

**EPISODE 11**

[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.

[INTERVIEW]

**[0:00:35.9] RP:** Hey everybody, it's Reina and welcome to another podcast episode for the Creative Empire Podcast. I'm here with my cohost Christina Scalera and our special guest Jennifer Faught. I am super excited to introduce Jennifer to you, she's an in real life friend and I got to meet her in March of this year at Creative at Heart and I knew before then she was super smart but it was really cool to see Jennifer in action.

Jennifer is the president of The Society of Creative Founders and you might have heard about them, they were formerly known as The Stationary Academy. She really has a gift for gathering people who are creative founders and those are makers, thinkers, creative and designers and other people who are doing really amazing design type things in their own right and to have a community of support and ongoing education.

The Society of Creative Founders offers a conference, a course that we'll hear a little bit more about the community that we'll hear more about and then the intensive experiences too. So I'm super excited to introduce you to our guest today, welcome Jennifer, we're pumped to have you.

**[0:01:41.2] JF:** Hey guys, I am so excited to be here, thanks for the awesome introduction. I hope I can live up to that.

**[0:01:46.3] RP:** Of course, no you're super smart and have tons of knowledge to share with us. Tell us a little bit about the shift from Stationary Academy to The Society of Creative Founders?

**[0:01:58.7] JF:** Yeah, back in 2011, I started to kind of notice a shift in the stationary industry to include more gift items and people who were showing at the national stationary show had a lot more items in their booth than just paper items. I started to notice, even the people who were attending the conference were not just stationary designers.

People were asking about the conference, "I'm not in stationary, is this still good for me?" I started to think, we really need to change the name of this to be more inclusive of the community that we already have. That's when I decided to change the name, obviously it was a labor of love, eight, nine, 10 months ago I think is when I decided to change the name. So it was a long process but finally was able to launch this past March.

**[0:02:47.0] CS:** Yeah, I was going to say, I remember exactly where I was standing when I got the email and I was like, "What? This is huge!"

**[0:02:53.7] JF:** Everybody freaked out.

**[0:02:55.7] RP:** Yeah, but I mean it makes a lot of sense because I remember thinking, "Oh I really want to go to The Stationary Academy, but isn't that just for people that are actively designing?" And obviously I'm kind of on the periphery of all that. I immediately felt more welcomed then you kicked it off so beautifully with a bunch of videos and so, what did that launch look like for you? Were you super excited or nervous? How did you feel about it?

**[0:03:21.4] JF:** Of course I was super nervous because anytime you change name of a company, you have to communicate it; communicate the why, communicate how, and I was specifically nervous because we already have a community of alumni who were a part of The Stationary Academy.

Communicating to them why I was doing this was very important to me and I was just praying that they would follow along, "Just please trust me on this journey." But I think the feedback was amazing, people who were jewelry makers, illustrators, calligraphers, they finally felt like they

were included under this new name of an umbrella, The Society for Creative Founders. That was exciting to announce that to them in March.

**[0:04:06.4] RP:** I remember being with you at creative and it was just so cool to hear the process and just hear how it was happening in person, kind of live, let's talk a little bit more about why you decided to shift around to — I guess you covered a little bit of it, but I'm wondering if you can go a little bit more into depth about who specifically is a good fit for the communities that you have?

**[0:04:30.3] JF:** Yeah, basically, what we've done is made this community for makers, artists and designers. Anyone who is selling a product, selling services, design services, anything like that, you're a creative founder if you maybe have an Etsy shop, an online shop, a retail space or even a virtual space and you consider yourself kind of in that stationary and gift branding, weddings or design industries and I've tried to create a place for those people to learn more about how to run their business better.

**[0:05:06.3] RP:** That's awesome. You have lots of different platforms through which you do that. Can you talk a little bit about the ways that you do the community and do education?

**[0:05:15.3] JF:** Yeah, so we have kind of three options, we have a conference which is kind of the flagship offering, I'll go out on a limb and say we were one of the first creative conferences way back in 2011 and then I added the course as an option in 2015 and then started the intensive program this year in 2016. Those are kind of all based in this six pillars of a successful creative business. So we walk people through what I have found to be kind of the things that I think you need to have in place to be a successful creative business owner.

**[0:05:49.2] RP:** Yeah, I love that. Could you walk this through the six pillars?

**[0:05:51.9] JF:** Sure, we have your core, your client, your brand, your money, your marketing and your plan. Those are pretty broad but we drill down into them very specifically in all of those places, the course, the conference, and the intensive.

**[0:06:08.9] RP:** Awesome.

**[0:06:10.3] CS:** So Jennifer, one thing that really sticks out to me about your brand is that it is so clean and organized. Everything is so clean and organized and it's amazing because you have a membership site and there's so many membership sites I've seen where it's like a hodgepodge of platforms and branding and it's just a mess. This is just amazing what you've built here and I know, by the time this airs, the membership will be open for enrolment, which is really exciting but it's only for a limited amount of time. So what goes into these memberships? You have tiers of membership and who should join which tier?

**[0:06:48.1] JF:** Yeah, we have a basic, and advanced, and an elite membership and thank you so much for saying it's organized because that was honestly one of my — I had to have it organized because I'm super organized person, I want it to be easy on the eyes, easy to find things and that was kind of my number one requirement in building this custom membership site was it had to be beautiful it had to be pretty to look at.

So we have three different levels, the basic level is free and it's great for anyone really, we have virtual community groups, we have a member directory, we have some free webinar recordings in that level as well. Then the advanced and elite levels are for people who are probably one, at least one or two years into business if you're going to join the advanced level, you get a more curated community and then we also do what I'm calling founder challenges.

Kind of like quick wins every month that are based on a topic. The first topic we're doing is productivity and then we're going to talk about client experience. For example, the quick challenge, a quick win would be, let's just kind of like do a quick review of your client experience and make sure that you're implementing all the things that you should be implementing.

You can do that at any level of business, we all need to kind of be refining everything all the time. Then the elite level is just a lot more robust. There are longer webinars and classes with multiple lessons per class that you can take every month. My favorite part of that is that we have an ultimate vendor list. So I have really curated a list of any vendor that we've ever heard of and put it in one place which I think nobody's really done before and I'm really excited about that one.

**[0:08:28.1] RP:** That sounds like a lot of work.

**[0:08:29.7] JF:** Yeah, it took a long time but that elite level is for the people who went through the conference or the intensive or you can apply to be in it by application if you haven't done any of those three learning opportunities.

**[0:08:43.7] RP:** That's really incredible. I'm really curious about what kind of struggles people are seeing when they come to you, whether it's through the intensive, whether it's through the community or the conference. What are some of the main struggles that people are kind of chasing?

**[0:08:58.9] JF:** It's interesting because I feel like we all have our different strengths and weaknesses and it really is kind of all over the board. One of the biggest ones that I see is pricing. They really are, just want to make sure that they're pricing their product correctly and, "Am I maximizing my profit and do I have all of the numbers and everything in order that I need to run a successful creative business?"

What we've done to help them do that is create this crazy spreadsheet that I stayed up until 4 AM to create this whole night. It really helps you understand where your revenue is coming from, it helps you set goals, we kind of walk them through saying, "Okay, if you want to make this much money this year, what do you have to do every month, every week, every day to reach that number and is it attainable? Can you actually feasibly attain that big number that you dream about making?"

I would say that's the biggest thing and I think the second big thing is just goal setting and creating a plan for your business. We're founders, we're the founders of our business, we have to start acting like it. The way to do that is to create goals and setup systems.

**[0:10:14.9] RP:** Love that, I think Christina and I have jammed a lot about both of those topics and pricing is such a big issue that we see, especially for people who are starting out, just don't have the confidence to set it at a certain price or they're looking at the wrong places to get that information and then for the kind of the systems and accountability stuff, goal setting, that's just such an elusive topic for people who might be a little bit more creative and less of a linear

thinker. Are there any tips that you would, I don't want you to give up trade secrets, but any resources or tips and tricks that you would recommend for us to check out?

**[0:10:51.4] JF:** Yeah, so for pricing, I would suggest you can always go download our six pillars guide, you can do that, the link is [bit.ly/scf6pillars](http://bit.ly/scf6pillars). That's a good place to kind of start with the numbers piece. Pricing wise, I think my advice is to never price yourself based on what somebody else is pricing themselves at. It's so important to do the work, figure out the numbers and price what's going to make you money.

Because, as much as we say it isn't about the money, it is. Obviously we have bigger dreams and callings but the reason we're in business is to help support our families and support our dreams, so that's the biggest piece of advice I can give about pricing and money and just doing your due diligence, finding vendors who can give you the best deal with the best quality as well.

Planning wise, it really starts out a lot higher than just setting a goal to make X amount of dollars, we're setting a goal to sell X amount of product. It really starts with your big vision. So what we do at the conference is I have everybody sit down and it seems a little woo-woo, I'm not a woo-woo person so this is kind of like the biggest woo-woo that we get but I just have them sit down and close their eyes and go, "Okay, what do you want? If you are 80 years old and you were standing on a beach somewhere and you were thinking about your life, what are you thinking about?"

That's what's important and so then we kind of show them how to back things down and say, "Okay, to get to this point, what are you going to do to get there?" That's where I think a lot of people get hung up on the goal setting is that they don't start with the vision first.

**[0:12:34.5] CS:** For me when I think of visioning, I think of like, how do I want to feel? At the end of it but also like through the process and we often forget that like yes, it's going to be hard work, it's going to be tough to get there but I don't want to sacrifice everything in order to get there. Just some of those feelings of I want to feel content every day and I want to feel fulfilled in the work that I'm doing. I don't know if that plays into your woo-woo vision but...

**[0:12:58.2] JF:** Yeah, it definitely does. What we're doing is, we're not thinking about the day in, day out business stuff you know? How much did I sell, how famous did I get, did I see my name in light? Those are all awesome things but what we're thinking about is our content-ness, our happiness, our family, our friends, the impact that we've made on the world and I think that's exactly what you're saying is, that's the feeling. So really, it plays totally into a visioning exercise for sure.

**[0:13:30.3] CS:** Yeah, I think the vision is really an interesting concept that you're bringing up and I disagree, I don't think it's woo-woo at all but I think it's actually really mandatory as you've kind of made that in your conference it sounds like because it's hard, when you have clients expecting things from you, you're on deadline, you have wholesale costs to cover or whatever, the cost of goods or something.

You're like, "How can I pay for this? I don't have the client friends yet," or whatever it is, it's hard to remember your vision and what your mission is or your core values, are all of that really purposeful stuff that drives you forward. What are some things that you did like in the beginning of your business to hone in on that vision and to figure out that one of your purposes in this life is to deliver an education and cultivate a community?

**[0:14:16.8] JF:** Yeah, so it's kind of odd because I was forced to do this because I don't know how many people know my story but I didn't start Stationary Academy, I actually attended the 2012 conference and then was approached to purchase it at the end, really the beginning of 2014. So I had done the visioning exercise and kind of finding the core values and core beliefs in that purpose, I was kind of forced to do it in that conference in 2012 and then did it again, I return to speak at the two 2013 conferences and so I was forced to do it again because like I said, I'm not woo-woo.

So it's really hard and it can get really uncomfortable to kind of have those feelings come flooding in and for someone like me, I'm usually like, "Oh no, no, no, that's woo-woo, I can't think about that right now, I just got to do the work." So I was kind of forced in to it but again, like you said, I kind of engrained this in to all of the things that we do and the six pillars. It's just kind of where we start. So I didn't really have a choice.

**[0:15:25.5] RP:** That's really cool. I'm curious about how you took an existing brand and really made it yours.

[BREAK]

**[00:15:32.3] 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 packed content.

Back to the convo ladies!

[INTERVIEW CONTINUED]

**[0:15:48.1] JF:** Yeah, that was really hard because Stationary Academy certainly had a great following and an awesome brand. I don't feel like I really felt like it was mine until I changed the name, to be honest with you. Now, that isn't saying that, anybody who purchases a business should change the name. There were certainly many factors that went in to making that decision with the industry changing and kind of the landscape changing and feeling like I needed to do that.

But I think there were times when I thought, "Okay, nobody knows that I'm the one behind this, that I'm the one doing all this work," and it was frustrating. I just kind of kept going back to that community and encouraging them and loving on them and giving to them and just kind of saying like, "Okay guys, I'm a part of this community with you," and that was the biggest factor in kind of like making it feel like it was mine is just giving back.

**[0:16:42.4] RP:** Love that. I just love the way that you are present with your brand now and I think that you're just really stepping into it. Just from where I'm sitting, right? I haven't been paying attention since the beginning of Stationary Academy so I can't speak to that, but I think that just in the time that I've known you and a little bit longer than that, just watching how it's evolved. It's been cool to see your voice come out more and you come out as a leader, I am the president kind of feel.



**[0:17:11.6] JF:** Yeah, I was definitely hiding behind the logo for sure. Certainly fear that was holding me back. As a solo entrepreneur and just business owner in general who is a major introvert. A lot of people don't realize that either, I'm an introvert so it's very hard for me to put myself out there. There were some major fears and anxieties about kind of stepping out from behind that logo and being present.

That is when it all truly kind of started coming together is when I stepped out and just kind of owned it. Obviously I try to be very, you know, to do it in a humble way but it's all about just sharing and giving back, and that's what community is all about.

**[0:17:51.9] CS:** Definitely. So speaking of community, what are some of the more remarkable things that have come out of your community? I know you've been a part of this for a good bit now and you've had some alumni from the conferences. Maybe that you've spoken at or that you've led. What are some really cool things that you've seen the alumni doing?

**[0:18:13.2] JF:** Yeah. So one of the most rewarding thing is seeing someone come out of the conference, the course, or the intensive and really kind of hit their stride. It all kind of comes together for them and that's super rewarding. Some of the things I've seen are people coming up with huge product lines that are super successful, debuting at the stationary show and really having a lot of success there.

I've seen people open retail stores, we actually had an attendee from 2013, she also purchased a store and completely rebranded and won Stationary Store of the Year last year. That was pretty cool. Then getting to see them be published in industry magazines and it's just really neat, that's one of my favorite things is seeing people hit that stride and get those successes and see the dreams that they vocalized while they were with us actually like come to fruition.

**[0:19:09.4] RP:** That must be really rewarding for you.

**[0:19:10.8] JF:** It's the coolest thing. I love it.

**[0:19:13.6] RP:** You guys do a really good job of highlighting those people too which is really cool, saying, "Here is our alumni, take a look at what they're doing," and I feel like you don't hold

back in terms of tagging people and just really uplifting those that have come through your doors.

**[0:19:26.6] JF:** Yeah, we just started doing Creative Founder Fridays so very Friday we try to highlight an alumni or assume to be community member. So we'll start incorporating the members of The Society for Creative Founders community as well on Instagram.

**[0:19:42.2] CS:** that's awesome. Cool. One thing that I will never forget is I went to the National Stationary Show as an attorney not as an exhibitor or anything this year but I will never forget your guide that you put together about etiquette. That was so helpful and it just opened up my eyes as someone who wasn't a buyer there to how do I conduct myself with these people that I want to friends with. That was so helpful.

So does your academy help people? Because I know a lot of people have questions about setting up at the NSS and like getting involved with NSS. Does your academy address that still? Or I should say the membership site, is that going to still include stuff like that or is it more general for everybody? Or if it is general, where can people find more information about NSS?

**[0:20:30.8] JF:** Yeah, so we talk about the stationary show and really any big national gift product or stationary show at the conference, we have a breakout where someone leads. Usually I lead that one and then we also have like ports chats, in the evening if somebody wants to just chat, kind of open forum about wholesale and we talk about it there but really, the conference is more focused on kind of the six pillars and then I have some great break out's associated with that.

Wholesale wise, if you wanted to show at the stationary show and you're a part of the community, this membership site, we do have a group forum that is specifically for people who want to chat wholesale. The cool thing about it is that, instead of having 30 different Facebook groups and you're kind of all over the place, members can kind of curate their own feed and the feed comes into one place.

So they are able to see what people are talking about when it comes to wholesale and also see what people are talking about when it comes to their Etsy shop or their online shop. So there will be a forum for that within the community too.

**[0:21:36.6] CS:** That is so valuable because if they could network and learn things from other people who have done it in previous years, that's just amazing. Think about how much money you're going to save by knowing who the people are to setup your booth and that you can't bring power tools and all this other stuff. That's amazing.

**[0:21:54.6] RP:** Right.

**[0:21:56.4] JF:** We even have two webinars just on wholesale, we're kind of a 101 on wholesale...

**[0:22:01.1] CS:** That's awesome.

**[0:22:02.8] JF:** ...within that community.

**[0:22:04.1] CS:** Yeah, wholesale is really interesting because it's something that I see a lot of people interested in and really scared about. They're scared about the licensing contracts, the attorneys tend to scare them away, and they're scared about the production side of things. They just don't know how it will look or how it will change their business. What have you seen in your experience, how does that change your business if you go from an Etsy shop seller to a wholesale seller?

**[0:22:33.9] JF:** Oh goodness, when I — yeah, that's a can of worms, right? When I teach this breakout at the conference, my goal is to scare people so bad about wholesale that if at the end of it they still want to go wholesale then they are cut out for wholesale. So when you become a wholesaler — seriously.

I feel like if they walk out of that session and they go, man, I'm going to go for it then they need to go wholesale because it is a completely different ballgame than dealing with retail. Selling direct to consumer, it's pretty emotional and when you're selling to a retailer, they have a very

different mentality. Also, it changes your business as far as structure goes majorly. You're likely going to have to change your tax setup to be a wholesaler, which is not my forte but you can probably tell people about that Christina.

Then I think also the money, you're going to have to take out a line of credit, you're going to be investing thousands and thousands of dollars on product and that you don't know if you can sell or not to be honest with you because to get your prices where you need to get them, to go wholesale, you're going to have to produce so much product. That's a lot of overhead.

People who are in wholesale have to love administrative tasks, they have to love packing thousands of cards and cello sleeves and if you've ever dealt with cello sleeves before, they can be a whole another level of infuriating. It's being willing to bribe your friends to help you stuff envelopes and pack and ship things kind of moment. Because wholesale is just a totally different beast. It definitely changes your business structure for sure.

**[0:24:20.8] CS:** Yeah. What are some alternatives? Because this sounds like a lot of work. What are some alternatives that you see people engaging in instead of wholesale because I wouldn't say that it's impossible or by any means, but it's becoming a more crowded market, the access barrier to entry, I mean it's gotten lower in my opinion because Photoshop is around, compared to 10 or even 20 years ago.

There's templates available that you can use, there is digital illustrators that you can license work from and incorporate that into your designs. You don't have to know how to use a Wacom tablet by yourself. Maybe not even stationaries but like graphic designers, website designers, all that kind of stuff. Where do you see the future of this creative industry going for the people that don't want to do wholesale or maybe that's not even an option for them?

**[0:25:11.3] JF:** Yeah, I think because that barrier of entry is lower, the important thing about wholesale is you have to be so unique and things have to be original. So you have to just kind of be a super talented artist for it to work for you. I think Etsy wholesale is a good option for people who don't want to show at the stationary show. For people who are interested in going wholesale but aren't quite ready to make that \$10,000 commitment, which is minimum, just to know at the stationary show, what I try to tell them to do is to start small.

You might not be making the profit that you need to make on an item but at least you're not flushing \$10 grand down the toilet when you go to the stationary show and you don't get any orders. So start small, draw a 25 mile radius from where you are in the country and find the stores that are the best fit for you and pitch to them. Make sure you have a line sheet, make sure you have a catalog, look legit and then seeing how it works out.

See if you like it and once you kind of get a few of those people under your belt, expand your radius and just start slowly so you can at least get a feel for the wholesale business before you jump right in and just be an exhibitor at the [New York and LA] Show. Then I think walking the show is obviously very important before you decide to exhibit or not. It's super inspiring too.

**[0:26:35.5] RP:** Wow, I'm not at all immersed in this community so it just feels like, you just opened up a new world to me. I knew that the stationary show existed, I knew that it's pretty competitive and the wholesale world is like such an elusive thing for me but also for a lot of people in the community I think. So that was probably really important for a lot of people to hear.

**[0:26:58.3] JF:** They say that if you're going to go wholesale, you have to exhibit three years in a row before you start to see a return on your investment.

**[0:27:07.6] RP:** Oh wow.

**[0:27:08.9] JF:** So if that doesn't scare you, you have to be super committed, which is why it's so important to start small, start slow and get some stuff under your belt to see if you even like wholesale before you start spending all that money.

**[0:27:23.1] CS:** Yeah, there's definitely, I mean just from the articles that you've either linked to or I've read written by you or similar authors, I want to say there were even alumni of The Stationary Academy. A lot of people have been really clever in coming up with ways to share booths and reduce cost and reuse materials and things like that.

It sounds like your membership site is a really great forum for people maybe to do that as well. If you go to the stationary show one year and you have a booth left over and it's like this beautiful

display, what are you going to do with it? I mean I know that, I talked to Emily Ley while she was there and she actually got a storage unit in New Jersey and that's where she's storing her booth until next year but a lot of people just tear down and throw it away or that's it for them.

**[0:28:07.7] JF:** Yeah, you can certainly bootstrap it and print foam core walls and throw them away afterwards, but I mean Emily's booth was absolutely stunning, it was gorgeous. That is a really popular thing, another one of our alumni Caroline Hull of Caroline Creates, she does the same thing. They store it and it's super inexpensive to store your booth at the house, which is usually in New Jersey, and they know the Javits center in New York very well and they just kind of deliver it and set it up for you. Or you can pay people to set it up for you. So that's kind of the norm if you're doing a lot of booths. You don't have like a crate sitting in your garage.

**[0:28:50.2] CS:** That's awesome. It's just such a different take on the creative industry than maybe we're used to because we talk to a lot of photographers, a lot of graphic designers, things like that and you really shed a new light on everything. It sounds like your community is a great compliment to other communities or even free communities that people are already in. Because it has so much value it sounds like.

**[0:29:14.9] JF:** Yeah, the value is in the people, so it wouldn't be anything without the members in the community and it's so important for people to — you know, you get what you put in to things and I would just advice anybody who is a part of a community who wants to build more relationships or better relationships is that be the first one to put your hand out and shake somebody's hand.

It works both ways, right? But you have to kind of immerse yourself in it for it to work. I would say, wholesale is great but we have a lot of people who are Etsy shop owners and have collections on Etsy or they have their own online shops and there is a lot of value for those people as well.

**[0:29:54.8] RP:** Yeah. I'm curious about what kind of transformations you see people go through when they're going through the conference.

**[0:30:01.9] JF:** It sounds so cliché to say that it's life changing, but I really do see lives change. And I know again, it sounds woo-woo but it's hard to put in to words. I think what it is, it's that you come out the other end with just confidence to say, "You know what? I've got this and I can do it and now I have a support system of people who can help me when I get stuck.

Who can rally behind me when I'm feeling just in the trenches or who can celebrate with me when there is a big win, it's really, really cool to hear their stories and that's the biggest thing, is they leave with confidence, they leave with the knowledge to how to run their business better and like a founder.

**[0:30:44.0] RP:** That's so cool. I think having confidence is like one of the hallmarks of somebody who is going to really succeed as a creative business owner and people who don't make it past that three year mark, maybe they didn't have the support system, maybe they didn't have the right people in their corner and resources at their disposal to really make it happen.

It's really interesting too, because some people aren't quite able to invest in a conference yet. What would you say to people who are looking to grow and are eager to learn and want that support system but really can't invest in that yet?

**[0:31:21.4] JF:** Yeah, so what's so cool about this creative business owner world that we're in right now is that there are so many free resources out there to learn from and that too, the courses to take that are less expensive because sure, spending thousands of dollars on just the conference ticket.

Then you have to travel, you have to fly or drive or sometimes pay for your own hotel room and can get really expensive. I would say take advantage of the online and the virtual opportunities to learn, find an accountability group, that is so important, of people who are like minded and kind of on your same level of business and then join some sort of community like a Facebook group or something where you can learn more from, again, people who are like you.

**[0:32:08.6] RP:** That's such great advice. If you were to go back to day one Jennifer — this is one of my favorite questions just because I love to see what happens behind the scenes — what advice would you give yourself?

**[0:32:21.8] JF:** I'm dating myself right now because back in 2008, when I started my wedding invitation design business, there were no Facebook groups really. So I felt really alone and very isolated like I had to just Google for hours to find answers. So in 2011, I attended Amber Housely's very first Inspired Conference and that's kind of where I fell into this world of creative business owners and finally found community.

That's when I feel like I really started to thrive is when I opened myself up to building relationships and to being vulnerable with people and to sharing what I had learned with others. I think the second thing is, I would have set goals a lot sooner, I would have learned more systems, strategies and really honed in on my craft earlier, instead of just kind of winging everything.

**[0:33:16.1] RP:** I feel like everyone is sort of winging it though.

**[0:33:18.9] JF:** Oh yeah, we're all flying by the seat of our pants.

**[0:33:21.1] RP:** That's the secret of the creative business owners.

**[0:33:23.6] JF:** I can't remember who I was talking to, maybe at Creative or something or Inspired. I can't remember which conference, but we were talking about our spirit animals and I was like, I guess mine's kind of like a swan because I look like I have everything all pulled together and that everything's just so calculated and planned. But underneath, my feet are paddling like crazy, it's a hot mess down there.

**[0:33:48.4] RP:** That's so cool.

**[0:33:49.4] bCS:** Yeah, that's crazy that you say that actually. You guys will see why — so I'm rebranding and that was exactly, now I feel like you're my spirit animal Jennifer.



**[0:34:04.2] RP:** Love that. I don't know what mine would be, I'm going to think about that.

**[0:34:09.2] CS:** All right guys, go out and find your spirit animals and go out and find Jennifer. So Jennifer, where can we find you?

**[0:34:16.5] JF:** You can find me at Societyforcreativefounders.com is our website and we also have all of our social links there but my favorite's Instagram, it's @creativfoundrs. We have a lot of fun and encouraging and inspiring things over there.

**[0:34:32.8] RP:** Fantastic. Well thank you so much for joining us, it was such a joy to get to pick your brain a little bit and to hear more about things that I knew nothing about and just to hear about your community and things that you're launching. Can you tell us about how we can come and find the community that you're launching and closing on the eighth?

**[0:34:52.6] JF:** Yeah, so you can join by going to Societyforcreativefounders.com/join and that will kind of show you a nice little organized, of course, chart so you can figure out what membership level is right for you and the cool thing is that you can join for free. You can always upgrade your membership at any time, but it does close on July 8<sup>th</sup> and we won't be opening up enrolment again until the fall. So if you're interested, go create that free account.

**[0:35:20.7] RP:** That's awesome. I didn't realize there was a free account. Well thank you so much for joining us and we'll see you next time.

**[0:35:27.9] CS:** Bye.

**[0:35:28.4] RP:** Thanks so much. Bye.

[END OF INTERVIEW]

**[00:35:32.5] 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]