

Machelle Lind of Leaderly Marketing:

The Matchmaker for Businesses

By Andrea Busche

Duluth's Machelle Lind, a marketing consultant and owner of Leaderly Marketing, goes all-in with her clients. She is the person whom people often call to handle damage control and other sensitive issues which aren't restricted to regular business hours. Thus, she considers herself on-call 24/7.

Through her one-woman business, Lind handles social media, public relations, website management, event planning, vendor management, and branding for her customers. Most of Lind's clients are based in the U.S., but she also has a client in South Korea.

Before starting her company in October 2017, Lind worked for a variety of well-known organizations, including Harley-Davidson, Simon Property Group, and the YMCA. She shared an amusing anecdote about her time working for Harley-Davidson.

"I had a bike, I've been to Sturgis, and some would be surprised to learn that I even got a tattoo."

Since we all know tattoos are for life, there should be no doubt: Lind is clearly committed to her craft.

Home-based business

Lind operates Leaderly Marketing out of her home in Pike Lake, at 5381 Martin



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Road. Her business is intentionally home-based, in order to help keep costs down for her clients.

As of this writing, Lind is Leaderly's sole employee, but that could change in the future. "I consider myself a 'solo-preneur,' but someday I'd like to hire a graphic designer," she said. "It would be great to provide jobs for other creatives and pay them what they're worth."

The business matchmaker

Lind considers herself a business matchmaker of sorts.

"My superpower is connecting people," she said. "Connecting who I know with the right person for a position."

For instance, one of Lind's clients is Duluth-based Sterle Law. Lind

assists attorney Jessica Sterle with her social media presence, branding, sponsorships, and event planning and promotion. Sterle was referred to Lind through the Entrepreneur Fund.

Sterle assigned Leaderly with the task of effectively identifying her office's location, showing the ease of getting to the law firm, and advertising its ample parking. It was then up to Lind to manage this marketing project by curating a team of illustrators, photographers and graphic designers. She then worked on ways to increase the

shelf life of this marketing asset so it wasn't, as Lind puts it, "one and done."

The end result was a 31-second video, titled "No Parking Strategy Required," which is used on Sterle Law's social media pages, website and more. The video can be found on YouTube, or by visiting the Sterle Law website.

Marketing strategies

Lind has several specific strategies she likes to use with her clients. The first is compassionate communication, also known as non-violent communication. Simply put, this is a way of communicating fairly and clearly within the workplace. It translates well to the often fast-paced corporate world, and Lind considers this one of her

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specialties. Lind also puts a high priority on follow-up.

"I follow up on every single lead," she said. "I leave no stone unturned."

Since most of Lind's business is

acquired through her approaching other companies, often referred to her through networking activities, following up is of the utmost importance.

"You need to get to the client before they even know they need you," she said.

Lind likens the marketing profession to agriculture, due to the seasonality of the business.

"You plant seeds, which need to be nurtured," she noted. "For instance, you can't just build a website and think you're done. It's not like Field of Dreams, where if you build it, they will come. That website must be maintained and nurtured.

"In business, there is a winter time and a harvest time," she added, continuing the agricultural metaphor. "There are going to be times of the year that ebb and flow."

Other civic duties

Lind is a member-ambassador of the Duluth Chamber of Commerce, and she is also on the Board of Directors for the Oldenburg Arts and Cultural Community (OACC). Additionally, she volunteers her time at the Duluth YMCA and for OACC.

Personal life

Lind and her husband Todd, a nurse anesthetist for St. Luke's, have three grown children, and a Bichon Frise named Buster. Since her business life can be unpredictable, Lind enjoys spending her free time relaxing – often with a good book.

"I have dreams of taking a 'reading vacation,'" she said with a laugh. "I picture going up the North Shore. I just need a room with a view." ♣

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Andrea Busche is a Duluth freelance writer and frequent contributor to *The Woman Today*.