

# a branded world

PODCAST

with  
**Luiza Campos**



014 | HOW A GOOGLE SEARCH LED TO A  
SUCCESSFUL BRAND WITH DUSTIN  
PAISLEY OF LOCAL LAUNDRY

**EPISODE TRANSCRIPT**

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## A BRANDED WORLD PODCAST – 014 | HOW A GOOGLE SEARCH LED TO A SUCCESSFUL BRAND WITH DUSTIN PAISLEY OF LOCAL LAUNDRY

Luiza Campos:	00:00	You're listening to branded world podcast, episode number 14.
Announcer:	00:08	Welcome to a branded world podcast where we explore great brands and give you tips, tools, hacks, and guides to create brands that captivate clients and drive growth and revenue. And now your host, Luiza Campos.
Luiza Campos:	00:28	Hello everyone and welcome to another episode of a branded world podcast. A branded world is a member of the Alberta podcast network, powered by ATB, which by the way, if you haven't heard the ATB brand episode with Carol Schmygol, I highly recommend you do so. That's episode four and it's a great episode where Carol walks us through all the brand or the rebrand that ATB did and how they are bringing to life. What are some of the details around how they trained staff and how they make sure that they leaving by their brand. It's a great episode and I highly recommend you listen to it. I also want to quickly bring to your attention that the Alberta Women Entrepreneurs is having a learning day on February twentieth. This is taking place in Edmonton, so if you are in Edmonton around those dates, I think it would be a great event for you to attend.
Luiza Campos:	01:25	This is a one day conference that we'll have keynote speakers as well as workshops on topics about human resources, operations, marketing, financing, technology, all of those things, so you will get a lot of information, inspiration as well as really tangible skills from experts that will be speaking at that conference, so being an entrepreneur is a heart thing and it can be a pretty lonely a role as well. So attending conferences like this can be a great way for you to meet other entrepreneurs who are going through the same journey as you are network and just a great learning as well as networking event. So I highly recommend you attended. It's again February twentieth in Edmonton. You can find more information and registered for the event at <a href="https://bit.ly/AWELearningDay">bit.ly/AWELearningDay</a> . I will have the link on the show notes so you can just go to the show notes and the link will be right there.
Luiza Campos:	02:32	That will take you to the registration page and by the way, the cost is only a \$129, but for listeners of the

podcast, you get 10 percent off. All you have to do is use the Promo Code podcast at checkout, so make sure you go to the show notes and click on that link to participate in this event and talking about entrepreneurs. Today I am interviewing an amazing Dustin Paisley who is one of the guys behind a fantastic local brand called local laundry. Dustin walks us through of how local laundry came to be and he had very humble beginnings and how they form this incredible brand around a very clear purpose and they're very passionate about this purpose and how it's in its third year now, so it's a fairly new brand, but how they have grown and he has grown quite a bit and how all decisions are around this very clear purpose. As I mentioned. So this is a fascinating story. If you are an entrepreneur this is a must listen, and if you're not, if you're any brand this. There's a lot of learnings in this episode on how to create and how to stay true to your purpose, and by the way, Dustin is helping create this amazing brand while still working full time. So this is an incredible story with great learnings in it. So without further ado, here is Destin Paisley.

Luiza Campos:	04:10	Hi Dustin. How are you?
Dustin Paisley:	04:10	Good, thank you. How are you?
Luiza Campos:	04:14	I am great. I am super happy to talk to you and hear a little bit about the brand and that you've built, you know, in this business that you guys are building called local laundry, which I think is a great example of such a magnificent brand that is building community and it is very purpose driven and right here in our, in our own community. So I'm very excited to hear more about it.
Dustin Paisley:	04:42	Thank you so much.
Luiza Campos:	04:48	Perfect. So Dustin, I thought it would be great for us just to start from you telling us a little bit about your background because this is not the only thing you do. So if you can tell us a little bit about your background, that'd be great.
Dustin Paisley:	04:59	Yeah. I love to sew entrepreneurship or being interested in a business started from you pretty young reading business books and in high school a little ways that I could make money here and there, whether it was, you know, I remember buying in bulk some apparel products and then selling them to friends and family. I was always

looking for little ways to Kinda, you know, make money or start a business. And that kind of encouraged me to go to university and take entrepreneurship at Mount Royal University here in town. And they have a really phenomenal program. Bubbles, uh, and through that just got connected to like-minded people and got me introduced to a few different programs there which I got quite heavily involved in. And then my final year in university, you don't have as part of a nonprofit group of thinking of university, um, where I kind of lead that team and you know, we raised about a \$125,000, which was about \$120,000 more than the previous year.

- Dustin Paisley: 05:58 Fifty to 75 students that were part of the organization. So being able to kind of lead that was really a great learning experience for me and that was all geared towards social change and using entrepreneurship as a tool to be able to enable progress for those who are less fortunate. And so through that, you know, I really got to understand and really got to find this passion for business and entrepreneurship as a way to make social change. And that's what kind of drew me towards local laundry and getting involved. So I actually am not the founder or Connor Curan is the founder of local laundry and he started in April of Twenty 15 while he was doing his MBA in Sweden. Um, and it was during kind of a school project race. He saw a lot of these local businesses starting to pop up. I'm supporting their local communities. And it was during his MBA that he saw an opportunity that, you know, Calgary didn't really have anything that was really allowed to represent where they came from. So you know, this idea of this YYC design or a Calgary based company that was focused on promoting Calgary sort of born. And so, you know, he did what any millennial does and he'd see little search how to make a t-shirt company and Lo and behold, you know, 24 hours later Local Laundry apparel dot com was born
- Luiza Campos: 05:58 24 hours later?
- Dustin Paisley: 07:28 uh, less than that. Yeah, it would've been a, I think he watched watch an hour long video that taught him how to get shopify going and then how to connect it to a fulfillment private provider called the principal and you know, it would've been two hours later that the website was up and then 24 hours before he really kicked it off and try and push it out there. So it was up and going

pretty quick. And then it was a couple of months that he just tried to, you know, sell to family, friends and get it out there. And I think the first time that he ever sold a piece of clothing from someone he didn't know, it's just a couple months out. And it was a really exciting time.

- Luiza Campos: 08:02 That's incredible. So he saw a niche, an opportunity and you're right. I don't think, even now, but, before local laundry, certainly there wasn't specifically a company that was promoting a Calgary in any way. Right?
- Dustin Paisley: 08:19 Yeah. Nothing that really spoke to, you know, being able to wear something that allows you to really proudly represent Calgary, you know, I think there was, there's a few brands here and there are a few pieces that you could that were Calgarian or, or had a more local field, but there was nothing that really kind of spoke to the Calgary community that allows you to kind of help build that community. And that was sort of from the onset, what the brand was about. It was, you know, 10 percent of all profits would go back to charities and all of the designs were focused around, you know, Calgary as a whole but also the communities here. So really let's you represent what your local was.
- Luiza Campos: 08:54 So yeah, talk to me a little bit more about the brand because it is. So from the very beginning it was exactly what he's saying, right? Promoting our community and, and using the company, as a means to build community to create this social change and give back. So how, do you go to build that brand around those concepts? Like what were some of the things that you did to make sure that that got expressed very clearly.
- Dustin Paisley: 09:27 So I think for that it started with the Calgary design and then went down to your drilling into a hyper-local Kensington martyr loop. All these different community designs and people really seem to love that. Very proud of where the firm. It's funny. You really should include us, very proud of their own individual communities and they get a little bit upset if we don't list their communities, uh, but are already included.
- Dustin Paisley: 09:58 But our response to that is always, you know, we actually don't get the communities, the communities choose us. So when someone reaches that would about a community that doesn't have a design, we will ask for, you know, local designer from that community to

actually come up with a design and we'll work with them to get it set up. A will pay them for the design and then we give them a free tee shirt for that community and then we list that community up on the website for sale to other people. So you know, everything that we do within the brand we always go back to is this building community and if not, what can we do to ensure that it is building community and just that one piece of we could very easily as a clothing company find, you know, a cheap designer in another country and pay them x number of dollars to create all the designs for the Calgary community, but that, that's not really building community.

Dustin Paisley: 10:43 So our decision to have local designers from those local communities who actually understand what that community is about and what the characteristics are. A was a decision that we made to make sure that that was. That was something that was building community. And I think in terms of growing the brand, yeah, that that's kind of why we were able to build a community is because everything that we do is about building community. So even when we do a photo shoot or a collaboration where we're a huge fan of collaborating with other local businesses will make sure that when we're getting together, you know, again, we're not going out and we're not hiring a photographer and paying all these models in a different city to get cool shots of our gear. It's always what are some other local businesses or local individuals that we can highlight and celebrate and tell their story and let's bring them all together and let's get a local photographer who's just trying to get their portfolio going or just kind of getting started. Let's bring us all together and get some photos. And then that's our chance to be able to share that on our social media and with our social media, you know, it's a chance to tell the stories of all these other brands. And by doing that, you know, by telling the story of others were actually telling our story as well, which is we're here to go community. Uh, and that's, that's one of our, that's our core mission.

Luiza Campos: 11:58 That is brilliant. And I love it. And, you know, it's interesting because we've had, um, other local brands like fiasco for instance, saying in the podcast, and this is, this is a message that I really want the listeners to understand that once you have your brand, you have to really stay true to that and make decisions that will reinforce and honor that, that brand. And in your case,

the example you're talking about building community, those decisions, as you said, you would have been a lot easier to hire cheaper photographer, a designer from somewhere else, but, but you are about building the community. So even if this means making harder or more expensive decisions, you need to do that to stay true to the brand. So that's amazing. Good for you guys that you're doing that.

Dustin Paisley: 12:45

No, thank you. It's a, it's a lot of fun, right? It's, it's a lot more fun to be able to work with other local businesses and you know, we, we kind of have that passion for building a company and we've collaborated with, with James from fiasco and I was listening to that episode earlier and we know we really, uh, aspire to, to, to build a business just like he has and many others in Calgary. So Calgary is such a great community in terms of the small business community and supporting other entrepreneurs and so collaboration is just one small piece of that. But again, as a brand, that's what our brand is all about and we want to try and collaborate with as many people as we can and be able to share their story because at the end of the day, if we're not, if we're not doing that, if we're not building community, we're not sticking true to our roots. Then just like you said, it's so important for your brand to actually live what you're portraying as your values.

Luiza Campos: 13:37

Exactly. Exactly. So tell me a little bit more about that. You know, um, in January we'd be talking a lot in, at the podcast about collaboration and you've mentioned that in, of course building community, your brand is 100 percent about that, right? As in you've already given a lot of examples in terms of collaborating with the actual communities. I love that, that the communities are the ones that reach out and ask to engage with you and have their own design that you also donate back to the community. And so tell me a little about that. Your monthly donations held those get chosen and I know you have other types of collaborations that, that take place. I would love for you to talk to us a little bit more about that.

Dustin Paisley: 14:21

Sure. So I mean the collaborations, we do kind of a case by case basis. So we sort of see what, you know, what that partnership looks like, who the brand and we're working with is that if we're going to collaborate with someone, they have to share the same values as us, you

know, for them it has to be about, uh, the better interest of the community and the community's needs are put first. It's not about us and US making a profit. It's about how is this going to benefit the community and how, you know, how can we use this as a chance to a give back, but then, you know, use our platform, be the, share the story of what the partnership is that we're doing. So, you know, for one example as the communities, um, I believe it's the Sunday where we're going to, uh, to meet with the haze borough community association because they've got an event going on.

Dustin Paisley: 15:06

And so the premise there is that they want to come up with a community, a tee shirt design that we can share and that they can have someone from the local community actually come up with the design. So we'll be working with them to try and locate a, to try and find a local designer and be able to build the community inherited by it, by providing a design. So, you know, we try and work with some of the associations, but then kind of on a, on a bigger level does a few other larger collaborations that we've done. So for one of them was called that we worked with roasters and Brewsters is one of the very first, you know, local craft beer company that was around that kind of helps pave the way for some of the brewing industry. And you know, it's a local company owned by a local family here in Calgary.

Dustin Paisley: 15:49

And I think that message kind of got lost along the way and they actually do share a lot of the same values that we do. They invest pretty heavily back into the community and they're all about bringing in, building that beer community. And so we did a collaboration with them where we did an apparel line, uh, that was exclusive for them and specific to them. And then on the flip side of that, uh, they actually brewed a beer that was called the local group and so with that, you know, we did 10 percent of all the profits from the beer sales and then the t shirts hills would go back to a local charity that they chose a. and the whole campaign was really about, you know, what's, what's your local and kind of bringing that spiritual life and so, you know, each brand that we work with, again at a case by case basis, but making sure that there is mutual, a mutual decision that we both believe in community and that we want to use this partnership as a way to further that.

- Luiza Campos: 16:40 But you also have monthly donations, don't you? So you donate a percentage of your profits every month to a local charity?
- Dustin Paisley: 16:48 We do, yeah. And that's, that's probably one of the most exciting parts is actually having the ability to give back to Angela, to the community. So every month, you know, we do donations to different local charities and we actually have our customers help to choose that. So when you're going into the checkout online, you're able to actually type in your vote for what the local charity for that much should be. And so we do at the end of the month, we do a battalion and if there hasn't been a charity that's predefined for that month, will actually take the tally and take a look and see what the charity that has the most votes can go towards. And so that's how we'll make the donation to. Um, and that was kind of something that was from the onset, right when it first started, it was 10 percent of all profits go back to charity.
- Dustin Paisley: 17:26 And since then it's sort of being this, this apparel company that gives back to the community. We wanted to find a way to go outside of just 10 percent of profits and there's nothing wrong with that. Right? I think it's great and it's tremendous that we're able to provide a little bit of a monetary donation at the end of each month. But, you know, we felt like there was something more that we could be doing. And that's something we're always searching for. How can we use this, this clothing company that we have as a vehicle to actually create a real change and to actually make a real positive impact and so one thing that we came up with just this past year was something called beginning to in the local collection, so the giving to because actually part of the local collection and with the giving tube, the premise behind that is for every two that you buy will actually donate one to a homeless shelter in Canada and so we're fortunate enough that I think we sold about 550 just before the holidays, so just before the holidays we were able to go and we don't need a 500 to six to three different homeless organizations across Canada and so just kind of exploring that outside of just that 10 percent, which we love doing, what else can we do to be able to use this as a vehicle to create social change?
- Luiza Campos: 18:38 That's fantastic that you guys are doing that a little bit more about. I think it's something called the traveling sweater campaign.

- Dustin Paisley: 18:48 Yeah, the traveling sweater campaign. It was probably about six months after card started the company just come back to Calgary and he was looking to try and expand the brand a little bit. It was selling strictly online and we're using a fulfillment provider that was, that was doing everything online and we were randomly introduced through, through a friend of ours actually, who thought that we would have a mutual interest in what he was building. And so we had sat down and at the time I actually worked for a production company and so it was to try and see if we could help with what he was doing and he had a bit of a unique way that he had set things up. And so when we first met, you know, I kinda knew, no, this isn't something we can help with, but I really liked the premise of what he's doing.
- Dustin Paisley: 19:40 And I thought that there was going to be really big demand for it and that this was something that I felt we could really build into something. And so, uh, we started with hats. Actually it was just snap backs, I tell you what, you know, all the t-shirts and all the apparel and everything that you're building right now. I don't think that we can help take that on. And so I agreed that, you know, let's, let's try with snapbacks. And I agreed that I would take on the brunt of, we would split the order in half. I would do all the shipping, I would do all the fulfillment, I would take care of all the production, um, and I just want to essentially a trial to be able to see what's, you know, what the brand was about, what the business was about. And it was my kind of trial to make sure that I can try and get onboard and try and work with him.
- Dustin Paisley: 20:29 And so what started as hats just being produced here in Calgary, ended up being, took everything on and we ended up doing all of our production here in Calgary. And so when, when I came on board and we started looking at, OK, where can we actually take this thing and what do we have? And I remember in our first couple months and we're meeting back and forth, we were just kind of thinking, wow, it be great if we could, you know, do 25,000 in revenue, that would be so cool. But then I think we ended up surpassing that in about three months for us, you know, we kinda took a step back and we said, OK, we actually have something here. Let's, let's start to get to work on this. And there was a few times when I think that both of us really realized that we actually had something in it.

- Dustin Paisley: 21:09 And that was after a few different calls with retailers and the production team where we really kinda thought, OK, I think we can actually go somewhere with this. And so that's when we started to look at what do we need to do to get us to that next level, um, what kind of things we need to put in place and how do we need to build a business? And so we brought on a, you know, now we have two girls that we pay for work for us part time. One does all of our social media and then one does all of our collaborations and so all that to say that the Kathleen who manages all of our collaborations, she came to us one day with a really cool idea and the team had kind of discussed it a little bit and it was the premise of a, a traveling sweater and so taking this sweater that was while I see and how could we use this to build community, and so the premise behind this was that we would, we would nominate someone to take over the sweater and then they would pass it along to someone else, so they would have it for about three days and have access to her Instagram stories and through the stories they could tell a little bit about, you know, who they are, what they do give, give them a chance to kind of promote themselves through our accounts.
- Dustin Paisley: 22:13 Again, giving them a platform to be able to share their story and during that time they had to do random acts of kindness. So the goal behind that was a highlight. Cool. Local people in the community highlight what they like, their interests and what small businesses and what organizations do they get involved with in the community and give back to the community and do some good. So random acts of kindness and then they had to nominate someone to take the sweater off after them. And so the first, yeah, it was, it was a really cool premise and the first one was really just experiment. Let's see, let's see what we can do here. And it was just absolutely phenomenal what ended up happening, you know, the momentum behind it. Um, so many accolades from, from our, from all of our social media followers that loved following along.
- Dustin Paisley: 22:56 They loved learning about these people in the community that were different than what we normally would introduce her post about. But my favorite part about all that was the random acts of kindness. And what it did is we could dream up certain random acts of kindness and go out and do them. And that's cool. But what was cool about that is, is being able to leverage our

community to be able to go out and encourage that. And so each person would go out and they would choose, there was loved written handouts that they would drop on random cars. Um, they would do flowers, they would buy people coffee and then we would record all these in and, you know, you kind of think about a random act of kindness is just being sort of, you know, nice and could help make someone's day. But we really saw how, you know, just the smallest things like a random act of kindness can make such a, such a big difference in someone's Day.

- Dustin Paisley: 23:46 One of the individuals and one of the stories which looked the coolest he came out of it was, you know, this lady, one of the people with the sweaters had bought flowers and so she walked up to a random lady on the street and she gave them to them. So they kind of stopped and chatted and she was telling her a little bit about why she had done it and what the premise was. The lady said, well, it's, it's really good timing. You know, our son actually unfortunately just passed away. So these, these really mean a lot to me and yeah, it was, it was kind of at that time when we realized like this far beyond what we could have ever dreamed of and just, it reinforced how such a small act can, can create such a big impact.
- Luiza Campos: 24:25 That's an amazing story. I love it because again, it's about. I mean, there's so many reasons why I love it, but it's engaging the community is, is chair telling their stories and therefore, as you mentioned, to help Intel, the community, the whole community story and the brand story behind it as well. That, but also it's building community, right? It's unifying them is, is creating a much bigger bond. It's making people feel like they belong, that they can, that they're part of this, of this tight group, right, of the supportive groups. So it's, it's amazing. It's such a great story, doesn't it?
- Dustin Paisley: 25:04 Yeah, it really, you know, it wasn't, again, it wasn't anything we expected. Um, it really kind of shocked us. And um, you know, it's the little things like that that come out of what we're doing that really inspire us to dream bigger and to think, you know, what, what can we do that can kind of take a step further. And so we started with, I see you traveling, so their campaign, we introduced a Canada one where people across Canada could go and do the same thing, um, and, and the, the

latest kind of story or sharing that we're doing right now is leading up to the Olympics, you know, being able to tap into, to that community and share the stories of some of the athletes that I've worked their whole lives to get to, to get, to be able to compete in the Olympics. And you know, sometimes their stories aren't heard. So being able to give them an opportunity to share out what their, what their process and what their life has been like to get to the Olympics and again, give them a chance to really showcase what they're all about.

Luiza Campos: 26:03 Oh, that's awesome. I love that idea too. So, and tell me a little bit more about, you know how, because you mentioned that you started here in Calgary, but of course you, you grew and you are indifferent communities now and you've also touched upon. So I would like to hear more about that on, on where the products are manufactured and all of that. So if you can walk us through that, that'd be great.

Dustin Paisley: 26:29 Yeah. When we first started we went through a local company here in Calgary, um, and you know, they were just a wholesale company, so we used, we used them to get access to things like American apparel. And so when we first started, you know, all our t-shirts, all our sweatshirts were American apparel, um, and you know, that works for a while and then American apparel kind of fell apart with a lot of their wholesale stuff. So it became a little bit difficult to, to have some consistency with pieces of items. And so, you know, we really, really looking for a sweatshirt and the corner and I actually both worked full time and we started the company. I actually still work full time Connor is now full-time on the business, but having, having a full time jobs outside of trying to build this business I think forced us to be really creative and it forced us to have to build the company and work on the company versus working in the company.

Dustin Paisley: 27:20 So that's one thing we always distinguished from the onset was, you know, having that mindset of always working on the company and not in the company. So we always looked for things that we could have had another company or have someone else take care of that we, um, if we had the opportunity to we could. So for one example, you know, we were doing, you know, managing all the production, all the fulfillment, all the shipping and we looked for a company in and finally

found one in Toronto that's kind of an expert in this industry. And so they now take care of all of our production. Um, they do some of our manufacturing there in Toronto and they take care of all of our fulfillment. So for us, you know, we didn't really focus on what those next design looks like, what the next piece is in the next products look like and really focused on that mission of building community while they can take care of the production, they can take care of some of the fulfillment.

- Dustin Paisley: 28:12 So for right now, um, they, they do all of our productions, so some of that is domestic, some of that is an overseas and international, um, but you know, they've been in this industry for quite a while so they have no gray context with factories overseas and making sure that they're meeting all those regulations and they spend time to make sure they're properly vetting the factories. And then you know, with, with that local collection at the local crew neck, the given [inaudible] bills are all meeting in Canada. Pieces that we really focused on last year. Kind of taking that geared towards how can we use this as a story to talk a little bit more about the Canadian textile industry and how we're seeing a little bit of a revitalization of that and use those pieces to try and talk about the importance of having some made in Canada pieces and being able to support that industry.
- Luiza Campos: 28:58 That's awesome that you're doing that. What are the things that I also wanted you to talk about is as you mentioned, you know, you guys had any trapped in years. You started the company having full time jobs. You still do, which is amazing. So, but you will also give back to entrepreneurs, like you also help guide them somehow, don't you? Can you tell me a little bit about that?
- Dustin Paisley: 29:24 Sure. So one of the things we do in the, I'm not sure if this is what you're referring to, but we have um, it kind of, you know, again, in that notion of building community, we've, we've established a, a fairly large group of entrepreneurs here in the city. And so we try and schedule know it's about once a quarter we'll schedule a meet up for our, for all those entrepreneurs to get together. And the premise of that is there's no business cards. It's not about networking in sales, it's not about trying to find new clients. In fact, if you're pushing business cards to get new clients and you're not allowed

back, it's all about, you know, get together in a room. A lot of you will share the same problems, whether that's cash flow, whether that's hiring someone, whether that's, you know, marketing, branding all across the boards.

- Dustin Paisley: 30:08 Um, every entrepreneur has a lot of the same problems when you're building a company because we try and get as many of them into a room as possible. Uh, we take the time where, you know, even if there's 16 of us, everyone has to take 10 seconds to introduce who they are and what they do. And then try and play matchmaker as much as we can. So like, hey, you need to meet this person, you need to get this person in at those meetups. We try and bring you to one person who is maybe a new coffee or drink roaster and then one new brewery so it gives them a chance to get in front of people who in Calgary or typically early adopters and wanting to support local so they get a chance to sample their products to the groups of entrepreneurs. So that's been something that's really important for us to build community. And then with the giving back notion, you know, every time we had that we ask people to give a donation at the door. So instead of charging, you know, I've been fee, it's a donation piano at the end of the event we tally up all the money, everyone gets to vote for their favorite charity and then we get to give all that money to the charity that was voted for the night. So I think the last one we raised about \$500 and I went towards local charity that was chosen at the event.
- Luiza Campos: 31:10 That's incredible and I love it because again, you being so true to your brand purpose of building community and helping entrepreneurs, local entrepreneurs build their business, creating more employment, creating more local products, and I just love this whole, this whole concept and I'm really impressed with what you guys are doing. This is fantastic.
- Dustin Paisley: 31:33 Yeah, thank you. And I mean one of the things that we found was we were starting to have so many coffees with, with different entrepreneurs and that's such a common thing, right? You meet for coffee and talk about something and at one point it was just why don't we just get everyone in the room so that everyone can help everyone. You can meet more entrepreneurs which might result in having more coffees with more people, but it just got everyone in the same room with no

agenda. Right? So it's not. There's no agenda, there's no purpose other than getting together, talking about some of those challenges, getting to meet other entrepreneurs. I'm hoping to kind of help not only help you in your business, but help build that community because oftentimes entrepreneurship can be kind of a challenging and lonely routes and so if you have a community that's with you, it makes it a lot, a lot better, a lot more manageable and a lot more time.

Luiza Campos: 32:24

Absolutely. Yeah. No 100 percent and it's, it's great to be able to even just get together with other people and bounce ideas around and at least hear from others who have gone through some of the similar challenges. Right. And then there's. Yeah, just helping each other. I think it's brilliant. I would love for you to talk to us and you've already touched upon some of these things, but one of the things you do that I think is also great in is connecting with your customers and you've given us some examples already on how you do that, right? How the travel sweater example on how you chose people to tell their story and then they engage someone else and people are. Your customers are following on Instagram stories and so forth, but what are some other ways that you connect and really build that community online as well?

Dustin Paisley: 33:18

It was a few things that we've sort of identified as, as, uh, you know, good ways that we can try and connect with our customers and it goes back to that building community piece, right where it's, they're, they're a big part of our community and how can we enable them to, to do more grids or, or be a part of our story and help. So, I mean, one, one pretty easy one is when people tag us on Instagram, you know, we do a weekly roundup of sharing their stories. They get a chance to be featured on our Instagram stories if they go out and share. Um, and so, you know, with the social media we try and as much as we can to engage with, with our community and try and get them involved in what we're doing. Um, some of the things that we're looking at coming out with is, you know, every once in a while we'll get our team together and we've got a couple of different layers of community that, uh, that we focus on so that, that first kind of inner layers is our team and our closest associates, that second layer being sort of secondary communities.

- Dustin Paisley: 34:12 So some of our retail customers or customers, um, you know, some of the local business owners that we collaborate or work with. And then that third layer being a, you know, our, our, our overall customers, the whole market. And so trying to engage on different levels what that looks like. So we've done different volunteer opportunities where we'll bring some of our community members in with us to do some volunteering. Um, but really trying to promote that, that social good. And so part of that and getting them involved in the process and making them feel like they have a say in part of that and having the donations monthly is a big help. So having them actually say and vote for their favorite charity is because at the end of the day, you know, the customer, it's not one thing that we look at is, is there their experience with the buying and the, the one model that we always uses a, you know, when customers are buying they want to buy an experience, they want to buy feelings.
- Dustin Paisley: 35:08 They don't want to buy a things. When they are working with our brand, when they're buying from us. Um, we want it to be about an experience we want it to be. And so when that customer leaves, you know, are they going to feel good about what they just did? Are they going to have, you know, that, that post-purchase, um, kind of let down in that, you know, maybe what they bought, what they bought wasn't quality. And so trying to look at that is how do we engage them as much as we can about getting involved in that community. And so the traveling sweater was one way where they were able to do the random acts of kindness. Um, but some of the things that we're trying to come up with, is there a way that we can engage more in the community and that donation piece so, you know, we do, we take a vote from them every, every month, but how can we take that kind of one step further? And those are questions that we're sort of always asking is, you know, we're, we're doing OK now, but it's sort of this, this drive and this motivation to take it always a step further and make even greater of an impact. And so we're always kind of exploring what that looks like. But yeah,
- Luiza Campos: 36:09 that's fantastic. And you're absolutely right. And one of the things that makes you different, one of the things that makes her so successful is exactly because you're not just another company who's making sweatshirts or tubes. There is a story behind that. There is an experience

in your customers when they buy that they don't just buy a two core sweatshirt, they buy into the community. They, they feel that they are contributing with that purpose that you have. And so they, they're part of this tribe. They're part of this, of this purpose, right? So it's, you're exactly right. It's not, the quality has to be there. Those are table stakes for any business, any product or service, but you need to go beyond that. Those are just an expectation now, but what is the story? The successful brands like local laundry are the ones that as, as you were building, does have a story behind it, have a purpose behind it because people want to attach to something that is bigger than themselves. Right? They want to be part of this movement, if you will. So this is brilliant what you guys are doing.

Dustin Paisley: 37:17 Yeah, thank you. I mean, we really appreciate that. It's, it's pretty, uh, it was humble beginnings and trying to figure out how we can know they have an online t-shirt company and, and try and build community. Um, but, you know, really focusing on that core mission of are we building community and we actually have a, you know, a pretty big bag to carry audacious goal of trying to raise a million dollars for local charities across Canada and whether that takes us five years, whether that takes us 50 years, that that's our goal with this company is to be able to build community and give back. And as a teacher company, you know, oftentimes we get asked the question like, Oh, you're, that, that's, that's a pretty easy business to get into. And absolutely it is. It took a google search and following the Google search on to a Youtube video and that's how we launched.

Dustin Paisley: 38:03 But, you know, you have to set yourself apart. And, and for us it's never about, you know, Connor, me or, or our team's interest or needs. It's always been about the community and the community will always be at the center in the forefront of the grant. Um, you know, we don't take profits out. We reinvest that back into the brand, back into the community. And it's just really all about using this as a vehicle to be able to, you know, create an impact. And I think, you know, I don't know if that's a millennial thing, I don't know if that's just our generation that, you know, we want actually do something impactful, but you know, we look at something as trivial as a, as a t-shirt company, as a fashion brand, and we really want to look at, you know,

traditionally the fashion industry has been seen as being quite wasteful and quite profit driven self-interests.

- Dustin Paisley: 38:51 And we want to kind of flip that on its head. So right now 10 percent of donations is great and building community is great, but you know, taking that a step further, what are little things that we can do to try and be different from a normal company? You know, so this year we had a quite successful black Friday sale, but next year you know, let's look at instead of a black Friday sale and instead of a customer getting a discount, well instead of \$10 off, let's donate that to charity. Right? Let's figure out ways that we can engage our customers into becoming more involved in being able to actually make a greater impact. And I think as a tee shirt company, we're in an interesting place to be able to do that. Um, but again, always going back to how can we build a greater community.
- Luiza Campos: 39:37 That's great. And I love the fact that you mentioned how you have humble beginnings because a lot of people look at more successful businesses and they not necessarily have to be huge businesses, but they look at successful businesses and say, oh, you know, but I can't, I can't compare myself to so and so company. I mean, look at them now, but no one started that way. So it's great to hear stories like local laundry, like you did start from such humble beginnings and didn't have any prior know how he was literally a google search as you mentioned. And just the drive and of doing good with building a business. And although, you know, I think now a days is a lot easier, so to speak. And I used that word with caution to build a business. Then perhaps he was 10 or even 20 years ago, but what is difficult is to really build a successful business that people want to relate to, want to be part of that is building a brand that's, that's well beyond just creating a transaction of selling t shirts that is creating interactions and relationships and really building that community. So Kudos to you guys for having that vision and for following it through. It's, it's amazing. And for sharing your learnings as you are doing with other entrepreneurs in our community.
- Dustin Paisley: 41:07 Yeah. Well thank you so much. It's our tagline from the beginning has always been any idiot can start a t-shirt company because we're living proof and you know, that's, that's not being modest, that, that being completely true, right? We, we had no background in

fashion or clothing or in building a business or in branding or really in any aspect of, of what we've done. But I think, you know, the two biggest that Connor, I have are, we're very passionate about building community. We're passionate about growing this business and you know, we both, uh, we're both very hardworking and we understand what it takes to get there. And I mean, you look at, you look at brands like fiasco, July, you had James on the podcast. James is so passionate about what he does. I mean, I challenge you to find someone who's more passionate about gelato ice cream in Calgary where six months of the year people don't really want to ice cream, but you know, I've got a tub in my freezer and every night I go for suitable because it's just delicious. But I'm buying that over another brand because I'm buying James's passion. He's a passionate guy and he's built a very passionate brand. And I think that's really what's going to separate your company from the rest is what are, what, what is that passion that you're trying to do? And then pouring that into your work, um, that, that's what really comes across.

Luiza Campos: 42:27

You couldn't have said it any better. It's easier, as I said before, to build a business, but to build a brand with a clear purpose and a passion for that purpose. People want that, people want to belong to something like that, and you can do really good by doing good. You can have an amazing, powerful brand by having a genuine purpose and bringing people along with that and never losing track or focused on that. James is a great example, but Dustin, you are you guys, you and Connor I on that path, so this is. I am so happy to have local laundry be part of our community and a success story that right here in Calgary.

Dustin Paisley: 43:12

Well thank you. Yeah, we really appreciate that. It's a, it's a lot of fun. The dream doesn't happen overnight. You look at James Wright and the overnight success story of six years in the making and it just, it happens in a lot of people, you know, when they launch a company or they get started to kind of expect pretty quicker instant results and it just doesn't happen in the companies that you see that are doing such a great job and are established and they've built a brand, you know, they've taken years and years to get there and so just knowing that it doesn't happen overnight and just chipping away each day and trying to get even further. And you know, when we started, we were a much different company than when

we started and we're just coming up to almost three years now. But I think that's another misconception is that everything needs to be perfect from the get go.

- Dustin Paisley: 43:58 But I can assure you that we were, we were very far from that and we still are. Right? We're still making mistakes. We're still correcting and changing and trying to be better. And that's just part of the process. But I think a lot of times people get scared because they want everything to be perfect? They want everything to be polished and shiny and look as good as it can right from the beginning, but in the reality, you know, that's not how it goes. You can try and make yourself look as great as you can, but you know everything when you're starting out as new and it's crap and you're going to have to change it the way, um, but just knowing that it's a process and it's going to take some time to get there. But investing your time in and over time, just getting more passionate about it, kind of what it's all about.
- Luiza Campos: 44:42 I love it. I love it. And it's so true because a lot of people wait until you know to, to actually launch something until it's perfect and you just have to go for it because it will never be perfect. And if you truly have that focus on that purpose and you need to not lose that commitment and that focus, then you, you will never be perfect for you. Because as you mentioned throughout the interview, you said several times and we always asking the question, how can we prove, how can we do more? How can we create even better community building initiatives and engage with our customers in a better way? So when you truly focused and committed to that purpose, you will always be asking those questions. You will always find ways to improve or to try to improve. So I love it. It's a, it's a great reminder for everyone, everyone who has an idea who wants to launch a product and service and just go for it and you keep improving every step that you take, every decision that you make, if it's focused on your brand and you always try to make sure that it is and improve in every decision you make.
- Dustin Paisley: 45:51 Absolutely. And that's, that's I think the part that we love the most is that, you know, building a brand is, is entirely up to what you want it to be, right? It's, it's so malleable. You know, we chose to be a brand that's about building community because we're very passionate about that and that's something that comes quite easy and quite common to us. It's just, it's a no brainer for us to say,

well, of course we want to build community and we want to try and create an impact, but you know, it's no different than someone who loves skateboarding, right? And wants to build a skateboard brand. That brand is all about what you want to put into it and it, and it's valuable in the sense that you can, you can have that brand be whatever it is that you want to be just as long as you're passionate about it and that's what's going to come through.

- Luiza Campos: 46:32 Excellent. I love it. I love it. So doesn't tell us. How can people find out more about you Connor? Local laundry, how can they get involved?
- Dustin Paisley: 46:41 So the best way to find us on social media at local laundry, on Instagram and twitter and I think it's that local laundry parallel on Facebook. Check out our website, all of our products and are on there. We've got a weekly blog that comes out where we feature different people in the community and so there's lots of interesting topics on there or the last one was done by a local, a local influence here in Calgary and they actually wrote a blog on it. I'm doing an interview with, uh, there's lots of fun on the website. Connor and I aren't, uh, aren't overly keen on being the face of local laundry, so we try and be as much a behind the scenes as we can, but if you want to learn a little bit more about us, you know, we are working on a bit of a Youtube series called airing out the laundry where we talk a little bit more about the company, the brand, what we're building and where we're trying to go with it. So I think we've only done one so far, but we were in Toronto last week and we did a couple more. So we're going to be launching those. So I'm anywhere on social media. We're pretty easy to find and then feel free to check out our website as well.
- Luiza Campos: 47:36 Perfect. Thank you so much. This was awesome.
- Dustin Paisley: 47:40 Yeah. Thank you so much for having me. Really appreciate it.
- Luiza Campos: 47:44 I hope you enjoyed this interview with Dustin. I have a feeling we're gonna hear a lot more about local laundry as it continues to grow. For all the links that were mentioned in the podcast, you can find them at the show notes. Just go to [abandoned world podcast.com](http://abandonedworldpodcast.com), and you will find all the links in the show notes for episode 14. If you liked this episode, I encourage you to check

out additional podcasts I mentioned in the beginning that are branded world is a member of the Alberta podcast network powered by ATB, and you can find additional podcasts that are part of the network by going to Alberta podcast network. There's many different podcasts from an array of different topics, so I am sure you'll find others that you like as well. And again that website is Alberta podcast network dot com. Thank you so much for listening and until next time.

Announcer:

48:44

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