

# Building Your Digital Persona with Nicole Tremaglio

**Lara Schmoisman** 00:05

This is Coffee N.5. I'm your host, Lara Schmoisman. Welcome back to Coffee N.5. When I teach, one of the first things I taught my class was that they had to choose their digital persona. The digital persona is really important, because we're going to be choosing what we're okay with, and where we're not. So we're gonna choose what parts of our life are going to be sharing with the world. Building your digital persona is a crucial step in order to have a great process on the internet. Today's guest definitely knows everything about this new culture module is a speaker, dancer and entrepreneur who is driven to inspire others to embrace their originality and live life front row center. Nicole is your go to for fitness industry trends. And on her social media channel, and blog, she breaks down current truth as a sarcastic, relatable way. Thank you, Nicole, for being here today. Tell me how many offices you have today.

**Nicole Tremaglio** 01:21

I only had one. Really? Yes, I have about a 2024 ounce Starbucks mug and I have my iced coffee in there every day.

**Lara Schmoisman** 01:34

Wow. I wish I could have just one. I have like five every day. And now I have a coffee for protein bars.

**Nicole Tremaglio** 01:42

Ooh, that sounds good.

**Lara Schmoisman** 01:44

So good. It gives me like, pick me up in the middle of the afternoon. So tell me about your persona. I want to know who's your persona in a digital world? And what's different from your real persona?

**Nicole Tremaglio** 02:00

Yeah, absolutely. It's really interesting because it is still evolving, and it's evolved a lot over the last few years. Now I am someone who does their best to show up as their full self. I spent a lot of time compartmentalizing the different parts of my personality. And it really made this sense of a disjointed identity. So I have a dance background. But I was working in the fashion industry. But I had a side hustle in the fitness industry. And I often felt confused as to how I was going to present myself digitally. Because I had a hand in doing so many different things. I thought it kind of makes me seem like I was all over the place. But in my work, just learning how to integrate my work and my life, I realized that I was doing myself a disservice by not fully showing up as myself in really any of those places where I only had to pick and choose which part of my identity I wanted to be. Do you remember the moment that the penny dropped, and that you said, Oh, I'm doing this wrong, I should be doing something else. They remember when that happened. It's actually happened many times, it's like putting pennies in a jar. It's like having a jar of change jangling in your pocket. And it's making all these little echoes, as you walk in, it kind of follows you. Because I felt like that in so many different situations. I felt like I used to post a lot of dance videos. This was when we were able to dance in studios in person and I felt, wow,

am I good enough to be doing this? If this is not what I'm doing professionally at the moment? Am I stunting my growth as a dancer because I'm telling myself that it's only a hobby, am I not as devoted as I could be to my practice? Because I don't feel allowed to take up space in an industry that I can't claim as my body of professional work.

**Lara Schmoisman** 04:21

Well, in my world, I learned two things. First of all, that the digital world is always evolving. So we have the right to evolve with it. And we have the right also to feel everyday more comfortable or uncomfortable and change the parts that we want to show. But also I am tired of people telling me, oh, we're overlapping or we're a competition and he was like, No, there's no competition because at the end of the day, even if a client has to choose one, and they're gonna choose the one that they feel more comfortable with. So what we don't collaborate and maybe feel It's not the right fit for me, it's a fit for you. Oh,

**Nicole Tremaglio** 05:03

Mm hmm, absolutely. And just being true to yourself in that way that you're allowed to iterate your processes, let's say copy, or a photo on your website is outdated, you would update it. Same kind of thing with your persona, it's allowed to evolve and change as things go on. And, and when I quit my job in corporate and became a full time entrepreneur, that was really the moment where I said, I don't really have the excuse anymore of having that corporate identity. Now I can evolve into a version of me, it's not the end all be all. It's not the only version of me that's ever going to exist from now on. But it's going to be the version of me, that's one step closer to someone who's truly in alignment with who I want to be.

**Lara Schmoisman** 05:57

Yeah, and at the same time, but then people that in their field, they say, Oh, I changed. So they go back, and you're late. But that's what I love you to be who you are today, because you went through that. So in between and grateful and respect that you'll have the past.

**Nicole Tremaglio** 06:17

Yeah, absolutely. You have to have compassion for past versions of yourself. And maybe you made some mistakes along the way. But you have to just accept those things and move on. Because there's a difference between being defined by your past versus just letting your past inform your present, so that you can make the best decisions with the knowledge that you have currently, to set yourself up for the future.

**Lara Schmoisman** 06:43

Yeah, and also being clear that you will change in the future, that if you don't change, honestly, there's something wrong with it.

**Nicole Tremaglio** 06:52

Yeah.

**Lara Schmoisman** 06:53

I mean, I'm learning every day I'm learning from you. I'm learning from my team, I'm learning from my kids. So it will be, like shortchanging myself, even the world if I don't bring that knowledge, even with my failures, my knowledge of failures. So when you fail, or when you burn yourself, you know what? You learn from that. And that's knowledge that you can try to pass on, on. So we'll be doing a disservice not to let yourself evolve.

**Nicole Tremaglio** 07:31

Yeah, absolutely. And I'm very curious in the pursuit of knowledge, I love learning things. And I truly believe that that is what separates successful and fulfilled adults from those who kind of just like, float through life is that if you are really committed to continuously learning, I find that you just become so much more engaged in everything that you do.

**Lara Schmoisman** 07:59

Yeah, absolutely. And also has experience and this is something that I keep saying over and over and over again, is that, and I learned this also working in corporate or big companies, that there are so many meetings held at closed doors, so many people still believing that information is power. And information is not power is only if you have the knowledge and experience what to do with that information.

**Nicole Tremaglio** 08:27

Yeah, absolutely. I mean, I'm really bad at keeping secrets. Like, I don't want to keep a closed door. If I find out something that makes my life easier, or a product or service I'm really interested in, I don't come from this place of a lack mindset, like, well, there's only enough for me, or this is only information that I want to share with certain people.

**Lara Schmoisman** 08:52

Well, I have this thing with my team. I mean, I want them to have information that will allow them to do their job or the best of their abilities. And also, you need to understand that. I mean, this is also about expectations, sometimes expect, and this is something I was talking about with someone was opening the company. I was like, I feel like everyone is doing everything. I say you meet yourself that not everyone is going to do the same things the way you do it. But also you just have that their way may work. Right.

**Nicole Tremaglio** 09:29

Yeah, I used to come up at a lot of resistance when I worked in corporate because I be the person who was testing and implementing new technologies, systems applications, process and there would always be people who were not ready to accept or embrace something new. They were threatened by information. They were made uncomfortable by the prospect having to acquire knowledge about something that was totally unfamiliar. And it's scary to people to actually learn sometimes and realize that something really exciting and powerful might be outside the limits of your current perspective. And it's only until you are willing to step outside of that comfort zone that you're able to learn something that you otherwise never would have.

**Lara Schmoisman** 10:31

There's a confusion between coaching and coaching that is super popular these days that, you know, coaching, I do coaching, but coaching is something that is we get paid to help to coach people in certain special areas. And there is a confusion also with mentorship, people think that they can go out and it's like finding a taxi, hey, I need a mentor. It doesn't work that way. A mentor is something that we earn, doing our work, that we find some someone that we connect, and that will want to learn that person is like an unsaid path that it comes in two sides. And I think that they said a lot of money.

**Nicole Tremaglio** 11:17

Yeah, definitely. I think that when we got to the workplace and realized, and I'm speaking on behalf of like, the generation, like, when we entered the workforce, it's like you had so much support and structure at home, and you know, leading up like, okay, go to college, get an internship, get a job. And it's like these very traditional building blocks were laid out in front of us. But then once we got those jobs, and once we got to those corporate offices, we were like, Okay, what do we do now?

**Lara Schmoisman** 11:54

I asked, you know, I was teaching college and Dubai Media for the fashion industry, actually. And I was teaching mostly seniors, and it was something that it will, first of all, digital media and everything within the digital world is very hard to understand. So I got a lot of complaints that my class was too hard, or it was too much work. But also at the same time, they were asking me what, in what form Do you want me to write? Or how long needs to be and I was like, your seniors, you are going to be after me? You want to have a boss, your boss is not going to be telling you what prompted you to write or what sighs. It's about the content. I don't I think we're actually doing a disservice. I always say that the schools are teaching my kids how to work in a cubicle without windows?

**Nicole Tremaglio** 12:52

Mm hmm. Absolutely. I even felt that myself, when I worked in a corporate office, I was kind of always waiting for my boss to tell me what to do. And I just never saw myself as someone who didn't take the initiative. But you're definitely trained to act a certain way. And you kind of feel like you're put in your place. And the kind of culture at your company can really define your sense of like, how much permission you have in order to be autonomous or independent, or creative. And if you're in certain kind of corporate environments, that kind of thinking outside of the box, or I actually just read this book called creative trespassing. It doesn't seem like it's allowed. And so people kind of shrink back and don't take it upon themselves to learn those lessons.

**Lara Schmoisman** 13:50

Now what I started talking about the mentoring, because of your comments about you, trying to find new technologies, and everything depends on what I'm saying. Like, for me, a boss needs to be some kind of a mentor, that if you choose someone to be in your feed in to be willing to give back. And to me, it's really sad that someone will come to Me too, with new technologies. I mean, I will say I will get at the trial, let me see or, but being close minded is like not letting my business grow.

**Nicole Tremaglio** 14:28

Yeah, absolutely. And it's frustrating because I was that person, too, that would kind of prepare the new technologies and say, okay, should we choose this? Or that? And then sometimes the answer would be

neither of those things. Sometimes. Now, actually, all of that research that you just did, yeah, let's just table it. And then it was like, Well, what are our priorities then? Because why would I be working on a project that we weren't actually going to select a solution from

**Lara Schmoisman 15:00**

Yeah, actually, I think this pandemic is one of the only good things that came out of that, that they always willing to be in the cutting edge of technology. Because if we're not, they're not using everything that is available to us. We, we can lose our business. And I think a lot of people there because we're prepared to be working remotely or vision.

**Nicole Tremaglio 15:23**

Absolutely, I have been really interested in a long time in the future of work. And I see that as having flexibility. If it were up to me, I would leave for three hours in the middle of the day and go do my own thing. I would never be at a desk for nine hours all day, I used to resent doing that so much. And the company that I was at, were really any company I've ever been, like working from home, never a thing, being able to take breaks, not a thing. Even just being able to go out for lunch also not really a thing and good thing I helped launch a video platform and meeting platform before I left the company because I can't even imagine what would have happened had that technology not been available at a time like this.

**Lara Schmoisman 16:20**

Well, I cannot speak for my company, because my company was always remote. So we have everything in place for us or pandemic DNA affect us all, we were working as normal. And I was like, oh, okay, other people are working like us now. And by the way, we're like it, I have, but I can see how old people really like, I have my husband all the time almost for a year now. And they struggle. I mean, they have to put me on logistics. One of the things that I think why our team is so successful is because even though we work, overload, we all work at the same time. And we we happen to have an amazing work culture, with a party together, we will have a lot of fun. But I think that if you're going to work and have three hours in the middle of the day, and that's what your company decided to do for everyone that would work. I mean, you need to make it work for you on your team. And that's the work culture. But I also believe that we need to design your work culture, even if you work by yourself, is that how it's going to be my attitude regarding my clients? How do I deal with my clients? How do I work with my, my team? What parts of the work I actually do and why they want to contract? There are so many decisions that we need to make. And I think that's also part of our business persona, since we're talking about persona. So how do you work out you work all by yourself, or you have also your business persona?

**Nicole Tremaglio 18:07**

Yeah, I've really integrated my personal brand with my business persona, just again, because they found that I've lived for so long with really a disjointed set my identity, and I am someone who values, self expression, and fun and transparency. And that is now how I show up not just as a personal brand, but also as a business person. And as a one woman show truly getting to establish who I am and what I do with clients. It's always coming from the source. And so I speak with clients like my business persona, I talk to them how I'm talking to you. And I am able to not get so caught up in using strictly

professional jargon or being super buttoned up and just getting straight to the point so that we can solve the client's problems.

**Lara Schmoisman** 19:20

So going straight to the point. If you someone asked you, is it worth it for me to get out of corporate work and lower myself? What tips would you give them three tips.

**Nicole Tremaglio** 19:35

The first piece of advice is that other people are going to have a lot of things to say if you decide to step away from the status quo from the norm from the traditional path.

**Lara Schmoisman** 19:47

I you need to be ready to deal with what people have to say.

**Nicole Tremaglio** 19:53

Yep, and then to number two, which is stick to guns. You have to decide that this is truly to what you want, if you are wishy washy about it or saying, I don't know, how will I make money? How will you make money, you're now going to give yourself the opportunity to have no ceiling on your earnings if you are the one who gets to call the shots. But if you're not clear that that's what you want, then you need to take more time.

**Lara Schmoisman** 20:22

And I will say also that you need to be ready for your emotions to be a roller coaster. So you're gonna say when they I don't know how they're gonna go days, another day, I got I got the fish. And another day is I got this.

**Nicole Tremaglio** 20:37

Yeah, it's either like an exclamation point or a question mark, depending on the day, that would be my third piece of advice is knowing that motivation ebbs and flows, I used to think that if I quit corporate, all of my problems would be gone. And it's not that you don't have problems is that maybe your problems are just a little better. So recognizing that every day is not going to be the most perfect day just because you don't work in an office anymore. But really getting to know and work with yourself, yourself, as your boss yourself as an employee yourself as your own coworker,

**Lara Schmoisman** 21:15

And acknowledge your past. acknowledge your past, because that's what brought you here are the lessons you learn.

**Nicole Tremaglio** 21:22

You have to not be so hard on your past will end all of yourselves but your past self, if you blame yourself, if you say well, I should have quit so long ago, why haven't I it's like, that literally doesn't matter. You know, you have to just have your past inform your present, but you don't have to be hard on yourself. Because ultimately, you you can take that self criticism and be able to mold it into, you know, like an intrinsic motivation.

**Lara Schmoisman** 21:55

Yeah. Hey, Nicole, thank you so much for having coffee with me. And okay, we're gonna tell the audience that we're varying something together for February. And we're gonna let you know a little more when we have more information, but stay tuned.

**Nicole Tremaglio** 22:12

Perfect. Thank you so much.

**Lara Schmoisman** 22:15

Was so good to have you here today. See you next time. catch you on the flip side. Ciao.