

EPISODE 8

[INTRODUCTION]

[00:00:01.1] ANNOUNCER: Welcome to the Creative Empire Podcast. Each week, Reina Pomeroy, the life and biz success coach and Christina Scalera, the attorney for creatives are taking you up close and personal with successful influencers in the creative community and tackling your biggest business hurdles. Their mission is to help you, creative entrepreneurs, think beyond your daily biz so you can make the brave decisions that build your Creative Empire.

[EPISODE]

[00:00:32.1] CS: Hey everyone, it's Christina with Creative Empire and we're back with another episode with Emylee Williams and Abigail Pumphrey. So they are the curators over at thinkcreativecollective.com and it's a really, really cool membership site that helps you build your business and I have had the fortune of collaborating with them so I got a sneak peek inside, it really is for all levels of business.

They have something for everybody and I'm so excited to be talking to them today about what it's actually like to build that membership site and all the hard work that goes in behind it. So to get us started, why don't I just introduce you to these wonderful, wonderful women? Hello Abigail.

[00:01:15.0] AP: Hey, how are you?

[00:01:16.6] CS: Great, how are you?

[00:01:18.1] AP: Good, it's a sunny morning here.

[00:01:20.5] CS: Awesome and you're in Kansas City correct?

[00:01:22.7] AP: Yes, absolutely.

[00:01:24.5] **CS:** Okay, awesome and hey Emylee, how's it going?

[00:01:26.4] **EW:** Hey, I'm good. Thanks for having us.

[00:01:28.3] **CS:** Yeah, of course and of course Reina is here with me as well.

[00:01:31.1] **RP:** Hey there.

[00:01:32.9] **CS:** So you guys have a really unique business model and the fact that you have a membership site which I think a lot of people don't have one because it's a lot of work and two how does that even happen? What are some of the things that gave you the inspiration for a membership site over just having a bank of courses or something like that?

[00:01:52.3] **EW:** Well, I think we'll start first and say that it's a membership site that's the most unlike a membership site now. Going into it, it was this idea of creating content for infinity and having a monthly basis for ever and ever. We quickly learned that Abigail and I like to give the kitchen sink away and so we were making so much content and putting it out available in these themed topic monthly chunks that we were getting exhausted.

So we decided to kind of — it's still called a membership, it's still called a club, it's the coop but it ends. It does not go on forever. You do get lifetime access to it and if there are updates to it or things that happened that we just want to change inside the program, everyone still gets that for free and we are still interacting inside there. So yes, it's a membership...

[00:02:47.7] **AP:** You just don't pay forever.

[00:02:48.5] **EW:** You don't pay forever, right. Yeah.

[00:02:50.7] **AP:** Exactly. It's been a fun transition and really trying to hone in on what people want but also, I think the biggest thing we'd realized is that even though it's very like us to continue to add new content, eventually people were starting to get a little overwhelmed with the amount of content and they didn't know where to start or where to dive in and so basically putting the stop wrench in it like this is the end.

Not that it's the end of forever but someone can only consume so much content before they're overwhelmed and so we're going to stop here, but we have other courses now that we're adding to our bucket list of all of the things that we can teach small business owners specifically creative entrepreneurs and giving them the tools they need to be successful online.

[00:03:46.8] CS: Yeah.

[00:03:47.1] RP: I love the fact that Emylee, Abigail and I met, I think it was last summer and you guys were in a totally different place and Abigail, you have always been like a machine for writing blogs and Emylee you have been putting up beautiful content forever and I think it's such an incredible evolution of how your businesses came together to become what it is now. Can you speak to that a little bit?

[00:04:11.9] AP: Yeah, so it's ironic that you say that because you were around, you were part of our meeting I guess if that makes sense? So we were in a Facebook group online and we were matched up to basically do some social media group promotion and really start following what other people were doing in this small group of people, I think there was about seven of us, Reina included, Emylee included.

It was clear very quickly that we were just trying to get to know each other as quickly as possible and watch everything that other person was putting out. Emylee said this one thing that really tipped me off and I was like, "Well, that is bizarre because I swear to God I did not copy you but I am putting this thing out tomorrow and it sounds like nearly identical word for word." So I asked her to send me an e-mail because I was like, "Dude, I didn't copy you."

She did and then we hopped on the phone, we chatted for two hours, I almost missed a client meeting and the rest sort of it was history. Things very quickly grew and Emylee can attest to how we went from barely knowing each other at all to basically deciding to have our biz marriage and what does that look like because as much as we're partners, we're still best friends and so what that means for our business is really different and unique I think.

[00:05:48.2] EW: Yeah, I think we were in a really unique opportunity where both of us were growing our own business and we're in the mindset of it's growing on it's on and it's doing well and we have all of this client work and in the back of our minds we were thinking, "Oh wouldn't it be great if I had a photographer on my team," and I was thinking, "Wouldn't it be great if I had a graphic designer on my team to offer this stuff to the clients that we already had."

So when we met each other, I think initially it might have been like, "Well maybe we'll just hire each other out for client work," and I say initially as in it might have been talked about for less than 30 seconds because everything now is like, "No, I really think it's bigger than this," and a couple of phone calls and a couple of weeks later, I drove up to her house and drove four hours to meet someone I've never met and stayed at her house and she made me waffles.

We had a great breakfast and I remember sitting on the floor of her office and we just started talking about the stuff that we wanted to accomplish and that we wanted to offer, specifically creative entrepreneurs and have this, give the kitchen sink, don't hold anything back, share everything and you have to find someone who believes that as strongly as you do or it's not going to work. And we definitely don't hold anything back and so I think at that point it was like, okay we're both freaks so let's just hang out together and do it together.

[00:07:09.1] RP: I love that.

[00:07:10.1] CS: Emylee, you just touched on something really important. You said that you felt like it was bigger than this or some effect of that, sorry if I messed it up.

[00:07:19.7] EW: Yeah, no.

[00:07:21.3] CS: I think a lot of us have those inclinations where we feel like there's something bigger here but maybe we don't know how to execute it or we don't know if we need a partner or if we maybe feel inadequate ourselves. We can't do it ourselves, we made something else, we may need to hire someone or we need to partner with someone. What do you do with those feelings like that if it's a new project now or back then when you were meeting Abigail and you just felt like there was something bigger than this, how long did it take I guess to pull that off the

shelf and actually do something with it and then when you started to do something, what did you do? How did you get to it?

[00:07:56.9] AP: Yes, it's interesting because when we met, we started talking about not just what we wanted our business to be but the lifestyle we wanted to live and how we wanted to raise our families because we were just trying to get to know each other. This is like soul sister chat basically and so when we were doing that, we talked more about the education piece because Emylee and I are education junkies.

We both started out — Emylee was going to be a college professor. That's how much she loved it and then she quit grad school at the last second. I was halfway through grad school when I dropped out and not that I didn't liked the education. I just felt that I could learn more from experience than I could sitting in a classroom setting and we wanted to share with people and so we talked about what we wanted to educate small business owners on.

We had this big scary dream and it was very similar and shockingly so and we started talking about, "Okay, if you're going to do this in your business then I'll do this so that we don't compete," because we basically started liking each other too much that we didn't want it to be a competition and eventually, that turned into, "Okay, well if we're not competing why try to build two things that are so similar but the same because we don't want to compete."

So essentially, Biz Chic Co-op was born out of that idea initially and that launched in December that has just grown and grown ever since then. It's definitely our signature program at this point but that really led us to slowly take client work off the table. At this point, we're not taking any new clients.

[00:09:48.8] CS: That's amazing.

[00:09:50.0] EW: Yeah.

[00:09:51.4] CS: That's where a lot of people try to go. It's to get away from the per hour work and get into create one thing and sell it over and over and over right? Passive income.

[00:10:03.1] RP: So for our audience who might be a little bit newer, who might not even have a concept of what their passive income product might look right now because we might have some. Emylee you're a photographer, Abigail you started out as a designer, how do you create something from nothing? The foundational stuff.

[00:10:22.6] EW: Yeah, that's where I started.

[00:10:23.3] RP: Yeah, so teach us.

[00:10:26.3] EW: So many people think that there's this invisible level that will ding when you're ready to create something and put it out into the world and stop waiting for it because it does not happen. If there's anything at all that you know and that you have mastered in some sense or whatever, someone wants to learn that.

So what started this all in what is now one of our top sellers that we just got done launching and are still figuring out how to put out into the world, I was a lifestyle photographer for a couple of years and I had built a business on my own. Started working with small business owners and teaching and learning.

Like Abigail said, I'm a podcast junkie, a learning junkie, I just want to learn all the things and then figure out how to make them better and then talk about them with everybody and so I have that personality in general and so I thought, "Okay well there's stuff that I feel people aren't doing very well in pricing and in selling and whatever. Specifically talking to photographers, I'm just going to make it into a course and I'm going to sell it and see how it goes."

It went crazy town well and I loved what I was doing. Honestly, if you are even half way ready to put something out there, just ask yourself, "What are the people around you asking about? What do your friends come to you for? What advice do you have? What lessons can you teach? What have you learned even three, six days ago?" You only have to be a year ahead of someone to teach them everything.

Just think of yourself in the past a little bit, at what questions are you asking then that you now know the answer to? Put that into something you can sell whether it's an e-book, a module

course, videos, PDF downloads, whatever and just get it out there and that honestly you will learn so much just from dumping everything into that things and putting it out there and then refining it as you go down.

[00:12:22.6] RP: Love that. Don't wait.

[00:12:25.1] CS: Yeah, sorry. There's actually, tell me if you guys know what it is, but there's actually, I think it's actually proven by studies that there's a learning bias so once you get to a certain level you forget about what it was like to be a beginner.

[00:12:38.9] EW: Oh it's so hard lady.

[00:12:41.0] AP: It's hard and we basically have to start taking notes on the things that were going wrong. We were so good at recording all the awesome results but by basically journaling every time we had a struggle because those things that are happening to us now are going to be what helps us later because we'll be able to relate to someone because I definitely think at some point we started attempting to speak to someone who's on the same level.

It just completely didn't work at all and so we had to back up and say, "Okay, who really is our ideal client or customer?" And they weren't someone on our level. Those were the people who were like amazing friends with and because they get it and they understand where we're at in our business but the people who really wanted to buy from us were people who were more at the beginning and so how could we serve those people better? And knowing what it is that we were struggling within is hard but really trying to keep track of that and be mindful of it.

[00:13:44.5] RP: I love that. Do you guys have a physical business journal?

[00:13:49.4] AP: I would not say that it's a journal. I take notes all the time but we have Trello is our new baby and we're really excited. Later this summer we're going to come out with something awesome specifically for creative entrepreneurs, All about Trello but just recording everything as much as possible because you just never know when that thing that you said or wrote down or whatever will come back.

You can even take pictures of physical notes. I am a notepad junkie. There's always something written on a notepad and so I can take a picture of it, put it in Trello, now it's all electronic but I don't have to retype anything. It's similar to Evernote but then there's also project management and all of that but it's been fun to document things.

[00:14:46.2] RP: Totally, so I was going to ask you guys, you went from offering the kitchen sink to monetizing this proverbial kitchen sink. How did you go about, like what are some of the major steps I guess to doing that? Where there mindset things or actual tangible things?

[00:15:05.6] EW: It was definitely a little bit of a mindset. So Abigail will tell you for sure, we balance each other out in a way that like I want to try to figure out how to charge for every single thing and I want to triple the price that we initially think we should do it at. I'm the person that's like, "Put money on it, you have something that people will pay you for, let's figure it out. You can do it."

Abigail started blogging five days a week as soon as she started what was known as Think Creative at the time and putting out a ton of content and then when we met, I think we kept up the five days a week for a hot minute and then we were both like, "This is ridiculous," and so we did four days a week and now we're down to like, I don't even know when our brand new blog post came out last time because we're just regurgitating old blog posts that are still doing well.

But with that being said, when you write that much and you're putting that much content, you're seeing what a lot of people are reacting to. You're seeing what your top pin post are, what's being viewed a lot and that is your answer right there of what people have questions about and what people want to learn.

So taking that content and spinning it in some way and going way further into detail and way deeper into that topic and putting that into worksheets or PDF's or courses that you can then turn to sell. I think our method is we go over the top level of what you could read in a blog post and what you could accomplish on your own for free. If we feel like we need to teach you further, that's probably going to be taken into a course or put into something like Biz Chic.

[00:16:40.5] RP: Cool, yeah. Thanks for breaking it down. So I was thinking about how you have been talking a lot about investing in e-mail marketing recently and I think our audience might be familiar with the terms e-mail marketing or sales funnel or e-mail sequence but I think it might also be kind of a foreign concept like how I felt about systems at the beginning. It's one of those words that people throw around but it's kind of nebulous. So can you break that concept down a little bit and how that's really changed your business?

[00:17:15.0] AP: Yeah, so keep in mind before I jumped into the whole creative entrepreneur role, I work in the corporate world for a long time and I did a lot of corporate marketing including e-mail marketing but I learned some things along the way about landing pages and opt ins and white pages.

Things that at the time made zero sense to me. I was literally just designing the thing that we were giving away for free to get people on their e-mail list but I started paying attention and I met this guy and his role literally became, he was called "the growth hacker" in our company. I was like, "Okay, tell me more about this thing?"

He sort of dove me into e-mail marketing on high level concepts, but basically what I didn't realize at the time is your lists becomes an asset that nothing else can replace because now all of a sudden, you have a way to reach people whenever you want and you get to be very personal with them and sell to them in a way that you can't on social media and you can't on your website because you can't predict when they're going to come back.

But with e-mail, you have a way to continue to reach them and you have a way to continue to contact them. So building that up is invaluable and the thing we learned the hard way, for sure the hard way, was that the amount of people that you can sell to is such a small percentage of your total number that generally only 2% of your list converts.

Depending on what your products and pricing is, basically we figured out very recently that your annual income is probably very closely tied to your e-mail list number. So we were guessing someone with an e-mail list of 10,000 is probably going to make \$100,000. So basically just add a zero to your e-mail list and that's your potential income for the year.

But if you can take it and start small like we did a really good job in the beginning of just giving away in depth versions of our blog posts basically and making them freebies and getting people to sign up. At the time, we didn't necessarily know what to do with them once they were on the list but we at least have them. So we could harness them later.

And overtime, we'd been able to tweak and been able to make changes so that everything is a lot more automated. Instead of only selling to them when we write something new, now there's funnels like you mentioned sales funnels. So what that might look like is a series of e-mails that someone gets because they signed up for a certain thing.

Now, you can use that as an opportunity to send them sales materials overtime that may not feel icky-salesy at all but you can sell to them and make money literally while you're sleeping which was a foreign concept to us but we thought this was the key to all keys. If we can make money...

[00:20:22.8] RP: The Holy Grail.

[00:20:23.4] EW: Yeah.

[00:20:23.8] AP: Exactly, if we can make money without having to type something new or pick up the phone or have another client needing or get coffee with someone, this could be the enter to the life that we wanted.

[BREAK]

[00:20:37.8] ANNOUNCER: Are you enjoying the show? It would mean so much to Reina and Christina if you take two minutes and head to our iTunes and leave a review. It doesn't take much time but it helps them bring you more value pack content. Back to the convo ladies.

[BACK TO INTERVIEW]

[00:20:53.8] AP: I don't know Emylee, do you have any other thoughts on email?

[00:20:55.5] EW: Yeah, I think there's a good mind shift that needs to happen especially for a lot of new people and we talk about this all the time. We made up our own word of you have to have business legit-ability. You have to start treating your business like a business in order to be rewarded for that.

If you just wanted to pedal around and not grow these systems and be scared by them and be overwhelmed by them and not use them to your advantage, you're going to cap out on a certain spot, period and that's totally fine. But if you're in the business of being in business and having it grow and actually have it work for you instead of you having to work in your business every single second, then e-mail marketing is where you need to be investing your time.

Investing your money and investing your time are two completely different things. We, starting from the beginning, used MailChimp for free as long as we could because we didn't really see how paying for something that we didn't quite know how to use yet made sense. So for everyone out there who's starting, we still recommend MailChimp, the free version, for as long as you can. I think you can have 999 subscribers on there and not do any automation.

[00:22:08.8] RP: I think its 2,000, is that right?

[00:22:10.9] EW: Is it 2,000? Okay, maybe like 1,999. The keys that unlock when you do automation is a whole another ballgame and it does give you a lot more opportunity but if you're having to switch because you have too many subscribers or you're unlocking automation, we highly recommend ConvertKit because it is so easy and it actually does the things that it says it can do.

There are a lot of e-mail service providers who say they do certain things but it's actually a flat out lie but we wrote a blog post about that if you want to go read it. But we read a stat the other day that said, "For every dollar you spend on e-mail marketing, you get \$44.25 in return," and that was in 2014. I don't even know what that has updated to now.

[00:22:57.8] CS: That's a huge statistic. My gosh.

[00:22:59.5] EW: It's insane, right? I know a lot and especially new comers are really overwhelmed at spending \$25 bucks a month or \$40 bucks a month on e-mail marketing and right out the gate, don't do it. If you do not have the budget to do it, don't do it but if you're putting out systems that are going to pay you to have your e-mail marketing like paid e-mail course or an e-mail challenge that builds up your e-mail list that you can then sell to those people. Or you have a private course like I did where I'm wanting to talk with just those course members on a private level, then you're already paid for it by having those people buying from you.

[00:23:35.8] RP: If you were to start out like you just talked about what you would do if you were starting but if people were wanting to learn more about this, do you have a tool, resource, something, a blog post about this?

[00:23:49.7] AP: We have lots of resources. We have several about like setting up your first freebie with MailChimp. We also have one integrating it with Square Space and how that works. As Emylee mentioned, we have comparison for ConvertKit to several other e-mail service providers and what may be beneficial to you and your audience.

Then as you get more advanced, what an automation may look like and then inside of Biz Chic, we have a whole mini-course devoted to list building and that's been really awesome for people who are either at the very beginning or are starting to consider sequences and how the automation would work just start to get them thinking about how that could work for them and their business.

[00:24:41.7] RP: Perfect. So we'll definitely link to all of those resources that you mentioned because I think that's a really great place to start and you have tons of content. Good, thanks.

[00:24:50.7] CS: Yeah and that's all going to be at Creativeempire.co/episode8. So I have a quick questions because you were saying Emylee, "How do you treat a business like a business?" You didn't use the word "hobby" but essentially, "How do you treat a business like a business rather than a hobby?" And this is something I preach from a legal stand point because there really are some big differences as far as how IRS handles your business or God forbid that you were to be sued, how it's handled if you're a hobby versus a business.

Going back to the whole strategic planning and figuring out how to invest in your business, I know you have invested in e-mail marketing but what are some other things that you guys have invested in that maybe at the time was a little bit scary? Obviously, the graphic design, the photography, which is what a big expense for our businesses is, that was covered. But what are some other things that you would recommend to a business owner who's starting out? What are some good investments that they can make that are, "Oh, but later on, you'll be so great with them"?

[00:26:01.1] AP: Well, when I first started I invested in two systems that paid for themselves within 30 days because I had to have them paid for but they have been the systems that have completely up levelled our business to where it is today. Last year, Emylee — like patting myself on the back. LeadPages and Webinar Jam.

Hands down, those are the only two things that I paid for. I didn't even pay for e-mail marketing until we switched to ConvertKit. Well we paid for MailChimp for a couple of months. LeadPages and Webinar Jams. I wanted to make money "passively" and I say passively in quotes because you have to spend a ton of time on it to get rewarded for it to be as passive as it is and it's not really.

So I made a course and I spoke to my Instagram audience of less than 500 people. I had less than a 100 people on my e-mail list at the time. I had 67 people register for my very first webinar so I had to buy Webinar Jam to host that webinar. I think it's around \$500 bucks. I had 67 people register for the webinar, 12 people showed up live and nine of those people bought.

[00:27:14.4] CS: That's crazy. That doesn't happen?

[00:27:16.2] RP: It doesn't happen, that's amazing.

[00:27:18.0] EW: It doesn't happen. It's insane so in that webinar within 60 minutes of my time, I made enough money to pay for my Webinar Jam platform and I think I got up to 12 people by the time the cart closed or whatever and it helped pay for LeadPages. Those systems truly made that connection.

LeadPages, if you guys don't know what that is, it helps marry ConvertKit with our website. We had been using MailChimp also but it helps conversions go a lot better with your opt ins. The boxes that pop up where someone types in their name or their e-mail or a lead page that you send them to, to register for something, they are a team of amazing people who know conversion rates like the back of their hand.

So they know exactly how to design and layout the page. I was coming from someone who did not know how to design a lead page at all, I hadn't met Abigail yet, I needed something that I knew was going to convert, that I could send people to register for this webinar or sign up for this freebie or whatever, and I needed it to look really good. That was that connection piece for me.

[0:28:26.6] RP: What was that word that you called like business — legit-ability?

[00:28:32.6] AP: LeadPages does that.

[0:28:36.1] EW: Like a business. Investing in some of those and asking yourself how you want to interact with your audience, maybe it's not a webinar, some people are scared to death of doing them and that's fine, they will lead you high return if you use them well. But maybe you'd like to invest in email marketing so you can do automated systems better and you want to sell courses on that end.

Maybe you need to invest in Square Space and so you can actually list your products that you can sell online. Maybe you want to invest in Tailwind, which is a lot cheaper per month or per year so you can optimize your pins and get traffic that way. Asking yourself where your audience is and how you want to get them in a door to actually buy from you.

If you can figure out where that last piece is, whether it's from Pinterest or your blog or a webinar and monetize that, buy something that's going to help you use that system in the best way. You're going to see your return a lot faster and a lot higher. So you're able to either look at other systems that you can maybe invest in or just freaking make money.

[0:29:35.0] RP: I love that because I think so often, people are either one of two camps: people who are willing to invest but they don't know really how to do it so they'll just spend money willy-nilly and then the other side who is just really concerned about spending the money but what you're talking about is look at the return on the investment, look at what's possible if you make that money back quickly. How can you do that and then what's possible after that.

[0:30:00.7] AP: I definitely came from the camp of I never spent money on anything because I always was convinced that I could do it myself and for instance, I decided I was going to do my first webinar, I told people I was doing it, I told them a date, I figured out how to get them to sign up for something even though I didn't really know what I was doing and then I literally had no clue how I was going to do the webinar. I didn't have a platform, I didn't know. Emylee saved my butt like I was going to do a Google Hangout but...

[0:30:34.5] EW: I met her like a week before she was going to do this webinar and I was like, "Girl, no, if you have that many people signed up for it, you cannot go down to Google Hangout."

[0:30:45.9] AP: It was bad. She saved my butt but I was convinced I could always make something free if I worked hard enough. The thing that I think I finally got through my head was, "Okay, if this is going to save me X amount of time or X amount of money or X amount of effort, it's worth it because I'm going to get the return back because I can focus on other things."

As a very uber conservative person, that was a hard lesson to learn but it was something I needed because my business was going to get stuck in the mud. Not that it wasn't making money, I was plenty profitable but if I wanted it to get past that point, because I was basically putting a ceiling on my potential and if I wanted to go further, I had to invest in other things. People and systems.

[0:31:33.6] RP: If you got to go back to day one for both of you, either day one of your individual businesses or what you're in now, what would you tell yourself whether it's systems, what words of encouragement would you give yourself?

[0:31:46.9] AP: It's funny you say that because Emylee and I literally had this conversation yesterday. We really are huge advocates of writing down what we want to achieve and before,

we were so good at telling our spouses and telling our friends and, “We want to do this thing, it’s going to be awesome and we’re so excited about it and it’s amazing,” and then we never setup the system to make it happen. It became this idea on a bar napkin that never went to anything huge. Maybe we made a little bit of money off that idea but it was never like, it never came to its full glory because we didn’t work on it the way we needed to.

Something we did at the beginning of the year which completely changed our business together was really write down our goals and work backwards to come up with, “Okay, this is legitimately what we want and we’re going to make it happen, then what steps do we need to take to make those things happen and then if those are the steps, then we need to put them on a calendar and actually hold ourselves accountable to doing them. For instance, we really wanted to put a eBook on Amazon, it was like goal for three months and it just kept not happening. Then we were finally like, “We literally haven’t put it on the calendar to make it due.: That’s the reason that didn’t happen.

[0:33:11.7] EW: This is honestly the entire foundation and why Biz Chic works.

[0:33:17.2] AP: Absolutely.

[0:33:18.1] EW: What we learned from day one is yes, writing down goals, yes, putting action steps, working backwards, seeing what you’re working towards so you know what baby steps are going to take to achieve those goals. But also in your email grow strategy, in your social media gross strategy, in your blogging strategy, writing stuff down and planning it. Writing down the results, seeing what your numbers were from last month so you know what to work towards for this month.

Our favorite phrase that we use in our business is, “tweak and repeat” and you cannot know what to tweak or what to repeat if you don’t write it down and look at it and see what the progress has been.

[0:33:53.0] RP: That’s a tweetable.

[0:33:57.3] EW: Yeah! So all of the worksheets and the downloads and everything that's in Biz Chic is based off that model. If we want you to print it out, we want you to get a pen and write some stuff down, be actionable and intentional in what your numbers are and what your goals are with an actual number instead of just saying, I want to grow my email list. Writing down how much on which date and why, what are the results going to be, what are you going to do with it? Making it so much deeper so you're not...

[0:34:28.4] RP: I think there's a statistic that says that if you write something down, physically writing something down, even if you don't look at it ever again, there is like a 43% chance that it's going to happen more than if you didn't. Crazy high statistic yeah.

[0:34:42.3] AP: What happens when you look at it and you actually work on it?

[0:34:45.0] EW: Exactly.

[0:34:45.9] AP: Those odds are insane.

[0:34:47.9] EW: Exactly.

[0:34:50.2] EP: Done, It's guaranteed, yeah. Hers is tweak and repeat, my motto is "make ideas happen" and so, if we get like, those two combined together make those nice little babies that's our business. I don't know, I have Goosebumps, I just love what we're doing and I don't know, I had never thought I could be this happy working this hard, but I am.

[0:35:17.1] CS: That's such a great note, just kind of wrapping it all up. What amazing wisdom and valuable advice. So before we take off today, what are some things that you guys are working on now that you can share with us and let us know where our listeners can go and find you if they want to get some of this awesome free resources? Maybe the kitchen sink, I don't know.

[0:35:41.4] EW: Well first of all, heading over to Thinkcreativecollective.com/blog has all of our, everything we've ever written on there for free, if you're wanting to touch the surface, that's definitely where you should go. If you head to Thinkcreativecollective.com/bizplan, honestly, that

takes like writing stuff down and getting a plan and getting an idea, that's where the foundation needs to start. It's the easiest biz plan every, it's going to take you less than an hour. Probably less than 30 minutes to do but it's going to give you so much clarity on where you're headed and why you're doing it. And action steps you can take to get there.

[0:36:15.4] CS: Thank you so much Emily and Abigail.

[0:36:18.0] AP: Yeah.

[0:36:19.9] RP: Thanks so much for being here.

[0:36:21.5] AP: Yeah.

[0:36:21.8] EW: We have stuff coming out in June, don't we Abigail?

[0:36:24.5] AP: Yeah, in June, we have, Biz Chic, is always every month but we're also launching a brand new Instagram course and we would love to have you on our webinar and all the things related to that. Definitely be looking forward to more information on growing in that way.

[0:36:43.1] CS: That is so exciting. Your webinars, by the way are amazing and full of valuable information and advice sometimes and they're free, right? If you watch them within a certain periods.

[0:36:53.2] AP: Yes, all our webinars to this point have been free. I think at some point we might have to monetize that too and you'll have to sign up. For now, you can access all our brain information for free. Usually they're 90 minutes. 60 minutes of content, jam packed and 30 minutes of Q&A and we love people sticking around the whole time.

[0:37:16.4] RP: That's so valuable.

[0:37:18.1] AP: Yeah.

[0:37:18.7] EW: We call them our lunch break booty shakes and everyone comes with fresh notebooks because I'm telling you, this stuff that gets revealed in there is pretty insane.

[0:37:30.3] RP: That's awesome. Well thanks so much for spending time with us and it was just so, I think our audience is going to — I have like a full page of notes.

[0:37:37.2] CS: I know right? I had to stop taking notes and remind myself, "Oh I need to ask questions, write down questions."

[0:37:45.9] EW: Thanks so much for having us, we had a great time.

[0:37:48.5] CS: Awesome, thanks guys. Bye.

[0:37:50.4] AP: Bye.

[END OF EPISODE]

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