

EPISODE 18

[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]

[00:00:35.6] CS: Hello, this is Christina Scalera and I'm here with my co-host, Reina Pomeroy on the Creative Empire Podcast. Today we have an amazing guest. I'm super excited to bring on Kaitlin Holland of The School of Styling. Hi Kaitlin.

[00:00:47.7] KH: Hi guys.

[00:00:49.8] CS: The School of Styling is a community for any kind of creative who is looking to expand their knowledge of business and gain experience styling. So I am super excited to talk to you Kaitlin about making your own way today, especially creating what you want in this world. Which she is actually, you guys, listeners, Kaitlin has done this so well and even dare I say she has definitely carved out her own very unique niche in the industry of creative workshops, conferences, and the like and she's been doing it for a long time at this point.

So I'm super excited to talk to her about the new things that are on the horizon with The School of Styling and go back to the beginning in our conversation today and talk to her about how she found this niche and how she really created this industry. So without further introduction, Kaitlin I'm so excited to have you on and to talk to you about the School of Styling.

[00:01:42.5] KH: Yeah, thank you so much. I'm really excited to be here with you all today.

[00:01:47.1] CS: Definitely. So The School of Styling, if you guys aren't aware of it yet, it's Theschoolofstyling.com, they have a really unique approach to workshops and conferences and I want to say that it was probably one of the first. I mean I think it's been around much longer than I've even been in the creative industry, but it's definitely a very unique experience in that you find all different kinds of creatives in different points in their career attending each workshop.

You guys have done a really great job as well of travelling around the country to find everybody. So can you take us back to the beginning of The School of Styling a little bit and tell us what was the need that you saw that you needed to fill and how did you decide to fill that because that was a big challenge to take on?

[00:02:33.6] KH: Yeah, definitely. Well, I don't think I intended to pull that name when I started necessarily. I actually began my time in the creative industry by starting a vintage rental company. I was in college and it was the summer before my senior year and my dad is a very successful entrepreneur. So I grew up watching him and I kind of always knew I wanted to do that.

I wanted to work for myself, he created something that hadn't existed before and he was able to provide for all these people and it was just so cool and so ever since I was in 5th grade, that's what I saw him do. So I knew I had that same spirit about me. I knew I wanted to do that so the summer before my senior year, my dad and I sat down over bagels and coffee and just kind of hashed out this business idea I had for a vintage rental company.

That's when they were pretty new on the scene and I looked around at the wedding industry around me and saw that there was just a need for that and so I started a vintage rental company with very, very little knowledge of business. I knew a lot about how to make things look pretty and not a lot about how to run a business.

So I began that and I got to a point where I was really struggling. I felt like I was constantly just trying to swim to stay above water and I had no idea about the financial side, the legal side, just even management side, I really didn't know how to run a business. So I attended a conference, it was actually a few months before I was getting married and moving to a new city.

So I had grown my business in Raleigh and I was moving an hour and a half away and that scared me and all these new things coming up and I attended this conference with the hope that it would speak to both me as a creative and me as an entrepreneur because I think that we're very multifaceted. So I had a lot of different needs in all areas because we have to do it all.

We run our business as a whole and I didn't get that when I went there. It was a great conference, it was wonderful but it didn't feel that need I had, and so I left and felt a little discouraged and started looking for a conference or workshop that would train me in both and I come from an art background so I have a lot of technical training in art.

I just saw a need too in the creative industry for women who know how to make things look pretty or know what they like but they really can't articulate why they like it, why it works, why is this composition timeless? Along with how do I build my business and actually make money and not feel like I'm just doing an expensive hobby basically? Which was something somebody told me and it hit home.

I was like, "Wow, that's basically what I do, an expensive hobby," and I didn't want it to be that especially as I walked into married life and how to contribute to the family. So I kind of started dreaming up the idea of The School of Styling. In February 2013, there was a big snow storm and I was trapped inside my house for days and it really forced me to flush out this idea.

I definitely struggled the thoughts of, "Well who am I? I feel like a lot of these things I'm still learning myself and I'm still struggling with," but I just knew that if I needed training and if I needed encouragement and if I needed all these things in all these different areas then my guess is a lot of other creative women regardless of what their specific job title is, they needed it too.

So I started creating the School of Styling and then we hosted our first workshop in Raleigh of 2014, so two years ago in August and it's just been awesome. It's been really cool to see the community grow. Women who really do have similar struggles and similar interests and similar passions even though they may be in different fields.

[00:06:40.1] RP: What type of creatives come to your conference?

[00:06:43.1] KH: Yeah, so we really have a great mix and that's one of the things I love about it because I think that everybody brings something different to the table, they bring different strengths, different knowledge but we have a strong wedding presence. I would say, between a third to half of the workshop, they are involved in the wedding industry in some capacity.

Whether that's a stylist, planner, photographer, florist and then we have people who are either like Christina, she came and she's obviously helping creatives with their legal side of the business. We have people who do other types of training like financial or business coaching, things like that and then bloggers or photographers who aren't wedding specific.

So it's a broad range and then we have people who we have had a few like food stylists, prop stylists, food bloggers, those are really fine, I like the food people.

[00:07:38.1] CS: I want to be a food stylist!

[00:07:39.1] RP: Yeah! I don't know anything about that but that sounds awesome.

[00:07:43.1] KH: Yeah, so it's an awesome mix and I think that's one of the things that it's not pigeon holed to one specific industry and so there's just so much diversity that comes with that.

[00:07:54.1] RP: Yeah, I imagine that with the diversity, you get a lot of different perspectives and different kind of feedback from people and I think that's such a valuable thing. I see the merit of having a very industry specific conference but I think with the diversity, you get a lot of different feedback and different ideas that percolate so that's really cool.

[00:08:16.3] KH: Yeah, it has been really cool and we make sure too with our speaker line up that we're also replicating that same diversity just with pulling people from different industries, different backgrounds so that you're learning from women who have launched their business and done business successfully may not look like yours and I think there's just so much you can learn from that.

[00:08:38.5] RP: Yeah, something that you mentioned earlier, which was really interesting was you talked about like the creative and the entrepreneur roles that you play in your business and Christina and I have talked about this a little bit and had an episode about it earlier on but I think that that's so spot on that we're really good about being creative but sometimes the entrepreneur or the CEO side kind of slips by the way side, and so can you speak to that a little bit and how what you're doing now is really filling that need?

[00:09:07.2] KH: Yeah, definitely. I will preface this with saying, I've had a few attendees who actually are the opposite. They come from a business background or they come from a lot of years in the corporate world and they know they're creative but they want to grow the creative side. So I have actually seen both but I find that it's more often we're really good at being creative, we have a really strong sense of that but we need help with the entrepreneurial side.

So yes, what we do, basically our mission statement is to equip and encourage creative entrepreneurs to build smart business, style with intention, and cultivate community. So everything that we do at The School of Styling we filter through that mission statement and we ask ourselves, "Is this educating them in their business? Is it helping them style well? Is it inspiring them or is it helping facilitate community?" And we filter everything through that.

So I would say even something as simple as our Instagram posts or e-mails that we send out, we're constantly trying to provide that multifaceted look at being a creative entrepreneur and educating people and then encouraging them in all those areas but specifically at our workshops, we have both hands on and classroom sessions.

So about half of our sessions are classroom which are more of like how to manage your money, how to stay inspired, how to fuel your business and your creativity, how to be profitable, things like that, and then we have our hands on sessions. So we'll do like a composition plot styling session, we'll do table top design, center piece. Sometimes we do vignette styling, there's calligraphy or brush lettering.

And the idea with that is, while not everybody like me personally, I am not a florist and I will never be a florist. I have terrible allergies but I love playing with flowers and I think there's so much that can be said with taking these design concepts that you learned as the principle of

design and then replicating that through multiple mediums to help you, number one, strengthen your design eye, but number two, just hone in on your personal setting.

So we really want to make sure we get a good mix of both of those so you're never sitting for too long. We make sure we mix in those sessions because again, creative entrepreneurs, we're creative. We need to use our hands, we need to be creating and making and doing. So it was really important that that was a very strong element of our workshops.

[00:11:39.1] RP: That sounds like so much fun. I would love to attend.

[00:11:42.4] CS: Yeah, I love that you're saying this Reina and the thing that you said about the food styling earlier like, "That's so cool, I want to do that," because that's why I love The School of Styling because for the longest time, I would scroll through Instagram and I'd be like, "What the heck? How did she do that? How are these photos are so good all the time," you know?

Whether it's Kaitlin's or The School of Styling's or even a lot of photographers like Shay Cochrane's feed and all that kind of stuff it's like, "How are they doing this?" And I feel like The School of Styling just takes that curtain and peels that right back and they're like, "You can do it too. I promise, if you want to learn about this, it's just like learning a new language or a new skill or talent or hobby or whatever you want to do."

Then the really fun thing is to watch the people leave The School of Styling and apply the skills and the motivation and all of the knowledge that they learned there and go out and do really great things in the world. I actually attended the one in March and it's been really fun to stay in touch with people and they've started new businesses. They've started all new projects, they have collaborated with each other.

I've been fortunate to collaborate with some of those women as well and it's such a great community that comes out of it because it is a much more hands on smaller conference and I have to believe that wasn't really happening in 2013. We talked to Kat Schmoyer in another episode. She started Creative at Heart in 2015 and so that was even two years after The School of Styling started and so what did the arena looked like?

You talked about this with the conference that you went to, but what was the deciding factor other than the plans you made in that snowy room that day? What was like, “Okay, that’s it I’m hitting publish on this event. I’m going to start it. It’s going to be a thing.” What was that like for you and what was the deciding, if there was a deciding factor that pushed you to do that?

[00:13:38.4] KH: Yeah, so I think to answer the first part of that, the arena of what the current landscape I guess of the workshop world at the time, there were a lot of conferences where you would go and whether they were like very heart based or motivational or educational, there were conferences very specific to one theme or I found that there were maybe some hands on workshops but they were geared towards just wedding florists or just event planners.

So I wanted to create something that really meshed the two very seamlessly. So what made me hit published? I think it was because honestly, when you’re starting something new, you don’t really have a whole lot to lose at first because nobody is following. My husband and my mom, I guess he was my fiancé, they knew what was happening.

My family knew, my friends knew and to me I was like, “Well I think this is a need. I’ve talked to people,” without even knowing that I was pulling my market, a lot of my creative friends I talked to them and I was like, “I think this is a need. This is something that doesn’t exist so I don’t really know how it’s going to work.”

The layout of our first workshop is wildly different than it is now just in how we structure things and we’ve gotten better and perfected it as we’ve gone but I thought, “Well, I’m just going to put this out there and see if this can serve and bless other people and if this is something that would actually fill this need that I have. Is this something that a lot of other people have?”

We had 17 people attend our first workshop and I always say that if those 17 people hadn’t come then this would not exist now. So I am very grateful for those 17 people but I think what you said about what happens after the workshops, that’s what made me think, “Wow, this isn’t maybe just a one-time thing or something I do on the side, this is something that I can actually build and grow in a community that could grow and that this could reach other people and bless other people.

We could travel, we could go places and meet women all over the country that we wouldn't get to come in contact with face to face or share a meal with," and that's what I love so much about it and then what happens after it and watching them go from there and take what they learned and like you said, people do amazing things.

We've had women totally quit their current business and start something new. We've had women take their business in a new direction. Women who'd decided, "Hey, I'm going to stay where I am right now in my full time job, now was not the time to move forward but I know when I do, I have a plan." So it's just been really cool to watch.

I think that we've had at this point maybe close to 100 over our five workshops come through so it's just been really, really amazing to watch something that for me started out as like a time line on a sheet of paper with a lot of hopes and dreams wrapped up in it, turn into something that was bigger than anything that I could do. That's what's been so sweet and cool about this whole experience.

[00:16:52.8] RP: I love that and I think that so many people can relate to that timeline thing, right? They write something down and it's a goal and now for you, it's a reality. I mean five times over. I just wanted to ask a question about your favorite success story. Have you had a favorite past student success story?

[00:17:11.6] KH: Oh man, yes. Well, I have a lot. I just love getting e-mails and feedback and watching what women are doing but I would say that maybe I'll just speak specifically about this past workshop since it just happened but one of our attendees at the workshop is actually from Raleigh and she owns a vintage rental business on Raleigh.

But basically when she left The School of Styling, she pretty much revamped her whole brand, went a totally different direction, she's creating something that is so beautifully curated. It doesn't look like what everybody else is doing. It's something that's very true to who she is and she's investing in her business.

She actually hired one of my staff girls at the workshop to help her with the styling aspect and I'm just so proud of her and what she's building and creating because it's something that again,

doesn't look like what everybody else is doing. It's very true to who she is and it's beautiful. So I love watching that happen and grow.

She e-mailed me and she just said, "That was a game changer for me. That just changed the way that I looked in my business, viewed my business," and also just how she thought about the way she went about business so she could, felt more freedom to do what she wanted to do and what felt natural to her as opposed to just kind of doing what everybody else had.

[00:18:34.0] CS: Yeah, I think I know what you're talking about Kaitlin and I just want to add you guys that she's not who you would typically think of as someone on Instagram that posts a lot of pictures of herself or whatever.

[00:18:49.1] RP: Can we plug her?

[00:18:50.8] CS: Yeah, sure.

[00:18:51.5] RP: Are we allowed to plug her like, why not right?

[00:18:54.2] KH: Yeah, she's great. Her name is Rosanne and her business is Cottage Luxe and she has a boutique rental company in Raleigh and she's awesome and we're actually using her for a coming Chapel Hill workshop in October. She's great and she's wonderful but she is not necessarily, I would say typically we have women who were 20's and 30's.

She's a little bit older than that and we get some older women coming to the workshops and there's something about that to me that is just so inspiring. Watching this women who have raised kids and they've sent their kids off and now they're like, "Hey, I'm going to create something beautiful and new," and it would be really easy to just hang out and sit around.

But she's working hard, she's a very hard worker and she's creating something beautiful that this area really needs so I'm so proud of her.

[BREAK]

[00:19:47.3] 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]

[00:20:02.6] RP: I love that and what's coming up for me here is there's a parallel between your story and her story. There is this creating of an industry or creating a different way of doing something that's already been done before or just creating something totally new and just using that voice and saying, "This is what I have to offer." Can you speak a little bit about what it's like to create a new industry for yourself or a new type of offering?

[00:20:30.2] KH: Yes, I heard of the blue ocean strategy, the idea of creating an uncontested market space for yourself and I think for me what was really a game changer was thinking, "Okay, I know my ideal client because I resonate with her so much because I was her." I think back to 2012 and 2013 and I know who she is.

So I feel like I can speak to her needs and I can answer her questions in a way that only I can because I have been created and I have my own story and that's very unique and special too and so I think looking at your ideal client, looking at the people that you are doing this for and saying, "what are their questions? What are their needs and then how can I specifically and uniquely fill them?"

The way we do things at The School of Styling, other people have done workshops that are similar to what they've done since we've started but I know, I'm not afraid of competition. I'm not worried about that because I know what we created and what we do is so unique and different because it's coming from me, which nobody else can create something that comes from me.

Even if they're doing something with a similar curriculum or a similar outline or similar hopes or whatever, I know that that's going to be very different because it's coming from them and so just

bringing my story, my voice to it and also I have an employee now. Her name is Kelly and she's wonderful, we just share a lot of the same part and passion.

We have very different stories — very, very different — and I think that helps her connect with something I tend to use that maybe I don't share a similar background with but just even building my team in a way that still contributes to that uniqueness and the way that we can love on people and serve them and bless them and spoil them while they're at our workshops.

[00:22:23.7] CS: Yeah and I would just add to that Kaitlin and I don't know if it's because other people aren't you or because it is a smaller workshop, you elevate the experience. I mean it is definitely an experience for attendees and it's a very elevated experience from what I've seen other workshops do or attended or stuff like that.

I mean, yes, it is a lot of your unique vision but I think the other thing that you've done so well and that other business owners could do in their own business is figure out what it's actually like to experience your service or your workshop or whatever and how do you make it better and it's like you said, the first one with the 17 people is not the same way that it felt or looked as it does now, but I just see it in you.

You're always looking for ways to make things more organized, to make things flow smoother, to make things more fun, to make things more attainable and so it's just so fun to watch that happen. I remember one thing that we got that was so helpful was you gave every single person a sponsor card and the sponsor card was really pretty.

So then we wanted to take this pictures of that and other workshops have been to, you know, it's just like those sponsors are just so written up on a board in the back of the room or something like that. So just little things like that, that you have taken and elevated the experience. What are some things that you are constantly looking out for to change that experience for your guests?

[00:23:48.9] KH: Definitely. So one thing we do is we get through the timeline about a million times and we look for every single little place we can infuse beauty or surprise or gifts or

whatever it may be. So Kelly actually what her job is now because we do have so many different areas of our business now what her job is basically focus on brand relations.

That does include our sponsors loving them well, making sure that they're being promoted and that we're really a cheerleader for them at the workshops but then also how can we love, how can we spoil, what would be super useful or helpful for our attendees and so we just groomed through our timeline and we just look for ways that we can incorporate really cool local things.

So that's a great thing about going to different cities is that we can partner with local companies and that's what makes each one unique and different, just the people who come on board and I can't say enough about our sponsors. They're wonderful and they have the same heart for loving our attendees because they give amazing, amazing gifts.

So what we do is we just go through that timeline and we also really intentionally build our curriculum and I think that's the other thing is obviously the moments of beauty that happen, the intentionally styled areas all of that, it contributes to that experience that you were talking about. But we also take just as much consideration of the heart and the meat of what they're going to be hearing and learning to make sure that it really is a very well-rounded experience so that they're being taken care off in every way possible. So that's our goal.

[00:25:34.6] RP: It sounds like there's so much heart and so much reason to all the things that you're doing. It's such an intentional — I haven't been there, but it sounds like an intentional purposeful execution and as a former event person it just makes my heart sing because it's nice to have the pretty stuff but if you don't have the meat, it's really hard to be fully present as an attendee too. So just like a really well executed well-thought out thing, I don't know, it's just such a beautiful experience.

[00:26:04.6] CS: Yeah, Reina, you bring up a great point and so I have one foot on the legal industry one foot in the creative industry and I'm fortunate to have that so that I can get a lot of feedback from people that are in the creative industry and one thing I hear all the time is, "Well why is pretty so important to you?"

Because my partner, I drive him nuts because I'm like, "Oh, it doesn't look this way. It's not pretty. It has to look like this, or the house has to be clean," and it drives him crazy. He's like, "Why is pretty so important? What is going on?" Or on our Instagram feed other attorneys that, and I know that this sounds foreign to you guys listening to this podcast maybe, but there are people that don't have these feeds that just look like a Pinterest board.

[00:26:45.3] RP: Who don't know what a curated Instagram feed looks like?

[00:26:47.3] CS: Right. Like I don't think my pictures are super special, I try hard but they're not like The School of Styling's pictures but people are amazed by them and they're always like, "How do you have such pretty things?" And even when I see them and to them pretty matters and it's not necessarily, in all these situations that I'm describing, it's not necessarily pretty is the be all end all, it's what it represents.

Which is the carefully thought out, well-planned intentional setting of objects into place and cleaning and it's the underlying tone that you really care about this whatever it is that you're doing. You care about your business if it's your business feed. You care about your home if it's your home is clean and we can't have perfect clean houses all the time, I'm not saying that but this underlying tone.

So what Kaitlin mentioned earlier is really interesting because I noticed that as well when I attended in Asheville is the business people that were there and we did have quite a handful of people that worked in marketing departments and things like that that were really ahead of their time trying to figure out how to do all these stuff.

The pretty mattered to them too and it mattered because it sells for them and they wanted to craft that message behind what they were doing so that it wasn't just a phone and some flowers thrown on a whiteboard and they took a picture of it. They wanted to know, "How do I not just craft pretty but how do I craft a story? How do I craft an intention?"

[00:28:13.3] KH: Yeah and I think that too, what is so cool about that and why pictures on Instagram matter and why the pretty matters is because that does carry over into your services

and when we are doing our Instagram feed, we want that to be reflective of what our workshops are going to feel like and what they'll experience.

Because it's my goal and we don't say we always do this well but good brands make you feel something. They make you feel like you're a part of something and so that's our goal. It's just to infuse that on all levels from the deep heart stuff and the real tangible business stuff all the way to the Instagram pictures and the blog post and so I think that's a great point Christina.

[00:28:58.1] RP: And something that's coming up for me is that professional looks different for each industry. For ours, professional is this curated Instagram feed. For a corporate company, it might be more buttoned up and black and white or a little bit more modern or something like that and I think it's just different.

The things that we commit to aesthetically, it's not that corporate folks don't value pretty in their own way. It's just ours includes flowers and pencils at a certain angle and stuff like that and it's just that the industry standard is a little bit different. So if you want to step into the creative industry, if you want to be here or take some of what we have to offer, then that's what you have to notice is what's happening.

[00:29:45.3] KH: And too, also a lot of those companies will hire a marketing companies or they'll hire a stylist to do their advertisements or their imagery or their logo or things like that but when you're the one doing everything or the majority of things, you kind of have to become an expert on flat styling and flat lays and what does this work and why doesn't this work? And all of that, because you're the one who's not only the heart and brains behind what you're doing, but you're also the voice, you're also the one creating the imagery.

So yeah, it is very different when you look at a one or two person business versus a larger company, you have to play a lot of different roles when you're the only one as opposed to just playing a smaller, more specific role for a larger company. So it is very different and what you need to be professional in that industry can look very different too.

[00:30:42.5] CS: So kind of switching gears a little bit but Kaitlin, what advice would you have for a new entrepreneur or maybe one that's trying to be established like a photographer or a

planner in a “saturated market”? What advice would you have for them to create this blue ocean on their own and to go out and forge their own path or if they’re a little bit scared that their idea might not work, how would you encourage them?

[00:31:08.2] KH: Yeah, so I’ve been really fortunate to get to do a lot of one on one coaching this year and just been so cool to hear just the heart that these women have and some of them haven’t started their businesses yet, some of them are knee deep in it and trying to figure out very similar things and it’s been so cool to work with them through a lot of those questions and what I tell them and what things we work through are: Number one, coming up with who are you creating for? Why’re you’re doing what you’re doing and what do you do?

I think that getting really specific about those three things, who, what and why for your business and not looking at what everybody else is doing, not looking at their Instagram verbiage or the way they talk or the way they package their services but what’s so natural for me? What fits for me? What are my strengths? And I think for a long time, I tried to fit my styles into what I thought the mold I needed to be was, and then I realized this is draining, this is not life giving and I am not doing well at this.

Because there are certain things that I don’t do well and I have three categories for myself. There’s things that I really struggle with, things that I need to outsource because I just can’t do them well. There’s things that I’m going to strive to do better and still take them under my realm and my control and just educate myself. Then there’s things that I’m successful at and I do well at and those are the things that I really have to focus on.

And so I think that when you have a new idea or you’re entering a new industry and you’re worried, “Well what do I have to bring to the table?” You’ve been so specifically and uniquely created and you have a story that is unlike anybody else’s and so infusing your story, infusing who you are into what you’re offering, into your services.

So what if you’re a florist and there are 15 other florist within 15 miles of you? It doesn’t matter because how you are going to approach your client experience, how you’re going to work with your brides, how you’re going to love them well after is going to look totally different than

somebody else and so I think there is always work out there. There's not going to be a shortage of work.

If you are creating something that does feel very new and very foreign to the industry one thing you have to do is educate the industry on what you're doing and so that's what I found myself having to do a lot for the first year was educating the industry on what I was bringing to the table because I wasn't just doing something like a photographer or a florist. Jenny Moss who owns Found Rentals in California, she was the first vintage rental company ever.

She actually was a speaker at the LA workshop and I had a little freak out moment because she has been just somebody I've looked up to and admired ever since I started my business and then she was speaking and then I was like, "Oh my gosh, this is amazing!" But she even talked about that too. When you bring something new to an industry, to a group of people, you have to be educating them as you're learning too because it is so new.

So I think that depending on what industry you're trying to get into, what that job looks like, if it is something that already exists just know that your voice and your story and the way that you're going to go about it will be so different than other people that you can create a brand and a message that's very unique and on the flip side, if you're creating something that may be really foreign to people, just know that you'll have a process and a time period of having to educate as you also learn yourself.

[00:34:48.1] CS: Wow.

[00:34:49.1] RP: Yeah, spot on for sure. Just to piggy back off of that and hopefully it's a little bit of an extension of what you were already talking about but what does it mean for you to create your creative empire?

[00:34:59.9] KH: Yeah. So wow, empire. That word is like a big word because I look at where Kelly and I are currently working, my husband and I recently bought a house and actually in seven weeks, I'm having a baby at seven weeks-ish. So I look around our house and I'm like, "Empire". We're working off our dining room table with boxes still unpacked in the corner but yeah.

[00:35:22.6] RP: #reallife, right?

[00:35:25.0] KH: Yes, very much so we actually went to a coffee shop the other day because I was like, “Kelly, I just had a moment where I realized I probably am not going to leave this baby for months so let’s go out the house now while we can.” So yeah, I think what does it look like for me to build my creative empire?

I think it looks like, number one, surrounding myself with people who have a very similar heart and passion as I do and for me, that starts with my team, with Kelly just building that, hiring her actually for me came at a really hard time. I thought I was going to quit my business and I really had some setbacks and I was just very discouraged like, “What am I doing this for? What’s the point?”

I had already put out a call to hire and then Kelly applied for the job and I was like, “Well, I guess I’m going to hire her and then we’re just figure this out as we go.” So I think surrounding myself with people who love me but also love the work that we do and also working with people who do the same.

So we partner with businesses and brands in a number of ways whether that’s styling collaborations or projects or for workshops, sponsorships, guests or even just things like blog post and so just constantly creating a community that shares the same voice and heart that we do and the message that we put out. I think that our dreams are wonderful. We’ve been given them for a reason and we have passions for a reason.

But I will never be one to promote a message of just “chase happiness, chase bliss, chase whatever” because I don’t think that that leads to a life giving or a profitable business because sometimes the things that we have to do aren’t necessarily the things that are easy for us to do or the things that do bring happiness. But ultimately in the end, having a goal, working really hard for that.

So having a community of people around me whether that’s my team or is the people that we work with who also share in that same voice and message because at the end of the day,

whether or not we ever made another dollar, I would want the world when they thought of The School of Styling to think of the message that we had, the way that we loved these people, the way that we inspired and encouraged people and so for me, that's the most important thing I guess in my creative empire. Again, I'm laughing because I'm thinking o where we work most days.

[00:37:56.1] RP: I love that answer and I feel like that needs to be reoccurring question so thanks for answering it.

[00:38:01.9] KH: Yeah, of course.

[00:38:03.3] RP: Just as we wrap up, where's the tour headed?

[00:38:06.4] KH: Yeah, so we have one more workshop in 2016, which is in Chapel Hill and that, if you're not familiar with that, which you probably are because UNC is there but it's close to Raleigh. So that one is close to home because I will have a little bundle of joy with me, which will be a brand new experience.

She may be six to eight weeks old, we'll see, and my husband will also be there to help. So yeah, we'll be in Chapel Hill and then we'll have two workshops in 2017 and right now, figuring out where we're going to go but some states we're considering are Texas, Virginia, Georgia, Tennessee. So we will see where we end up next year.

But we will have a spring and fall workshop in 2017 as well and then we also have a really awesome online program that Christina is actually part of and she has been so gracious to share a lot of her knowledge on legal matters that's coming out later this summer and that's been in the works for I don't know, what month is it? June.

It's been in the works since last December so a long time and I'm really excited for the way that that's coming together. Just another way to serve creative entrepreneurs who are in those beginning stages or do you feel like they're knee deep and they just need help with a lot of the logistical or tangible sides of their business so yeah, I'm excited with that.

[00:39:33.2] CS: Yeah, where can they find all of this?

[00:39:35.3] KH: Yeah, so if you follow us on Instagram @theschoolofstyling or go to our website www.theschoolofstyling.com and you subscribe for our newsletter, you'll be the first to know about all of that and we actually do a lot of different subscriber discounts that we do just for people who are on our newsletter. We love to send helpful tips and information and free content to our newsletter subscribers, so those would be the two best ways to find us.

[00:40:05.8] CS: Fantastic, well thank you so much for being a part of our show. We loved having you.

[00:40:12.0] KH: It was fun. Thank you so much for doing this. I love what you all are doing.

[00:40:16.3] CS: Thanks and you too. Yeah, this is awesome so I am just super excited to talk to you today Kaitlin, like I said in the beginning, I am kind of nerding out because Kaitlin you're to me as that woman was to you.

[00:40:27.6] KH: Oh, you are so funny. Christina we are friends, you're so funny.

[00:40:35.1] CS: Well thanks.

[00:40:35.0] RP: Kaitlin I hope I get a chance to meet you but I'm so glad that the audiences is getting a chance to meet you through the podcast so thank you so much for being with us.

[00:40:42.3] CS: I know.

[00:40:42.3] KH: Thank you.

[00:40:44.1] CS: Yeah, so everybody have a great day, go out and build your own empire. Thank you so much Kaitlin, we'll talk to you guys soon. Bye.

[END OF INTERVIEW]

[00:40:53.5] 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.

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]