

EPISODE 13

[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]

[00:00:35.7] CS: Hi everybody, this is Christina Scalera. I'm back with Reina Pomeroy and we are here with Katie Selvidge today, which is really exciting for me and this episode is special for two reasons. One because Katie is just amazing. I am super excited to have her here and because this is the first of our double week episodes. We're moving to twice a week, so you can now hear Creative Empire on Mondays and Thursdays. There will be a new episode twice a week now.

So we're talking to Katie and you may know Katie from Cottage Hill Magazine or one of her Assured + Well experiences. I'm really excited to talk to her today because she's somebody that has done such a good job not only in our community but also through different experiences, like the retreat that I met her at, of bringing out the courageous side of our businesses and our personalities and that's what we're talking about today and so hi Katie, how are you doing?

[00:01:34.1] KS: Good, how are you ladies?

[00:01:35.9] CS: Great.

[00:01:36.6] RP: We're super fun to have you.

[00:01:37.9] KS: Glad to be here.

[00:01:39.7] CS: So Katie, you are one of the most intentional people that I know. I mean so intentional everything that you do seems to be done with great purpose and great thought and it's really refreshing because a lot of us are just like, "Throw something together, done this better than perfect," and you take it to a different place maybe not like a new level. I'm not saying that one is better than the other but it's a different place. Where does that place of intention come from in your life?

[00:02:06.5] KS: Yeah, I definitely agree with you that done is better than perfect and there does come a point where you can have the best intention in the world but if the product or whatever you're creating is not happening, you need to get on it. Action is just as important but as far as where the intention comes from, not to sound cliché, but our time is precious and what we have to offer to the world is precious.

Our time, our talents, even financial investment into our businesses is precious and important and so for me being intentional means that I'm not squandering any of that. It means that even if it potentially fails, I did it to the best of my ability and I did it with reason and not just on a whim. That's something that I apply to the magazine, to everything that I teach and I think really it originated when I was a ballet dancer. I was a choreographer as well and to help my dancers understand the movement, I had to break it down to them as why they are moving.

You can't just do a beautiful crazy turn, you have to have a purpose for it. Otherwise for me, there is a greater risk of failing, applying that to either choreography or even a business. If you have a really great intention behind it and education and knowledge and a lot of other things but a lot of really great intention behind it, the possibility of succeeding is great and the possibility of it failing, you don't really regret it as much.

[00:03:29.3] RP: That's beautiful.

[00:03:31.3] CS: Wow, okay. Yeah, I completely agree. I think your unique background is what lends itself so well to what you do now, which is cultivate these amazing intentional experiences either in your own home reading your magazine or in person where you literally, you have the ability to guide people step by step through finding maybe not their exact one purpose in this world but a purpose, a purpose for their business.

Finding a purpose takes a lot of courage. A lot of people are very scared when they start out. A lot of people are very nervous, there's some scarcity mindset sometimes that factors in but what ways have you found yourself being courageous when you go into a new business venture where you are afraid of failing even if you have the best of intentions?

[00:04:25.1] KS: Yeah, I think fears are real and there's definitely a need to have courage especially if you're new coming into a business or embarking on a new creative endeavor. There's good reason to be fearful and I very much believe that we shouldn't try to push our fear down or fight it or punch it in the face or whatever. I think our fears have their own intentions and their own purpose. Fear of creating the magazine, fear of putting my family in debt, fear of nobody buying it, fear of people laughing at me and thinking that it's not good enough.

Those are very valid possible fears and I think what the difference is between listening to them and utilizing them is thinking, "Okay, I'm going to have a plan in place that does not put us in debt, I'm going to be smart about this. Okay, if someone laughs at me, okay, well who is that person? Do I respect them and their opinion? If I do, I need to listen to the criticism, if I don't I need to turn it off. If no one buys the magazine, well then we need to move onto the next thing."

Considering your work more as an experiment and more as a constant evolution and journey turns down the volume of those fears. So it becomes less about you making something amazing, fantastic, whatever, fill on the blank and then it becomes more about you going on this journey and producing something that actually brings light or brings whatever is into the world. We're very connected to our work as creatives and that's awesome but sometimes it's our worst enemy as well.

[00:05:56.7] RP: I think that you are my spirit animal. You're like the graceful, intentional and more articulate version of how I like to sound and honestly, I believe in all of the things that you just said. I love that you come from a place of courage and I am of the same belief that it's not about punching fear in the face.

There's a lot of theories around that and I think that there are fears in place because there's a lot of reasons for fear but a lot of those stop us and we have to learn to check in with them and

learn to listen when they're valid and, like you said, to turn them off when they're not valid so thank you for saying that.

I think it just validating to hear it from somebody else rather than just me being like, "No, it's not about you punching fear in the face." It's about something else and something more, I don't know, more introspective I think.

[00:06:52.6] KS: Yeah and I think both sides are very valid. I think there comes a point where yes, punch fear in the face and that e-mail and get over it. There definitely comes a time where you put on your boxing gloves but I think what actually stifles people from going for what they really want are those more introspective thoughts about fear and what are you really scared of.

Christina you mentioned being afraid of failure, I feel like that is one of the biggest cop outs is, "I'm afraid to fail." No, you're not. You're afraid of someone laughing at you, you're afraid of not being taken seriously like no, no, no, what is that fear of failure really mean?

I always quote Marianne Williamson about our greatest fear is that were successful and that we are fabulous and fantastic and I think to some degree, that is everyone's greatest fear. And so I think just being honest with what it is and then seeing the validity of it and then making your smart decision from there really turns the drama down and out of it for sure.

[00:07:49.5] RP: How do you see that courage plays a part in the creative entrepreneur journey?

[00:07:56.0] KS: Can you explain it a little bit more?

[00:07:58.4] RP: Just like you probably come in contact with a lot of great creatives and there's a lot of places where we have to make decisions and how do we make decisions based on courage rather than maybe reactionary things or things that are happening around us or just coming from a place of intention and being decisive in that way?

[00:08:14.7] KS: Yeah. I think reactionary is very common. I see a lot of people make decisions in fear and choose change in fear. "Everyone is doing workshops, I need to do workshop.

Everyone is doing an online course, I need to do an online course and I'm behind." If you have something to share that is valuable, do an online course, do a workshop or whatever.

I think it's important to never make a decision in fear and it's also a lot of comparison thing if the grass is greener on the other side. We don't want to be out of the loop, we don't want to be left behind but I think if you know why you're doing what you're doing, those sort of trendy decisions may fall into your lap organically, or they may not be for you.

I think sticking to your truth, I'd like to say "honoring your truth" will make those decisions a lot easier. They're not necessarily easy, but easier if you really can honor your truth and why you're doing what you're doing. You'll see what fits for yourself.

[00:09:11.7] RP: How did you choose to do the work that you're doing now? It's kind of like an tangential question but I'm really curious.

[00:09:19.2] KS: Yeah. I have this book that I wrote on, I really did write a book about all of it. Originally, I was a ballet dancer. That was my life. I had no intention of journalism or anything like that but I got injured. I broke my foot, I tore all the meniscus or tissue on my metatarsal, my hips had premature arthritis, everything just went kaput within a week.

I was faced with, "Okay, now what?" So I explored choreography while I healed and that's why I fell in love with. I'd fallen in love with dance because I got to tell stories and I fell in love with choreography because I got to make stories, and so that really unraveled and revealed a lot of stuff that I had held in my heart from when I was a kid.

It was a trend throughout and so when I had to eventually retire, I had to go to college, journalism, creative writing, that seemed like a natural fit and I ignored it for a while after college thinking, "I'm not Anna Wintour. Who do I think I am? I live in the middle of nowhere in Oklahoma, who's going to listen? Who's going to care?"

I got laid off from my job and my husband kind of brought up, "When are you going to make this magazine? When are you going to do this?" And that's kind of the beginnings of it but I've always loved to tell stories and so I always think of the magazine as just how I'm telling stories

right now. Putting my value and measuring my quality of my work in that and not necessarily in a book that I produce, but am I telling stories? Am I telling meaningful stories? And that can change.

Hopefully it doesn't change but in five years or so, it could change. Maybe it's just me telling stories to my little girl at night. I think identifying yourself in that way and being intentional in that way also puts a lot of stress out and again drops that drama of fear as well.

[00:11:06.6] CS: Yeah, speaking of Hadley, how did you feel your business has changed since you became a mom? Obviously the timing and the amount of time that you're able to spend on your business has changed because your family is a bigger priority once you have a new born.

[00:11:22.0] KS: Yeah.

[00:11:23.7] CS: But as far as the courage part goes, as far as the fear part goes, are there special considerations there that have come into play or do you find that's the same?

[00:11:32.8] KS: I feel like any sort of question regarding motherhood is totally different for every person. People react to motherhood very differently and so I always like to disclaim by saying how I feel it is it may not be how anyone else feels. For me, I allowed myself to consider taking a break from Cottage Hill post-baby because you never know if complications arise.

I didn't know if I was going to get that feeling of "I want to quit it all and be a stay at home mom". I wanted to be able to give myself the freedom, and so being smart when approaching motherhood to give yourself freedom of choice, whatever your situation is definitely puts a lot of stress off and allows you to even work better.

So after I had her, I allowed myself time to figure out how do I feel as a mom, how do I want to do this and be this? And it's funny because for me, it's made me more passionate, more ambitious and more determined to make Cottage Hill what I feel like it's meant to be not just in our growth but in our quality and really filling up our pages with even more good stuff.

So for me, it's been — she's been like my little accountability partner where I'm like, "You're going to read this one day. Mommy needs to do a really good job because I want you to be proud of this and I want these stories to apply to you in 20 years." So for me, she's been almost more of a motivator than a detractor from my work and of course, lots of inspiration for sure.

[00:12:59.6] CS: That is so refreshing. I'm not a mom yet, Reina has a little one, but I just meet a lot of women that they don't use their kids as an excuse by any means but there is a fear there that you now have another life to be responsible for when you're starting a business and sometimes that can be really scary.

[00:13:16.8] KS: Yeah, it is. It's a new journey you've never experienced before and everyone is going to react to it different and so I think the biggest thing, like I said, is allowing yourself the freedom to choose and even if you are a diehard entrepreneur, go for it. Allow yourself the possibility that that may all fall once you held the baby in your arms and you may want to be a stay at home mom and there is no shame in that and there's no shame in holding the baby in your arms and being like, "I want to go kill it in business and be a mom." There's a whole lot to talk about mommy shaming and oh I can just like...

[00:13:51.3] RP: That could be a whole episode.

[00:13:52.8] KS: A whole episode and it goes back to honoring your truth. What is it that you want to do, what is it that you bring to the world? It comes in many forms. It comes from being a stay at home mom, it comes from not being a mom, it comes from doing both. What is your path? What's your way?

[00:14:10.0] RP: Yeah and what's your path right now too, because that could change.

[00:14:12.0] KS: Exactly.

[00:14:13.6] RP: When I quit my job, I intended to be a stay at home mom and realized that I was miserable doing it and I didn't want to admit that because who can say...

[00:14:23.7] KS: Right, shame.

[00:14:24.9] RP: Yeah, so much shame around like, “Oh, you don’t want to be a mom?” No, I do want to be a mom. I just didn’t want my whole identity to be around being a mom. So yeah, I hear what you’re saying and now, I feel like I have a perfect balance in terms of how I feel as a mom and as an entrepreneur and I just enjoy what I do in both arenas.

[00:14:43.3] KS: Yeah, sometimes to be the best mom means to not work. Sometimes to be the best mom means to work. Only you can figure that out and decide for yourself.

[00:14:52.2] RP: Yeah, there’s not a magic solution.

[00:14:54.8] KS: No. Too bad.

[00:14:58.6] RP: But I think that comes from being intentional, right? If you ask yourself, “What is it that’s going to really make me happy?”

[00:15:05.3] KS: Yeah.

[00:15:06.0] RP: And figure out how those pieces fit together.

[00:15:09.4] KS: Yeah, it’s definitely a process. You’re not going to figure it out when you come home from the hospital.

[00:15:15.6] RP: When you’re sleep deprived?

[00:15:17.3] KS: Yeah and you’re still on drugs and whatever and you’re just like, “What happened?”

[00:15:23.5] CS: “There’s a baby in my arms.” I can only dream. I just go and snuggle kids and babies, I smell their heads because baby’s heads smell so good.

[00:15:33.1] KS: Oh they do.

[00:15:36.3] CS: You mentioned earlier Katie that you're in the middle of nowhere, you're in Oklahoma and side note, you've been having earthquakes, which is strange.

[00:15:45.6] KS: Well we always have earthquakes. It's so crazy.

[00:15:49.0] CS: But I saw your post the other day about you're in Starbucks and somebody is telling, I don't remember it exactly. You'll remember it more than I can because you're pretty fired up but somebody was telling a younger, it sounded like, creative entrepreneur that they could never make it because they were basically not in a big city where they have no clients. This is, yesterday at our Tuesday's together meeting, this is something that we struggled with as well because this month June as we're recording this, the topic was "pricing" for Rising Tide.

[00:16:18.7] KS: That's right, yeah.

[00:16:20.1] CS: And people were struggling with this hard because we had some people drive from West Georgia, from the mountains of Georgia. I mean people come from all over to come to the Atlanta meet up and they just, I don't know if it was just an excuse or what's happening but their prices, they're very disappointed with how they can price their services.

I've also seen some really successful people living out in the middle of nowhere killing it with their business and so if you could do live, I mean a lot of us do live, maybe not in the middle of nowhere but in isolated type communities where we don't have a co-working space or we don't have whatever, how do you get past the excuses that "I can't do this, I don't live in XYZ city" and how do you move past that and find your purpose and your truth and your community?

[00:17:09.0] KS: There's a thing called the Internet now that I think erases every single one of those excuses. I can't tell you how many story after story I've heard of a painter or a wedding planner or a photographer who lives in more of the country than I do and they have sustainable pricing and they do the work that they love.

It's just like anything, it's a process. You have to figure it out what it means for yourself, but I think for those who live in communities where they don't feel like they can creatively identify with, I think you have to either, A, learn how can you mesh, how can you work together, how can

you provide something that they do want that doesn't compromise your passions and what you have to share with the world? Or how are you going to maximize? I mean the internet guys, social media, there is no excuse and I don't even need to continue. Instagram, Snapchat, there's no excuse...

[00:18:03.4] RP: Preach it.

[00:18:04.8] KS: ...to not create something and even if you are creative that is location based like a wedding planner or a photographer, travel. Travel. I always tell photographers who tell me, "I live in the middle of nowhere or Arkansas and I really want to do a wedding in a big city," and I'm like, "Go to a big city and do a style shoot, otherwise they have no idea that you have the capability of doing that. Stop talking about being in the middle of nowhere instead tell people that you're a New York City photographer, that happens to live in Arkansas." I mean there are so many reasons that those excuses are not valid to say.

[BREAK]

[00:18:41.3] 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]

[00:18:57.0] CS: That's actually brilliant. I'd never thought of that because the flight to New York is, I don't know? On Spirit it's probably like a \$150 round trip or something.

[00:19:06.0] KS: Yeah, I've flown in Spirit though and if you're checking lots of photography stuff, you may want to check Southwest instead.

[00:19:11.7] CS: That's true.

[00:19:12.9] KS: Yeah, they charge you per peanut and it's funny because they know it and they make fun of themselves for it, which I'm like, "You know I'm suffering here, but you are so on brand, I can appreciate it."

[00:19:25.9] CS: Oh that's hysterical. That's so true.

[00:19:27.0] RP: I love this tangent. What did you say?

[00:19:33.0] CS: No, really, that's really brilliant because if you increase your prices, if you're a photographer and you want to sell a higher priced wedding package, you do a styles shoot in New York. Yes, that's an expense, that's an investment but then you just add \$300 to your package or whatever it would cost you to stay in a hotel and your flight and all of that and if someone is spending \$10,000 on a wedding, they're not going to block spending an extra \$600 for your airfare and your hotel or something, so that's brilliant.

[00:20:01.4] KS: Yeah, it's the drama and fear and the lies that we tell ourselves and it's all going back to, "Is this a valid fear, is this a valid argument?" No, there's the Internet. You can look around it.

[00:20:12.5] RP: I love that the answer is the Internet.

[00:20:15.5] KS: Yeah, it is.

[00:20:17.2] RP: What are some of the things that are coming up for you in your business and what's shifted since you've had the baby?

[00:20:24.4] KS: So much, 2016 I sat down with my team and my husband and I'm like, "This is the year of action and change and let's go. Let's dive in head first." As far as Cottage Hill, trying to identify our voice and our niche market and our readers and our people has been really an interesting journey for me and we are in the works of actually redesigning the magazine, which I'm really excited about.

We're not changing our content or our heart but — I love my designer, Kathryn Duckett of Crème Brands says, "We're making it more user friendly." It's really, as much as I want to believe that people want to participate in slow living and want to stop and read and want to stop and be intentional, that's just not real life sometimes and so we're trying to think of how can we design the publication even design the website for people to get what their heart needs in a realistic and daily way?

Which I'm really excited about exploring, it's our secret now not to secret project we've been working on and then also, you mentioned it at the beginning about Assured + Well, it's my philosophy of full day vision planning. It's not necessarily the antithesis to goals because I do believe in goals as well but I think sometimes we put so much into our goals and not enough into our life and be realistic with what we want and what it is that we want and why.

So we are doing a local event as a sort of beta test. I haven't done a full day in about a year to potentially go on tour and just take it to some cities and coach people, which I'm really, really excited about. I love seeing people face to face and living in the middle of nowhere Oklahoma, I don't get to see people face to face a whole lot.

So that would be really wonderful but as far as with all of that and being a mother, like I said, my daughter has been such a motivator to me. While I'm typing and looking off to the side at her napping or whatever, again, I just think about her reading this and seeing this one day and wanting to create something, not that she's just proud of her mom about but that would actually help her.

So yeah, it's such an adventure this year. We're moving into a tiny apartment right now and building a house and we've got a big yellow lab and a little baby in a little apartment, it's like, "Let's make another magazine, let's make another website," and it's the summer of chaos and action but it's the best time when you really know what you're pursuing.

[00:22:51.1] CS: I think when you're starting out it's hard to really embrace the chaos and it's easy to see everybody else and see how pretty and organized everything is and you think, "I don't look like that or I don't have my stuff together with that." I do this with Reina all the time.

She's so on top of everything and she's like, "Where's this, where's that?" And I'm like, "Assistant, help?" And especially when you're starting out.

I'm in Heather Crabtree's System's course right now and that's going to be helpful but for the last year, I've felt like everybody had the secret and I didn't. As far as figuring out how do you get everything done? And just practically speaking, now that you have so much going on and it's the summer of action and you are being so actionable, just practically speaking how do you manage everything?

[00:23:41.3] KS: Yes, so for reals life, totally get it. Lots of help, and you mentioning an assistant is the biggest thing. Systems and assistant's help and I think regardless of the whole social media highlight real versus behind the scenes conversation, I think in general there's a very huge misconception of what entrepreneurship is.

We see from Facebook to the local photographer, we see this life as something that's very norm and work well, like you work hard and you get your dreams and that's not always true. You do get to make your own schedule but your schedule can be chaotic. You do get to make your own decisions but you are responsible for those decisions. And so especially as a new person coming in, it can be overwhelming. There is lots of validity to decision fatigue and you're responsible for all of these decisions.

So for me, my daily life looks like having a baby sitter for about five hours a day so that I can focus on work. I work out about three to four times a week. I have to have that or my brain is fried. I use Google docs and iCal, very low text systems to get my work done and to stay organized and it's just like everything else. There's no one size fits all. There is no secret, there is only "figure it out". Because there's some celebrity that, I forgot who it was but he said, "There came to a point as an actor where I realized everyone is just making it up as they go along."

I was like, "Yeah, it's true." I mean if you talk to me, if you talk to someone in their first 60 days of business, if you talk to someone 20 years in the business, they're still just making it up as they go along. Now their systems may have gotten better, their decision making has gotten better, they have matured in all of these things but it is a series of figuring things out as you go.

[00:25:37.3] CS: Yeah.

[00:25:37.7] KS: Like we keep going back to in this conversation of knowing what are you doing and why and being truthful to that and sticking to that will make the decisions and the fear and the chaos and the overwhelm, it may not go away, but at least it will make more sense so that you can work through it.

[00:25:55.2] CS: What happens when you don't honor in your truth?

[00:25:58.3] KS: Chaos, and the worst kind. I have seen this with a few entrepreneurs where they chase a dream that is not their truth and they end up having to close up shop a year or two later or they continue to go on and I talk to them and they're just not happy and again, the highlight real conversation from the outside looking in, they've got this beautiful desktop every morning.

They've got all of these clients, they have all of these deals or all of these contributors or all of this stuff and their souls are not fed and for me, this work is too hard to not be doing what you absolutely — like this is too much work if you're not going to be really happy about it and even on the most chaotic and hardest and difficult decisions and rude client or bad e-mail or whatever.

Even on the worst of worse days, my heart is so much more fulfilled because I am honoring my truth despite what's going on around that and so if you're not starting by honoring your truth and you're not starting with what you really love, those days are really awful. It's pointless. Totally pointless.

[00:27:14.8] RP: Yeah, it's not fruitful, right? It doesn't fill up your cup and for me, that's one of the most important things to continue to encourage people to find that center. I call it the center of gravity like what is their thing that they come back to time and time again that really fulfills them to fill them up, in different parts of their lives but also mainly for their business? Just because you have to make money doesn't mean you have to suffer.

[00:27:42.3] KS: Yeah, that's a really great point and I also have to say that just because it honors your truth doesn't mean you need to do it. I see so many people take on these collaborations or they take on a client or they take on whatever because, "They're just so in lined with my brand and they're so on brand and we just love each other and our hearts is aligned and this is just amazing."

I'm like, "Yeah, you know you only have eight hours in a day." So just because it's good and just because it's wonderful and just because it is good for you doesn't mean you should take it. Every time I create a new issue or every time I get the editorial calendar out, I cut everything by half. All of my super great on brand amazing "I'm going to help people" ideas, I cut it all by half.

When I go start a story, I'm like, "Okay, I've got to call so and so and make this happen, e-mail, write it, blah, blah, blah." I cut all that in half because when we do what we really love, we tend to take on more than we should, which is a great problem but still a problem. So even if you are honoring your truth and you are being intentional, you have to be mindful of that downfall as well. So I always do the 50% rule for me.

[00:28:47.1] RP: How do you put that into action when you're saying an opportunity comes to you and how do you do the 50% rule?

[00:28:58.0] KS: Well, you have to know what your limitations are. For instance, we do 23 stories in the magazine and I was very tempted to do 27 for this next one because we want it to be bigger and I'm like, "Why am I adding four more stories when each one takes so much time, et cetera? Why don't we do each one a better quality?" Or if someone asks me to collaborate with them or speak with them, I make sure that it's an enrichment to my time and not a depletion of my time.

So for instance, if I am going to be a part of someone's course and they're like, "Okay, I need you to talk on my course and do these social media things and send out this e-mail, yada-yada," if I feel like that I am totally on board with them, I love them, blah, blah, blah, if I feel like it's depleting my time, I ask for, "Okay, do you have a template for this?" Trying to not necessarily find the shortcut of it but how can we make this easier? How can we accomplish the same quality, the same great action easier?

And I think especially with creatives, we always think the hardest path is better because we work so hard on it. The blood, sweat and tears and the starving artist mentality but the starving artist is not to me a good artist. You have to be fully — you have to be mindful of your time and your mind space to be a good artist. You have to be making a good profit to be a good artist. How are you going to afford to go on that trip to inspire yourself? How are you going to afford your product? How are you going to afford to increase your quality? I think that whole mentality is skewed, but super common.

[00:30:28.7] RP: I agree. I agree with that.

[00:30:31.0] CS: Yeah, I mean just practically speaking what are some ways that you could see someone working in more refreshing activities into their day? So I know you said you work out two to three times a week.

[00:30:40.6] KS: Yeah, so I teach Barre3 and that's how I did it.

[00:30:44.0] CS: What?

[00:30:44.3] KS: Yeah.

[00:30:45.0] CS: Barre3 is my favorite one.

[00:30:46.9] KS: Isn't it the best?

[00:30:48.7] CS: It is so much better than the other ones, sorry guys but oh my gosh, I can't believe that.

[00:30:53.3] KS: A little side note, I love — we, Sadie Lincoln, the founder of Barre3 is doing some stuff with Cottage Hill soon. It's a great secret but their community is just amazing, so uplifting and positive. So I do not workout unless I have to. You'd think as a former ballet dancer I'd be all about it, no. When I quit, I quit. I was like, "No more of this."

So in order for me to actually get my booty to the studio, I teach and I get a membership with it and so that's what keeps me accountable but as far as practical refreshment every day, I always usually between three and four, I have a cup of tea and I finish my day. That's right before the babysitter leaves and I just allow myself to decompress.

In Assured + Well, I talk about personal field trips and this is something that I have actually not been very good for myself but I think it's very important for artists. It comes from my idea by Julie Cameron, she calls them something different but I always challenge people to schedule on your calendar either once a week or once a month to go do something by yourself.

It really could be anything. My husband cannot stand foreign films. He's a total outdoors man, we can appreciate Marvel movies together, but not into foreign films and such and so I would go to the local cinema once a month and watch it by myself and the point is to go do something alone. A, so you can make your own opinion of it. And B, I feel like a lot of times when we do things with our friends, as great as that is for community building, it can skew our opinions of things and it can actually make us more tired.

So I think having a personal field trip of your own whether it's weekly or monthly or seasonally and then what does that mean for you everyday? What does a five minute personal field trip look like to you stepping outside and that sounds super cheesy and obvious but who really does that? I have to have it in my calendar. My calendar will "ding" in about 20 minutes to go make some tea and stop. It will, and if that's what you need to get that for yourself, you have to do it otherwise it's never going to happen and it's going to just be a really great Pinterest poster blog post idea.

[00:33:03.9] RP: Yeah, there's so many things out there in the world but unless you go and put it into your own life, it's just another thing, right? That's probably giving you some anxiety and saying, "Oh you should be doing this. You should be relaxing but you don't." I sat down and ate lunch today and set my timer to sit in silence, to not do anything. I'm a total extrovert so I love having these chats and talking with people but at the same time, I need some silence to recharge my own battery for a minute to regain my own thoughts.

[00:33:40.7] KS: And that's important to recognize because I call them my Chihuahua friends and that I have friends that are like Chihuahuas and I say that lovingly and in fact that if they stopped, the world would stop and for some people, their definition of rest looks very different. Their definition of rest is going and punching a bag at their kickboxing class. Their idea of rest is talking to someone like this, really excitedly but about something other than work.

Some people's energy levels are very different so if you're more introverted than quiet and passive, you're going to obviously have a different idea of rest in margin than someone who you think have five cups of coffee and can attack their inbox like nobody's business, but that's just natural for them. So I think a lot of conversation on that is really great and positive, but be mindful of what rest looks like to you and what really fills your well.

[00:34:33.2] RP: Beautiful.

[00:34:35.0] CS: That's amazing. I feel like this was one of the most information feelings packed talks that we've had so far. Thank you so much Katie.

[00:34:45.2] KS: Thank you.

[00:34:46.6] CS: Is there anything else you just like to say real quick before we hop off today?

[00:34:50.5] KS: I don't think so. You know, I'm super excited to like I said, to have our Assured + Well tours coming up soon. Fingers crossed. We're going through beta testing and see how it goes. But to leave your audience, I almost said readers, I'm so used to that — to leave with your listeners is really truth matters most.

Truth to me really matters most. Your truth, the reality of your business and creative situations, positive or negative, whatever they may be, I think if you can just really identify and respect your truth all of this stuff that makes us fearful, all of the junk that gets in our days and in our mind will really settle the more you focus on, "What are you doing and why? And does it make you happy? Cool." And just approaching it more in that way will make so many things within your business and life run so much more smoothly. So that's my parting wisdom to you guys.

[00:35:50.0] **RP:** You speak such beautiful truths into people and I think I am adoring just being on the phone with you.

[00:35:57.8] **KS:** Oh thank you so much.

[00:35:57.9] **CS:** Yeah and for the people that are really resonating with your message here today, where can they find more information about you and Cottage Hill and Assured + Well?

[00:36:06.2] **KS:** Yeah, so Cottagehillmag.com or @cottagehillmag on Instagram. Assured + Well, we're working on the website but at Assuredandwell.com or Katieoselvidge.com or @katieoselvidge on Instagram, just look anywhere for any of these things and they'll pop up somewhere.

[00:36:23.8] **RP:** Where are you planning to go for the tour?

[00:36:26.4] **KS:** We don't know yet, so suggestions are very welcome.

[00:36:30.3] **RP:** DC.

[00:36:31.3] **KS:** DC? Okay.

[00:36:34.8] **CS:** Double hands for Atlanta.

[00:36:36.6] **KS:** Oh, awesome. If anyone has any other ideas let me know.

[00:36:40.7] **CS:** Sounds great.

[00:36:41.4] **RP:** Sounds great. Well Thank you so much for joining us.

[00:36:43.4] **KS:** You're welcome. It's so great to talk to you guys.

[00:36:45.6] **CS:** Of course, yeah. Okay, well thank you guys so much for listening and we'll talk to you soon. Bye.

[END OF INTERVIEW]

[00:36:53.5] 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 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.

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