

**EPISODE 7**

[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]

**[0:00:32.4]CS:** Hey everyone it's Christina and I'm here with Reina, we're talking today about the roles that you have in your business. A lot of you know that you take on a lot of different hats as a business owner, but which ones should you really be taking on and which ones are better left to other people? What is your original role in your business and what happens if you get away from that original role? How do you even know if you get away from that original role?

That's what we're talking about today and I'm so excited to dive right into the topic with Reina. So Reina, when you hear, "What is your role in your business?" What kinds of things come to mind? We talked a bit a little bit about this off air, how I have a role as an attorney, you have a role as a coach but then clearly we can't just be an attorney or we can't just be a coach, there has to be a lot more to the business side of things. What kind of roles do you see yourself taking on in your business?

**[0:01:26.5] RP:** Yeah. So I think this is such a great question because when I think about this, it's like a Venn Diagram, it's like a circle that has the craft of your business, it's like maybe you're a photographer, maybe you're an attorney? The left side for me is the craft and then there's the right side which is all the CEO, other business owner responsibilities that fall into that.

Then there's like this little slither in the middle which is you, that's the craft and the business owner. When I think about the sustainability of a business, even if you're a fantastic

photographer, fantastic graphic designer, you're not going to be in business very long if you can't do the other part of your business as well.

**[0:02:08.3] CS:** Yeah, I completely agree with you and it's something I feel like I've had to learn the hard way is I felt like I had to learn the hard way, I felt like I could do everything and I wanted to do everything because it was so fun. It was so fun to do the graphic design on my own, it was so fun to get everything up and scheduled and look at my website and say, "I did that." At the same time, that's just exhausting.

Now I'm to the point where it's costing me a lot of money and it's honestly a little bit painful because in the past, I know I could have just done this, I could have just done my graphic design, I could have just done my website design and if you listen to this podcast episode in June, you're hearing it while I still have all of that stuff up so you can see it. But I'm starting to outsource all that because it's like you just said, your roles are, they're ever changing but they're also every growing.

So it's just impossible to be the mail man and the book keeper and the administrative assistant and everybody in your business, if you are actually running your business. If you are actually in it and invested and creating the best products possible for your clients. But I love your example of the Venn Diagram, I'm actually writing here, "Action: create graphic for the listeners."

**[0:03:20.1] RP:** I have one actually.

**[0:03:21.9] CS:** Oh great.

**[0:03:22.1] RP:** Yeah, we can share with the listeners.

**[0:03:23.9] CS:** Okay, so that will be in episode seven. [TheCreativeempire.co/episode7](http://TheCreativeempire.co/episode7).

**[0:03:29.1] RP:** Yup, I think what's really cool about this too, this conversation could be taken in two different ways, I think you're on the path of how do I outsource the things that I don't want to be doing in the right side of the Venn diagram and then at the beginning of your business, sometimes you do have to do all the stuff, you have to wear all the hats. But maybe, if we

concentrate on that clientele or that sort of audience that we're talking to, maybe it's really about focusing your energy on what is the most important thing in order to get your first clients or maybe what's the most important to be able to have a really concise system?

Or process that you need in order to have a really great client process or to feel really legit in your business and one of those things might be to have time to reflect on, "Okay, what is it that I really do need to outsource because I am not an attorney and I'm not going to go and write my own contract so I think if nothing else, that's the first thing that goes." That was the first one for me.

**[0:04:31.7] CS:** That's awesome, I'm so glad to hear that because I know a lot of people think that they can be their own attorney, they read books or they just whatever and it's certainly not the same thing as those years of school and years of practice just like it isn't for me trying to be a graphic designer. I cannot — if you gave me Wacom tablet, I wouldn't know what to do with it, I could never be a digital illustrator at this point.

**[0:04:54.8] RP:** What is that? What does that mean? I don't even know.

**[0:04:56.7] CS:** Yeah, the Wacom tablet, from what I understand, sorry digital illustrators out there but it's the most popular way, there's all different kinds. There's a tablet that starts out, I think at \$200 and there's ones that go all the way up to \$2,000 and they're what you see people drawing on to create this digital illustrations.

Yeah, I don't know why for a long time, I mean I do know why. I thought that I could do my own website, I could do my own graphics, my own bookkeeping, all the stuff because I technically could. It wasn't great, it wasn't done well, there was no system to it, and as a result, I feel my business right now really dragging and that's why in the last two months, I've just been working like heck to outsource everything that I can.

But the other part of taking on all these different roles, is something else that you just mentioned Reina, which is you have to figure out what systems work for you as well. Because one of the problems I found when I first started outsourcing, I hired my administrative assistants and my paralegal that was pretty easy for the legal part of it but I also didn't know what to do.

I didn't know what to give them, I just kind of sent them tasks willy nilly and I didn't have a system in place and I still don't have a great system in place, which is what I'm working on right now. How do you move from a place where you're, "Okay, I need to outsource, it's going to cost me this much, I can do that." How do I figure out how to make that system work?

**[0:06:24.3]RP:** Yeah, whether or not you can outsource it or you're doing it by yourself, I think systems are a really important thing to really tackle early on in your business because once you're really busy with client work, you're never want to go back and do it. But I think systems can be like this nebulous term of I really actually don't know what that means. For me, it means having processes in place. If you're like in a corporate job, you get this manual on your first day of work right?

"This is how the company operates", and that's kind of what I'm talking about and it can be as big as "this is the kind of branding that we want to have for our business" to "this is how we communicate in emails to our clients or to our audience or to anybody that we kind of be in touch with." It can include social media stuff but for my team, I did this before I had a team. Sitting down with a Google document and writing, "Okay, step one, how to write an email to a client, step one, here is the welcome email, from introduction — no, not introduction, what is it called? An inquiry to completion of my clients and I think that my process is still changing but I had it written down from the very beginning because I had this or let's not say the very beginning.

I started my business in April, I had a flood in July and I realized I needed to do this. I sent somebody that was about to be a client of mine, the wrong contract. I sent her a contract that was for somebody else and oops, right? She was so gracious about it, but what a big eye opening moment. Oh my gosh, that's not something you should do. Having those systems in place means that you can check something off of a list and making it really repeatable. Some people do it in Google Docs, some people do it in Trello, which is a system that you can use online, it's free and/or Asana. Whatever tool you use, just pick one and just run with it.

**[0:08:15.5] CS:** Yeah, I think the technology has been one of the most intimidating parts. I love what you just said about a list because a list is just so helpful, you can make the little checkbox

and tick through the list pretty easily. If you're more of a visual person and you can put the pen to paper and figure out what's going on there. So in your business, and I mean, in our businesses like you said, we have all these different roles and what do you think the main hesitations that we see people having about taking on the different role or I guess outsourcing the different roles?

What are the hesitations that you see? Because for me it was money. It was a lot of money and then it was also a lot of time because I would basically just hire these assistants and send them task here and there but to put together that process, I keep telling myself that I didn't have time. Of course that wasn't true. I really did have time and now that I am starting to do it, it's amazing how much time I've actually gotten back by putting these processes into place. What are some of the other things that you see people may be making excuses as to why they should keep taking on all these different roles?

I know before we started recording, we used the analogy. Well, if your car broke down or if your computer broke or your washing machine broke, something like that, I don't think any of us, maybe you're different listeners. But I don't think either of us would be clamoring to go and fix it or watching YouTube video and fix it like we would be, if our website broke or if we needed a graphic design done or something like that. What are these hesitations that we have and how can we overcome that?

**[0:09:54.6] RP:** I think first of all, if you're at a point in your business where you're making a little bit of money, you have the income coming in and you feel like you might be able to use support like you might start running out of your hours, that's a perfect time to start thinking about what it is that you want off your plate? Do a brain dump and look at all the roles that you don't want to play that you feel like you have to get done, it's a priority for you to do but you hate doing it, that's the first step that goes.

For me, it was social media. I love social media but I don't love scheduling social media or I love the engagement part, but I don't love the actual posting. I knew that that was something that had to go. I knew that I kept needing support around having a consistent system around blogging. So I would create a blog, I love writing but then I don't want to turn it in to a newsletter and social media post and all this stuff. I needed somebody to support me.

I brought somebody on so she can see the system that I had and how it was broken and say, “Reina, this is how we can make it better,” and she’s really helped me to do that. Thanks Rachel. So that’s one of the things. If you feel like you’re at a place where you know you can start looking for support, I would definitely do it before like you are on fire and you need it.

**[0:11:14.2] CS:** That’s a great point because it’s true, once you get that involved with clients or whatever, you need to keep the clients coming in, it’s so much easier to have somebody there for a couple of hundred bucks a month that just keeps all of these processes running in the background where you can focus on the things that basically bring in your hourly rate as an entrepreneur.

If you’re a calligrapher and you’re charging by the envelope or something like that, you can get a lot more done if there’s someone in the background charging a lot less than you do for your calligraphy to get all the social media up, to photograph everything and have it running according to schedule and it’s a lot of work upfront. I think that was one of the most intimidating parts for me is it’s a lot of work upfront and one of the other things I had a big fear about was loss of control.

I felt like if I outsource certain things like my social media which I’m starting to do kind of. The control thing is a hard one for me because I really enjoy connecting with people but then the catch 22 is that I don’t have time to connect with people. How do I engage with people that I want to and meet new people on social media like I had in the past but still keep that control of everything? And the truth is that I had to just relinquish control of what I couldn’t do anymore.

So I’m still creating the caption things like that but I’m working to get on a system where I don’t — there is my stock photos that I have, there’s the photographs that I work with other photographers and I have all my, in my bank of photos and basically now, I’m working with social media coordinator, Reina has with Rachel. She is going to help me basically figure out where this photos need to go and which captions need to go with which and what captions I need to think about creating.

So it will also be my original content, it's just not me at 8 AM scrambling to write some kind of caption and like copy paste the comments with the little dots. It's a lot less stressful knowing that those things are running, this was the first week that I feel like I've had some processes in place and actually as we're recording this, I'm actually down in Orlando at an attorney's conference. It was really stressful, it would have been really stressful for me two months ago to come to this conference because nothing would have gotten done. Instead, now, especially watching Reina, she's just so great at this.

**[0:13:42.5] RP:** I have learned with many mistakes.

**[0:13:46.1] CS:** Yeah, it was just a totally different experience between this conference and other conferences I had gone to in the past where I would just stay up until 1 o'clock in the morning working because not only would I have to go to the conference and attend the sessions and the networking and all that but I also have to work, that didn't just go away. So figuring out what I could outsource ahead of time and putting those process in place has just been life changing.

**[0:14:11.6] RP:** Totally, totally. I think that what you said was really interesting. Two things that I want to touch on is that the fear of the loss of control, right? For me, that was such a huge thing because I'm so type A and I'm such a control freak and I think a lot of entrepreneurs are this way that we want to be our own bosses for a reason, we wanted to change things that didn't work in their own, their former jobs or whatever and we don't want to let that control go and the way that I learned to do it is by giving people the room to be their own expert.

So hiring to people's strengths and knowing that my graphic designer was going to be able to do the job so much better than me because I don't even know how to use Canva, let's be real right? She really stepped up and showed me that she could do this. I think that that's something that we need to keep in mind too is how do you give people the space enough to execute on the thing that you want done? She had to prove herself to me to do it and I gave her my trust after that time.

Then the other thing I wanted to say is kind of connected to what I just said was that process of bringing somebody on board is a long process. They have to earn your trust and you have to

show them the way that you like things done. Not to say that they have to do exactly the way that you would do it, but to show them what your expectations are and what the boundaries are is so important. You expecting — I'm not saying you Christina, but one person expecting that you can bring somebody on board and they can do your job like this the next week is really impossible. I really give myself two full months to be able to really onboard somebody and even then having to tinker with your process because that person's not you right? Does that make sense to you?

**[0:16:00.5] CS:** Yeah, it definitely does. Onboarding has been one of the scariest things for me. I think it's that combination of loss of control that we just have been nailing through the roof here but also the onboarding is like, "Okay, I need to setup processes for this administrative assistant or this graphic designer or whatever to do," but then just to get them up to speed, I have to onboard them and so I have to create a whole another process just to get them on to my team and on to the schedule that we have.

Maybe you're like me and you don't even have a schedule, and that's something you're working on at the same time. All of those things are definitely challenging and definitely a huge investment of money and time upfront but also these are the things that I felt like when I first started my business, any business, I started a bunch of them that have been failures before, any of these. This podcast, my legal business, and I remember thinking back then, "What is the secret?"

Even when I met you Reina, it was like, "What is she doing that gives her all this time to comment on my Instagram and text me and be so encouraging?" I fully wanted to do the same for you but I had no idea how you were doing it. I had no idea how you would outsource and taking on and embrace your own role as a coach and given up the roles that were really meant for other people. It wasn't until we got to working together and I started to see how you really did embrace that role that that was your job and you weren't going to take the job of other people because that's really what we're doing here too.

Like cleaning people, if you have a cleaning person that helps you with your home, that's one of the first things I hear people outsourcing is daycare or cleaning or bookkeeping. I haven't heard lawyer yet so that's encouraging. But I used to think when I was growing up I was like, "Oh, you



have a maid, you're fancy." Now, I'm like, that's amazing, you're giving that person a job, you're helping them do what they are meant to do in this world, whether it's clean houses or that's something that's a stepping stone for them to get to a different career path, that's not your role to take on. That's not my role to take on as to be a cleaning person or to be a graphic designer or something.

**[0:18:25.8] RP:** No, the cleaning lady is my marriage saving grace. I would not be married to my husband if I didn't have one, right? I wouldn't have started this business if I could not afford to do childcare. Kato would be running around like a crazy person right now saying, "Mommy, mommy, mommy." That's not going to help me run my business.

**[0:18:47.8] CS:** That's going to help you be a good mom to him. You have to recent him because you have to stay home all the time and cater to his every need which is fine for a lot of people but for a lot of others, we feel a calling that's beyond motherhood and I don't think that they're separate from each other, I think you can do both and you're a good example of that.

One of the things that you said too that just brought something up and I know this isn't the topic for today but hiring other people to take on the different roles in my business rather than trying to do them all myself has also brought a sense of accountability to me because I've got to get these things to other people, they are waiting for me, they are desperately in need of XY and Z so that things can post. Things can get done so that they can have dinner with their families, they don't have to stay up until midnight.

It's also bringing a huge accountability because I feel like I want to be the best person that I can be to work with these people and so I want to make sure that I get everything to them in the best quality and the best shape that I can and enough time that they can have to work on things that they need to. I think outsourcing...

**[0:19:56.2] RP:** Such a good point.

**[0:19:58.3] CS:** Yeah, it just is hard when you're doing everything yourself and it's one, intimidating because you don't know where to start. You have social media to get to but you also have client work and you have whatever, bookkeeping or something like that. So just knowing

that someone else is going to be there like I know that my bookkeeper is going to want to see my certain financial documents like I know that she's going to need access to certain accounts and that she's going to expect me to explain certain things to her at a certain time every month.

I know that my accountant, who is different than a bookkeeper by the way is going to need certain things for me quarterly to do my payroll taxes and things like that. I know that my graphic designer that I'm looking to hire, she's eventually — we're working on starting a process where she's going to be taking on things and she's going to need something two weeks in advance.

I can't just throw up a blog post at the last minute anymore. I have to create a content calendar which is where my content manager is coming in, you kind of start to see all of the different roles that I've been doing all by myself for all this time and now I'm giving up that control to other people, I'm giving them the gift to do what they were born to do, to exercise their gifts as designers and things.

[BREAK]

**[0:21:10.3] ANNOUNCER:** Are you enjoying the show? It would mean so much to Reina and Christina if you take two minutes and head to iTunes and leave a review. It doesn't take much time but it helps them bring you more value packed content.

Back to the convo ladies.

[BACK TO INTERVIEW]

**[0:21:27.0] RP:** Another thing that you're bringing up for me too is this concept of strategy right?

**[0:21:30.7] CS:** That's a good one.

**[0:21:32.0] RP:** It could be like a totally different topic but I just want to touch on it because...

**[0:21:35.3] CS:** No, go for it.

**[0:21:35.9] RP:** I think like as a business owner, if you don't have the strategy in place, you're going to do things kind of flying by the seat of your pants and I see this all the time with creatives and it's like you have this big picture of vision of what I think you might want to achieve at some point in your life or your business. But then, what are the steps actually of getting there, what are the things that you actually have to do on a day to day basis, month to month basis? What are the things that are you're accomplishing in each of the months in the next 12 months?

I don't think that you have to get super nitty gritty about it and there's tons of ways to goal set and stuff like that. One thing I want you to think about is if you are launching something this year, do you know when you're doing that and how are you working backwards? Set yourself some deadlines, let's be really actionable about this, set yourself some concrete deadlines like, "This is the project I'm launching by this date which means that I have to get this person these things or I'm doing seven style shoots this year." That seems like a lot but I see people doing them willy nilly, can you do it this time and this time?

If you knew that you had a budget of couple of thousand dollars this year or maybe a couple of hundred dollars this year, how are you going to spend that? If you don't have a plan for it, you're just going to do it kind of going in blindly and if you don't have a strategy for what publications you want to be featured in this year or the steps that are attached to goals, you're never going to reach the big picture of vision that you have for your business.

**[0:23:03.2] CS:** Yeah, it's so true and I know that there's so many good tools out there like PowerSheets and things like that to help you find those goals but I haven't used PowerSheets but just a little tiny bit so I don't know for sure but using something like that is a tool or just setting your own goals and working backwards is huge.

Figuring out a way that you can revisit them because one of my biggest problems is that I will do this and I will do it in a notebook and I have no idea where that notebook is today. I have no idea. So what I've had to do is just literally get poster sized sheets of paper, those giant post it note paper sheets and write things and put them on walls.

I have no other way to figure out what my big picture goals are, other than to remember them I my head and that's not just going to happen. Clearly this is why I'm working with a content

manager so that she's going to put this in a sauna or something and not like looking at post it notes on my wall.

**[0:23:58.6] RP:** I love that. That's a great idea. Maybe we should sit down and do that together and we can hold each other accountable to those things.

**[0:24:04.6]CS:** That would be really fun. It works okay, I always think that when it comes to accountability and strategy, I've never found anything that I'm like, "Yes, this is awesome!"

**[0:24:15.6] RP:** In love with?

**[0:24:17.5]CS:** I haven't found my HoneyBook of strategy yet. My client management is well taken care of, thanks HoneyBook but my book keeping is now thanks to a bookkeeper. I never found that program that I kept waiting on and maybe it's just because I'm dumb with this or something, I don't know, take too long to figure something out. It's really difficult, it's easy to say, "Let's create a strategy and let's create goals," that's the fun part but the hard part is working back.

The hard part is when it's midnight and your client needs something from you an hour ago and you have this goals of getting published in green wedding shoes or something like that next week and so you've got to submit. I don't know, something like that. It's really hard to keep up with everything and I think for me it's also intimidating because I have these big picture goals that I have the steps that I've worked back from even like I said on the big post or whatever. Sometimes I don't understand how to fulfill every single step where I get thrown off because every step is maybe too specific. It just throws me off my game.

**[0:25:29.5] RP:** Whenever I have a to do item that's not immediate, right? Sometimes when it is immediate, I just put it on my calendar and maybe it's three weeks from now that I go and revisit this guest post that somebody's requested me to write and it's already on my calendar, it's no longer in my email and it just gets done at that time because I already have a rendezvous with myself.

Like this Friday, I have six hours to write several blogs for one article that I have to write for a publication, one article that I have to write for my own team and another that's getting sent up to honey book and stuff like that. There's time for me that it's already scheduled, I can't book over it, it's like a meeting with myself and that's how I get those things done.

**[0:26:16.0] CS:** Yeah, there's so many entrepreneurs that say, I wish I could say it. Maybe Marie Forleo or something. A lot of people have said it, "If it's not scheduled, it doesn't exist," and it's super true. The other thing that you mentioned is really key, which is a time limit. When I first started blogging in my first blog, I would just spend days, hours, whatever it was, writing blog post and finding the perfect picture and overlaying the text. It's just not realistic.

First of all, now I have someone else doing the fun part, the graphic part but second of all, it's not realistic to spend more than probably an hour and a half on a blog post. If you're spending more than an hour on a blog post, realistically outlining it, writing it, that kind of thing. It's more like a course, you're actually creating a course. It's fine to do longer blog posts, I've moved to the model where I do longer blog posts once a week rather than shorter blog post every day and that lends itself well to legal and business information because I think that's just really hard to cover in a short little blog post.

At the same time, setting those time limits like you said, it's just brilliant, scheduling it into your calendar and even what I've started doing is while having different calendars. I have a content calendar, I have a calendar that has important dates on it like my client's anniversaries and birthdays that I can send them something fun. I have a calendar that has my podcast appointments that I have a calendar and then all of these are separate calendars, even whatever. My initial client consult calendar.

They're all layered into one, thank you Google and it's super easy to wake up every day and see, this is what I have to get done and this is when the time is scheduled to get these things done. So figuring out what works for you. I think what I'm hearing is that there's no one way to do it. Obviously there's so many programs out there.

**[0:28:12.5] RP:** Yeah, and I think that people get obsessed by, "Oh, what tool are you using to achieve success?" No, literally, just pick one. Don't obsess over which system somebody else is

using, just pick one and go for it and dive into it knowing that you'll get something out of it on the other end.

**[0:28:31.0]CS:** Yeah, definitely. It's never too late to switch. I'm in the process of switching back to WordPress, I was all about Squarespace for the last six months and it's never too late to just go back to whatever you use before or try something new, mail providers. I know we both have experience with this lately, just switching but the key is just definitely the pick. I don't remember I heard it but it was like, "If you don't stand for something, you won't stand for anything at all."

While this isn't some big geo political podcast that we're talking about, I think it is important to stand for something to pick something so that you have a platform or a foundation that you can then move off of. You can have something to compare it to. I never would have known that I liked to use HoneyBook to manage my clients and invoice them and send contracts and things like that if I hadn't used things like 17hats or DocuSign before and seen what else was out there and seen how those things didn't work for me and now this one does. Or I wouldn't have had the opportunity to use this Google calendar as my content and podcast and client and whatever calendars if I hadn't already tried to use my eye cow or something like that. So definitely just picking one and moving on is key.

**[0:29:45.2] RP:** Can we circle back? I love that point and I think that it's so important to have all of these things kind of in place but it can be really overwhelming, right? Just pick a place to start and do it, give yourself a ton of grace to know that it's okay if you don't have it all figured out. Let's be really honest, I am still figuring it out and I'm guessing that you are too Christina. We don't have it all done from day one and no matter where you are in your business, it's okay, we'll figure it out, you will figure it out step by step, and give yourself some time to do it.

Going back to the big picture topic of your craft versus the CEO hat that you're wearing. I think that you came into this business, whatever it is, if you're a graphic designer, if you're a calligrapher, if you're a photographer, if you're a writer, whatever that hat is. I think sometimes we forget to have fun. We forget to do the thing that we love to do for the fun of it. Before I started coaching for a living I was coaching for fun because I loved helping people and maybe it's not the same for you for legal stuff because that sounds difficult. But if you're an artist, go

find that artistic inspiration and do something for funzies. When was the last time you photographed for fun, not for a client or for a marketing thing? Does that make sense?

**[0:31:08.1] CS:** Yeah, no it definitely does. I used to have so much guilt about taking time off and then I realize, it was the time off that gave me the inspiration for projects and content and new ways to help my clients have a great experience or whatever. The trips that I've taken to a fancy restaurant or hotel or whatever that have inspired me to create a better client experience.

**[0:31:30.0] RP:** Such a good point, yeah.

**[0:31:32.4] CS:** Those are the things that I feel really guilty about because I was like, "Oh, this is a Tuesday afternoon, I should be working not getting my nails done or something." So taking that time for yourself I know everybody says it, it's kind of like passé at this point, and it's the self-care and all that. It is and it's not because it's true, you do need to take some time and that doesn't have to look like an extravagant spa day. Maybe you just wake up and you spend 30 minutes reading a book instead of answering emails first thing in the morning.

**[0:32:01.6] RP:** Tomorrow, like I said, tomorrow I'm writing a whole day of content creation and instead of sitting in my office where I am right now, I am going to go into town, go get a nice drink at a nice coffee shop and then have myself a nice solo lunch and still continue to work. I'm still working but it's like a different way of creating different atmosphere, different space for myself and that's how I celebrate stuff.

**[0:32:28.1] CS:** You're going to eat anyway, it cost you \$10 extra dollars to get the fancy lunch and coffee. Just go out there and do something that you enjoy. In law school I used to find myself like during finals, this is bad, but during finals I'd get to a point where I couldn't do it anymore. I was just like, "This is it, my brain is at max capacity." If you don't know, law school it only has one exam for the entire semester, that's your only grade.

**[0:32:52.8] RP:** Your one shot.

**[0:32:53.5] CS:** It's pretty stressful and so you have to take all the exams in like a period of three days, good luck, go! That was what it felt like.

**[0:33:01.9] RP:** That's awful.

**[0:33:02.6] CS:** Yeah, I would just find myself cramming and then I would just literally find myself, I don't even know how I got there, some days it's like Target or Anthropology or something and it was just because I was craving a way to just get out of this and see normal people and see what they were up to and just put myself in a different situation with different view point because it brought me back to reality.

It brought me back to reality, brought me back to a place where I said, I could say, "Okay. This is actually a really great life. I know this is a hard few days but this is really nice that you live here in America, you go to Anthropology and like a beautiful things. Have this nice little whatever, two hour detour from your crazy hectic law school life right now and then you can go back and do that again." I would always go back and I felt better.

Taking that time is not something that we should ever feel guilty about but that's something that I feel is a mature behavior of a CEO and not the behavior of somebody that is still in a very scared, I don't know if I'm going to make it, I don't mean like mature like, "You're immature if you don't do this." As you mature as a business owner, there are certain things that I think you become more comfortable with and this is one of them is understanding that yes, if you were a painter, you need to take some time to not paint client projects or not paint whatever, projects that you think are going to be featured on some blog or in a museum or something. It's just so true.

**[0:34:30.7] RP:** I think that white space is a way of preserving self-care.

**[0:34:34.5] CS:** I love that. Are you calling this the concept of white space?

**[0:34:41.5] RP:** Yeah, yeah.

**[0:34:41.5] CS:** That's beautiful, I love that.

**[0:34:44.6] RP:** Thanks. I'm sorry, I was like, "What? What are you saying?"



**[0:34:47.2] CS:** Yeah, I'd never heard it referred...

**[0:34:54.6] RP:** It as white space. I think it's maybe more common than I thought but I was literally talking to a client who was working out of her parent's home in this very small room and she's like product creator, right? She's like assembling these products and she's doing the art she's packaging this stuff and it's like, it's so cluttered, she couldn't do her art and all she wanted was to get out of this house so that she could be in this white apartment with lots of air and lots of light.

And I was like, "Oh, so what you want is white space?" And she was like, "Oh, that's what I want." It was such a magical moment and I keep referring to it as white space because I think metaphorically it works right? We need the mental clarity, the physical unclutteredness and I think that giving yourself that space to reflect is also really powerful too.

**[0:35:48.0] CS:** Yeah, it's funny that you call it this because, forgive me photographers but there's a concept in photography, I think it actually is called white space or blank space, I don't remember if it's one or the other. Basically you have the rule of thirds, you have different composition and things like that rules and this is one of them.

So if you have too much going on in a photo, it overwhelms the brain and it's just very chaotic and ugly but at the same time, I think you guys will start to notice this after I mention it, hopefully or if you're a photographer you already know about it. When you go to somebody's Instagram feed and they have a picture of their office, they could have the same picture in a different angle and they'll have more white space like maybe it shows more of their desk. It's a lot more aesthetically pleasing than it is to see their entire office like maybe from a different angle or something like that.

So you'll see a lot of really popular Instagram feeds that have a coffee, cactus or whatever and some pencils and then three quarters of the entire image is just blank, it's just white space or pink space or whatever their background is. It's so crucial because it's just such a great analogy for this field to see that you can not only have it on the paper but you can also translate it into real life and it's just as valuable there. Love that.

**[0:37:04.9] RP:** Thank you, thanks for that connection, I didn't even realized that that was a big thing but yeah.

**[0:37:09.8] CS:** Yeah, it really is, now you can look at Instagram and see, just look at the pictures.

**[0:37:16.7] RP:** I'll be analyzing.

**[0:37:17.3] CS:** Yeah, look at the pictures that catch your eye and that are really visually pleasing for you and I think you'll notice that a lot of them have that empty space in them and it's purposeful.

**[0:37:28.3] RP:** How can we also have like that purposeful white space in our lives too rather than just Instagram?

**[0:37:34.7] CS:** I think that's the question for our listeners. Let us know guys.

**[0:37:42.4] RP:** Let's chase that white space and see what we can create of out of that, right?

**[0:37:46.4] CS:** Definitely. We'd love to connect with you guys, we've gotten some comments on the blog, we've gotten lots of comments in iTunes, on the ratings and reviews and things like that. We'll be getting back to you guys all shortly and it's been so great. So if this is a concept that you could implement in your own life or if this is something that you noticed or you need in your life or you have some more questions about your role as either a CEO or as the crafter, which one are you and how can you take on different roles? We'd love to hear from you. Go ahead, head to iTunes or head to our blog, [Creativeempire.co](http://Creativeempire.co) and just give us some feedback.

**[0:38:22.8] RP:** Love it, I think that we read every single review that you leave and we just love seeing them, the fact that you guys are really resonating with what we're talking about is so important because Christina and I are chatting on Skype and we know that hopefully somebody will listen to this and be inspired by it but without you guys, we're just talking on Skype.

**[0:38:45.6] CS:** Yeah, I mean we love creating the content that you want to hear and so give us a holler.

**[0:38:52.0] RP:** Love it, thank you.

**[0:38:54.4] CS:** Thank you so much Reina and it's been great to talk today.

**[0:38:57.2] RP:** Yup, love talking about this topic.

**[0:39:00.3] CS:** Bye guys.

[END OF INTERVIEW]

**[00:39:02.9] ANNOUNCER:** Are you ready to build your own empire? For more information, show notes, downloads, and tips on how to do it, head to [www.creativeempire.co](http://www.creativeempire.co) where you can find out more about this week's episode and the two lovely ladies behind it all, encouraging you to build your own Creative Empire. If you enjoyed this week's show, it would mean so much to Reina and Christina if you could take two minutes to go to iTunes and leave a review. It's a little thing that makes a big difference for the show.

[END]