

Dominic Kennedy and Jennifer Adams Talk about Serenity and Industry Shakeup with Candice Georgiadis

Dominic Kennedy, personal trainer in Hollywood/Beverly Hills & CEO of the Dominic Effect. Jennifer Adams, created TruKid, truly healthy, kid skin products.

GREENWICH, CT, USA, December 18, 2020

/EINPresswire.com/ -- Candice Georgiadis, owner of the blog by her namesake, interviews individuals on the cutting edge of hotel, travel, lifestyle and other similar topics. She expands the marketing footprint of individuals and companies with a combination of branding and imaging across social media and conventional websites.

Building corporate brands and image the right way builds trust, builds a following, leading to success. Candice Georgiadis helps guide companies towards that end. As part of her marketing, she interviews and in-turn publishes them as part of her marketing work. Below are excerpts from two recent interviews. Reach out to her at the below contact options to get your company positioned ahead of your competitors.



Dominic Kennedy, personal trainer in Hollywood/Beverly Hills and CEO of the Dominic Effect

-
Dominic Kennedy, personal trainer in Hollywood/Beverly Hills and CEO of the Dominic Effect
Is there a particular book that made a significant impact on you? Can you share a story or explain why it resonated with you so much?

One of my favorite books that I read over from time to time is "the Four Agreements," by Don Miguel. He talks about 4 agreements that can help you amongst many situations.

1. Be impeccable with your word
2. Don't take anything personally

3. Don't make assumptions

4. Always do your best

Out of all 4 agreements, "Don't make assumptions," has resonated with me over and over again. This agreement is one that I always keep in the back of my mind whether I am dealing with a personal relationship or something comes up at work. Not to make assumptions on what someone is feeling or going through and letting that person speak their truth is so important.

I think this goes along with creating a great work environment. To not make assumptions on whatever is going on but keep the communication open and flowing. It sounds simple, but we are all human and this can often be challenging to remember in the moment.

I use this in both personal training and real estate.

With both of my careers, I never want to make an assumption of what my personal training client is battling with or why they binge eat, etc. The same goes with real estate. I'm not there to make assumptions on my clients needs but have direct communication with them on exactly what they want.

“

I have to remind myself that spreading resources and time too thin is just a bad process—and the fastest way to fail.”

Jennifer Adams, created TruKid, a truly healthy, kid-friendly product range

[The full interview is available here](#)

Jennifer Adams, created TruKid, a truly healthy, kid-friendly product range

Can you share 3 of the best words of advice you've gotten along your journey? Please give a story or example for each.

Focus: I hear this a lot and also say it a lot. Making one product or service successful is more sustainable than being distracted by several new products (or companies) at once. I struggle with this nearly everyday because I am creative and am always thinking about what to do next. I have to remind myself that spreading resources and time too thin is just a bad process—and the fastest way to fail.



Jennifer Adams, created TruKid, a truly healthy, kid-friendly product range

Sometimes “me too” is ok: I had a toy company years ago and I created beautifully painted butterfly wings. I kept being asked to create Angel Wings and I said—someone else already does that. My customers said I would rather buy it all from you vs. two vendors. I decided to just do it and the Angel Wings became my #2 seller.

Create the company that works for you: I felt I needed to grow my business in a certain way—focus on selling to smaller wholesalers then scale into Mass Market retailers; as it seemed others were doing. I realized that after a while that I had made my business really complicated and did not like the complexity I created. 2.5 years ago, I pivoted to a model that made it easier to manage and scale while fitting my personality and skill set better. Not only am I growing a better business but I like how simple it is.



Candice Georgiadis

We are sure you aren't done. How are you going to shake things up next?

HA! I am never done—my mind is always whirling. Ask my kids when I make them go trend shopping and ask them questions about what might be missing from a given category I am looking at, or are there things in their lives that could be much better. More importantly, I am working toward a no-plastic packaging consumer goods company. We are on our way to that with our Bubble Podz and its compostable packaging, but my goal is to be plastic free with innovative packaging by 2023 (or sooner).

Additionally, I am getting ready to shake things up in the Pet Category. I have designed a product range that will make washing your pet so much easier and better for the dogs (plastic free, of course). I am very excited about this launch in Q1 of 2021.

[Read the rest of the interview here](#)

Be sure to reach out to Candice Georgiadis to get your social media marketing on the right track. You can reach her at the below contact options.

About Candice Georgiadis

Candice Georgiadis is an active mother of three as well as a designer, founder, social media expert, and philanthropist. Candice Georgiadis is the founder and designer at CG & CO. She is

also the Founder of the Social Media and Marketing Agency: Digital Agency. Candice Georgiadis is a Social Media influencer and contributing writer to ThriveGlobal, Authority Magazine, and several others. In addition to her busy work life, Candice is a volunteer and donor to St Jude's Children's hospital.

Contact and information on how to follow Candice Georgiadis' latest interviews:

Website: <http://candicegeorgiadis.com/>

Email: CG@candicegeorgiadis.com

LinkedIn: <https://www.linkedin.com/in/candice-georgiadis-34375b51/>

Twitter: <https://twitter.com/candigeorgiadis> @candigeorgiadis

Candice georgiadis

candicegeorgiadis.com

+1 203-958-1234

[email us here](#)

Visit us on social media:

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/533058345>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2020 IPD Group, Inc. All Right Reserved.