EPISODE 12

[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]

[0:00:35.4] RP: Hey everyone this is Reina and I have Christina here with me. Today we are talking to Megan Martin of Megan Martin Creative. She is the brand new lead of the Cowork Creative in Jacksonville and today we're going to be talking a little bit about launching. We're super excited to have you Megan.

[0:00:54.7] MM: Thank you so much, I'm really excited to be here. This is my first podcast so I'm a little bit nervous but I'm very excited that you guys invited me to come and chat today.

[0:01:04.0] CS: Oh we're so excited. Yeah, that's awesome that it's your first podcast.

[0:01:05.6] RP: You just showed up, awesome. Will you tell us a little bit about your creative journey and tell us how you got to where you are and the many brands that you've had and all of that?

[0:01:16.6] MM: Okay, yeah definitely. So about five years ago, I got married and I was literally working just random jobs, could not find what I wanted to do and I had tried college and I really couldn't find a major that I was passionate about and I'm the kind of person that if I'm not really passionate about it, I'm just not going to stick through to the end, I have to find my path.

So I got married and then quickly into our marriage we had a miscarriage, not planned at all. That really devastated me but within that grief period, I really found that I needed to stop all of

this temporary stuff, stop just hopping from thing to thing and just do something that I was really passionate about. I've always been a creative person, I've always loved to get my hands on details and things and just create and also within that, I also had a huge passion for weddings, since I had been a little girl.

My friend at the time urged me, "You need to be a wedding planner," and I seriously had no idea what I was doing, I had never owned a business but I said okay, life is too short, I really learned that through my miscarriage experience. I quit my temporary job at the time and immediately said, "I'm a wedding planner." I started a business that day.

Within the next coming year, I taught myself everything, I taught myself owning a business and wedding planning. I mean I didn't teach myself, I stumbled a lot that course but the one thing I knew in my business was I wanted to present a brand that I was really proud of. I knew what a good brand design looked like but I didn't necessarily have the tools or know how to create that brand design. It is really embarrassing but my first brand, I created on Word document. It was really bad.

[0:03:12.9] RP: We've got to start somewhere right?

[0:03:14.3] MM: It was really bad. My husband lovingly at the time told me, no, you cannot spend thousands of dollars right now on this business that you just woke up and decided that you were going to start. I waltzed myself into Barnes & Nobel one day, picked up a book and decided I was going to teach myself Photoshop and Illustrator so that I could design my own brand in my own website presence and literally taught myself, went through that process, taught myself how to code a website and I had no intention of every doing this for anybody else.

Just wanted to make my own brand beautiful and one of my friends that are in the wedding industry, her name is Megan as well, she's a photographer and she asked me if I would design her re-brand and I was like, "No, you don't want me to do that." She said, "Yes I do." I did it for her and literally from that point, my inbox has been full of inquiries and I've been doing brand designs since I finished that for her.

That really ignited a passion within me that I didn't even know was there when I started this. I realized, within the course of the past few years after teaching myself graphic design that I was really more passionate about talking with other creative business owners than I was with doing wedding planning. Even though I love wedding planning and I love the details and the beauty of it, my heart really lies in building relationships with other business owners. That's kind of where I got where I am today.

[0:04:46.2] RP: Yeah, can you talk a little bit about the other projects that you've got going on?

[0:04:51.3] MM: Yeah, so within all of that, like I said, I really enjoy building community with other creative business owners and in that we kind of started realizing, "Okay, we all kind of work from home in our pajamas and don't," you know what I mean? We don't build that community with each other on a regular basis and it's tough. It's tough to be home by yourself like scrolling on Instagram, wondering if anyone's really your friend.

I decided that it would be a really cool idea to open a co-working space specifically for my kind of people, for creative entrepreneurs. One where we didn't feel any sort of embarrassment or whatever when we're doing our little things, you know what I mean? I don't know if you ladies can relate but when you're taking your pictures or twirling around in your skirts or whatever it is that you're doing and you feel silly because the rest of the world doesn't get us right? The rest of the world does not understand what we're doing.

[0:05:43.7] RP: They're not our Instagram husbands.

[0:05:44.8] MM: No, they're not our Instagram husbands but a lot of people just don't understand what creative do. They don't understand that it can be a real job, a real way to support your family. So I felt like it was really important to try to create some sort of space that we can come together, build that community and work together and not feel any sort of shame about that.

That's where Cowork Creative came from and it is a boutique co-working space in downtown Jacksonville Florida for creative entrepreneurs.

[0:06:13.3] CS: That just opened yesterday right?

[0:06:15.8] MM: Literally yeah, yesterday was our first working day, so it was awesome and we're really excited about it.

[0:06:22.2] RP: Congratulations.

[0:06:23.4] MM: Thank you.

[0:06:24.9] RP: Yeah and t's beautiful. I'm really excited to have a chat with you about launching because I think it's a word that like systems, like sales funnel, it's like people don't really know what launching means, it's like you create a product and then you put it out into the world but what does that actually look like?

I think you're really good at building buzz, I think you're really great at branding a launch if that makes any sense? So talk to us a little bit about what that was like for you.

[0:06:55.0] MM: Yeah, interestingly enough, when I rebranded my business, knowing that I was going to be letting go of weddings, I kind of changed a lot of things. In that time period, I was doing a lot of research of other businesses and specifically other businesses that were not in my industry. I feel like there's a lot to learn if you kind of just step out of your industry box and just look at what other brands are doing, see how things — see how they put the puzzle together and one in particular that I know is really controversial for a lot of women because they missed out was the Lilly for Target launch, what a genius launch strategy they had.

So I really dug deep into the Lilly for Target launch strategy and kind of figured out, "Okay, what did they do that created the Black Friday of," I don't even remember what month they launched but it was like, the Black Friday in June or something, it was crazy. Women were literally falling over themselves to get in line and get that stuff and what? Did it sell out within hours? That's crazy.

[0:08:05.9] RP: It was like a Justin Bieber concert.

[0:08:06.6] MM: Yeah, it was great. It was a Justin Bieber concert for like 28 year old women. Yeah, I mean there's something about it and I know that there was disappointment after the fact so obviously we didn't want to — I didn't want to emulate any of that but there was something about leading up to that that was really powerful. I dug into that and learned a few tips that I think are really powerful. I dug into that and learned a few tips that I think are really powerful that you can kind of redirect into your own business.

The first thing that I realized that Lilly for Target line did, which you kind of mentioned is get a buzz. They started talking about this, they let out little secret messages almost that didn't make really much sense, they didn't even say we're launching Lilly for Target, they said something's coming. They started getting people talking. More than just themselves talking.

Literally about nine months before I launched my own Megan Martin Creative rebrand, I started posting on social media, images that conveyed my brand, I didn't say anything about the fact that I was rebranding, I just started changing things, I started posting images, I started saying things that were going to align with my defined brand core values. That process started getting people talking of, "Hey, what are you doing?" I have friends saying, "I feel like something's coming."

I would just laugh it off but really, I was. I was planning to present a new brand to the world and get that brand in front of my target audience. That tip of getting a buzz really was probably the most foundational element that I would say to implement if you are getting ready for a launch. Nine months is a really, really long time to try to build something up but the longer you can build something up and the more of a buzz that you can get before you even announce what you're doing, that will pay off dividends in the end.

[0:10:04.2] RP: What tips do you have for like creating a buzz besides the ones that you've already mentioned?

[0:10:09.2] MM: I would say social media really is our friend as a small business owner or if you can get other people onboard with you as well. My thought is, the next thing I go in to and after a buzz is getting brand cheerleaders. Getting a group of people together that support you and support what you're about and see if they are willing to share about what you're doing or what

you've been up to and maybe if you share about them as well, that becomes some sort of community together and building each other up. That can be a way to get a buzz but definitely social media I think is a huge way to implement that and it's not a huge cost to us if you can do it smartly.

[0:10:57.0] CS: What are some of the ways that you can do that well? Do you coordinate that via email? Do you create a Facebook group, what kinds of things did you do to help your brand cheerleaders help you?

[0:11:09.8] MM: So I first used social media and literally just put a pot out there with the graphic on top that said, "I'm looking for brand cheerleaders," and I said, "Listen guys," — this is after a few months of kind of getting the buzz going but I put a post out there and said, "If you are interested in coming behind me and celebrating with me in this new launch, I would love to have you and I would love to invite you as my brand cheerleader."

So I put that on social media and ask people to leave their email if they were interested and I was blown away about a hundred or so people left their email. That community right there was huge for me. You talk about — creative entrepreneurs talk a lot about I don't have enough followers or whatever. That was so powerful, that hundred people that came behind me, I didn't need a hundred thousand followers to create a buzz.

I had a hundred people who were truly invested in me and my brand and that was, literally like that created exponential growth. So I sent them an email, I said — I explained who I am and what I'm doing and about my relaunch. I told them that I'd be very grateful if they would share for me on launch day and that I would also be sending them a little gift of love just in thanks for doing that.

Yeah, come launch day, I had those hundred people shared a specific image that I created and you can imagine the hundred people that were invested in me in my brand were probably likeminded people to me. So when they shared, you can imagine that their audience was also probably likeminded people. So if they were interested and came over to see what I was doing, that literally exponentially caused growth for me and it caused growth in my target market. It

wasn't just random growth. That's kind of how I did the whole brand cheerleader thing and it was really powerful.

[0:13:06.6] RP: I love that. One thing that Christina and I did for the launch of this podcast was to have brand ambassadors and it's a similar concept. People were really excited for the podcast to launch, they wanted to be kind of like in the know about what was going on and even past the launch, I don't know Christina if you've been in sort of seeing this too? But people have been really excited to be part of it and have tagged us on Instagram and just continued the love even after it launched.

[0:13:36.7] CS: Yeah. I remember this article that you're talking about too because I actually bookmarked it before I even knew you or knew you were speaking of Inspired or Cultivate or anything like that. We've talked a little bit about your launch strategy, which includes building up as creating brand ambassadors, what is the actual work flow or what does the work look like to you going into it because I'm in the process of doing this right now and it's completely overwhelming. I'm like, "Oh my gosh, I need to create this email and that funnel and this graphic." Just organizing all of that is such a struggle for at least for me. So is that something that you've dealt with as well?

[0:14:18.9] MM: Yes, for sure. I definitely, it's like super fresh on my mind with Cowork Creative because that is involving other people, they were coming to work there so it had to be good, it had to be right, I couldn't just throw things together and I honestly would say that the number one tool that saved my life during creating Cowork Creative was Trello. I don't know if you guys use Trello or any sort of project management tool.

I actually have used Basecamp in the past and I switched to Trello because it is so much more user friendly and I would say, the workflow of it is — I didn't create like a hundred different lists. What I did was, I had one board for Cowork Creative. Then I made three lists, I had a "tending" list which was my first, a "doing" list and a "needs follow up" list.

Anything and everything I literally brain vomited on my — sorry, word vomited is better. Brain dumped on my tending list and just wrote anything and everything I knew I had to do so those, getting that newsletter signed up or buying this or whatever it needed to be done that as the

ideas came, I just put it in that tending list. The tending list was things that I knew at some point I had to tend to.

Then I would — every day, I don't know if you guys followed the rule of your top three but just giving yourself three top tasks to do in a day, that's doable, it's much more doable than a hundred tasks a day. Every day, I would pick three of the most important top tasks and pull them from my tending list over to my doing list. That day, I would work on whatever cards were on the doing list and sometimes that included things within the task itself but it was still doable for me to do.

If something were to be, for example like the website design, that's such a large task and at some point it did fall on my business partners there who is a photographer, I needed her to complete imagery for the website. So that's something that I cannot do but I didn't want it to stay on my doing list because that would mentally weight me down.

So I would pull it to my needs follow up list. Then I would know that, "Okay, this is something that I will be pulling back into my doing list quickly but it's not on me right this minute." So that was a really simple way that I could finish the ginormous to do list of creating a successful launch.

[0:17:00.4] RP: I feel like a lot of people are using Trello right now and using it in such different ways, we have had a couple of conversations with people about Trello. It's like Abagail and Emylee from episode eight, they talked about Trello and I think they're coming up with a product around that but I see people talking about Trello all the time and just the user-friendliness I guess that comes with it.

[0:17:24.2] MM: Yeah, it is really user friendly and I was kind of afraid to switch from Basecamp because Basecamp took a lot of work for me to setup and so I thought, "Gosh, I do not want to have to redo this," but there was just something about the way Basecamp is laid out on the way it works, they just didn't — it wasn't easy enough for me to kind of switch back and forth because my work flow doesn't always work, like I said, some things are need follow up. So it doesn't always work literally or linear, I don't know what the word is.

So it doesn't always go on chronological order so I needed to be able to kind of see that and Trello allows you to do that so easy, it's drag and drop and just drop things where you need it to be instead of having like an outline which is what Basecamp kind of runs on.

[0:18:09.7] RP: What would be your top three tips around anything that you have to do in your launch process? Maybe things that people don't even think about around launch?

[0:18:20.8] MM: Oh man, I would say top three tips, I'm not going to give it in a specific order but first tip is create a countdown, plan a countdown where — kind of in that thought of getting a buzz. Get a buzz prior to your release date but then right before your release date, really get the conversation going and really get people excited and create a countdown.

Whether that's on social media on your blog but if you're doing some sort of video thing, whatever it may be, every day for five days or three days or whatever, count it down, tell people what's going on, give them a little hint of a piece here or a piece there to get them excited. Finally by the time you do launch, they're going to say, "Okay, I have to go see this because she's been talking about this for days." So that would be one of my first tips.

My second tip would be on timing. That I feel like people kind of ask this question about "when should you launch?" I would say that in my research, all the big successful launches that I researched made sure to do so on a Monday and do so at the first of the month. I think there's some different schools of thought but that made the most sense to me because if you think about people's week, think about the week in a life, on a Monday, you wake up, you're fresh, you feel new possibility.

Sometimes Mondays you know, Mondays can be drab but still, it's a whole new week of possibility of things that you can get done, of things that you can achieve. If you look at say a Wednesday, you're in the middle of the grind, you've got your checklist of a hundred things that you've got to get done before Friday so that you can enjoy your weekend. Then you get to Friday and you're exhausted from doing all that stuff. So all you want to do is get done with work and have a cocktail, right? So the weekend, yeah, don't even think about that. I mean, people are off wake-boarding or whatever it is they're doing.

[0:20:26.3] RP: Wake-boarding!

[0:20:29.8] MM: Think back to that Monday, you wanted position yourself on that Monday where there's new opportunities. People are open to new ideas. That's why I think Monday is an awesome day to launch and then same thing with the first of the month, it's kind of the same concept but think about it in a month, you want to be there right at that fresh start and get people's attention when they are receptive to it.

So I would say keep timing in the back of your mind when you're planning your launch date. I know a lot of people get really excited and they just want to launch because they've been working so hard and they just have to do it. But I really urge you not to just hit publish, just to hit publish as you've work so hard on it. Really sit down and plan on it. If it means that you have to wait a week or two more weeks to get that buzz, to do that countdown, just wait, it's going to be fine. It's more powerful for you in the end to wait and plan out your launch day appropriately.

Then my last tip would beyond the launch. Don't just stop at the launch. Keep it consistent, keep the buzz that you've had going consistent. Don't just fall off the face of the planet after you do all of this work to have a successful launch and keep talking to your audience, keep engaging with them, keep building that community and then you will see positive growth after the launch that will kind of keep that fun energy going and then hopefully help you not burn out and not feel like, "Where did everyone go?" You have to put work in, you have to put the work in after the work as well.

[0:21:59.4] CS: Right.

[0:22:01.2] MM: I hope that makes sense but…

[0:22:01.2] CS: Yeah, what do you think about launching during the summer? Because a lot of people have commented on various social media and marketing threads and forums and things like that that summer launches or summer business is just down, people have already booked, if you're in the wedding industry, people have already booked for the year. If you're in the graphic design or the web industry, people are on vacation, they're not thinking about their business,

they've done that in the spring, in the fall already. What's been your experience if you have any with summer launches?

[BREAK]

[0:22:33.1] 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!

[BACK TO INTERVIEW]

[0:22:49.1] MM: I would say it could be industry specific like you said but I wouldn't discourage somebody from launching in the summer because I know for me, especially like in the wedding industry like you said. You have to build relationships in the wedding industry. Go ahead, plan it out, launch it, you don't need to wait months I don't feel like to start your business but you can launch successfully and then after you launch successfully, spend the time engaging with people in your industry to build solid relationships and by the time that the pickup does happen in your industry, you have already been established.

People already know who you are, people feel comfortable with your business and your brand seeing that it has been around, it's not just a brand new thing. Yeah, I definitely wouldn't discourage someone from launching in the summer. I would just make a plan to use that down time wisely. Downtime is not a bad thing in a business, in my opinion. I think down time is a really positive point to sit down and actually create a good strategy, not to just do things because you've only got so much time when you're really busy, that you're just kind of throwing things around. Down time is when you can sit down, make a positive marketing plan that would pay off in the busy season.

[0:24:07.4] RP: Yeah, so true. One of the things that I loved about your second point that you made was either you really need to create time to launch, not create the product but to create the buzz around it and so often, what I see happen is like, somebody will create something, put

it out into the world but the putting out into the world is just posting one photo or posting just hitting publish on their blog and then calling it quits. What I hear you saying is that it takes just as much effort to market what you're putting out there as it does to create the actual thing. So it's like a two part effort.

[0:24:07.4] MM: Definitely. It is — I would say that the launch strategy is just as powerful as whatever it is you're launching because even with my branding clients sometimes, creating things can be literally exhausting. Christina, I don't know if you're feeling the same way like in your own project but it's literally exhausting, not only just seeing that list of a million things that you have to do to have a well-rounded product or project launch but doing that work can really wear somebody out and so by the time they're done, they're just like, "Ah I just want to get it out there."

Yeah, I see that with my branding clients sometimes and they'll post that they launched on a Friday night at 6:30 PM because they're just like, "I got it done. I'm done." I'm like, "Why did we do it this way?" We've got to be confident in ourselves to say, "Okay, I created this beautiful thing, I created something that I think is truly valuable and is going to be a service to somebody else." Just because you did that doesn't mean you just throw it out into the world just so that everyone can see it right away.

Because you're not going to get that reach, you're not going to get as powerful as a connection with your target audience when you just toss it out into oblivion and hope that somebody sees it. You're going to get so much more of an impactful reach if you sit down and plan a launch strategy that can do what you just created justice, if that makes sense.

[0:26:20.2] CS: Yeah, it definitely make sense and I think I've learned a lot from Reina in the past few months that we have partnered up and everything and one thing that I saw that she does is have an amazing team that helps out with everything. So I know you eluded to your photographer, but what kind of teams are you working with when you're launching?

[0:26:39.8] MM: Yeah, so I definitely think there's power in numbers and team wise, it really just depends on the project but I have a girl, Ashley, you guys know from Fire and Wind Co. I've hired her for a copy and I think just reaching out and hiring other professionals. I know my story,

my personal story of how I got into what I'm doing, I literally just taught myself things. But at the time, I had that time then to sit down and read a book and learn Photoshop or Illustrator.

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[0:27:11.1] RP: Which is impressive by the way, you and Christina both with your DIY learning of designs of I'm just like, "I literally cannot, I don't know. Sorry."

[0:27:21.0] MM: Yeah, but time is money right? I think at some point you have to say, "Okay, if I don't have a year to sit here and learn graphic design, I probably should just hire someone to do it." Then you're building community within that. I think there's power in supporting other creatives with not only your encouragement but your wallet when it comes down to it.

So hiring other people that can powerfully do what you need as opposed to just trying to DIY everything. Choosing whatever specific categories, you know that you need help the most and just choosing to invest in it, I think that's a really beneficial way to launch something.

[0:28:07.5] RP: Have you had any launch flops? I know that launching is like a really scary process and we often don't hear about the things that don't work for because you have "made it" like you right? Can you talk a little bit about that?

[0:28:25.7] MM: I don't know if I've made it yet you all. But yes, I have had a launch flop. The time that I chose to teach myself graphic design, I also had this grand idea that I was going to launch a boutique, I always thought it would be fun just to have like a little dress boutique and because I did not want to spend the overhead of opening an actual store front, I said, "Oh, I'm just going to do a little online boutique," and that was really one of the first brands beyond my wedding business at the time that I kind of created and did the whole thing from start to finish and it was really fun process to design it.

But then I had to code the website or create the website and actually I didn't want to code it. I just wanted to design the website on the graphic design end and I wanted to hire somebody else to code it for me. Again, I had no idea about coding websites at the time. So I went, I made a really bad mistake of going on Etsy, not that Etsy is bad but I made a bad mistake of going on Etsy and searching for somebody to code my website.

I also researched beyond Etsy at other developers and what their costs might be and I made the mistake of going with the lowest offer, just trying to save money, trying to scrimp and save and I didn't know this girl, I just knew that she had the lowest offer and she had a cute logo. She probably must be creative and have great business, right? Wrong.

So I hired her and I gave her my designs and we never talked on the phone, she asked me to pay the entire bill upfront and because it was such a low amount and me being just so naïve, I paid the whole thing upfront, I sent her my designs and she literally put up the picture of the design that I sent her on my website. Yeah, like you pulled up the shop site and it was like, it was the picture of the design I had sent her. So there was no functionality at all, there was no navigation, it was literally like the picture of the links.

Then she was gone, I never heard from her again. I had already spent that money on hiring her which looking back now, I should have just spent double the amount and gone with the professional but I didn't and so I was forced in that moment to teach myself how to code a website. So in that moment like I talked about was some people who just are so exhausted by the end of creating something that they just throw it out, I spent months learning how to create a website and coding is already difficult enough and then you add E-commerce in there and it's like, good gracious, my heavens, it was so awful.

But by that time I was just so tired and I just wanted to be done with it, I just wanted to be done with the building process and be out there and make the sale that I just plastered the launch out there and had no strategy at the time and it failed. It failed big time. I had invested not only money in the website but in the product itself because I had to buy actual clothes and yeah, I lost multiple thousand dollars on that project because it just was not well thought out and by the time I actually hit publish on the shop, I was so tired I didn't care to put in the effort beyond that to make it successful and to get the word out.

So I kind of had the shop up, like the website up for a while, it got only like a couple orders, a few orders and finally I just said, "You know what? This project is not," — it was never something that had my full heart into it, something that I was really proud of that I put out there, so I ended up shutting it down and it was a big fail. But it taught me a big lesson and it taught me a lesson in this launch strategy idea that you do have to really take the time to carefully plan

your launch as well as your product and the team that comes behind you. All of those elements are important for a successful business.

[0:32:32.8] CS: Yeah, would you do it again?

[0:32:36.2] MM: The shop?

[0:32:36.2] CS: Yeah, I mean I think a lot of people, myself included, when you take a different career path — actually people don't take different career paths because they say, "I already invested so much time, so much money, so much whatever into this career path, how could I possibly desert it?"

At the same time, you're learning really valuable skills, your graphic design skills I'm sure got better, you just learned coding, you learn about E-commerce which is huge for what you do now. Would you do it again?

[0:33:07.3] MM: Yes, yes. I would do it again. It was a very painful moment just not only financially but mentally and all that and at the time I was slamming my head into the wall, "Why did I do this? Why did I do this? I just want to quit, whatever." Now, looking back, I mean, that whole process, that painful process was what opened up my eyes to what I really love to do. It was the process that was able to put me in front of the right people that I want to connect with on a daily basis.

Not only just making friends but also in my business and the kind of clients that I want to be around. Like I said, as much as I loved wedding planning and I really did love my brides, that whole painful process brought me to a point of saying, "Okay, I actually really love this talking with business owners. I really love this part of the creative industry," and it kind of just allowed me to grow that side of my business and thrive in that side of my business. So yes, I would do it again.

[0:34:15.9] RP: I would argue that you have already done it again. It's not the same business, it's not a boutique online and you're not coding it but you have launched different things and you've put yourself out there again time and time again and I think that that's the marking of a

leader that's a marking of somebody who is going to really shine in this industry because we're going to fail, we're going to have massive flops and have those sunk costs that we've invested time and like sweat equity into and you're still going to get up the next day and try to tackle something else. So I would argue that you've already done that.

[0:34:54.2] MM: Well, thank you. I mean, that's really sweet and you know — I feel like you're such a big encourager in my life but yeah, sometimes it's just hard to accept compliment. But I really — that makes me feel really good and yeah, I think I'm a really big believer that just being in this adventure, it doesn't have to be perfect and that was kind of my thing for this year that I was going to choose purpose over perfect and I was going to say, "I'm going to stop holding myself back from doing things just because it might not be perfect."

I think that's a big struggle with a lot of us in the creative industry is that we want things to be picture perfect, we want them to be the best possible representation of what we have created. But I think that holds so many people back from just jumping in and experiencing something and so that's kind of been my mission this year is to just say, "Just do it. Just choose purpose over perfect and you're the only one that's going to know if something is not perfectly just so. Everyone else, is just going to be excited for you and it's going to be a fun adventure so just do it."

[0:36:05.7] RP: Yeah, your recent article about what you learned at Inspired was just so touching because what you say that you learn from Ali Edwards was show up, just keep showing up in all of the things and that's what you're doing. You're showing up every day with the things that you're passionate about, what you want to teach, what you want to show people and even if this is your first podcast, you're showing up and you did it anyway and I think I'm high fiving you from over here.

[0:36:31.8] MM: High five. You girls are awesome.

[0:36:36.3] RP: What would you say to day one Megan?

[0:36:42.8] MM: I would say to day one Megan, "Be present in the process." I think day one Megan could visualize, she was a visionary and she could see what she wanted and where she

wanted to be and how she wanted the world to perceive her and know her but she needed to go through the process before she can really be excited about it and really have her heart in it. So I would say, "Just be present in the process Megan."

[0:37:12.6] RP: Beautiful.

[0:37:12.8] CS: Thank you so much.

[0:37:14.8] MM: Thank you, I'm really appreciative of you guys having me today.

[0:37:18.4] RP: Absolutely. Megan, tell us where we can find more of you and then we're going to try to link all the articles that we talked about and resources. But tell us where we can find you?

[0:37:27.2] MM: Cool, yeah. So I'm most active over on Instagram, you can find me @meganmartincreative, no spaces or anything. Then also on my website you can find me at Meganmartin.net and yeah, that's pretty much it.

[0:37:44.5] RP: What's your link for your Cowork Creative?

[0:37:47.7] MM: Yes, you can find me at Cowork Creative as well at its Coworkcreativejacksonville.com and on Instagram, we're @coworkcreative.

[0:37:55.7] RP: Cool, well it was such a fun time chatting with you about launches and we're going to keep cheering you on for continued success on your Cowork Creative.

[0:38:04.0] MM: Thank you so much ladies and I had fun too. Thanks so much.

[0:38:07.3] CS: Thanks.

[0:38:08.6] MM: Bye.

[END OF INTERVIEW]

[0:38:12.6] 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 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]