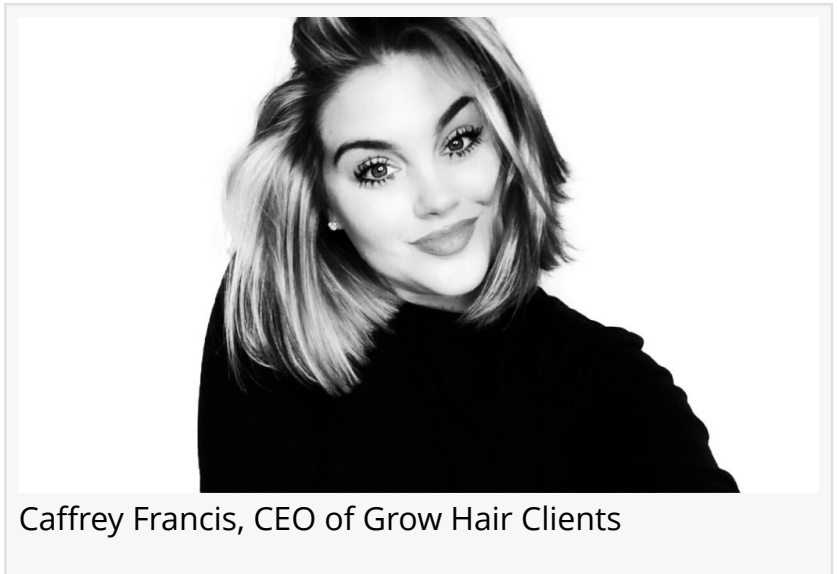


Caffrey Francis and Jon Anderson Talk with Candice Georgiadis

*Caffrey Francis, CEO of Grow Hair Clients.
Jon Anderson, President and Founder of
Growing Love Network*

GREENWICH, CT, USA, April 19, 2021
/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.



Take your company to the next level, beating out your competitors, with the right marketing approach can make all the difference, especially with the COVID uncertainty in the world. Reach out to Candice Georgiadis at the below contact options to get your company ahead in the marketing game. Make your brand better known and more trusted than your competitors.

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I believe technology is just an easy object for us to point blame at instead of looking at ourselves. It's not technology but people's actions and moral compass that we should be focusing on.”

Caffrey Francis, CEO of Grow Hair Clients

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Caffrey Francis, CEO of Grow Hair Clients

Are you able to identify a “tipping point” in your career when you started to see success? Did you start doing anything different? Are there takeaways or lessons that others can learn from that?

I would say the tipping point was a few months ago when I launched a home inspection business with my father. Immediately after we launched the phone was ringing off the hook and it was hard for us to keep up with the demand plus the other businesses that we imminently had to scale back. The same happened with Grow Hair Clients the first week I launched. I was

completely booked and for me to keep up with the demand I decided that I could only speak to extremely qualified prospects so before someone would schedule a call with me, they were notified that if they don't at least complete the required pre-call homework one hour before their client and sales growth mapping call their appointment would automatically be canceled and the next person in line would get their call slot. I'm happy to say that the demand has only increased, and I only work with people who are highly motivated to gain up to 10 clients in 30-days and build a business that automatically grows by itself month after month.

What did I do differently—I implemented my 9-step proven process which is the exact process I show hairstylists and salon owners, how to apply this process to their business. For anyone trying to grow their business I would tell them to go to my website and watch the 9-step roadmap video—you'll quickly be able to understand how to grow your clients and sales. My 9-step process works for any business.

Read [the full interview available here](#)

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Jon Anderson, President and Founder of Growing Love Network
What advice would you give to other CEOs or founders to help their employees to thrive?

Growing Love Network is a small operation. Everyone who works for us, including Joanna and I, get paid as contract workers. That



Jon Anderson, President and Founder of Growing Love Network



Candice Georgiadis

being said, I used to be in charge of about 40 counselors and 60 staff persons. One of the biggest lessons I learned from that experience is that everyone should have a voice in the direction, as well as day-to-day decisions which involve them. As a CEO, you may have an idea that you believe is the best way to move forward for your company. It may seem like it would be incredibly inefficient to get the input of everyone. And doing so may water down the plan. While that may be true, a watered-down plan that everyone feels like they were a part of, is always better than a great plan that gets sabotaged by the people who don't feel like they had a say in the matter. An employee at the very bottom of an organizational chart wields a lot more power than you would like to imagine. Make sure everyone feels heard and considered.

How do you define "Leadership"?

I define a leader as someone people choose to follow. Being a CEO does not make you a leader... it makes you a CEO. Desirable employees follow shared vision, courage, empathy and humility.

None of us are able to achieve success without some help along the way. Is there a particular person who you are grateful towards who helped get you to where you are? Can you share a story about that?

Almost everyone, who has pushed me to the next level, is someone who saw something more in me than I saw in myself. Some were high school teachers or college professors. Some were bosses. Often it was my parents or a family member. Sometimes it was a good friend, or Joanna, my wife. I am super blessed to have had a lot of these people in my life. One that really stands out, though, is Max Lucado. Apart from being a famous author, he has been a pastor at the Church we have been a part of since 1997. Over the years, Max and his wife, Denalyn, have continually encouraged us with tons of support. One reason their support stands out to me is, that the times when we seemed to be the least effective, those were the times when they gave more. I don't think I would be doing this interview if it weren't for people like that. Most people just want to be part of something that looks like a shooting star.

[Finish reading 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

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