that tells the world exactly what she does.

Since then, Cathy has built a strong database of clients, and continues to do so on a daily basis. This business has such an interesting back story and is so relevant in today's fast paced online market; we sat down with Cathy herself, to chat about the business she has created.

What must you do to build credibility as quickly as possible? You stand up, show up, and deliver more than the client is expecting. At Net Branding we offer true and honest ethical advice, which will always reflect our clients' best interests.

How do you distinguish yourself from your competitors? I have worked hard on building long-term relationships with my clients. I know these are based on trust and credibility. Because of this baseline relationship, they are my strongest referrers of opportunities for SEO services, social media services, website development services or Google Ads and anything else that is digital-related. They know that they can depend on me, they know we have their back and that's why they continue to use our services.

Can you explain the motivation behind your capacity to create new ventures and ideas? I lead from a heart space. I'm guided as to where those new ventures are and what my ultimate purpose in life is. I listen intuitively to what comes before me and see exactly how I can apply my past, my skills, and my knowledge to that idea or opportunity so as to make a real difference in all aspects of my life.

How does a usual day look? There is no usual or typical day in the digital environment. Usually your inbox is full, you will be constantly notified of a variety of notifications from a variety of social media profiles and analytics reports. Search engine optimisation and online ranking statistics will be top of mind. It is about taking a step back and identifying where your priorities are and letting that actually become the focus for your day. If you are dealing with a crisis online or a troll, then naturally that will take priority.

What are some of the things you've learnt during the entrepreneurial journey? I believe life will always throw you curveballs. However, keep your eye on the bigger picture, and understand that curveballs can in fact also be facilitators for your next growth step.



How are you a different woman today than you were when you first started out in business? Being in business for an extended period of time brings a level of confidence around making decisions, specially hard decisions, and also a far greater ability to sit contentedly in your own power, in your own space, and know that you are strong enough to do what needs to be done. This confidence shines through in the way you talk, the way you communicate and the way you interact with others.

What do you feel has changed about you? Grounding perhaps? With grounding comes strength and a certainty around the decisions you need to make. And understanding that you will take some wrong decisions but that is part of life and a wrong decision can (in many situations) be corrected.

If a close friend wanted to start a business, what advice would you give to them? They should start with a market analysis. Followed by an understanding of what their communication strategy is and what their point of difference is. I would say that they need to get out there and work their network in both the online and offline worlds. They need to be prepared to work harder than they ever thought possible.

Tell us about your charity, I'm Enough. My charity is called 'I'm Enough' and focuses on digital coping strategies for our young people and those that care about them in the real world. It encourages the starting of those real and important conversations with our young people so that they always understand that they are loved and supported and that they are absolutely enough. In this charity work, one of our objectives is to support a reduction in and underpin the alarming suicide rates amongst our young people. I know that we have already made an impact and saved lives, and this is my *why* and purpose.