

# MAGIC HOUR PODCAST

CREATIVE PODCAST BY UNICORN MARKETING CO.

Magic Hour | Ep 13 | Kelly Turner

Welcome to the Magic Hour podcast, where we create an intentional space to let our curiosity drive a conversation with industry professionals about marketing, entrepreneurship, inclusion, and socially conscious topics. We are grateful to be hosting this podcast on the traditional ancestral and unceded territories of the Coast to Salish peoples.

I'm your host Hope Michael from Unicorn Marketing Co. Let's make some magic. Today I'm chatting with Kelly Turner, a serial entrepreneur and local rainmaker. She's the creator behind the Fall for Local brand and You Do You, a weed inspired skincare company. Inspired by her son, Kelly is currently working on a superfood kid's snack brand, and we'll hear some tidbits about this in our episode.

**0:45** Tell me everything. For people who don't know who you are, tell us a little bit about yourself.

- I was running my Fall For Local events pre COVID, and I was pregnant in the middle of having a baby. It was nuts. And then obviously COVID happened, killed the event industry.
- I started a product based business because I was inspired by all the other brands who were participating at the, uh, Fall for Local Market and I am.

**2:12** Let's talk a bit about You Deew You. It is super cool, super successful. I love seeing it everywhere. It's in Indigo. So amazing. What is it about? What is this company?

- You Deew You was started in 2018, kind of when the whole legalization around cannabis was happening in Canada.
- There was nothing really on the market that spoke to women.
- I saw an opportunity to start a skincare brand, and I always wanted to start a product based business.
- I met the buyers of Indigo Chapters, and then boom. I was kind of like, "okay, I guess I'm doing this," and I figured things out.

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- My area of expertise is in marketing and branding. So I'm really passionate about branding, really passionate about marketing.

**4:34** So how did you start learning about skincare and what you liked and what you didn't like about the industry?

- Starting fall for local markets, I really had an advantage where I connected with other local entrepreneurs that were kind of two, three steps ahead of me who had already started their product based business.
- I really leaned on them for some mentorship and Vancouver has a great community. I just tapped into that and just asked tons of questions.

**5:07** What were some of the takeaways that you learned during this process?

- Packaging, compliance, Health Canada, and all the nitty gritty details that happen behind the scenes.
- Working with a third party manufacturer. I never wanted to ship the products myself, so I knew from the beginning I had to work with a 3PL distribution center. So I always kind of had that started because I wanted to focus on sales, marketing, and kind of being the face of the brand.

**5:47** Can you talk a bit about the story and the brand behind You Deew You? Like what is the essence of your company?

- I was inspired by myself, somebody who loves beautiful things and wasn't ashamed to put a cannabis focused product on my shelves.
- With my background in design, I kind of use that to, I guess, to my advantage and design the brand.

**7:04** What are some of the aspects of cannabis based skincare that are different than other skincare industries?

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- It was an interesting time when cannabis became legal in Canada.
- You have to work with like a government company that's doing skincare. And it was really, really challenging.
- Fortunately, Vancouver is quite a small community, and I was able to lean on my network and talk with other dispensaries.

**9:20** Tell me a little bit about your ideal skincare routine. Do you change it from the morning to evening?

- I've never really been one to have a skincare routine, but I've always sworn by taking off my makeup off at night.
- A little cleanser, toner, and serum, because my skin's dry.

**10:02** Is there one beauty or wellness product that you could never ever give up?

- It would be lip balm.
- You can use lip balm on your skin, under the eyes, and cuticles. We have one called the Do Everything Bomb.

**11:13** You Deew You is your second business and you're currently starting another business. Can you tell us a bit about the process of building fall for local and what that was like?

- Fall for local started back in 2012, back from my hometown in Ottawa, Ontario.
- I had another business before fall for a local called Caribou Design Boutique.
- It allowed brands to showcase their products.
- I would say “hey, I'm going to do this event. Do you want to participate?” to brands and so many said, “yes, let's do it”. That was kind of the start of fall for local in Vancouver.
- We did it for three years before I got some feedback and people were like, I want to buy stuff. I was like, you know what? Why didn't I ever think of this?

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**14:40** Were there many other competitors in the event space at that time?

- There were a couple of other kinds of markets, but with Fall for Local, it was highly curated
- Fall for Local was quite successful because it was different than all the other kind of events within that space.
- We had free coffee, and free haircuts for men. It was more than just to shop.
- It's important to have extra experiences in a market.

**16:22** Tell me more about that. At what point in your entrepreneurial journey did you start diversifying?

- I started diversifying since like day one because I had my design boutique and then I was also working full time and then I was running Fall for Local and then on top of that I was actually working, I got a full-time job at UBC.
- The nine to five bureaucracy, not my vibe.
- I'm meant to be an entrepreneur.
- While I was running that, I was also sitting as an executive director for a Vancouver tech forum.
- Also delegating is important and you can't do everything.
- It was kind of a hard pill to swallow because I'm very A type and want to do everything myself.

**18:58** You mentioned that Vancouver is not a very friendly city. And I think it does have that stereotype. Do you feel like with the community that you've built, it's much more friendly? Like, how did you break into that?

- It was really challenging to connect with people.
- Once I felt like I had a purpose and was connecting with the people that I wanted to connect with, it was really easy to make friends and build that community.
- The best people in Vancouver are so friendly and so creative and so inspiring.

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**21:00** Do you, so it's in Indigo now, which is so exciting. Oh my goodness. When did that happen?

- When we first initially launched, we got three big accounts. We got Indigo, Urban Outfitters, and Anthropologie.
- We were still finalizing the formula and the idea and yada, yada, yada, all the things that go into it.
- I had a warehouse and all this inventory and Indigo kind of ghosted me.
- Then Urban Outfitters reached out and they're like, Oh, we want your product. And they bought the stock on hand that I had.

**23:01** As a product business, was it really about knowing people or did someone connect you to those buyers?

- I got an email from Urban Outfitters. I was just like, okay, this is a scam. And sure enough, it wasn't.
- Why did Indigo ghost you? Because somebody was in transition of the role, so the email address was not going through.
- If they didn't do that, I wouldn't have had that inventory for urban outfitters at that point. Everything happens for a reason.

**24:48** This was like at the initial point when you were launching your business and you, I'm assuming scaled quickly to meet the demands of these three different businesses. What was that like?

- Indigo was really fantastic to work with. I had an empty jar with a label that I printed at home and cut out and glued to it.
- They actually connected me with their compliance officer who walked me through doing all of the proper details that I needed to get the product in stores.

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**25:45** And is You Deew You only available in Canada in Indigo? Where else can you find your products?

- We work with a sales agency and they target a lot of independent boutiques across Canada.
- You can find our product in a bunch of independent retailers.
- We also sell at Simon's Canada and Indigo Chapters.

**26:25** You're kind of removed from the selling process. You have a wholesale agent to help you and you don't have to work on the production and the shipping. So what kind of role do you have?

- I want it to be a four hour work week where I was as hands off as possible.
- I didn't have maternity leave, so it really allowed me the time to focus on being a mom.
- My day-to-day stuff is mainly paperwork, paper pushing, a lot of admin. Admin staff, customer support, researching new product lines, figuring out opportunities for other packaging, social media.

**28:15** You built your business around that, which is incredible for someone who is in their business and like stuck there and needs to get out of that orbit. What would you recommend to them?

- One thing that I did start, part of the fall for local brand, was called local talks.
- It was a monthly speaker series where we connected with other like minded people.
- Get out of your comfort zone and go to networking events and meet new people. You never know who you might meet.
- For people who can't do that, focusing on your mental health is important. Take a minute, go for a walk, have a coffee break, have a shower, or whatever. Just take a minute and try and just get a different perspective on things.

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**30:31** Now you have a third company that's in the works. Can you tell us a little bit about it?

- As a recent mom, I saw an opportunity to create a food business for kids.
- I'm going to be launching that hopefully in the next few months.
- If you want to give me a follow on my personal Instagram handle, I will be sharing a lot on that @yourpalkels.

**31:40** Are you sharing a lot of your journey as an entrepreneur in that space on your personal Instagram about like what it's like in your day in life?

- As everybody knows, social media is a lot of work just to manage.
- Ever since I started this brand, I've started to record everything I've been doing. My plan is to put them into reels and really share with you guys what I've been doing behind the scenes.
- If you go down the food aisle for children right now, it's full of sugar.
- Educating yourself on the snacks that are out there and instilling healthy, healthy habits for your children from day one. I think it's so important to start that at a young age.

**34:00** I can only have admiration for everything you do. You are a business owner, you have three companies, and you have a four year old. So how do you handle your work-life balance?

- I'm very fortunate to be in a position where I have that flexibility and I've kind of become the CEO of the house.
- I love to get ready in the morning. Have a shower, get ready, feel human, and do a 20 to 30 minute workout every day.
- Being outside in nature and cooking healthy, nutritious foods.
- I was never a morning person, but I always wanted to be a morning person. And let me tell you, I am a morning person. How did you get there? I had a baby.

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**37:57** How did you find that shift? How did you create that time?

- Kids go through transitions. Now, my kid's sleeping through the night, which means I'm sleeping through the night.
- You schedule your own me time, you make time for yourself.
- I have really great support from my husband who is also an entrepreneur.
- I've started to do cold plunging in the morning.

**40:47** Is there a regular practice that you have that you're consistent with that you do for your mental health? Do you have anything else that you're jumping into?

- Now since becoming a mom, I have more ambitions to learn new things.
- I'm starting to learn how to ski. Getting out in nature and trying new things is really good for your mental health.
- I put my energy into that 20 minute to 30 minute strength training every day and making conscious efforts of how I'm eating.

**42:57** If you could tell yourself something as a pre K mom before kids, what would you tell that younger version of Kelly?

- Try more things, do more things.

**44:22** Yay or Neighhhh

This person says: I love the magic hour and I'm excited to write in. I'm a mom of three and I find it so difficult to be a working mom. I try to balance being a good mom, a cook, a cleaner, and an employee all at the same time, let alone trying to find time to pick up a book or go for a walk. It's exhausting, but I have found that taking 15 minutes in the morning and before bed to stretch or meditate has really helped improve my mental health.

- I've been an advocate for other moms because I hear this story a lot and I know it's not easy.
- Get up even 15 minutes earlier so you can have your coffee in the morning, do a bit of journaling, do a bit of stretching, whatever you need.



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**46:47** You mentioned when you become disoriented or you come off your schedule that you're, you're like discombobulated, how do you get yourself back on track? Do you just shove yourself back into your schedule?

- Sometimes definitely hard, I'm not perfect.
- We were taught that rest equals laziness, right? But now I listen to my body.
- That's the thing on social media, everybody makes it out to be like, Oh my God, this is so perfect. We need to share more of the messiness of what goes on.

**49:09** Is there any exciting news that you would like us to share with our audience?

- I am going to be launching a new brand within the kid realm.
- Potentially will be adding new products to the You Deew You line.

**49:50** And so how can people connect with you?

- Find me on LinkedIn at Kelly Turner.
- My personal Instagram handle is @yourpalkels.