

EPISODE 17

[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]

[00:00:35.4] RP: Hey everybody, it's Reina and welcome to another episode of The Creative Empire Podcast. I am here with my co-host, Christina.

[00:00:42.6] CS: Hi guys.

[00:00:44.2] RP: And our special guest, Carrie Grace of the Kindness Box. You have probably seen her on Instagram, her handle is @CarrieGraceShop and she is just a bundle of joy and I love all of her posts. But actually, we met on Instagram and have been encouragers of one another. She's just a great at Instagram and friend, an Instagram friend? Yeah!

So I'm super excited to get to introduce you, Christina and Carrie and I actually get to meet in Asheville earlier this year and are now recording this and we're going to be talking about something that's been on my heart for a little bit and I'm super excited that Carrie is going to talk about it because I think she does a beautiful job at this. We're talking about using Instagram for good and to spread joy and kindness to others. So welcome Carrie and we're so excited to have you.

[00:01:30.6] CM: Thanks for having me. I am so excited to chat with you girls today.

[00:01:34.8] RP: Awesome, so talk to us about some of the projects that you're working on and how you came to where you are now in your business.

[00:01:43.1] CM: Yes, I have a couple of projects in the works. So I run The Kindness Box, which is a monthly subscription box that my goal is to spread more goal and kindness monthly by having little goodies in a box that people order for themselves as a pick-me-up or to send to someone they love and then I have been currently working on two workshops.

One is already done, people can buy the recording and then I am working on a second version of that and it's basically just entrepreneur women sharing tips, tricks, inspiration, how they got from day one to now, just to encourage women who are either starting a business or want more help or information to grow. So I've been working on and you are viewing lots of entrepreneurs.

[00:02:27.9] CS: I think it's funny because usually when we bring guest onto the show, one of us has met the guest and that's our guest, we claim you guys. But it's really funny because with you Carrie, Reina had connected with you on Instagram and I actually met you last year at the Making Things Happen November conference and I had no idea who you were on Instagram or the Kindness Box.

I just met you, I have no idea and I was just like, "Wow, why is she nice to me? No one is ever this nice to me," and I thought it'd like wear off. At the conference it was feel good — nope, you're always this nice and I have just been consistently impressed with how consistent you are online and off as just such a genuine sweet nice person.

I know it hasn't always been easy for you. We've had many conversations off air obviously, were you maybe struggled with something or you just were going through something in your life as we all do and so when you're in those times of struggling or when you're not feeling like the kindest person in the world, how do you communicate that on Instagram because you're also not a person that would hide inauthentic feeling, so?

[00:03:38.9] CM: Yeah, I think I try to be really organic and honest about where I am. So if I am having a bad day, I'm definitely going to be like, "Guys, bad day," and I've had some days where it's like, "All my tires, I had to get new tires," and you're like, "That's terrible and expensive!" But I try to see the good. I try to both be, "Okay, here's where I'm at this wasn't a great day but here's the shimmer of hope that I'm going to share as well."

So I try to have both sandwich so it's not like I am getting on the Internet being like, "Whap-whap, my work day, my whole life," act super negative. You know, I try to say, "Hey, I am having a bad day but here was the one good thing." Or, "I am celebrating with ice cream because I survived Monday." So I think for me, it's both. It's being honest and being real and saying, "I'm only human," and the internet doesn't have enough humanness I think.

It's a lot of, "Okay, look at my pretty house. Look at my beautiful everything," and so I try to be very human in it and say, "This is my human flaws and life is not always easy and there's a lot of hard things people go through." So I have a boundary where I say, "I'm going to share this much and I'm not going to try everything," but I try to be very upfront and honest because I think it helps people. It helps people for anyone who might say, "Oh I want to be like her." Then you say, "Listen, my car's broken down. I failed this thing." It makes it a little less where we're striving to be like each other where you can just say, "Okay, we're all having bad days in the world when we do thing."

[00:04:56.2] CS: Yeah, I think the word "organic" that you use it perfect.

[00:05:00.6] RP: Yeah. I'm such a fan of yours Carrie because I think you're such a normal person even though you have such a huge following. I don't mean that in any particular way but I just think that when you become an Internet celebrity like you are, or how I would consider you, I think people see you differently and I wonder if that's changed you in any particular way or your life I guess?

[00:05:23.8] CM: Well, it's very humbling in a lot of ways when you run into someone and they say, "Oh, you've impacted me." You're like, "Oh but I was just was doing my normal life, and I was doing my normal life on the Internet. So it's a very humbling thing. It's neat, I get to be inside of other people's stories that I didn't think I ever get to be a part of and so I've had two families with little kids with cancer and so I've gotten to be on the inside of that.

Which is beautiful and equally as painful to kind of love on strangers when they're going through — they both lost their children, so a loss of a child. But that's something I never would have dreamed five years ago, "Oh by the way, you're going to have strangers that you go visit in the

hospital because their child is stage four cancer,” you know? So yes, it does change my life. It’s not what I would call a normal life in that capacity.

A lot of people that I interact with offline that are just my friends from the city I live in, it’s a wild life to them. They have a very nine to five, come home, eat dinner, watch TV, hangout and I’m over here traveling or visiting strangers in Asheville. It’s just a little different. So it hasn’t changed a whole lot. One of my friends actually said when I was 20 I used to bring, and I don’t even remember this, but I used to bring every Saturday I would bake stuff and I would bring treats to the church I went to.

She said at one point, “You’re the same person, you just have more people watching now. That’s who you were at 20 when the Internet wasn’t a part of your life. You are still the person that showed up,” I mean I gave stuff away to strangers then in a smaller setting. She just said, “You just have a larger your platform to do the things that you’re doing.” So in a lot of ways, I don’t think it’s changed who I am as a person. It’s just given me more opportunities to be the same person to more people.

[00:07:00.9] RP: Yeah, so I think a lot of people follow you. A lot of people are in awe of you, but how did you get to where you are not from that same Carrie who was 20 doing kind things?

[00:07:13.5] CM: Yeah, that’s a hard question to answer because I don’t think there’s actually a formula. It took me a while and honestly it probably took me a year to figure out how to transfer my personality to a 2D space instead of a 3D person and I really struggled with that because I remember when it was probably five years ago and I was in the blogging space and blogging world, there would be people who would have miscarriages and I hated it because it was like I had this connection where I never met them but I felt like we had e-mailed or we had connected in some way and then they’re going through a really hard tragedy and how do you love someone well when you’ve never actually met them?

So or me, it was kind of this dance of how do I — I’ve tried to get in a lot of people’s actual mail boxes and say, “I want to write you a letter,” or, “I’m going to be in your inbox.” So I have tried to figure out how to be an encourager in a very 2D space which is hard. So I think it took me a year to really be the same person, if that makes sense? I didn’t like the Internet for a long time

because there were so many painful things and I felt like I'm built to be an encourager and it was very hard to encourage people when you couldn't physically show up on their doorsteps and say, "I'm so sorry for ____." Fill in the blank for whatever happened.

[00:08:20.2] RP: Like you couldn't bring a casserole to somebody but you could write them in the mail box or something.

[00:08:24.8] CM: Right, yes. I think for me it's, what is the same thing as a casserole on a 2D version and how do you do that well? If that makes sense?

[00:08:31.9] RP: Totally. So before you where this or where you are now, I know that you had a teaching career, what were you hoping to do with that and how did you make this transition?

[00:08:43.2] CM: Yeah, so I intended to be a teacher. That was my life goal. I think when I was five I decided I was going to be a teacher and my mom and grandma were teachers so it runs in the family, it runs in my blood. My goal honestly was impact. That was kind of where I really want to have an impact, I did a lot of volunteer work as a high schooler. I loved children, and I felt like the area that I lived in there were a lot of kids that had fear reduced lunch.

So there are lots of kids that came to school hungry, went home hungry and I felt like that was such a painful thing for me to witness and I wanted to — I mean I started when I was in college, I started collecting things to be a teacher. Like, "I'm going to collect all these books, and I'm going to give all this stuff away." That was definitely my heart and I ended up getting — I applied to all the lower end schools in my town when I graduated and it was a big hiring freeze at that time.

I ended up getting a job at a very high end private school, which is not what I intended to do. It's a whole different culture of what — I still was having impact but felt like less impact to some degree because these kids were never going to go hungry. That was never going to be their life story. So I think for me, while I was teaching, I kind of started doing blogging and then I dabbled in different businesses and trying different things out.

So for me I realized that there was potential to have a bigger impact outside of the classroom and that's ultimately the leap of faith I took where I realized, "Okay, if I leave this job that I loved," and I loved the job, it just wasn't what I thought it would be. "If I leave that job and give it the best shot at doing something online whether it's blogging or running a business, I'm going to do that." So I ended up leaving and doing a part time nanny job while I grew a business.

But a lot of it, it all comes back to impact and a probably a year or two ago, a couple of my friends said, "This is it. Remember that leap of faith? This is the bigger impact. This is what you took the leap of faith for. Now you're actually sitting on it, you're in the middle of it," and it looks a million times different when years ago I said, "Okay, I'm going to leave for impact." It looks different.

[00:10:39.1] CS: Yeah so what does it look like right now?

[00:10:41.5] CM: I think for me it's, like we're saying, using the Internet for good. I've had so many opportunities and it's blessed me just to be in people's lives that never in my wildest dreams — when I was a teacher, I had a very what I would call a small life and not that I thought my life's necessarily a whole lot bigger. It's just that I went to work from eight to four, I went home, I exercised, I ate dinner, I watch TV.

I had a very "that's it". I didn't interact with strangers and now my friends laugh because I'll go out to a restaurants and they'll go, "Oh that girl from the Internet." It's a funny and different dance of — I'll run into people here and there or I have all these connection and I have all these new friends that I maybe would not have had I not taken the leap of faith and stepped out and said, "Okay I'm going to try a go at doing something Internet based." So it just looks wildly different in the sense of the amount of people that are actually in my life and the kinds of people that are in my life.

[00:11:35.0] CS: And how do you feel like Instagram has furthered that impact?

[00:11:39.4] CM: I think it's a great way to connect. I think it's a great tool. I think if you use it well, it's a really great tool to build community both where you live. There's a lot of great girls that I met on Instagram that they're now my friends and we live here and we have community

groups and we do a lot of business entrepreneurship. We do a lot of building each other up face to face and coffee dates. So I think just at a local level it's been really great and then I think it's a great way to connect and like doing these workshops, I would never do workshop had I not met all these women that I have connected with and say, "Hey, do you want to do a project together? Let's all kind of lift each other up and we'll all share content and that will bless lots of other women." So things like that I think has furthered — Instagram has helped me further that mission.

[00:11:39.4] CS: Yeah, I love that we're talking about this because — and I am guilty of this. I think all of us at some point are guilty of this. I look at my follower account and I compare it to other people and it's just a number but I'm like, "Why does that matter?" You know? You really have to take step back and say, "Why does it matter?"

There's a big photographer launching a course this week and she is talking about Instagram and she had a good point from her business perspective that each follower is about \$3 worth of income for her at this point. So there's that but you're talking about a totally different kind of impact from the followers.

I don't think money is a bad thing. I don't think it's bad to want followers to be profitable in a business especially in a business like yours, like The Kindness Box where you do keep impacting people in such a beneficial way. So to you, what's the point of a follower or a big following account?

[00:13:17.5] CM: Yeah, I mean I see both sides of that. I would never say, "Oh, you know have a small feed." I think it's fine to make money. Like you were saying, I think that's fine. I think it's just both. I think it's impact at a financial level, which allows me to keep doing the things that I want to do so I can't knock that and say, "Oh I'm just going to be a front on the Internet."

I think there has to be a back end of profitability. But I think for me, I never tell people, "Hey, you should go out and have a huge following." I actually have said to people in the past, "I was able to better love people when I had less followers because it's like taking a pie and then everyone wants a slice and then the more people who show up to your table the smaller the slice I get.

So it depends. I think people want a large following so they can feel good about themselves but if you have a smaller following, you can make other people feel good about themselves. So I think that's the difference is, what is your end goal? Are you wanting to go to an event and say, "Hey I've got 75,000 followers and I feel special and important," or are you wanting to say, "I have the opportunity to impact 75,000 people on a daily basis"?

So I think it's how you view it and I think it's really a matter of the state of your heart, what is your intentions? And it's not bad to want it, but what are your plans to do with it? What is the plan? It depends. It depends what kind of product you're selling and what kind of business you're running or what you're putting out there but I think if you're just doing it for money, it's going to feel very empty at the end of the day.

You're going to have all these people that have given you money and then you're just sitting around with money. Is that really want at the end of your life? You just have a ton of followers and you sat around with a ton of money. You know? I don't know if that's really fulfilling.

[00:14:55.0] CS: No, that makes sense. It's like the rest of business, right? Instagram is not a great marketing platform for me, I'll just be honest. I don't see any traffic, no one has ever been like, "I found you through Instagram." But I do it every day because I love it. I love the connection aspect of it. I love that I can search your hashtags and find the things that you're doing or things like that but at the end of the day, you're right.

It is about what you actually enjoy doing and what makes an impact rather than what's profitable. If I wanted to be profitable, I'll just run like Google ads or something but yeah, I guess moving the conversation a little bit further along with just the mission and the profitability of Instagram, where do you see Instagram being both a challenging platform now with the new algorithm? And where do you see it being even more beneficial maybe with this new algorithm coming out? Or at the time this episode is released maybe it's already out on everybody's feeds.

[00:15:52.8] CM: Well, I think it's just the nature of the beast. It's like when Facebook changed, I think people still use Facebook. For example, yes Facebook changed a lot but then some girl did a live video wearing a Chewbacca mask, and did a video and her whole life changed. So I

think we forget about things and say, “Oh Facebook is ridiculous,” and she was the most popular viewed video over celebrities, you know what I mean? On Facebook.

So I think we stress about how things affect us as far as, “Oh how things are changing. How do we,” — I think it’s just kind of ebbing and flowing. There may come another app or another social media in the next two years that becomes the next trend, the next Facebook, Instagram “fill in the blank” the next thing you know what I mean? That’s fine and someone right now might be designing something that’s going to overtake Instagram and it’s going to connect us in a different way, and I don’t know.

So I think it’s being open to rolling with the punches and what does it look like? I don’t know. I think in some ways it may better connect people. The way the algorithm is working it might even tailor the app so that you’re actually seeing people that you have interacted more. So it may make it so you’re seeing people more. You’re certain people less but you’re seeing other people more. I’m not really sure what it would look like. But I think it’s one of those where it’s going to be around for a while and we’re just going to have to adapt to whatever the app throws our way, unfortunately.

[00:17:18.4] RP: I’m like over here and trying to keep quiet because everything that you’re saying is super resonant for me. I started out as a social worker and wanting to help people, wanting to make impact, and now I’m doing this business that’s a little bit different than that but hoping and my mission is to make an impact.

So everything that you are saying here, all of the changes that are coming up in Instagram and Facebook doesn’t really matter at the end of the day, it’s really about “How can I touch the lives of people that I want to serve? So I just love what you’re saying and I’m wondering, if you could say something to encourage people who might have a small follower account and help them to say that they can still make an impact with what they have. What would you say?

[BREAK]

[00:18:04.3] 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.

[BACK TO INTERVIEW]

[00:18:19.4] CM: Yeah, I mean I think the thing is — here is a good example. You could have 75,000 followers and you could inspire and encourage people and at the end of the day that's it, you've inspired and encourage people and you could have 75 followers and you could be the reason that someone chose to keep living. You know?

You just never know and so I think it's not about, "Oh I want to have a massive platform because of impact." I think a person is a person and so it doesn't matter if you have one or you have 1,000. I think that's the difference is, if you were in an auditorium and you were speaking to all your followers, the more people in the auditorium at the end of your talk, if you have ever seen someone talk, sometimes you have an opportunity where someone comes off the stage and you have a chance talk.

There's no way someone's going to have an opportunity to actually interact with thousands of people but if you spoke and you have 75 followers, there is a good chance you could get off the stage and you could physically hug every single one of them and say, "Thank you so much for being here." That is actually going to be more impactful than someone talking to 12 out of 40,000 people.

So I think it's that. It's not necessarily bad to want to grow your feed and have a lot of followers but I think if you're starting small, are you loving the people well that you have now or you're just trying to get more? I think if you don't learn to love people well at a small number, you're always going to strive to have more because it's never going to be satisfying or fulfilling.

[00:19:40.5] CS: I don't know if you're talking about money right now or Instagram followers. That's so true Carrie. That was just, wow, that's a nice little nugget of advice and wisdom

packed into one. It's really even interesting to watch you grow on Instagram and your feed is really interesting because it doesn't look like most of the other ones that I follow and I love it for that.

You have a lot of pictures of yourself, you have a lot of pictures of yourself doing really cool things and things that I would love to do every day and I think that is why it's so inspiring and so encouraging. I remember seeing one, you were at Disney with the cotton candy and I'm like, "Oh my gosh that is so fun."

I literally had fun vicariously through you because it took me to a time — thank you Reina. I feel that your feed and in the photos that you put up are very good at letting us live vicariously through you where I might not be brave enough to wear a headband and a really cute skirt or a tutu or hold balloons.

[00:20:43.2] RP: Lots of pink, lots of tulle.

[00:20:46.7] CS: Yeah, that's not just me but then I see it on you and I'm like, "Is it?" I'm like, "Could I do this? This looks really fun." So I mean it is a really fun feed and it is entertaining. It's almost like a TV show in a sense. It's like, "What's Carrie going to put up today?" And maybe that's how you grew your follower count. I don't really know.

Obviously, I am not an Instagram expert but where do you see people enjoying your feed the most or how do you see people obviously, the very touching stories that you've shared so far, but on a daily basis what are the kinds of things that a lot of people comment or say or tell you about the pictures that you put up?

[00:21:28.4] CM: I mean I think it depends. I used to be a little more word heavy than I am now. I always thought that, "I used to write novels," and I don't have quite as much in me anymore. I think it's just more that a lot of people have said, "Oh I needed that today". There's a few times that I wanted to delete something and then someone comments, "Oh I needed that," and you're like, "It's not getting the traction that I wanted," but one girl is like, "Oh I needed that."

So you're like, "Okay, I guess we're leaving that up. So I get that a lot. I think in a lot of ways Instagram is not fully real. It's like this fun version of your life and a lot of people treat it that way. This is the most beautiful, clean cut, crisp version of life and there's always back stories. I have wrote stories and people are like, "Yeah, this is a really cute photo, but it was a disaster getting the photo."

I think it's more of I try to have the most fun out of life that I possibly can. Sometimes it's messy but I try to have a positive attitude. So when I get on the internet I'm like, "Well?" This is honestly, especially in light of — I mean obviously people don't hear this it'll be a little further down. But I think in light of there's been so much tragedy. I think there's two kid incidents with animals and there's been all these deaths.

I think there's enough bad stuff in the world that not to make light of it by any means but I'd rather get on the internet and be a little bit of light and kindness because in the last month my whole Facebook feed has been a lot of sad things and I don't think necessarily saying, "Oh look, I have a happy life," makes it better or easier but I think the more goodness you can put out, the more it balances just the state of the world that it is now or at least in America.

People are wanting more kindness and people kept saying, "Why did that lady who wore that Chewbacca mask and do it so well?" And it's because she spread joy, that's why it went viral it's because everyone else said, "Yeah, I want that joy. I want that laughter." That's why. People are trying to analyze it, "How did she get all the likes and the followers? How did she get so much traction?" And it's like, "Because she shared joy in a very dark world."

She's a good example of she just went on there and did her life, did her "this-is-me, I went to the store and bought this hilarious mask and I want to share it with the world". And the world was like, "Yeah let's have more joy." So I think it's that. It's putting more joy out to the world.

[00:23:32.4] RP: Yeah, she was hysterical.

[00:23:34.5] CM: Yeah, she was.

[00:23:35.3] CS: I just saw it last night. I'm really late to the game.

[00:23:38.7] RP: Yeah, I was watching it with my son and he was like, “What is that? What is she doing?” It was just the funniest thing and I was cracking up and he was looking at me all funny like. But no, you’re right that people need more joy. People need an opportunity to step away from that sadness and the times and step into something that they can control, which is how they can feel in that moment and you bring more of that into the world. So that’s definitely a gift because not everyone can do that or has the desire to do that.

[00:24:09.4] CS: If you have a desire to be a joyful person or to bring joy to other people in this world but you have no clue how Instagram works or you hate Instagram or whatever, how do you make that same impact, maybe with a stranger or something like that?

[00:24:26.0] CM: You mean outside the internet like just as a human?

[00:24:28.1] CS: Yeah.

[00:24:28.3] CM: It’s fine. This is like going back to — I love balloons. So people who follow my feed, I love balloons and I think it’s actually because a couple of years ago, I had a roommate who bought me a helium tank because I was buying balloons all the time and I think she kind of bought into this like, “You love balloons,” and I’m not sending the balloons to strangers, but how I view the world as the whole is actually through the lens of a helium tank.

I think maybe you had heard me say this Christina, I don’t know if I said it at Make Things Happen? So I love the visual of a deflated balloon and then you put helium in it and then it rises and it’s fuller. I try to view me as a person as a helium tank and other people as balloons at different states of full, if that makes sense? So I think if you go into the world, you don’t need the Internet at all, you can go to Target and you can just see people who are deflated versions of themselves.

I think just smiling at someone, that’s a thing. If I am filled with love and I can go out and pour love and I can lift people up, make them fuller and have them rise, that’s the end goal. So that for me is like my visual for everything and that is why I love balloons so much because it’s this picture for me of filling someone up and setting them free to rise, you know? Just smiling at

strangers, hi-fiving. I mean I've high fived someone at Target, like a cashier, "Good job for doing your job."

I think it's seeing and hearing people and making them feel known and so you don't have to have means of an Internet. It's kind of just doing those three things on repeat. Are you seeing people? Are you going to Target and you're on your phone and you're ignoring the person who maybe is not having the best life or job or whatever or maybe they love their job and maybe they don't and are you making their life better?

My motto has always been, are you leaving people better than you found them? So it can be 1%, are you leaving someone 1% better than you found them? So if I am on the phone not dealing with the lady, I'm not leaving her better than I found her. So that's my standard that I live myself up to. Yes, I do have bad days but am I still impacting someone for better? Are they walking away for an exchange being like, "Man, I feel better," or did I make them feel worse?

You don't win every day. There's some days where you say things that you wish you wouldn't have said and you act ways you wish you wouldn't have acted. No one's perfect but I think that you have to have an Internet to go out and just be kind and make someone's day a little bit better. You can start very basic by smiling at someone or you can go all the way and say, "I'm making flowers for a stranger, I'm going to call my best friend or I'm going to reconcile with someone."

So there's different degrees of it but I think it's very basic. I think just acknowledging another human is the starting point of that.

[00:27:05.6] CS: Yeah and I love that that is such a human component. It's not even a business thing but you've turned that into your brand and that's turned into something that you make a living off of. I think that's such a cool thing. Some people have to do a profession and I don't know if I really have a point here but it's so fluid with you.

Your humanness is your brand, your brand is what you make a living off of and it's really cool to see all of that come together and you're doing this impact thing through Instagram and encouraging people, you're doing it through your workshops and being able to support other

entrepreneurs and speaking truth into them and loving them well. So I just love that all of that is just under this Carrie umbrella if that makes any sense? I don't have any questions.

[00:27:55.3] CM: Yeah, I know. It's just funny. It's an interesting dance because people kind of said, "Well you're in the business of kindness and you're making money." So it's an interesting space where I've got to be really careful. To some degree, I have a boundary where there are some things where it's like, "Yes, this is business and I do have to be profitable and I do need to make money and I do need that followers."

Then there's the other part where it's like, "I'm losing money on things," and I don't make profit by, "Let me go and make balloons for strangers." That is a loss and that's not really a business expense. That's a loss because that's what I choose to do and I don't call it a loss. Financially maybe it's a loss but I'm not like, "Oh man I lost money today being a nice human." It is definitely who I am as a person.

I think for me I always ask myself, would I do this if I didn't have a brand or a following and a business? And that's why I go back. I've had a lot of friends who said, "No, this is exactly who you were. You just never had the stranger component. You never had random people that you did this for but you're always the person that was like, "I went through break up," and you're on my doorstep two minutes after I broke up with a boy with balloons and ice cream.

It's harder, there's more people so it's harder for me in some capacity and there's a lot more brokenness that I see. But that's for me, "Am I doing what I do if I didn't have a brand, a business, a company, an internet presence?"

[00:29:08.5] RP: Yeah, so how did you get to the workshops?

[00:29:10.6] CM: How did I get to the workshops?

[00:29:11.8] RP: Yeah, how did you decide that that was the next thing for your business?

[00:29:16.9] CM: Honestly, there were just girls that I really wanted to work with and I never had a reason to work with them and I was bummed. If you ever heard of dreamless you're like,

“Man, if I can work with this 25 girls then I would be the happiest girl ever” And so for me, I just had this list sitting around forever and I realized that online content was becoming, I don’t know if trendy is the word but becoming more of a thing.

I think less people are wanting to travel and I travel up for conferences and I don’t love that about it and I don’t love the flying part. I don’t love all the logistics of it and so it was fun. For me it was like, this is going to be a great way. There are a couple of girls in the first workshop that I actually had never met and may never get the chance to meet but we had a connection. So it was really fun to see their personality on a hour long screen.

“Okay we have connected a ton, we had done a partnership but we had never met. I don’t know what the sound of your voice is,” so that was part of it. It was really the only way I was going to be able to have a connection with some of these dream people and I think it blessed a lot of other women. I had a girl e-mail me I think a couple of days ago and said, “Man, I just started a business a couple of months ago and your workshop, the women that you had made me feel like we’re friends, and I felt this friendship.”

And then she said, “And they were really honest and real and I didn’t feel so far behind,” and you’re like, “That’s so awesome!” She wasn’t intimidated by these boss ladies who have been doing it forever and sharing tips. She’s definitely — I thought I could do it. For me, it’s just getting her image just out of the blue, there was no rhyme or reason for here to do it. I think she sent me a direct message on Instagram and said, “Hey, by the way just started.”

I think she said she’d taken a different one and she didn’t feel like it was as insightful and so she said, “Hey, I really felt like it was not too expensive. I could afford it and it benefited me,” and you’re like, “That’s the end goal.” So for me, I was thrilled. I’m like, “Man, if only one person, if everyone else is like, “Not for me,” took it and didn’t love it, that one person might impact your business for better. So it was one of those that I thought, “There’s nothing to lose. I will try it, the worst case it fails and I’ve gotten to make some new friends.”

So for me it’s not really a risky move. It was just, probably will only do two so I am on my second one and I just e-mailed a second round of girls and kind of just said, “Hey, I’ve got one under my

belt. It's not so disastrous," and I learned a lot. I think that's the beauty of it, there was a lot of technical stuff that I had to work through and learn, experience, painful growing.

Something that I had never done and so for me, it challenged me. I have never done digital product and I've never done online content in that capacity with other women. So to be the one running it all, I learned a ton of skill sets in a month's time. I was like, "Wow, okay now I know how to do five new things that I didn't know to do." So for me it was a growing experience that I'm thankful I tried.

[00:31:56.5] RP: If you had to answer the question, "What does it mean for you to build your creative empire?" What would that be?

[00:32:03.2] CM: Yes, that's a good question, I had to think on that. I think for me it's about the ripple effect. So if I can build this empire of women who go out and then spread more kindness, it's not necessarily about me anymore but it's kind of this — if women can learn from me and the things that I do and then they can go out and do their own versions of that, I think it has this massive potential and it will have a huge ripple effect where 10 people were moved could have their life changed and I am never going to have the credit for it but it's going to be because I was brave enough to say, "Hey, here's my life on the internet," and then it impacted someone else and say, "Okay, I am going to be brave," and then on, and on, and on.

So I think it's neat that you have this possibility with building a tribe, an empire, having Internet presence that you can have this massive impact, and not necessarily get credit for it but you get to know at the end of the day that you are impacting lives and touching lives and for me, I think that has always been the end goal and that's always been the starting point. So that is what I would say is having this beautiful impact that touches people's lives in ways that you may never get to know or hear about.

[00:33:09.5] RP: That's awesome. Well thank you so much for being on the show. I think our audience is going to have a lot to gain from this and just being able to apply this in not only business but in life as well, which is my hope always when we have guests on. Where can people find you and all the cool projects that you're working on right now?

[00:33:28.0] CM: So my Instagram is @CarrieGraceShop and then the link in that is linked to the workshops I'm doing and then I sell the monthly subscription over at The Kindness Box.

[00:33:37.8] CS: dot com?

[00:33:38.9] CM: Yeah, it's thekindnessbox.com, or just if you Instagram, it's @thekindnessbox.

[00:33:42.6] CS: Okay, great. Awesome. Thank you so much Carrie.

[00:33:45.3] CM: You're welcome. Thanks for having me.

[00:33:47.0] CS: Of course. We'll talk to you guys next week.

[END OF INTERVIEW]

[00:33:52.5] 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.

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]