

**EPISODE 9**

[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]

**[0:00:32.3] RP:** Hey everybody it's Reina and we are here with the creative empire, Christina is here with me and today we have Tonya Dalton of the InkWELL Press. I am super excited to bring her to you, that's what I meant to say, because she is so incredibly talented at everything she does in terms of her business.

I've been super motivated in the short time that I've known her. She runs her business in a very mission driven way and the InkWELL press mission is to be able to empower women through organizational products. She educates women and provides services for women in order to figure out the best way to be happy and successful and feel really productive at the end of the day.

So often we feel like we have a million and five things to do and it's like we did a lot of stuff but we never actually feel like we got anything accomplished and Christina's laughing and one of Tonya's incredible products is called the Live Well Planner and it's — you've probably seen it online and I want you to take a look at their website for sure but let's welcome Tonya Dalton.

We're so excited to have you here today.

**[0:01:42.5] TD:** Thank you, I'm so excited to be here.

**[0:01:45.4]CS:** Awesome. So Tonya, today we're going to chat a little bit about... you have so many tips but start us off with what your philosophy is around productivity.

**[0:01:55.3] TD:** That's a good question because I think there is a lot of messages that we received out there about being busy and I see things all the time that say, "I am so busy or I am really busy and I really," — one of my big messages is "stop the glorification of busy". Busy does not mean productive, busy does not mean happy, busy does not mean feeling good. Busy just means busy.

So really, my goal is to have people really focus on finding ways that work for you that make you the most productive. Because I really feel like there's not a one size fits all, we're all different, we all have unique things that we bring to the table so I think it's really important to first of all recognize that and internalize that. Then design and create systems for yourself that really help empower you and make you feel really good at the end of the day.

Productivity is not something that you can just get the recipe for, it's not cooking, it's something that you take a little bit of this and a little bit of that and you figure out what works best for you. So that's one of the big things that I think is important to know about productivity, it's really about finding that balance or that harmony in your life that makes you feel content.

**[0:03:14.1] RP:** Okay everybody, that was the episode. No, I'm just kidding. I'm like, Tonya, you're just a wealth of knowledge and I think so many people need to hear that. People need to hear that it's the glorification of busy, it's so true right? When you introduce somebody or like if you see somebody around town you're like, "Hey, how's it going?" What's your typical response? "Oh I've been so busy."

**[0:03:35.4] TD:** Right.

**[0:03:35.8] RP:** I feel like that's the automatic response. It's not cute.

**[0:03:38.5] TD:** It is. It's so true, it kind of is and I think there's a lot of messages we get out there that kind of promote that and that say, "This is what you should be," even looking at

platforms, even ones that I love like Pinterest, you feel a little bit of that pressure that I need to be able to do all these things and I need to do them all really well.

In order to do that, I need to pack my life as full as possible and even if you have kids, pack my kid's life as full as possible so they can be good at as many things as I possibly can and let's just cram as much as we can into our day. There is a lot to be said for really kind of focusing in, taking a deep breath and looking at the things that we really first of all enjoy, because I think that's a big thing, all this things that we're trying to be good at.

I think if you stop and take a look, some of them you don't even really enjoy. Taking a look to see whether you enjoy it and see if that's really something that's on your priority list. Because a lot of us are spending time on things that really probably are not at the top of that list and the things that are, are kind of falling to the wayside.

One of the things that I say a lot if every time you say yes to something, you say no to something else. Every time you say "yes" to doing the bake sale or every time you're saying "yes" to volunteering at the school or every time you say "yes" that you'll take on another project for your boss, you are saying "no" to something else in your life.

The question is, what are you saying "no" to? Are you saying "no" to time with your husband or your boyfriend or your significant other? Are you saying "no" to the time that you really enjoy reading? Are you saying "no" to the causes that are really important to you that you really do want to volunteer at? You really have to kind of look at that and that's kind of what I was talking about earlier when I said it's very personal and it's something that everybody has to figure out for themselves.

**[0:05:31.4] RP:** Oh man, every decision is a choice it sounds like.

**[0:05:34.6] TD:** It really is.

**[0:05:36.0] RP:** That sounds so kind of tripe. But every "yes" is a choice that we can make.

**[0:05:40.8] TD:** Every "yes" is a "no".

**[0:05:42.3] RP:** Every “yes” is a “no”.

**[0:05:44.4] CS:** Yeah, I think a lot of people make the mistake or I don't know if it's so harsh of saying it's a mistake but even not making a decision, that is a decision of sorts, I'm certainly not the first one to say that. So the fact that you have these planners and that they are so well laid out and that they do give you so much guidance and direction is such a helpful tool because they force you to make a decision, they force you to say, “This is what Tuesday looks like, these are the appointments I have on Tuesday and here's all the other slots that I have opened to do whatever else it is that I want to make a priority.”

One of the things that I ask on my — when you know, when you sign up for my free book on my website. Not the Creative Empire website on my own business, one of the things I ask people when they sign up is, “What's your biggest business struggle?” And consistently, one of the first and there's not prompt, this is just kind of coincidence or whatever, it's the thing that everybody seems to struggle with is, “I don't know where to start so I don't do anything.”

**[0:06:43.0] TD:** Yes.

**[0:06:44.4] CS:** What are some things that people starting out in their business where it's like Reina said, they have to be on Pinterest, they have to be a perfect house, they have to be making money right away and all this other stuff like how do they even get started when it feels like it's just all too much?

**[0:06:59.1] TD:** Yeah, the feeling of overwhelm, I think we all feel that, we all experience it, even if you're not new to business, we all have those moments where we just sit back and we go, “There is so much to do, there is so much on the plate.” And one of the things that I really think is a healthy exercise is to look at those big things and then focus in on one of them.

So for example when you mentioned social media, instead of trying to be on Pinterest and Facebook and Twitter and Instagram, choosing one or possibly two and really focusing in on. The other thing you can do is look at these big items and break them down into small bite sized

pieces. I like to say that I'm not a very good runner and by not a very good runner, I'm a terrible runner. I love the idea of it but it just does not execute at all.

**[0:07:47.1] CS:** Me too.

**[0:07:49.0] TD:** Sometimes I think, "You know I need to go out, I need to exercise, I'm going to try running." If I want to run a couple of miles, what I do is I look and I start running down the street and then I see the stop sign and I'm like, "Okay, I'm going to make it to the stop sign," and once I make it to the stop sign I'm like, "Okay, I'm going to make it to the green car," and when I make it to the green car, I look for my next little milestone, right? My next little marker.

And once I get to it, I feel a little bit better and I feel a little bit of an endorphin kick in that I accomplished that goal of mine and it pushes me to go further. It's the same thing with business or even personal things. Take these big items that you have on your list and then really create a road map. If you are just thinking that you're going to get from point A to point B without any sort of direction, you're going to get lost, right? You're going to end up making a wrong turn or you're going to get confused.

So I sit down, make a road map of where you want to go and break that down into bite sized pieces. Then make those goals, the little mini goals manageable. So once you get to a goal, you're encouraged to keep going to the second goal and the next goal and before you know it, you've run the full race right? You've run the full race right?

**[0:08:56.4] CS:** That's how I finish the 10k without training because I wanted to beat the next person that was in front of me. I think you're absolutely right and I think a lot of creatives struggle with this because lots of creative are big picture thinkers and they can't go from the big picture to figuring out what actually they have to do and they're worried about the finish line, they're worried about, "I don't even understand this other thing so I can't even get started because, blah, blah, blah." They go spinning out. What would you say is the first step, is it just to break it down?

**[0:09:31.4] TD:** I think it is, I think first of all, I think big picture is great, I'm a big picture person also because I think it's important to know where you want to go right? Great example of this is

in our planners actually, how we have a goal setting section. Then next to the goal setting section, there is a place for you to break it down into quarters, break it down into smaller pieces and then each month, we have a mission board where you break your goals down into monthly bite sized pieces.

Each month, you are working towards this goals just by breaking them down into smaller pieces. What I like to do is I sit down and I look at my big item that I want to do. Then I write down everything — everything, everything, everything that has to be done to accomplish that goal.

Then I take those items and I break those down into little two week sprints. “Okay, If I need to have this done at the end of the month, I’m going to break that down into half. If I want to have this done in three months, how can I break that down into six pieces so that I can make it really manageable. So that at the end of the each two weeks, I can look back and really assess how I’m feeling, how I’m doing, working towards that goal,” and it really will encourage you more.

There truly are little endorphins that live in your brain that go off when you accomplish something, when you cross something off your list or you give it a check mark, it gives you a little kind of a mini high and that pushes you forward to keep going. So I really think that’s the first step is taking it and looking at the small steps because it’s really hard and overwhelming if you look at the big things.

**[0:11:03.3] CS:** Yeah, one thing I love about your planner is that you do have a place to collect all of those thoughts because in my experience, in the past, what I did was I had 10 million different notebooks because they’re all pretty and that’s my weakness.

So I would put my ideas in one and my blog post in another and my strategy in another and it was just like all over the place. I love that in your planners, you have a spot where you can put all those goals on one page and then plan them out on the next page or proverbially the next page, not literally, obviously it’s a couple of pages later or whatever but yeah.

I love that you have this self-contained space where all of your thoughts and your dreams and your plans can live because for me, that’s always been a challenge to transfer that from like the 10 different notebooks to the planner.

**[0:11:58.0] TD:** Yes. That was kind of the whole thought behind it is I wanted it all to be manageable and inside one place where you can access it. We don't need to add the thing to our plate where we're having to keep track of our 10 notebooks. We're trying to take things off our plate rather than adding to them.

**[0:12:14.5] CS:** And it makes your bag really heavy, just saying.

**[0:12:17.6] RP:** Totally.

**[0:12:18.7] TD:** 10 notebooks will do that, yes.

**[0:12:19.6] CS:** I used to have multiple planners to kind of figure things out and I was like, "Ah, this is probably not a good idea," looking for that one and I think we're getting to that place. Tonya, I was going to ask you about how have you — I mean, you're such a smart lady.

**[0:12:34.9] TD:** Well thank you. Tell my 13 year old that because I don't think he'd believe that.

**[0:12:40.4] RP:** No, I was saying, how have you really learned that productivity is tied closer to success than busy is tied to success?

**[0:12:50.0] TD:** That's a good question. I think truly, by experience, isn't that the best way to learn? Right? Because I really — I feel like I went through a period of my life where I was kind of buying into that whole philosophy of busy, busy, busy was good, I want to tell everyone how busy I am, that's really important because I want people to think that I'm important, so therefore I must be busy.

Really, when I looked back at it and I took some time to really reflect because I think reflection is really an important part of planning and growing. I took some time and I reflected back and I looked at how I felt happiness wise. I think happiness is the key right? If you really — if you end your days feeling happy, that's great, that's a great day regardless of what you've done.

I look back at that time and I was realizing that while I was doing a lot and while I feel like I was doing a lot of things fairly well, I was not really happy with it. I wasn't happy with the amount of time I was spending with my kids, I wasn't happy with the amount of time I was spending on myself or my husband and I really wasn't happy with the things I was spending so much time with that.

After I would complete those things, did I really feel satisfied or did I just feel like see, I did this. There's a big difference in that. That's kind of part of my journey was sitting down and really realizing that busy does not mean happy at all, it really kind of actually means the opposite in a lot of ways because you're not building in time for happiness. I think that's something that needs to go in your planner is building in time for you and building in time for being happy. Working on those things that are truly at the top of your priority list and that are important to you.

**[0:14:37.1] RP:** You have the daily downloads, notepad that allows people to do that and I think I just pulled it up on your website, it's like such a cool way of just showing yourself what you're proud of, the things that are habit, the rating of the stress and just all the things that are on there and how happy you really are, how focused have you been, what's your attitude, what's your gratitude? I just love that you have this as a tool for people to just be able to do that every day.

**[0:15:07.7] TD:** I really do think that reflection is an important part of looking at yourself and growing because I really think mistakes and I think that things that we've done wrong are really some of the best ways that we learn. Sometimes I look at that and my daily download says, "Today was not such a good day," but you can take that and you can say, okay, how can I make tomorrow better? That is really an integral part of my day.

I spent my first 10 minutes of my day planning, I spent my last five minutes of my day sitting down and assessing how I felt and clearing my mind so I can go home and I can feel ready to handle my kids and handle my personal life. I really think that's important.

[BREAK]



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.

[INTERVIEW CONTINUED]

**[0:16:05.4]CS:** That's amazing, okay, how do you get to the point where you're doing that? What were the practical stuff that you took to sit down and have that time because I think. — I keep saying I think, I know a lot of people, they just don't do it, they know they should, they know they should sit down and do the gratitude journal or reflect at the end of the day with your work sheets or whatever and by the way guys, if you want to access those worksheets, go to [creativeempire.co/episode9](http://creativeempire.co/episode9).

We'll have the link in there and you can see all those and get some good stuff for yourself. Practically speaking, is that something that you literally scheduled into your planner or is that, how did you build that habit?

**[0:16:42.8] TD:** That's a good question because that's the thing with routines, I think it takes effort on the front end. When you're first starting to train yourself to do something, it does take a lot of effort, it takes a lot of thought. So when I first started, it was something that I wrote down and I put reminders to myself, "Don't forget, do this."

I put sticky notes on my computer. What I do, just to kind of walk you through a little bit of my planning process, I start every day with my 10 minutes of planning and my husband and I own our business together. We generally, we literally sit across the desk from each other. We sit for the first 10 minutes when we get into our office and we talk about what do we need to get done today, what do I need you to do, what does he need me to do? All of those things and I write them down in my planner.

I don't plan out my week on Sundays. On Sundays I do like a big master task list. We have a notepad called the weekly kick start where I...

**[0:17:39.8]CS:** Which I loved.

**[0:17:41.6] TD:** Thank you. I map out and I write down all the things I need to get done for the week but I don't plug them into certain days. Now, something like, I have an appointment with the dentist, that obviously gets plugged into a certain day but for the most part, my to do list is left open.

The reason why I do that is I really believe flexibility is important because you don't know how your day is going to go right? Some mornings you wake up and you think, you know what? Today's going to be a great day, I feel like I'm ready to tackle the world, I'm going to get a lot done. Other days you wake up and you think, "Oh my gosh, I think somebody filled my whole room with pollen and I've got medicine head and I'm not feeling productive at all."

So I really like to spend that first 10 minutes of my day mapping out what I think I can accomplish for that day. I make it a really manageable and achievable list and I think that's one of the keys is making your day achievable. If I wrote down every single thing I need to get done for the week, I would feel overwhelmed. There's that word again right? Overwhelmed.

If I look and I say, "Okay, on Monday I'm going to do this and I go through," I'm more likely to accomplish all of it. Then, at the end of the day, I do my daily download where I write down, first of all I write down the things I got done because I think that's really important because a lot of times the little things we're doing here and there get kind of pushed to the side of our brain and we forget about it.

So I think again, you get that little endorphin kick of, "Look at all I accomplished today, I did quite a bit. Then assessment, a little bit of gratitude and then I spend the last couple of minutes prepping my day for tomorrow. Here are the things I want to get done for Tuesday," if it's Monday, I write down the things at the bottom of my pad, what I want to get done for the next day.

I rip off that notepad, I leave it on my desk so that that way when I come in the next morning on Tuesday morning, that piece of paper is already waiting for me and I already have a jump start for my morning planning, right? That has already given me that push I need to keep that habit in focus. Because I create these routines where that's just part of what I do.

So then the next — that night, I lead that on my desk and then the next morning I come in, I already have a little bit of an idea of where I want to go for that day and if I feel like I can't accomplish all of that or I need to take something from Monday and move it to Tuesday, I can do that. And I don't have to feel like I have failed if I do that.

Yes, well if you fill up Monday, Tuesday, Thursday, Friday and Monday is not super productive for you and you get to Tuesday and you're like, "Well my Tuesday's already full," right? It's really hard to push those things from Monday in to Tuesday and still feel successful. Then you end up feeling a little bit like you failed.

It's not about succeeding or failing, it's really about, "This is what I was able to get done today, this is what I was able to accomplish in the time that I had," because sometimes you wake up and you know what? Your kid has been throwing up since 2 o'clock in the morning. Your day is totally derailed. If you planned it out too far in advance, it really makes it hard to make it achievable.

**[0:20:43.9] RP:** Yeah, I think the science says too that if you have an appreciation for what you have accomplished then what — how far you've come, it's much more productive and like we said, the reward center in our brain get fires rather than how much of a deficit you feel like you have.

**[0:21:01.4] TD:** Yes, definitely. We as women tend to do this thing to ourselves where like I equate it with the marble jar, I used to be a teacher. So a lot of things I come back to kind of have to do with teaching. In the classroom or even with my kids, they do something right, I put a little marble in the jar. "Oh you did this right." Fill up the marble jar, they get some sort of reward.

As women, we take that marble jar and we say, "You know what? I worked out this morning, there's a marble, you know what? I made myself breakfast, there's a marble on the jar," and we're putting marbles in all day. All day long we're doing things that deserve to get those marbles and then something happens and we fail at something.

Instead of just saying, “Well, I don’t get to put that marble in the jar, we take the entire jar of marbles and we throw it against the wall and we smash it, all the marbles are gone. There’s no more marbles and suddenly our day has been a failure. It’s really important to stop and say, “Okay, not putting a marble in that jar does not mean the day’s going to failure. Let’s look at the things that I did do right, what are the things that did go well today?” I think you’re usually surprised at how much you get done.

**[0:22:05.3] CS:** Yeah. Again, not my quote, but there is a quote out there that’s basically like, you’ll over estimate what you can do in a day and underestimate what you can do in a lifetime and that never ceases to be not true in my life.

**[0:22:20.5] TD:** Yes, I think that’s true for all of us.

**[0:22:22.4]CS:** Yeah, it’s really interesting, I have a friend who hopefully will be on the podcast later this year. She’s kind of blown up, she doesn’t do a planner or anything like that but she does like a goal setting workbook, her name is Lisa Jacobs, big Etsy shop person and all that but what she does is really interesting.

Instead of having a team meeting or something like that because she’s a solopreneur, she actually reserves like a nice hotel or like a retreat type spot for I think she does like one or two days every quarter and then she’ll take that planner that she has and she’ll go and she’ll plan out basically the next year for herself and I think she started to do this quarterly instead of yearly as she’s built her business and made more money every month and can do that now.

So it’s really interesting. Would you recommend that somebody do something like that with one of your products and if so, which one would be a good one for them to take and do that resetting exercise?

**[0:23:19.2] TD:** Absolutely. I really think there is a lot to be said for, as I mentioned, reflection and I think reflection really happens when you’re doing it by yourself. We do family reflection, we do family planning, all kinds of things together as, I call my family “a team”. As a team, my kids and my husband but there’s a lot to be said for taking time for you by yourself. To really look at yourself and figure out what you want to do and where you want to go.

I love that idea of going away or even if you want to do it as a girl's weekend and get together, I've done things before with girlfriends where we do vision boards and things like that. So that way we're having a good time, we're all focusing on our own things but we're having a good time and maybe having wine and things like that and a lot of laughing.

Yes, there's a lot to be said for taking that time away. I would say truly, the live well planner because it encompasses so much would really be a good place to start with that because there's lots of notes pages and things, what you can write down reflections on, a lot of goal setting pages for making plans and planning ahead and things like that. If I was to choose one of the products, that's what I would recommend.

**[0:24:29.2] CS:** Do you still have them?

**[0:24:31.2] TD:** We do, we have our academic year planners or our midyear planners, you can call them either one and they run July 2016 through June of 2017. We have those still in stock right now and we will have our 2017 planners available in September.

**[0:24:47.8] CS:** That's awesome. So they could do this exercise basically in a week from now if they ordered it?

**[0:24:52.5] TD:** Yeah, definitely.

**[0:24:54.2] CS:** That's awesome and then gain like maybe they have a planner already that they're using and then in September they could grab one and do that exercise.

**[0:25:01.0] TD:** Absolutely yeah.

**[0:25:03.7] CS:** I want to ask something that's a little bit off topic if that's okay guys.

**[0:25:08.0] TD:** Okay we'll see. No, I'm just kidding!

**[0:25:09.5]CS:** Yeah, it's something that I come across a lot not just in my own business but also what I hear from other people and I'm sure Reina hear's the same thing is that people want to create a product or service but they're intimidated because there's already products or services existing out there. Obviously anybody that's been to a Target knows that there is other planners out there and so, what's the benefit of — I mean to us it's pretty obvious, the benefit of getting a planner like yours is that it's so much more detailed and so much more than just a planner.

But what's the benefit of getting something that is so much more detailed and then also, my question originally was in my mind was really, "How do you deal with that?" When you — I mean, that happens to me every day. I see someone and I'm like, "I shouldn't do what I do anymore, they're already doing my thing and I should just stop my business, I should just give up." How do you do that?

**[0:26:09.7] TD:** Okay, well, your first question, the benefits of going with something for example like our planner where as more detailed is it really does, like you were saying with the 10 notebooks, it really kind of keeps everything together and then for all of our products, we do help you set them up. So it's not one of those things where we just say, here is a planner, buy our planner and then come back in a year.

We continually, there are setup videos that come with our planner that walk you through how to get your planner setup, we walk through things like finding your priorities, we walk through goal setting, all those different parts, how to fill out the planner so you can figure out the way that works best for you and I think if you just go with generic planner, you're not going to get things like that.

Then we do things to help educate people and help figure out how to get your inbox to zero or how to feel more productive and all those kinds of things. There's a lot of benefits to that, having something that is so focused, it really helps you to have a tool that has a very specific job. I think that's where our phones fall short when it comes to using them as planners or organizers.

Because on our phones, we do things on Facebook and we've got phone calls that we get and texts and all these other things and it's not just used for productivity versus having a book that's

designed specifically to make you more productive. Because when you're in the planner, you're focused on your productivity and you're focused at the task at hand and you're not distracted by all the other things that it does like a phone.

**[0:27:40.4]CS:** Yeah.

**[0:27:41.2] TD:** If that makes sense.

**[0:27:41.4]CS:** Yeah, that makes total sense.

**[0:27:44.1] TD:** Okay, so then to answer your other question about entering into an arena where there are already established people selling products. I think that's one of the things that I think a lot of people get intimidated by to be honest with you because if you look at out there, there's all kinds of products that are available and certainly I did not invent the planner, planners have been around since long before I was even born.

Probably since the advent of paper, planners have been around. There's obviously been a very established brands that have offered planners. When I looked at it, I looked at what did I think was missing in the market? What were the things that I wanted to see that were not out there at all, and how could I create a niche for myself that was very unique and had its own viewpoints? I think that goes with any product or service that you're offering, it's really finding what is a thing that makes your product different or your service different? What are the things that you offer?

For example as I mentioned, we do this setup videos, I don't think any other planners out there actually walk you through setting up the planner step by step. Or what are the things that you think are really missing out there that you can fill that gap? That's really how you create your own individual appearance and your own brand. You don't really want to copy anyone, it's kind of that model from *Steal Like An Artist*. Take these ideas, right?

If you're familiar with that book, just take ideas because there's no truly unique creative actually outrageously creative ideas at this point. So many things have been thought off, it's really a matter of taking a little bit from here, a little bit from there and creating something together that

really works well for what you want to create right? Take what other people have done and make it your own.

**[0:29:37.9] RP:** Sorry, just to illustrate your point, I just heard this example that somebody was talking about, it's like the circus and Cirque de Soleil. Cirque de Soleil came out of the circus industry and they wanted to look at all the things that they didn't want to do like animals and all those crazy traveling of animal things and turn it into incredible acrobats from all over the world. What a cool differentiator.

**[0:30:03.5] TD:** I think that is a great example, because circuses again had been around for forever and look what Cirque de Soleil has created? They are an amazing brand and when you see something by them, you know immediately it is Cirque de Soleil right?

Here they have taken a market that's very well established and they have carved out their own unique place in there and have created their own giant brand identity within that market place. It can definitely be done, part of it is having the confidence and the belief in yourself that you can do it. Because there's always going to be someone out there who is a little bit bigger than you perhaps or a little more established and that's okay, we all start somewhere.

**[0:30:43.3] CS:** Totally. What advice would you give yourself, Tonya, that was just starting out in this business? You're a serial entrepreneur, this is not your first entrepreneurship rodeo. But going back to that time when you had to shift gears, what would you tell yourself?

**[0:30:59.2] TD:** Oh my goodness, I think I would tell myself to take my own advice. It's kind of the cobbler's kids don't have shoes, right? There are times where I like to talk about productivity and how I can help you be productive but there are times where I fail at that also, where things kind of fall to the wayside. I don't want anyone to listen to this and think, "Oh my goodness, she has it all together," because I don't, quite frankly, no one does.

No matter what you see on Instagram, or what you see on someone's blog, no one has it all together. It's constantly a struggle and a work to find that balance and that harmony in your life. There are times where I fall off the wagon myself and I have to pick myself back up and get back on and then when I do I think, "why did I ever fall off?" Right? I just feel so much better



when I am productive and I follow these routines in my life because it adds a lot of structure to my day and I think that's, as an entrepreneur, that is definitely something that can be lacking for us. Having that structure, and I think that having that really helps me to grow and feel happy.

**[0:32:10.6] RP:** I love that. As probably the only type A person that listens to this podcast or like is on the podcast. I am so type A and for me, having those routines and boundaries allows me to be creative in the space that I have. It makes it so that I don't have to be crazy all the time, I just have spots in my day where I'm allowed to be crazy or I know that I can be crazy and not forget about a deadline or something.

**[0:32:39.6] TD:** I think that's really well said, I think that's exactly right. Because you can allow — I'm talking about routines and things like that and structure but that doesn't mean, obviously I'm a creative person and I love looking at big pictures and things like that. I just make sure that I still am getting the bills paid and doing these things so I do feel productive and I feel good at the end of the day. I think you're exactly right with what you just said.

**[0:33:02.5] CS:** Thanks so much Tonya, this has been so informative and...

**[0:33:07.7] TD:** Well good.

**[0:33:09.0] CS:** Yeah, I mean we certainly have a lot to take away here today and go forward and maybe you look at some of the ways that we're doing things and our habits. Thank you so much for coming on, where can people find you?

**[0:33:21.2] TD:** Well, you can find me on my website which is [Inkwellpress.com](http://Inkwellpress.com) and I'm on Instagram a lot, my handle on Instagram, my username is @inkWELLpress. I'm on Facebook, I'm on Twitter, Tumblr, InkWELL Press is my name in all of those places.

[END OF INTERVIEW]

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[END]