

10 Questions to Ask Yourself as You Carve Your Path in the SEO Industry

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Your presenter!



- **SEO focus:** Strategist, generalist, and an SEO data loverist.
- **Recent Accomplishment:** Finding the strength to fire a client.
- **Strength:** Knowing all the lyrics to Gangsta's Paradise by Coolio.
- **Weakness:** I'm a Knicks fan.
- **Career goal:** To be known for something...

<https://makeseosimpleagain.com> › Podcast ⋮

"I love napping. It is part of my jam." - Christina Brodzky ...

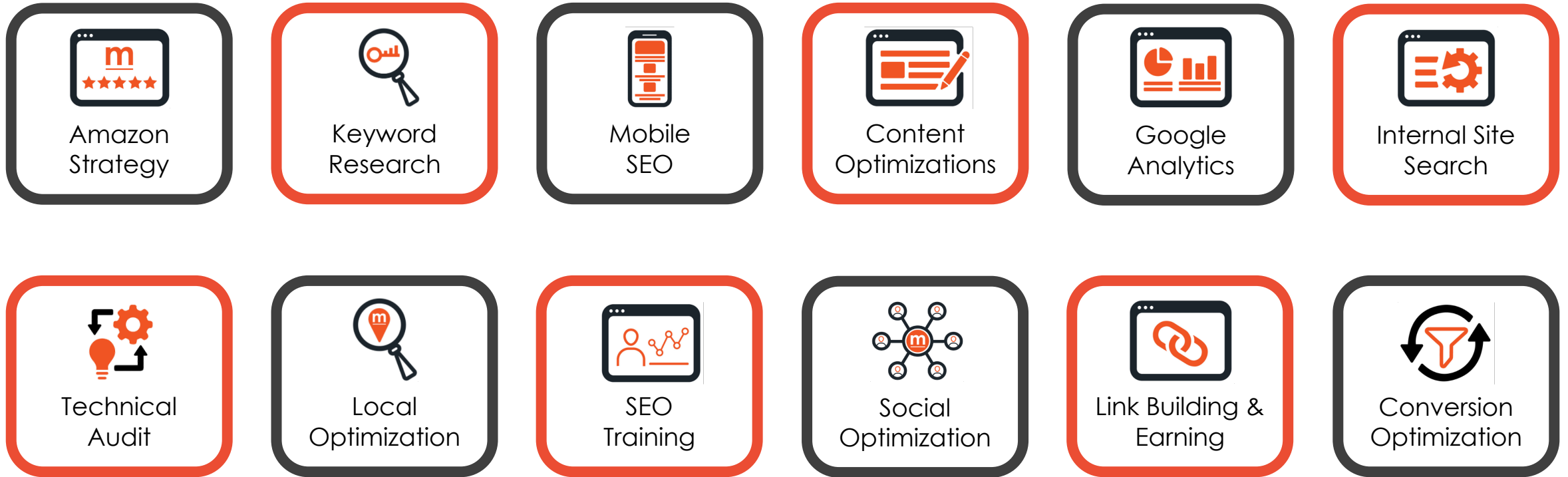
Christina Brodzky Shares The Journey From Studying Advertising To Working In PR To Starting Her Own SEO Agency. From her start in public relations and ...

Who are you?

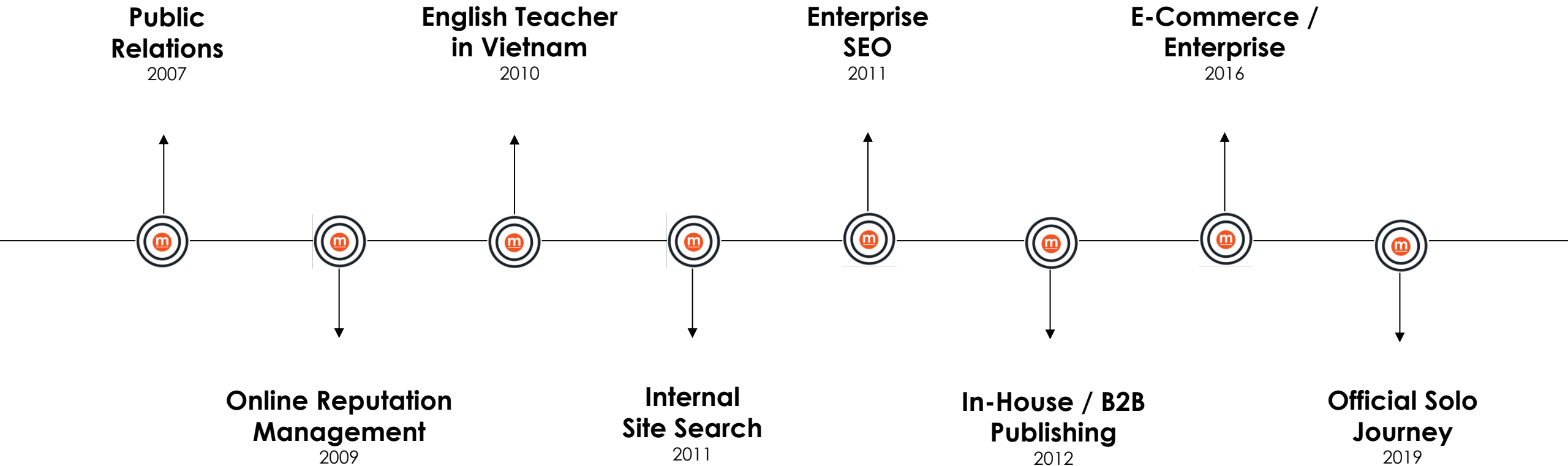


In addition to our backgrounds, what we do is different. Look at the range of what we're doing...

Wherever there's a search box, there's SEO. Here's a sample of what we do:



This means our paths are **different, unique and meaningful**



Despite our differences it seems we are all mostly trying
to do the same things when it comes to work



Three thick, black, wavy lines that start from the right edge of the slide and curve towards the left, creating a sense of movement and depth.

Through my own SEO journey, I've learned a few things along the way. Even though your path is different, **there are important questions that you can occasionally ask yourself.**

These 10 questions will help you to become more focused on what's important as you start, advance, coast, or leave your career in SEO.

1. “What does success mean to me?”



Success means something different to everyone



“**Success means** trying my best with the cards I’ve been handed.”



“**Success means** being an expert subject matter on a particular topic.”



“**Success means** advancing as far as I can in my career.”



“**Success means** prioritizing my family and watching my children grow.”



“**Success means** finding balance between work and family.”



“**Success means** discovering who I am on a spiritual and emotional level.”



“**Success means** working and learning from the best in the biz.”



“**Success means** bringing joy and happiness to others besides myself.”



“**Success means** having flexibility to grow and learn at my own pace.”



“**Success means** prioritizing mental and physical health.”

This is what work success currently means (and does not mean) to me

WHAT SUCCESS MEANS TO ME

Helping others and myself to thrive.

The purpose of life is a life of purpose.



Doing work that adds value.
It's an amazing feeling to contribute something meaningful.



Learning that 'I am enough.'
Accepting, loving, respecting, and valuing who I am.



WHAT SUCCESS DOES NOT MEAN TO ME

An identity tied to a title.
My life and my identity are not tied up in the work I do.

Staying within my comfort zone.
Pushing the boundaries is where growth and opportunity can exist.

Believing what others think about me.
Lions do not lose sleep on the opinion of sheep.

2. “What do I want to be known for?”



Here are other ways to ask this question

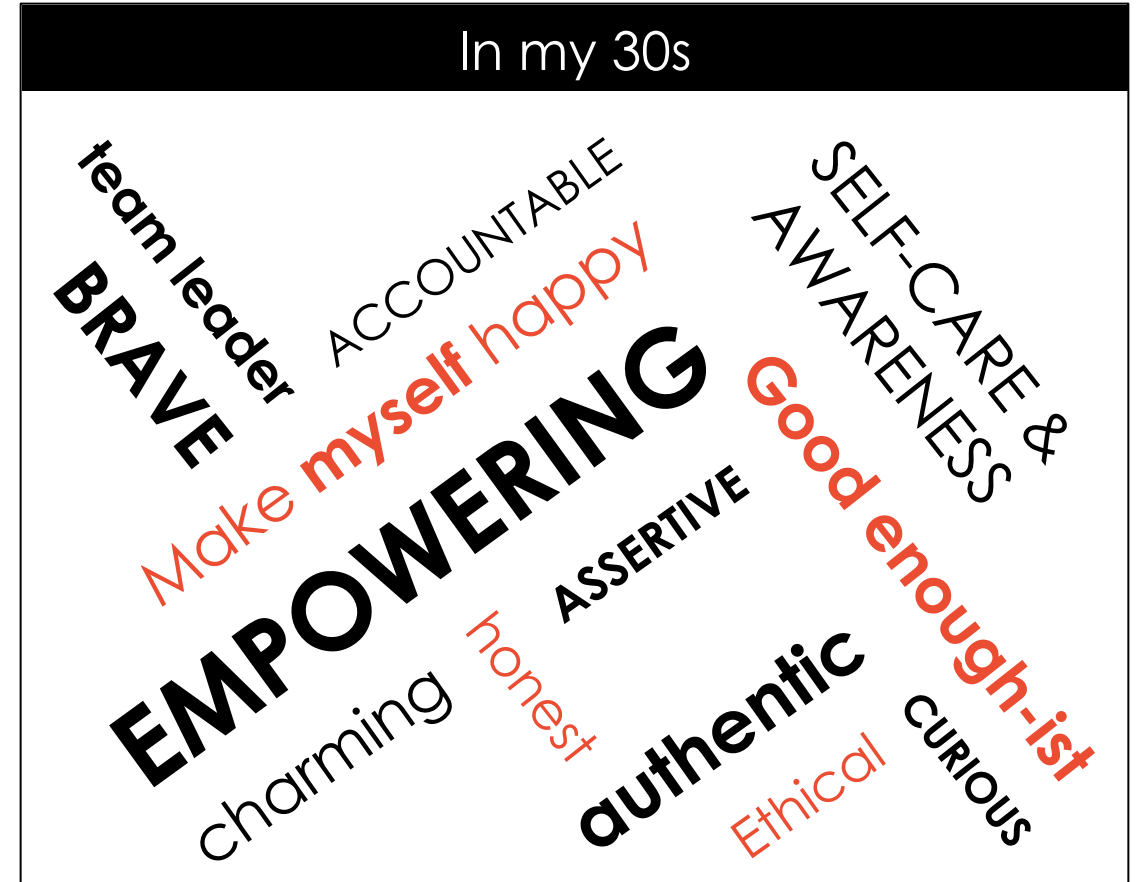
What message do
you want to give
others about you?

How do you want
people to
remember you?

What legacy do
you want to leave
behind?

What words would
you like someone to
use to describe you?

Here's an example of how **what I want to be known for** has evolved



3. “What is the lesson in this uncomfortable situation?”



No matter your path – you are not immune to hardship

While you're in an uncomfortable situation, view it as an opportunity to learn something new.

Sample Challenges

A difficult client that seemingly is never happy with any of the work I (or we) produce.

There is constant scope creep and we're doing more than we're getting paid for.

I am not being properly compensated for the value I'm bringing to my company/clients.



Potential Lessons

Getting better at qualifying future clients to avoid red flags or partnership mis-matches.

Learning how to set boundaries and adjusting future contract terms.

Becoming more confident in negotiating and re-negotiating your salary.

Here are some things to keep in mind as you work through these uncomfortable situations

1

Give yourself room to breath to make “mistakes”

2

Look at the first time you do something as the “first pancake”

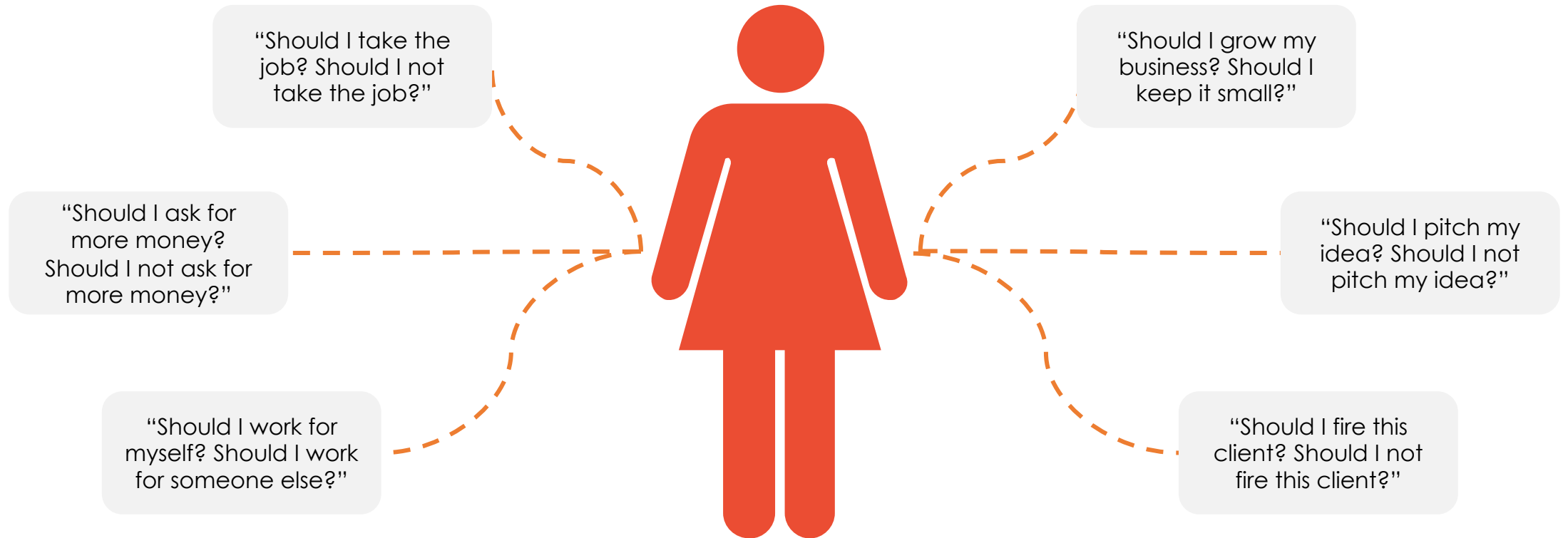
3

It is these hard and difficult times that *can* teach you the most

4. “What are the tradeoffs when I have to make a decision?”



There are many paths to take and each one has a tradeoff



Here's an example of considering the pros and cons when making a decision

	Pros	Cons
Working for myself	<ul style="list-style-type: none">○ More autonomy in my work schedule○ Work with businesses of my choice○ Ability to scale up or down○ Make 100% of all decisions	<ul style="list-style-type: none">○ Must consider health insurance costs○ Need to find own portfolio of clients○ Sometimes \$\$ is not stable (feast or famine)○ Must account for taxes and misc. expenses
Working for someone else	<ul style="list-style-type: none">○ Steady paycheck with health insurance○ Access to more enterprise-level tools○ Work as part of a larger team○ Larger budgets can equal more leverage	<ul style="list-style-type: none">○ Working long hours are common○ Working for unappreciative clients○ Office politics and favoritism○ Lack of transparency from the top

Tips to keep in mind when making a decision

1

When we say yes to something, we usually have to say no to something else.

2

We always want to feel that we're making the right decision, but there is no right or wrong answer.

3

Instead of thinking what's the worst that can happen, think what's the best that can happen.

4

Not every decision will pan out to be a winning decision, and that's ok.

And the most important tip of them all

Trust Your Gut

5. “Who am I trying to impress?”



There are so many people to try to impress or make happy

STRANGERS TEACHERS
BOSS significant other
ourselves
family BUSINESS PARTNERS
friends CLIENTS colleagues

Here are a few tips to help navigate through impressing others



It's **impossible** to impress everyone and people will judge you anyway.



It's ok to **say 'no.'** Sometimes it makes people want you even more.



The best person to try to impress is **yourself**. You are all that matters.

**6. “What do I need to let go of
in order to move forward?”**



What do you **need to let go of**?

Raise your hand if you need to (or have) let go of...



Goals that now sound exhausting and bring no joy



Expectations that you should be at a certain level by now



Clients with values that do not align with your own



Guilt from having to fire a freelancer or staff member



Feelings of disappointing someone

Change the narrative if needed

“Winners never quit and
quitters never win.”

Vince Lombardi



“Winners quit all the time.
They just quit the right
stuff at the right time.”

Seth Godin

“

LET GO

...and trust that everything will be ok!

”

7. “What investments do I need to make?”



There are **two types** of investments

An investment in yourself...

An investment in yourself is an investment in your business or the company you work for.

An investment in your business...

An investment in your business is also an investment in yourself, your career, and your goals.

Examples of how to invest in **yourself and your business**



Getting
headshots

Hiring a public
speaking coach

Working with a
business coach

Meditation or
going for a walk

Attending SEO
conferences

Trying new tools
and resources

Networking with
other consultants

Reading industry
articles



**8. “Who can help me AND
who can I help?”**



Asking for help is **one of the hardest things to do**

Why you may think it's hard asking for help

- You believe that you're already supposed to know the answer.
- You believe it will leave you vulnerable to criticism and others questioning your authority and knowledge.
- You believe that others have it worse and you should just be grateful.
- It seems like a silly thing to ask for help on and you don't want to seem "stupid."

What it actually means when you ask for help

- You are super brave to reach out when times are hard.
- You value curiosity and want to get multiple perspectives before deciding.
- You have the confidence to ask a question that others may be curious about as well.
- You value connecting with others and seeking help is how we all grow.

Giving is one of the **most rewarding experiences**

Here are some tips for how you can help others:

Pause, turn around and hold out your hand to **pull someone up with you.**

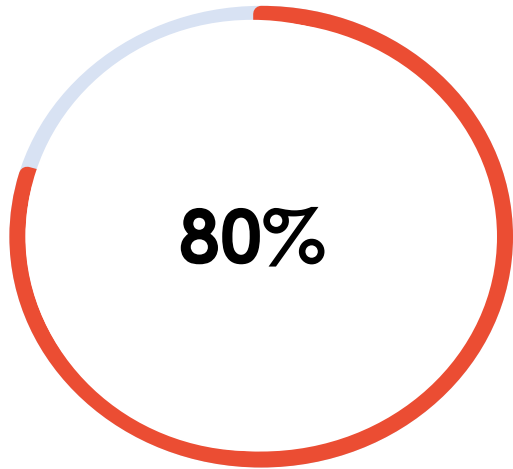
Be the person or **mentor that you wish you had** early in your career.

Gift a ticket to an SEO conference or training. You can also donate your referral money to a non-profit.

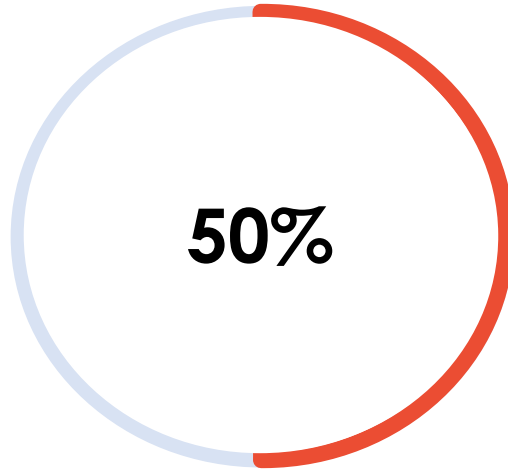
9. “Am I stopping to
check in with myself?”



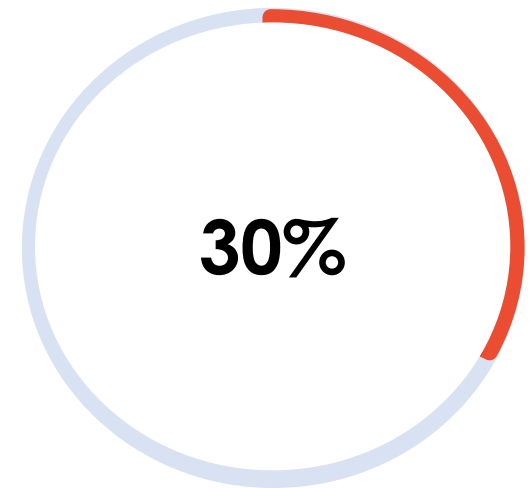
Ask yourself: How am I feeling today?



"I'm feeling pretty good today."



"Not feeling like myself. I could be better."



"I need to take a break and focus on me."

Examples of what I do when I'm feeling the feels

1 Ask "**why**" until I get to the root of the problem.

2 Give myself a big, motherly bear hug.

3 Go for a 2-4 hour walk around the neighborhood.

4 Allow myself to feel it all, even if it's uncomfortable.

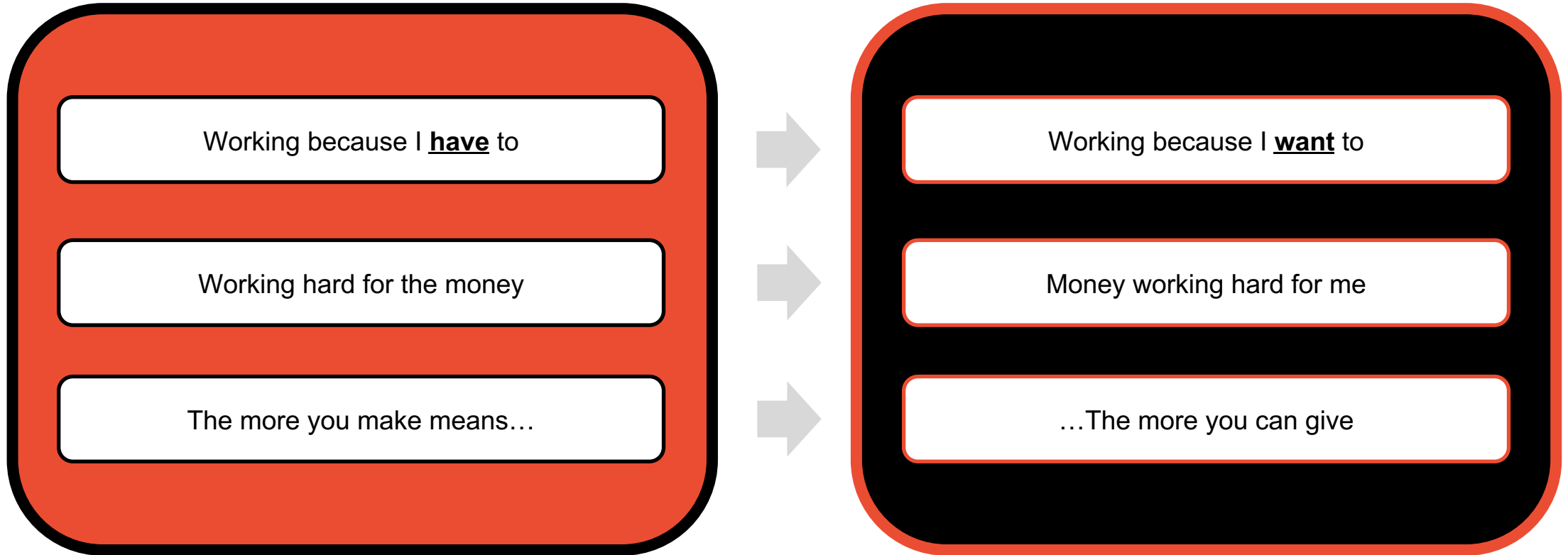
5 Watch any comedy, such as Impractical Jokers.

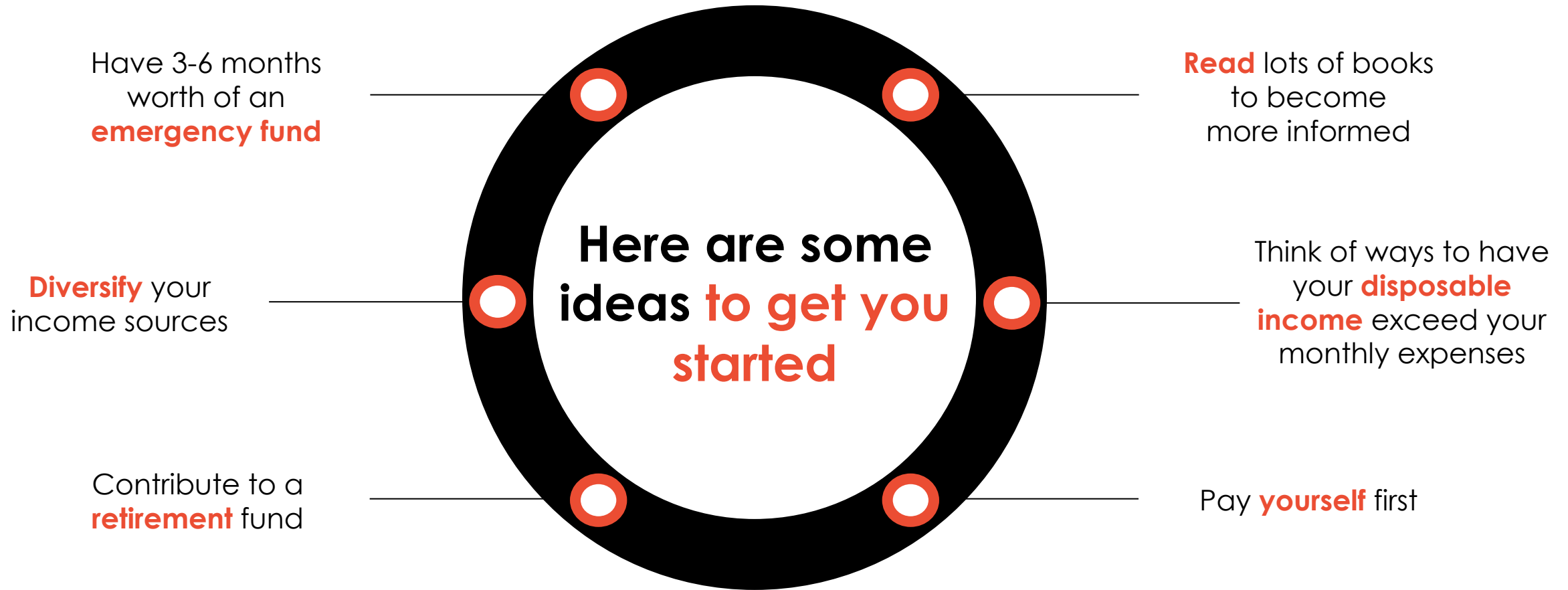
6 Reach out to a therapist when I need help.

**10. “How can I make money
work for me?”**



It is especially important as women to learn about money!
Money provides us more options and flexibility.





Bring it all together



“

SEO IS EVOLVING
...and so are you!

”

The 10 Questions to Ask As You Carve Your Path in the SEO Industry

Consider asking these questions at least once a year. You'll be amazed at how your answers evolve over time!



What does success mean to me?



What do I want to be known for?



What is the lesson in this uncomfortable situation?



What are the tradeoffs when I have to make a decision?



Who am I trying to impress?



What do I need to let go of in order to move forward?



What investments do I need to make?



Who can help me AND who can I help?



Am I stopping to check in with myself?



How can I make money work for me?

Document your **accomplishments and future plans** every year

Check out **Year Compass**

(<https://yearcompass.com/>)

to help map out your
end of year accomplishments
and your goals for the coming year.

Sample Content:

- 1) My word for the year
- 2) My secret wish for the next year
- 3) This year I will not procrastinate any more over...
- 4) This year I will draw the most energy from...
- 5) This year, I will be bravest when...
- 6) This year I will say yes when...
- 7) This year I advise myself to...
- 8) This year will be special for me because...
- 9) I will do these three things every morning...
- 10) I will visit these three places...
- 11) I will connect with my loved ones in these ways...
- 12) I will reward my successes with these presents...
- 13) I will love these three things about myself...
- 14) I am ready to let go of these three things...
- 15) I will declare to discover these three things...

My current SEO career values

1

I will continue to show up and try to figure it out.

6

I will find new ways to invest in myself and my business.

2

I will help other women as well as myself to thrive.

7

I will prioritize my mental health above all else.

3

I will try to find the lesson in every uncomfortable situation.

8

I will support clients whose values align with my own.

4

I will be confident in my decision making, even in uncertainty.

9

I will build connections in our industry to send good referrals to.

5

I will let go of what no longer serves me.

10

I will find new ways to learn about money.

Learning more about yourself will help influence the type of work you do, the clients you work with, the team you build, and the money you make.

"I value autonomy and the flexibility to focus on things that interests me most, both inside and outside the SEO industry.

I have found that working remotely and for myself is an environment in which I thrive in.

In order to do this, I believe it's best to work with only a few clients at a time and keep business operations small.

Success to me means self-growth and giving back to others."

"Success means getting to the very top and making as much money as possible.

I want to be known as someone that gets it done. More than anything I want to impress my boss and clients.

I want to work for a well-known company or agency that provides opportunities for advancement.

I understand I might need to work long hours, but that's a tradeoff I'm willing to make."

"I want to be known as a great leader. It's important that my team feels valued and heard.

I will not compromise our company culture in order to retain a high-paying client.

I understand that the tradeoff is possibly making less money, but that's a risk I'm willing to make.

This means I will need to let go of any feelings of guilt or shame that may come as a result of doing things differently."

Thank You!



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