

Liel Anisenko - Full

[00:00:00] **Liel Anisenko:** [00:00:00] I say to all my clients and I say it to all my colleagues, that for me, there are two sides to marketing. There is marketing, which is, you know, there's creative ideas. Let's talk about messaging. Let's talk about, you know, something unconventional, and then there is. Boring marketing. It's building all those endless spreadsheets, tracking things, tracking responses, looking at the data, looking at analytics, you know, analyzing data.

[00:00:23] And it's very, very boring and gray. And for that, you need this kind of work ethic to push. Sure.

[00:00:33] **Izolda Trakhtenberg:** [00:00:33] Hi, and welcome to the innovative mindset podcast. I'm your host Izolda Trakhtenberg on the show. You get my conversations with peak performing thought leaders, creatives, and entrepreneurs. We explore how you can innovate through creativity, compassion, and collaboration. I believe that innovation combined with compassion and creative thinking can save the world and I aim to bring you ways.

[00:00:55] You can do it too. If you're enjoying the show, I'd be super grateful. If you could [00:01:00] support it by buying me a cup of coffee, you can buy me a cup of @buymeacoffee.com slash Izolda T. And now let's get on with the show.

[00:01:17] Hey there and welcome to the innovative mindset podcast. My name is is older Trachtenberg. I'm thrilled. You're here and I am honored and thrilled and so happy to have this week's guests. You are going to just love her. I already do. Leo. Annie Sanko is an experienced full stack marketing pro passionate about supporting the growth of early stage startups and newly founded companies by applying field proven strategies for gaining exposure and traction growing customer base and raising capital.

[00:01:45] And if you don't know what that means, I'm just going to say that what that means is she's really good at her job, and she does it in some really cool and innovative ways. So she's got 15 years of hands-on B2B business to business marketing experience in IOT, biomed, [00:02:00] telco law enforcement, construction, tech, and retail.

[00:02:03] She's worked with various companies from startups to fortune 500 enterprises and seeing startups grow is her. Ultimate passion and reward, which I think is awesome. Now here's where the L and I have some things in common. The all was raised in Russia and moved to Israel at the age of 17 alone. Now, if you know anything about moving to Israel, you know that as soon as you do that, you also go into the army.

[00:02:25] So she took off on her own. After being raised in Russia, she moved to a new country where she may or may not have spoken the language. So you can tell how courageous she is. And she's built a successful career in tech. She's built her own family. She volunteers for various causes, and she's acquired friends for life.

[00:02:44] Who've become her own family. How amazing is this woman? I'm so, so happy to have. Thank you for being here.

[00:02:51] **Liel Anisenko:** [00:02:51] Wow. Thank you so much.

[00:02:54] **Izolda Trakhtenberg:** [00:02:54] I'm so impressed with you all over the place, because when I immigrated from. The [00:03:00] Soviet union. And it was the Soviet union. When my family left, we spent time in Israel and then we went to the USA.

[00:03:05] I was seven. So I had almost no responsibilities just to accept, you know, be a seven year old. For the most part you took off on your own at 17 and moved to a brand new country. It shows such perseverance, such heart, such courage. Can you talk a little bit about that? Because I'm so incredibly honored to know you because you show no, seriously, this is so important for people to understand leaving somewhere like Russia, leaving somewhere like that has that incredible tenacity for keeping people where they are.

[00:03:42] You went, no, I'm not going to stay. And you took off and you forged a life. Can you talk a little bit about what that took on your part and how you got inspired to make such a huge change? So young.

[00:03:55] **Liel Anisenko:** [00:03:55] Thank you so much extra two things come to mind. First thing is not related, but it [00:04:00] is related to your question.

[00:04:02] So I was born in Soviet union as well. And when I was five years old, I think it fell apart. And when it fell apart, you know, there were a lot of challenges for people to live their lives. Like there was like a food. There was a lack of clothing, basic basic staples sweetly for everyday life.

[00:04:21] And I remember my grandparents going to those government offices standing in line for hours, getting the coupons. And then with those coupons, going back to the supermarkets, sending again in line. For the supermarket waiting for hours and then getting into the supermarket and getting the food ultimately, which was rationed for every family.

[00:04:41] And I used to tag along because, you know, I was a little girl and I remember that experience as a blessed, I remember standing in the lines in the rain and the snow, whatever it was finding other kids my age, playing tag, playing hide and seek, having the best time. And when I think about [00:05:00] it, and sometimes I speak to my grandma's grandparents about it.

[00:05:03] For them it was the worst experience in their life. You know, like having that lack and scarcity of something that they need to survive and having children dependent on them. And for me, it is a positive experience. I remember it as something good. And the same goes to me, moving to Israel. I really did not invest much thought into moving.

[00:05:23] I finished, I graduated high school. It was a Jewish high school for girls. It was very obvious for me that this is, you know, what I do. I tell it to people and they realized that it's a big deal, but for me back then, it wasn't. I was 17. I was very idealistic. I wanted to build my own life. I wanted it to be independent.

[00:05:41] It was such a great opportunity to to not be dependent on my parents, my grandparents, to make my own decisions in life. And and I wanted to, after that, and somehow, somehow everything worked out miraculously, but I have a few clues, no white worked out. It's not [00:06:00] really the cause and effect kind of clues, but I believe that once you.

[00:06:04] Decide that when you don't have anything to share, because you come to Israel, I don't have any family, you don't have any resources, get whatever the package the government gives you for the first time just to get by. You really don't have anything to do. And then you give and you give, and then you make friends and you make connections.

[00:06:20] And then those things come back to you. So this is like my big life philosophy giving first and trusting and knowing that somehow you will receive back.

[00:06:34] **Izolda Trakhtenberg:** [00:06:34] I love that you said that because as a marketer, you, you must espouse that similar philosophy with your clients.

[00:06:45] **Liel Anisenko:** [00:06:45] So

[00:06:45] **Izolda Trakhtenberg:** [00:06:45] the way I want to ask this is when you, when you're in that space of giving.

[00:06:55] What is, what is your notion? What is your, do you have any [00:07:00] preconceptions of what kind of reciprocity to expect, or is it just a hope that there will be as a person, but also as a marketer, when you're in that I'm going to give and give and give and give and it'll come back to me. What is your process there?

[00:07:17] Is it with an eye towards reciprocity or is it more? I work on it and I give it freely and we'll see what happens. So it's

[00:07:27] **Liel Anisenko:** [00:07:27] really intuitive. I never, I think I never made this conscious decision of. You know, let me, let me, let me give first. And then we all know that in a principle of reciprocity and then expect to get something back.

[00:07:41] I'll give you an example. I think two weeks to go, somebody approached me for a really small scale project for a business that is not very interesting to me and not very lucrative. And they asked me to give them a proposal and I worked for a while and that proposal, and while I was working in it, I [00:08:00] was thinking, well, maybe I should do that.

[00:08:02] And maybe they should check that and maybe they should do that strategy. And maybe they should implement that. And they should really think about that when I wrote it all down and I had this feeling that it's not going to go anywhere, but I really wanted to give those tips to them. And they called me back two days later and said, thank you so much.

[00:08:18] Your proposal was amazing. Thank you for all the tips. And then we're not going to go ahead with you. And I was thankful because I knew that their business was not going to. Move the needle for me in any way, I was happy that I had an experience of sharing my knowledge with them. And maybe it will help them somewhere.

[00:08:33] They will maybe some hold something in the back of their head and then they will use it. But two days later I got a client and then a week later I got a client and then I got a call. I do believe strongly that all these things are related, but I have no way, no tangible way of proving it to you or saying that this is how it works.

[00:08:51] It's just me and my, you know, core beliefs.

[00:08:55] **Izolda Trakhtenberg:** [00:08:55] And I think those core beliefs, I I'm right there with you. I think there's, we don't [00:09:00] necessarily have to see the, the, the rope that ties all of these things together to believe that they're related. So in that, in that process of, oh they could try this and they could try that and they could try that you came up with ideas for them, even though you weren't particularly excited or passionate about the project that they were offering you.

[00:09:22] So. Where do those ideas come from? How do you arrive at ideas, particularly if, if you're not excited and thrilled about the project, is it just your natural creativity or is there some well that you draw upon in order to be able to come up with cool and exciting and innovative ideas for project you're not even that excited about?

[00:09:45] **Liel Anisenko:** [00:09:45] Huh? That's such a good question. I really don't know. I think many of the ideas come from experience. I have worked with quite a few companies in different fields. So marketing strategies for B2B and B2C are very, very different. I learned a lot. I read a [00:10:00] lot. I kind of accumulate things in my hand.

[00:10:02] And then when I started thinking they pop up. So maybe the takeaway from here is that to be open, to learning new things, reading daily about strategies, finding there are a lot of people out there who talk about marketing, marketing strategies, or write about it. There's like really a notion of knowledge there.

[00:10:21] And there's an overload of information I find. So what I find for myself useful. I seasonally get very attached to some of the influencers and I follow them, their YouTube, the Instagrams at Dick talks, their LinkedIn posts, their blogs. Sometimes I get sick of them. And then I moved to other ones.

[00:10:40] Sometimes I don't. This days I'm obsessed with Gary V I didn't test it. If you have his strategist, he is unbelievable, by the way. He's also, he's also very, very pro giving on conditionally. He, that's why I love him at the moment. And and I kind of, I remember those things and sometimes when something sounds really, [00:11:00] really cool, I implemented right away and I tested and if it works for me, then, then I try to replicate it with other clients or without a project.

[00:11:08] But that's basically what I do. I just, you know, follow people. I listen to what they say, and then I kind of try to use it. This plan specifically he's proposal was kind of combination of things that I've learned recently, things that I've done before. All the things that I know that you know could work and it was fun.

[00:11:24] And I enjoyed doing that proposal. I really loved it. I felt like this energy, you know, of giving and fun and marketing creativity, and I was really grateful for that opportunity was amazing. I

[00:11:37] **Izolda Trakhtenberg:** [00:11:37] love that. You said that I'm going to say this a little bit right now, just so that we are giving the best possible episode.

[00:11:45] There's something going on with your microphone.

[00:11:47] **Liel Anisenko:** [00:11:47] Okay. So I don't know, moving

[00:11:52] **Izolda Trakhtenberg:** [00:11:52] because I'm like, I'm like, it's, you're talking and I'm hearing.

[00:11:57] **Liel Anisenko:** [00:11:57] Yes, yes, yes. I'm going to, I'm going to just fix on the [00:12:00] table. I was hugging it and then it was moving because I was excited. I understand you don't hug it anymore.

[00:12:08] **Izolda Trakhtenberg:** [00:12:08] I'm the same way I speak with my hands. So I have to have a microphone. That's nowhere near me, so,

[00:12:15] **Liel Anisenko:** [00:12:15] okay.

[00:12:16] **Izolda Trakhtenberg:** [00:12:16] So I love that you are into Gary V. I have followed him for a long time and I love what he says.

[00:12:23] **Liel Anisenko:** [00:12:23] And I also love that he.

[00:12:26] **Izolda Trakhtenberg:** [00:12:26] When he realizes something isn't appropriate or doesn't really work he's okay.

[00:12:32] Changing his mind. Like he doesn't double down on, on things that don't work. One of my favorite things is when crushing it, crushing it or crush it actually first came out. He was talking a lot about, you know, don't get any sleep. That was a lot of what he said, you know, what are you doing from 7:00 PM to 2:00 AM he, you could be doing social media.

[00:12:51] You could be doing

[00:12:52] **Liel Anisenko:** [00:12:52] at that time when it was, that was extremely IIN, constantly working with. So everybody was on new work and working on busy and working and working and slipping. It was like, [00:13:00] so in until it changed right? In part,

[00:13:03] **Izolda Trakhtenberg:** [00:13:03] because people started realizing actually it's you need your sleep. And, and Gary V to his credit went, okay, wait, that was not, that was not appropriate.

[00:13:14] Let me change how I'm saying things because he, he doesn't double down. He went, okay, this is, I will double down on what keeps working, but if it's not working, I'll step away. So my question to you, Lee L is how. How do you approach that? Do you have a similar viewpoint or do you keep pushing on something because you think it might work

[00:13:34] **Liel Anisenko:** [00:13:34] well, that's, that's an excellent question.

[00:13:36] Mentality wise and the way we are raised, we keep pushing things, Russians don't back down. They, you know, they, they, they, I mean, they, they don't change their minds. They just, you know, this is how it is and we're going to do it till the rest of our lives. And I have this thing in me. I know it, which is useful in certain things.

[00:13:51] Like if you want to train for a marathon, if you want to, if you want to lose weight right. Then it's great. But if it, but in [00:14:00] life, I think, I think it's amazing to keep that flexible mindset. And I love actually Gary, for that, he talks about it a lot. I love, I love it so much when he says you make up your mind to do something, then you get a new data.

[00:14:11] If you change your mind. And it's cool. Actually yeah, I actually experienced something very similar with a client of mine who wants to He wants to be more present on Instagram. And I used actually Gary, V's a dollar 80 strategy. It's an amazing strategy. I use it for, for different client of mine, which had a retail product and also very competitive business.

[00:14:33] Very hard to stand out a lot of competitors. And I tried it for them and it worked unbelievably well. And with this new client who was also in retail long like services, I'm like, okay, I'm going to try this strategy out. And I tried it out for three days and I always tell myself, I'm going to try it for one week.

[00:14:50] I'm going to analyze it. I'm going to see what, what the data is in it. And then we'll see how we go ahead. And I tried it for three days and I see that it's not working. And then [00:15:00] Gary V comes back to my mind to my head and tells me. Just drop it. You know, you see that other things are working much better than just focus on them.

[00:15:07] So yeah, a hundred percent. And the more I hear him talk about it, the more videos I see of him, the more I remind myself, how in marketing, especially it's so important to, to, to really assess and reassess and change the course and stay flexible all the time. And if we're talking about America, a marketing strategies, one of the really powerful things to do, there's a great book written by the founder of a duck, duck go search engine.

[00:15:35] His name is I'll have to look it up have problem remembering names, but he is the founder of dogs that go search engine, which isn't an engine that does not collect any data from the users and, and it values privacy. He has written a book called traction, a great book. I must read for everyone.

[00:15:52] And basically what he says there is that you have. 19 channels of traction for your business, [00:16:00] no matter what business you have. He lists them all. There's PR there's email marketing, there's influencer marketing, many, many, many, many, many channels. And he says, try out all of them, collect data, see how they work and then capitalize and leverage those that you find effective and do it until she said it doesn't work for you anymore.

[00:16:19] And then try others. And that's a powerful notion for me. I think this is one of the things that really, really helped me in my practice

[00:16:28] **Izolda Trakhtenberg:** [00:16:28] every day. I love the notion and I think it takes a certain kind of courage because I think you have to be willing to admit that something didn't work. And that can be hard for people, you know, that this, oh, whatever this is.

[00:16:48] And I, I I'm, I do coaching and I talk to my clients a lot about being okay with failing. It's, you know, you have to be okay with something, not working and not putting a [00:17:00] lot of faith in the result, but rather in the process. So, so how do you become okay with it? How did you become okay. With something that doesn't work, I'm going to change it instead of going, no, I'm going to keep trying, keep trying, keep trying this book sounds like it helped you, but is there an internal process that happened that made you go, this is not a bad thing.

[00:17:24] I've learned something I'm moving on.

[00:17:27] **Liel Anisenko:** [00:17:27] Yeah, it's definitely happening. And I think it's a process that is happening. It's an ongoing process. We have that I have the standard see of when something works to get really attached to it. And you also get attached to your reputation of someone who was very successful in certain ways, who has succeeded in doing X, Y, Z.

[00:17:45] So when you, when I fail, I, it's not easy for me. But but I'm working actively on detaching myself from my results. Only attaching myself to my actions and the process. And yeah, [00:18:00] unbelievable. I remember we just discussed a couple of days ago on Gloria's group That story that I heard in Dick talk of a girl who is an artist living in New York city.

[00:18:10] And she was, she felt very, very stuck. She spoke to her mentor and he told her to go out and get a hundred nos. And she went out and she applied for for various competitions and to different galleries and blogs and podcasts and news and stuff like that. And she did not get to a hundred nos. She got so many yeses that she was just very busy posting them.

[00:18:36] But I think that that permission that he gave her to get nos, that kind of realization that, wow, it's okay. You know, get, get your nose. It's going to be good for you. That is, that resonated with me so much, you know, and I'm learning to embrace it. And actually, I think we live in a great time where it is okay to be vulnerable.

[00:18:59] And it [00:19:00] is. I think it is kind of celebrated in the media and in the social media conversations. I seen it numerous times. I've seen a very very, very, you know, very, very leading marketing agency here in Israel. I've seen them do a video about how the organized the conference before COVID 19 time and they invited, they invited their clients and they invited the partners.

[00:19:29] They got all their recipes, they needed, they made a calculation, they rented space. They brought in catering. They brought in speakers and people did not show up. They videotaped them, do they videotaped themselves, standing there waiting for their guests being stood up and I saw it and I loved it. I was like, because we all, we all experience those failures.

[00:19:52] We all have those results. You know, we'll have those days where everything just sucks. Nothing works despite all the projections and forecasts [00:20:00] and expectations. And we have to admit it more because I'm sure that everybody, everybody has failures. And this is part of the learning process. And this is part of what makes us resilient ultimately, and, and and better at what we do.

[00:20:15] **Izolda Trakhtenberg:** [00:20:15] I so agree with you. And it's so interesting that that notion. Of being stood up of having your hopes up and realizing it's not going to happen. And I think that's, that's the determining factor of someone's character is how, how well you handle that because yes, it can make you devastated or you can go, okay, I'm going to learn.

[00:20:40] I'm going to do something differently next time. So with you being, being willing to be vulnerable, especially with where we're both from vulnerability is not considered an asset, it's considered very much a weakness. I was wondering if you could talk a little bit about how your, your history, where you're [00:21:00] from your upbringing helped you develop yourself as someone who is exploring this idea of being vulnerable with, even in your professional life, because there's, there's a, there's a story in there.

[00:21:14] I'm sure. And I would love to know how that forged, who you are today.

[00:21:21] **Liel Anisenko:** [00:21:21] Wow. We're talking some deep stuff today.

[00:21:27] It's interesting because it really does. My life can be separated into two, my life in Russia and my upbringing in Russia. And then my life in Israel. So in Russia was brought up by my grandparents since age zero I consider them my parents and they were very, very loving, very strict, the really hold me up to my values or sensibilities.

[00:21:49] And and my name, you know, like if you say something you have to stand by it, you have to, you have to be conscious of what you say to people, how you behave, because this is your name. You should never, you should [00:22:00] never do anything that, that jeopardizes your reputation, it's them. And then they went to this very elite school where discipline was.

[00:22:10] Extreme extreme. We were not allowed to do anything except for listen to the teacher and do our homework and, and learn things by heart. So this was me and till the age of 17, and maybe that's why I had this urge of moving to a different country, leaving everything behind, just because maybe it's too much for certain people that kind of discipline.

[00:22:30] And then, and then I moved to Israel and I was adopted by American family that are, you know, extremely in touch with their feelings. They talk about everything. They go to therapy, they're open. They say, I love you to each other. They fight. They make up two seconds afterwards. And it was extremely, extremely, extremely on one hand, I was so drawn to it.

[00:22:52] I loved it. On the other hand, it was a very hard thing to swallow. So I think it's a blend of those two [00:23:00] influences. That that kind of shaved me on one hand. I'm like, I

have this, you know, have the stoicism of, you know, going after my thing on the other hand my family here in Israel, they really did influence and gave me that soft edge.

[00:23:14] We find me. Yeah, I think that's what it is. And I think I use, I draw on both of those influences in my everyday life, working with clients promoting my projects and learning things.

[00:23:26] **Izolda Trakhtenberg:** [00:23:26] Yeah. It's I love that. You said what you said, because it's very clear to me just talking to you just even a little bit in the few weeks that we've known each other, that you have very much both sides to you.

[00:23:40] That you, that you have this very incredible work ethic that you, that you, your word is your bond. And, and I, that's very easy to see in you're just brimming with integrity, which I love. And then I also see you as a visionary. I see you as a very creative person. And I th I see the marketing as [00:24:00] being a way to combine both.

[00:24:02] The, the strict work ethic, but also this, someone who can envision creative ways to do what you do, unusual, innovative ways. And this is the innovative mindset podcast. Ha so, so that's, that's, that's something that I find really fascinating and really worthy of respect from me, this notion of combining two, what could be seen as disparate personality traits into something that, that you can work with together.

[00:24:31] So when you do that, when you're working with a new client, do you rely on one over the other or do you have it as a sort of a gestalt and whatever one needs to be, there is the one that you focus on

[00:24:45] **Liel Anisenko:** [00:24:45] a hundred percent. So actually I, I use both because I always say I say to all my clients and I say it to all my colleagues that for me.

[00:24:54] There are two, two sides to marketing. There is marketing, which is, you know, this creative ideas. Let's [00:25:00] talk about messaging. Let's talk about, you know, something unconventional. And then there is. Boring marketing. It's building all those endless spreadsheets, tracking things, tracking responses, looking at the data, looking at them, the Lytics, you know, analyzing data.

[00:25:13] And it's very, very boring and gray. And for that, you need this kind of work ethic to push through. Like for example, a client of mine that I worked for, I spent, I think ours just building the list of hashtags. By pillars so that I can automate the process later on for his Instagram activities.

[00:25:32] And it was boring as hell. He's literally go and check the amount of posts for each hashtag. You categorize them, you color code them, you sort them by their relevance by by type of content and everything. It's boring. It's boring as hell. And you have to, you have to really do this because, you know, you can, I mean, you can definitely give it to to your team members to do that.

[00:25:54] You can outsource that, but this is something that has to be done. And even if somebody else does it for you, you have to [00:26:00] really. You have to really look into it,

sit down and concentrate and look into those nitty gritty details. For the previous company I worked for one of the things that we ran PBC campaigns, Google Google campaigns, which are paid campaigns and you pay for keywords that people search for.

[00:26:17] And the agency that ran those campaigns for the company told me that I was the only person that requested to see the search words on the weekly basis. And then we'll go through this hundreds and hundreds of search terms by which the website users would find that website and it would filter them out and put them into list of negative keywords.

[00:26:38] So that to make sure that those people who do not want to buy that product, do not get exposed to those ads. And it was a very, very, very tedious task. So it required to know the product and required to sit down and invest. It lists 25 minutes from your life into doing that. And it's a boring side of marketing.

[00:26:58] On the other hand, when you see the [00:27:00] results and you see the conversion rate going up, when you see leads coming in, quality leads, coming in, people who like you really want to get you a website gets you upset and they feel in this form, then this excitement and this DUP Amanda kicks in, and there's this reward mechanism that makes you keep going.

[00:27:20] **Izolda Trakhtenberg:** [00:27:20] I'm taking all of that in. I love it. I love that you get so excited about the sort of the reward excited enough that you're willing to do the, what you called the painstaking boring parts. I can't do the boring parts, the boring parts make me want to run and, and, and go to another. Yeah. I have some tools for that as well.

[00:27:44] Oh no, I can't do that. No, there's not enough coffee in the world. So so w let's let's talk about this, this notion of what you're willing to do, and what I mean by that is something pushes [00:28:00] you to succeed. What is that? What is that thing inside you? That, that is, that is a key factor to your success.

[00:28:12] **Liel Anisenko:** [00:28:12] Wow.

[00:28:14] There's so much to it. Okay. If we're a vulnerable today, let's be vulnerable until the end. Absolutely think it's that. Underdog kind of mentality where, I mean, even in Russia, I was raised with so much love by my grandparents, but I was not raised by my parents and I always felt like an outsider in school.

[00:28:33] And then I moved to Israel and I did not have any family. And again, I always felt like I was not, I was on, on, on the fringes. I was, I was, I was an outsider. And and then being a woman in tech, Young woman in tech is not something that is always easy and, and all those kinds of things they tell you.

[00:28:54] Okay, fine. So, oh, you just need to work a little harder to prove yourself more, [00:29:00] to get to a different level of expertise, to, to really pave your way path in this world. And I think this is something that drives me and the more I pave it, it just doesn't end. You want to pave it more and more. I think that's what it is.

[00:29:16] Which is unfortunate, you know, and, and in a way, because I never feel like I'm enough. I know. I feel like I did enough. I always have ideas and projects that I want to do things I want to volunteer for. Like those causes people I want to help and I never have enough time. So I always pushed for more, for more things.

[00:29:34] You know there's a different mentality that tells you that, you know, you're enough. What you're doing is enough. Life is good. Life is beautiful. You're allowed to, to pause. But that's not me, unfortunately.

[00:29:49] **Izolda Trakhtenberg:** [00:29:49] It's funny that you say that. I tell my clients that all the time, remember that you, you know, the, the, the, the quote I use is I am enough. I do enough. I have enough, and [00:30:00] it's hard for me to believe it about myself too. I always want to, I always have, you know, 42 projects going on at once, and then I'm looking for the 43rd.

[00:30:08] And it's something that for me, if we're going to be, if we're going to be vulnerable, let's go all the way. Like you said, for me, it's, this is the, this is my life. This is the one life, as far as I know, and doggone it, I want no regrets. And so that's sort of the process for my, for my life. Right. So what, what is that thought process for you other than what's the, what's the next thing when you stop and you think.

[00:30:40] About a new client, a new adventure, a new heel. You want to climb, whether it's literal or figurative, are you always in the, I'm going to do it mode or are you sometimes in the I'm a kind of tired and I could just sit down with a cup of tea mode. Hm.

[00:31:00] [00:31:00] **Liel Anisenko:** [00:31:00] So I'm learning, I'm learning. I mean, I have definitely, definitely enjoy a cup of tea.

[00:31:05] I enjoy good company of friends. I enjoy a good, you know conversation. I enjoy leisure. I actually do enjoy it very much. So I try, I try to make sure that I have that time for myself. So You know, whether it's hiring a babysitter and going out with your girlfriends or, or just, you know going for data to have we've tele visit, like our ultimate laser CD, we can go to coffee shops and restaurants and be like, just relax by the beach.

[00:31:34] So, yeah. So it's that. So yeah, I definitely try to, to pause and I enjoy it. I really, really love it. It's just that kinda, you know, I definitely relate to what you just said. We have one life and we just need to go after everything, you know, there's this this photograph I still from a coffee shop somewhere in Holland, I think.

[00:31:53] And it had the neon sign that said. All I ever wanted was everything I said, [00:32:00] that's me. I love it.

[00:32:02] **Izolda Trakhtenberg:** [00:32:02] I love it. I need that photograph all I ever wanted. That's great. That's fantastic. And it, and, and it's true. Why and why not want everything? Why not want to experience everything you possibly can because to me, that's, that's what life is about.

[00:32:17] So, so let's talk about that. What, what is it that's exciting to you? What, what is it that drives you other than the next challenge? What makes Leanne go? I'm going to do this.

[00:32:32] **Liel Anisenko:** [00:32:32] Wow. Seeing the potential of something and playing a certain part in facilitating that potential to come out and, and realize itself.

[00:32:46] This is something that is the ultimate dopamine for me.

[00:32:53] Yeah. So for example, if there's an idea I startup early stage and they have this beautiful idea that can [00:33:00] change the world can make life of life's of people around the world better, but like, I really want to be there when it happens. It really want to help them do that to really, really, really want.

[00:33:10] And this is, this is something that I'm involved in these days and I just love it. And I'm so, so grateful. I don't know whether my efforts are going to be those in the end that will bring the fruits, but I'm trying, and I'm there with them. And actually it's, you know, going back to that philosophy of mine, where you give and you don't expect anything in return, I find that very often in marketing, it is the same way you work a certain strategy.

[00:33:35] You put an hours, you really invest your time and you kill yourself over something. And then, and then you feel like it's not really pushing the needle. It's not really. It's not really doing anything, but then the founder gets a phone call or someone else who saw something that might be related to their marketing efforts.

[00:33:58] And then they, [00:34:00] they, they, they, they order product or they ask for POC, which is proof of concept. And, and I, you know, how many times it happened to me, I actually cannot say honestly with them, you know whether, whether I help that, but I was part of the process. I was part of them. I was part of their journey and, you know, that's, that's also a great reward.

[00:34:25] Being very honest with you here, because as a marketer, you would say, I was the one that did the presentation. I was the one that prepared the campaign because of that campaign that lead converted. And that's how we closed the POC, but I'm not going to do it right now. I'm just going to be honest. And,

[00:34:39] **Izolda Trakhtenberg:** [00:34:39] and, and I think that that is so that's poignant and it's important.

[00:34:44] And I think that says so much, as I said about your level of integrity, but it's also, it's also true that you, as someone who is sort of the, in many ways, the public face of whatever company you're working for, even if you're [00:35:00] not. The L being the public face, your story, your vision helps the company get the word out somehow.

[00:35:06] You're part of that story. Whether or not whether or not anybody else gives you credit. I think on some level, doesn't matter where the credit is due. Right. And, and so, and so here's, here's, here's the thing, like one of the things that I, the reason that I started this podcast was to highlight the work of people who are doing incredible and creative things to help others.

[00:35:26] That's, that's a lot of what drives me is I love that notion. And it seems to me like you are very much in that same place, although you approach it as a marketer and I am not a natural marketer at all. So, so I don't, I can't possibly do what you do. And yet at, at its core is a desire to serve for both me and you.

[00:35:47] So. What happens when someone who just, they just don't have a budget, they don't have connections. They have an idea maybe, but [00:36:00] they've got nothing else and you meet them and they say, this is my idea. And you might love the idea, but they've got zero resources. What do you tell them? How can you help them?

[00:36:11] And if so, how, and if you can't help them, what do you tell them?

[00:36:15] **Liel Anisenko:** [00:36:15] I I always have a soft spot for people who don't have resources, because those are the projects that really push you to be creative and to really try something out of the box. Cause you know, it's very easy to get thousands of leads with with great marketing budgets, you know, and it's boring, you know, you put in money.

[00:36:36] And you get leads. It's, it's straightforward. There's Google, Google ads is there Edwards for this and many, many other platforms, but when you don't have any money and and do you need to get results? This, this, this is when it gets really interesting. And this is what really gives you that rush of excitement.

[00:36:52] So when people come to me in that situation, I just sit down with them and I asked them many, many questions about the market, about their product about what [00:37:00] problem they solve, how they are better than their competition. And then I just tell them, just map it out. Think about your ideal client. Where does he live?

[00:37:10] Where does she live? What does she do? Where she shops, where she works out. What she reads Asian social media. Does she watch YouTube? Does she drive a car? Does she go shopping? Think about all her life, imagine her entire environment and then think where you can. Where you can expose your product or your service to her, to your ideal client.

[00:37:32] And so you get a lot of mapping. So would you just throw the ideas on canvas, write down things? She probably reads that blog and she probably reads that blog on. She probably follows that thing and she probably it tends to meetups and she probably is an Instagram. She's probably reading. I dunno if she leaves, like I live in this rural area in Israel and there's this weekly, weekly magazine bulletin that everybody reads.

[00:37:58] So for health, she reads that she [00:38:00] gets she subscribed to an email of that church or that synagogue or whatever, and just map everything out, just think about every possible scenario. She can come across any formation and information and product, and then try to group those things into channels and try to think how you.

[00:38:19] How you get in front of her, for example, you approach the curator of the church email list. You tell him about your product, but what'd you sell when you ask him for his permission to, to, you know, to send information about you, to their subscribers, or you join the list where people are allowed to actually promote their products.

[00:38:37] So you're going that Facebook group of, of mothers who only use organic cosmetics. And you see in the rules of the group, whether you're allowed to promote your services and your network with people, and then do cross promotion with, with businesses that are related to you. And, and the key here is that you never know, you never know [00:39:00] what's going to work with, so I'm going to work.

[00:39:01] You start and you do things. And I've seen it so many times where when you start talking to people, things open up for you. And the more you talk and the more you do, the more things open up for you, and then you look back and you're like, wow, I've got customers. Wow. I've got business going. And it's incredible.

[00:39:23] **Izolda Trakhtenberg:** [00:39:23] Wow.

[00:39:25] **Liel Anisenko:** [00:39:25] It was a little bit all over the place, but no, no, no.

[00:39:29] **Izolda Trakhtenberg:** [00:39:29] I love it. I love it because, because that's the thing for me as someone who, as I said, I, I do marketing, but I'm not a natural marketer. I love hearing that it can be a little all over the place. Cause that's how I feel every day when I'm trying to do marketing.

[00:39:43] So within that you have you've, you've done marketing for people who are just starting out. You've done marketing for fortune 500 companies and you've made a name for yourself. As a woman in tech and that's hard, I [00:40:00] have, I've worked at NASA for 20 plus years. So being in, being in science, being in tech as a woman, it brings its own set of challenges.

[00:40:08] And so when you're working with people as a woman in technology, as a woman working in, you know, tech and science, what what's different, what's more challenging. And how do you meet those challenges as a woman in tech? And also I hope I'm not insulting you when I say this, but as a younger woman in tech, you know, I I'm, I'm significant.

[00:40:29] I think I am old enough to be your mother, but, but the point is that, that, you know, you, there, there's, there's a unique set of challenges being a woman in tech and being a younger woman in tech. And I was wondering if you could speak a little bit about what those are and how you handle them.

[00:40:44] **Liel Anisenko:** [00:40:44] Wow. Wow. I'm trying to think how I can tell you exactly what I think without insulting anyone.

[00:40:51] Well,

[00:40:51] **Izolda Trakhtenberg:** [00:40:51] the people who would be insulted by that are probably not listening to this podcast, just saying

[00:40:57] **Liel Anisenko:** [00:40:57] that's so true. I agree with you. [00:41:00] Well,

[00:41:00] **Izolda Trakhtenberg:** [00:41:00] I mean,

[00:41:02] **Liel Anisenko:** [00:41:02] Israel is a great country and I can only talk about Israeli experience. I don't know. I mean, I do work with companies all over the world, but you know, I don't have that intimate knowledge of what's going on in other work environments here in Israel, you have incredible, incredible people.

[00:41:18] You have incredible men and women, and then you have some people who are not poor or less incredible. And you often find yourselves yourself in environments, which are dominantly male and. It's sometimes could be challenging to thrive there. I mean, I've seen it happen so many times where you sit in a meeting and he tried to participate in a discussion and you're being silenced and you are being dismissed, even though you bring in the results, you have this beautiful record and, you know people just look at you as this decoration on the wall.

[00:42:00] [00:42:00] And I mean, I've been in so many situations like that and you have to grow a very, very, very thick skin and you have to, to ignore technology with things, but this can be very, very challenging. You know, there are so many there's so much research on how, if, if a woman, if a female talks with Who walks with a firm?

[00:42:24] How do you call it? If a woman is assertive and she talks in an assertive tone, she's perceived as aggressive. I was told that I am intimidating and aggressive and my male colleagues find it not comfortable to be with me in the same meeting. And ever since I got that comment, just I recording myself.

[00:42:49] And it was very hard for me to accept them because, you know, I have this notion of myself as the sweetheart, you know, I have so many friends, everybody loves me. I'm the smiley giggly, you know, like I have a very bubbly personality. And then I'm told [00:43:00] that my male colleagues are intimidated by me. So I started recording those conversations and I'm listening to them.

[00:43:06] And what I hear is them yelling at each other. And it's really, it's very, very normal for people to yell at each other, especially if you're male, they yell at each other, they almost curse each other. They actually curse each other. And two seconds afterwards, they're fine. Everything is fine. But you can say something in an assertive tone and then you're perceived as this intimidating unpleasant person.

[00:43:27] And and I've spoken to so many female professionals with the same experience, which is incredible, incredible.

[00:43:36] **Izolda Trakhtenberg:** [00:43:36] Oh, okay. So, you know, it's funny, it's funny that you say that in what, what came into my mind when you were talking about this was all boo hoo, those poor blueberries, right? That's that's honestly, that's, it's

[00:43:54] **Liel Anisenko:** [00:43:54] such a,

[00:43:55] **Izolda Trakhtenberg:** [00:43:55] it, you know, they're intimidated by a strong woman.

[00:44:00] [00:44:00] To me, the, the, the sort of the mark of a, of a real adult, a real mature person, man, or woman or whatever is you take someone who is being assertive and even aggressive, and you meet them where they are, you know, you don't, you don't, you don't go, oh, you're intimidating. No, you go, oh, you've got a fire in your belly.

[00:44:18] Let's hear your ideas. And let's see what we can make together. That's, that's sort of my thing, but I'm, I'm not a man. I don't know if it's a male thing or, or what, but it's, it's also, it's indicative to me hearing you talk about it. It makes me wonder, like, In these recordings. In fact, let me ask you this question in these recordings.

[00:44:38] Huh. Are you doing a lot of

[00:44:39] **Liel Anisenko:** [00:44:39] speaking? No. No, very little speaking.

[00:44:43] **Izolda Trakhtenberg:** [00:44:43] Yeah. And it's so interesting, isn't it? Because probably, and, and I'm making gross generalizations and I'm going to get all sorts of hate mail, but okay. But probably their notion is that every time you do speak that you are somehow interrupting that you're somehow being too assertive and too aggressive or too whatever, which [00:45:00] I don't think is possible, but whatever.

[00:45:02] But, but it's interesting. Isn't it? How the perception is that you are behaving like X, but in reality, it's, Y it's completely it's actually, if you, if you play the recording back, you're like, yeah. I, I said 10 words this entire two hours. Why am I the one who was being too assertive or too, too aggressive.

[00:45:23] So, so do you see that changing? And if so, how.

[00:45:28] **Liel Anisenko:** [00:45:28] Well, it's very hard for me to say that because it all boils down to the, to the organizational culture, which is, I think, strongly shaped by the leaders. So if the leader is someone who values equality and will use open conversation and respect, then, then you see a certain dynamic, which is great.

[00:45:49] And if it's someone who is less strong on those points, then you see different dynamics and then you see a lot of politics and, you know behind the scenes. And it really does [00:46:00] boil down to who the leader is, but what is refreshing to see that there's I see it in LinkedIn. There is a great trend of, you know those newly funded tech companies where organizational culture is the main focus.

[00:46:12] And they always, always, always try to. To kind of shape a good positive environment that is not toxic, which is very refreshing. I love seeing all those things on, on, on LinkedIn feed, you know, it's great. But then there are a lot of companies who are less advanced, less human material oriented and yeah, yeah.

[00:46:39] But again, it's very specific to the local Israeli market. I don't know what kind of culture there is. I mean, what about your experience in NASA?

[00:46:49] **Izolda Trakhtenberg:** [00:46:49] Oh, yeah, that, that, that's the thing, isn't it? When we, you, you can talk about the Israeli corporate culture. I can talk about some of the [00:47:00] science and tech I've worked with here in the USA.

[00:47:03] And, and the thing is that, you know, at NASA, there, again, there are people who are amazing and there are people who are challenging and eventually you, you try to stay away from the pupil or challenging. Cause they're not going anywhere as, as civil servants, they they're there till they retire. So I, you know, that's one of the reasons, frankly, and I'm honest about this.

[00:47:21] That's one of the reasons I no longer work at NASA was because some of the culture was a little much for me to take. So, so when you're in that framework, when you're in that, oh, I have to make these decisions. It takes a certain amount of courage to be able to make those decisions and go, okay, I'm not gonna put, put myself here anymore.

[00:47:42] And I recently had a wonderful man. Named Tom Peters. I don't know if you know who he is on the show and he, yeah, he's amazing. And he is he's the author of of what some people consider it to be many people consider [00:48:00] it to be the best book on business ever written called in search of excellence.

[00:48:03] And his thing is, is that every board of every company should be made up of 50% women. You should be hiring women, women make better leaders. They make better investors. They make better negotiators and the data backs them up. They've done studies. So here's he, one of the leadership gurus who's talking about how women being in positions of power is better for the companies.

[00:48:25] And so I want to talk to you and get your thoughts on that. I'm sure that you will say yes, of course women should be in positions of power, but, but beneath that, we, we deserve a seat at the table as women, as women in tech and science, especially. How do we, you said that it's about the leadership, but how does a founder, how does someone who has decided that she's going to work on her own or form her own company?

[00:48:52] How does she get the respect of the people who are outside her company? What does she, what does a woman like that need to do [00:49:00] to get the respect and the, and the connections and the knowledge to be able to make her company succeed? Especially if she's in tech or science?

[00:49:10] **Liel Anisenko:** [00:49:10] Well, that's still in question.

[00:49:12] I think, I think ultimately it goes down to the internal work. With yourself of saying that I deserve and knowing that I deserve to work with amazing, incredible, respectful people and not compromising on that. And again, there's some core beliefs here. One of the core beliefs that I see very strongly unfold in front of my eyes is that whenever you really believe that you deserve something, you get it, you deserve to work with amazing founders, with respectful people, with people who have that vision and leadership.

[00:49:50] And when you really really say to yourself and envision it, it happens, it happens. I mean, I, I launched my business four months ago. I work with [00:50:00] incredible, incredible, incredible, incredible. Clients they have brilliant, they are respectful. They champion women, which is wow. I mean, it's so astonishing to see it.

[00:50:09] One of the founders specifically hired me because he was looking for for, for, for, for someone with a female perspective. How incredible is that? And yeah, I, I strongly believe in that and I did have to say goodbye to two few founders who I felt like they were not fulfilling, that they were not aligning with that core belief of mine.

[00:50:34] **Izolda Trakhtenberg:** [00:50:34] And it's so interesting to go back to Tom Peters for a second. Another bit of data that he had to share was that women do most of the buying in companies in the house, in the household, the people who generally buy the things that need be that need to be bought are women. They're the purchasers. So isn't it interesting that we often don't market.

[00:50:57] To women, we don't respect women's opinions. [00:51:00] And this has turned into a real feminist episode of the innovative mindset podcast. But it is interesting to me that we, we tend to ignore the very people who are the ones who are going to buy the products that we are trying to market to them. And so do you, do you see that changing as you develop your business and as you grow as a business owner?

[00:51:23] **Liel Anisenko:** [00:51:23] Yeah. It's very interesting because when you work with when you work with, with clients of mine who cater to B2C to the retail market, then the whole focus is on, on women. Buying power. It's unbelievable. It's actually, they know that they know that and everything is from messaging, from the core messaging of the brand to the look and feel, and to the offering actually is tailored.

[00:51:46] With that notion in mind that our end customer, right. Probably going to be a woman.

[00:51:54] **Izolda Trakhtenberg:** [00:51:54] Do you see the same thing in B2B or is it more and

[00:51:58] **Liel Anisenko:** [00:51:58] just, I really did not see that in [00:52:00] B2B. I definitely see that it's livable. Definitely. It's interesting that you were saying that that research said that women are better investors.

[00:52:07] I do see incredible, incredible women who sit on, you know, who are you know, members of those VCs. And it's always, it always blows my mind because another notion that I heard from somebody else that I work with, he did not say it in a, you know, in a derogatory way. You know, he kind of stated the fact he says in VCs, I'm again, talking about Israel, you see all those men, which are typically, you know, graduates of all this exclusive MBA programs.

[00:52:35] They well connected through the families. They see on those boards, you know, that, you know, that. Make the decisions when to invest in who to invest in and you would see one female and she's typically beautiful. She's typically you know, very she has that kind of appeal and, and yes, she's brilliant.

[00:52:53] Yes. She's educated. Yes. She's experienced, but she's there also to be that kind of [00:53:00] decoration.

[00:53:01] **Izolda Trakhtenberg:** [00:53:01] Oh, that's so weird. You know, as an adult woman in the 21st century, that just ticks me off. So it does, it's, it's, it's wacky. I, I honestly, I could keep you here for the next six hours and we could just, you know, you're in Israel and it's evening and you have, you have dinner to see too, and all of that.

[00:53:24] So, so is there something that you feel like you. Is there a message that you want to, that you want to say right now? Is there something that you're like, do this? Is there anything like that that pops into your head? Cause I do have one other question to ask, which is going to be very similar, but there's something that you thought, oh, we're going to cover this.

[00:53:42] And we haven't. I would love to hear what that is.

[00:53:44] **Liel Anisenko:** [00:53:44] So yeah, my, I think my strongest message to everyone is, is, is to not be afraid to be rejected and to go after those hundred nodes. This is like my theme go after those hundred nos and incredible things will happen to you [00:54:00] make a list of hundred people that are relevant to your business.

[00:54:03] So it could be your buyers who could be your collaborators, who could be your partners and talk to them. And and I dare you to get a hundred notes. I love it. Yes. This is, this is the strongest notion. I think this is the strongest notion for the starting. Intrepreneurs who do not have budgets for marketing to do that.

[00:54:30] And you know what people are incredibly kind. I find that whenever I reach out, you have like the kind of limiting belief. You know, we talked about a lot about limiting beliefs with Gloria in regards to PR, but there's also a lot of limiting beliefs in regards with marketing where you, why, why would that blogger one to feature me?

[00:54:48] Why would that journalist want to cover me? Why would that person want to collaborate with me? But the truth is every time I reached out to people, the [00:55:00] majority of cases, people, you know, people do want to help you. They want to give you advice. They would want to partner with you. They would want to sit down with you and give you some tapes that would want to, you know, even like donate something to your cause.

[00:55:14] People do that. People actually, you know, people want to do good. I believe in that Even even, I mean, almost everyone. So just don't be afraid. Just don't think that why would he want to work with me? Why would he want to buy from me? Just call him up, send him an email reach out to LinkedIn, Twitter and, and incredible things will happen.

[00:55:34] I've seen it happen so many times. Just, just, yeah, just putting yourself out there. Don't be afraid. All right.

[00:55:43] **Izolda Trakhtenberg:** [00:55:43] Well, there you have it. I think that's lovely. And Leo, I want to thank you so much for being on the show for taking the time and chatting with me and giving so much amazing wisdom. Thank you from, you know, you have an amazing [00:56:00] perspective and I'm really grateful that you took the time and you've already kind of answered my last question.

[00:56:04] This is a question that I ask of everybody who comes on the show, and it's a silly little question, but I find that it yields poignant answers. And the question is this. If you had an airplane that could sky write anything for the whole world to see, what would you say?

[00:56:25] **Liel Anisenko:** [00:56:25] Wow. I mean, you can only have one sentence, right? You don't have like a Sage

[00:56:32] **Izolda Trakhtenberg:** [00:56:32] skywriting writing is only a few words.

[00:56:35] **Liel Anisenko:** [00:56:35] Yeah. So let's go with this. Dare. Dare. And don't be afraid to dare. Yeah, definitely.

[00:56:42] **Izolda Trakhtenberg:** [00:56:42] I love it. Dare, dare. And don't be afraid to dare. Yeah. I love that. Absolutely. And, and I, to me, that notion of being willing to, to do it, to try is.

[00:56:55] Crucial again, one life that says you've [00:57:00] got one life don't waste it. That might be mine. Never. I haven't really asked myself that question. I should, but I think that might be, that might be my answer. You've got one life. Don't waste it, so, oh, thank you again. Thank you so much for being on the show. I really, really appreciate you taking the time and, and I'm excited that we're gonna, we're gonna, we're making a plan because I'm going to be visiting Israel and we're gonna meet in person and that'll be just

[00:57:24] **Liel Anisenko:** [00:57:24] fantastic.

[00:57:25] Amazing talk so much longer. I know. I'll bring my microphone. Get extended.

[00:57:30] **Izolda Trakhtenberg:** [00:57:30] I'm already there. Wow. All right. Thank you so much. Again, this is his old attract and Berg for the innovative mindset podcast. If you enjoyed this episode, you're going to need to find Lee L and I'm going to give you, in fact, I'm going to ask.

[00:57:47] The oh, I would love it if you would, before I actually say goodbye because I didn't do this. Can you do me a favor and tell just where if somebody goes, oh, I need to work with her. Oh, I need to know more about [00:58:00] her. Where are you?

[00:58:01] **Liel Anisenko:** [00:58:01] What are LinkedIn? I'm on LinkedIn. This is I think my main my main social media presence.

[00:58:06] Just look for my name, send me a direct message connect to me. I, you know, I'm always happy to help, really reach out to me. I would love to hear from you. Yep. That's me. Okay. So

[00:58:17] **Izolda Trakhtenberg:** [00:58:17] there it is on, on LinkedIn. And I'm going to put that in the show notes. So you can click on that if you, if you want to find the L and you're not sure exactly how to spell her name, it'll be in the show notes and and, and go find her on LinkedIn.

[00:58:32] Obviously, you know, that she's got amazing, innovative creative ideas, and she's, she's a star on the rise. So I'm so excited and I'm again, grateful to you for being here. And if you are enjoying the show, I'd love it. If you leave a review or a get in touch with me and let me know in person, I would love that too.

[00:58:50] Until next time, this is Izolda Trakhtenberg for the innovative mindset podcast, reminding you to listen, learn, laugh, and love a whole lot.

[00:59:05] [00:59:00] **Liel Anisenko:** [00:59:05] Thanks so much

[00:59:06] **Izolda Trakhtenberg:** [00:59:06] for joining me today. I really appreciate you being here. Please subscribe to the podcast if you're new and if you like what you're hearing, please review it and rate it and let other people know. And if you'd like to be a sponsor of the show, I'd love to meet you on [patron.com/innovative mindset](https://patron.com/innovative-mindset).

[00:59:22] I also have lots of exclusive goodies to share just with the show supporters there today's episode was produced by Izolda Trakhtenberg and is copyright 2021 as always. Please remember, this is for educational and entertainment purposes. Only past performance does not guarantee future results.

[00:59:39] Although we can always hope until next time, keep living in your innovative mindset.