

Mellisa Seddon and Jess Graham Interviewed by Candice Georgiadis

Mellisa Seddon, Company Director at The Mouse Trap. Jess Graham, founding partner of Phenology Labs.

GREENWICH, CT, USA, May 3, 2022 /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.



Mellisa Seddon, Company Director at The Mouse Trap

Read Candice Georgiadis' recent article published in the [Rolling Stone](#) Magazine website discussing Instagram and how best to use it. You can also read two recent client interview excerpts by Candice Georgiadis below. Her contact info is below as well. Reach out to her and build a solid social media and conventional website marketing plan that will bring strong ROI and turn 2022 on its head!

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A lot of the time I wish I could go home and not think about work or care about it as much, but as a founder you are obsessed with it.”

Mellisa Seddon, Company Director at The Mouse Trap

Excerpt from the Rolling Stone article:

What Are Instagram Stories?

Instagram Stories are an Instagram feature that allows users to share “moments” of their day. Users can post multiple photos or 15-second videos, which will come out like a slideshow. It makes a handy option for users who

want to avoid overposting as the photos and videos will only appear for 24 hours. Instagram Stories also won't show in the feed or the user's profile grid. Users can reply to someone's story with quick reactions or send a private message at the bottom of the screen.

Mellisa Seddon, Company Director at The Mouse Trap

This might be intuitive to you as a woman founder but I think it will be helpful to spell this out. Can you share a few reasons why more women should become founders?

I think more women should become founders because we have such a natural ability to multitask. I also think we are naturally very nurturing when it comes to taking on staff and growing them as part of both their day to day work life and further career.

When we do take on staff members, particularly women, it allows you to extend that empathy, especially when they go off to have children of their own. It's easy for us to relate to each other and understand how difficult it is coming back to the workplace—it can be so simple to lose yourself in your new identity as a mum.

What are the “myths” that you would like to dispel about being a founder? Can you explain what you mean?

A lot of people look at you and think you don't work as hard as someone who has a conventional job, especially because I can pick and choose when I work. A lot of my friends who have traditional jobs tend to think it's not proper work, but I'll be on my laptop in the evening after spending the day with my children. When you can't show up to plans because you're catching up on work, they don't get it—they think because you're not in work, you're not working.

Another myth is that you tend to have the same sort of responsibilities over time. That hasn't been true for me at all. At the start, I was very hands-on every day, working more hours than everyone else. As the business grew and



Jess Graham, founding partner of Phenology Labs



Candice Georgiadis

staff could take on my earlier responsibilities, I started to work on other areas, such as accounting spreadsheets. A big part of my role now is more strategy-based, looking at profits, losses and setting new targets. I work more on the business itself rather than in the business now.

Is everyone cut out to be a founder? In your opinion, which specific traits increase the likelihood that a person will be a successful founder and what type of person should perhaps seek a “regular job” as an employee? Can you explain what you mean?

No—I always say it takes a special kind of idiot to do it! You need to be the type of person who’s thirsty for knowledge. I’m always reading business-related books and listening to helpful podcasts. A lot of the time I wish I could go home and not think about work or care about it as much, but as a founder you are obsessed with it.

[The full interview is available here](#)

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Jess Graham, founding partner of Phenology Labs

What are your “5 Things I Wish Someone Told Me Before I Started” and why?

There should be some overlap between potential and your comfort zone—but not that much. If you aren’t regularly challenged and ready to take some risk, you won’t grow

Travel to build empathy, to be inspired, and to gain perspective.

Never stay at a job when your values are out of alignment with the work, the company, or the leadership

Time spent shifting your paradigm from extrinsic to intrinsic motivation is well worth the (considerable) effort (for some of us ☹️☹️☹️) and pays off in spades in the long run

Enjoy each step in your journey. Keep your aspirations and goals high, certainly, but if you spend all your time striving, you can miss some really good stuff happening right NOW.

[The rest of the interview is available 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:

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