

**EPISODE 19**

[INTRODUCTION]

**[00:00:01.1] ANNOUNCER:** Welcome to the Creative Empire Podcast. Each week, Reina Pomeroy, the life and biz success coach and Christina Scalera, the attorney for creatives are taking you up close and personal with successful influencers in the creative community and tackling your biggest business hurdles. Their mission is to help you, creative entrepreneurs, think beyond your daily biz so you can make the brave decisions that build your Creative Empire.

[INTERVIEW]

**[0:00:35.9]CS:** Hi everybody this is Christina Scalera. I'm here with Reina Pomeroy and our very special guest today is Krista Jones, who many of you recognize as one of the cofounders of The Rising Tide Society and the TuesdaysTogether meet ups. Without further ado, I just like take that in to the discussion today and talk to you Krista about what it's been like for you to be the cofounder of something that has really just taken off and you guys just celebrated your one year anniversary. For the newer listeners who are on the show, can you just give them a little bit of a fly by view of what The Rising Tide Society is and what TuesdaysTogether is and how they can get involved?

**[0:01:15.5] KJ:** yeah, absolutely. I'm super excited to be here with you guys today. Like you said, Rising Tide just started a year ago and it really is a way for creative entrepreneurs to connect with one another and to feel less alone. It started in Annapolis and it started from Natalie and Davey and Hughey and myself just feeling like we didn't have anyone to lean on and like we had Natalie and I, were on our own and we are photographers and there's so many things that you face as small business owners, and you don't have anyone to talk to most of the time.

I'm fortunate enough to work with Davey so we can get to each other but Natalie and I had this amazing relationship where we could talk to one another and talk about client issues and just the things that we're showing with and we knew that there are so many other people who didn't have that. So we started a group in Annapolis and other people saw what we were doing and it

just exploded much more quickly than we ever could have anticipated and we're ready to handle.

There are about 280 groups all around the world and as groups meet together once a month and they're called TuesdaysTogether and they talk about topics that we come up with. Leaders are welcome to talk about anything but we found out really helpful to give them a starting point. Yeah, we also added a Facebook group and we have weekly webinars, which you guys have both done and it's been amazing.

I had an online, our two online summits, conference type thing with a bunch of different speakers and yeah, everything that has not been the past year has been insane but we've met a lot of amazing people along the way.

**[0:02:44.2] RP:** Yeah, tell us more about your "community over competition", motto and mindset.

**[0:02:49.2] KJ:** Yeah, I think as a small business owner, it's really easy to look at what everyone else is doing especially online, especially on social media and to think like, "She got featured here, he got this award or he's working with this clients and shooting all around the world," or whatever it is that you do and think that these people are your enemies but in reality, they're your colleagues.

Our heart, the heart of our mission is create a competition like you said and we wanted people to be like they're in this together and the more we help one another as small business owners, the more we're all going to be successful. We've seen that happen in so many ways just the way that people connect through TuesdaysTogether and the way that people meet. The way that you guys met was through Rising Tide, which is so cool and like, you guys both do, you could technically be competition but you've become so much stronger because you have this podcast together and your friends and you support one another. So you guys are a living example of that and that's really cool.

**[0:02:49.2] RP:** We are super grateful for the Rising Tide Society for like, I think the first time we saw each other was on each other's webinar like marketing stuff and like, "Who is this girl?" It

was nice to be able to connect that way and just, I think we've both been encouragers of one another and I think that that's Rising Tide does

**[0:04:04.1] CS:** What are some of the really fun — what's that Krista?

**[0:04:07.2] KJ:** I was just echoing and saying like you guys are each other's cheerleaders and that's what we all hope to be

**[0:04:11.8] CS:** It's true, it really is and it's so funny because everybody seems to have the same exact reaction that I've met. I'm like, "Go to a TuesdaysTogether meeting," and they say, "Oh I don't know, I have work, I have kids, I don't know, I'm shy, I don't know if I can talk." They wait a couple of months and then they finally go and they're like, "Oh my gosh, this is awesome, why didn't I go earlier and I was so excited I have all this new business friends and whatever."

It just seems to be the universal reaction so you listeners who have not gone yet, it's definitely something to check out there. The second Tuesday of every month and you can find them all over Facebook but speaking of TuesdaysTogether, what are some really cool things that you have seen come out of it? Maybe some business stories or people that have basically found their way in the world, in their business world, through a TuesdaysTogether or Rising Tide meet up?

**[0:05:01.4] KJ:** All of the stories that we've heard kind of like blend together into a whole love fest Tuesdays together but I've heard stories from people who, like one person was ready to commit suicide and so they told us that their life, they literally because of Rising Tide Society and TuesdaysTogether, they felt like they had a place to belong, they didn't take their life and so, out of everything like that's one of the ultimate things that we could ever hope to accomplish.

But just like so many cool stories that people just feeling that they couldn't do this as a small business owner but because they met other people like they now feel empowered and people quitting their jobs, people hitting refresh on our website every day until we got a group in their area. People I don't know, it's been amazing. So many that it's hard to remember all the single instances that people are feeling changed and encouraged and inspired.

**[0:05:55.0] RP:** Wow, that's so touching. I'm getting Goosebumps.

**[0:05:57.9] CS:** That was not what I expected. That was — wow, fascinating. What is it been like because this took off but you're a graphic designer, you're a photographer "on the side" but what's it been like managing all those things up in the air at once?

**[0:06:15.6] KJ:** Crazy and really overwhelming. Especially because this took off and now and I and Davey had full years of wedding spot. This year we have weddings every weekend. It's a lot of work and it's been — it's something that we're working to balance and like Natalie and I are we cutting back on weddings because you just can't do everything and we found that this is like, we love our clients, we love our weddings but this is a lot more, like this is our passion.

I feel like we can help so many more people by doing this. Not that you're not helping people by working with them on their wedding day and giving them a beautiful wedding but it's just different. It's cool that we feel called to do this and the opportunities that had been opened.

**[0:06:55.1] RP:** Much of what I learned from doing these interviews is that we have the opportunity to chase our dreams and chase the opportunities that sort of come out organically and that's the beauty of The Rising Tide, it's come out of a need from a lot of different people and you guys chose to listen to that call, which I think is super inspirational because you guys could have just done it on your own, kept in Annapolis and just called in a day. Now you have like 280 something group or something like that and it's just boomed, and obviously there's a huge need. I love that people who share that rumble and continue to follow it down the path and see where it goes.

**[0:07:36.9] KJ:** It was kind of like, we were just going to have kits that people could download and start their own group and then we realize like, "Nope, we probably need to monitor this a little bit more." So it definitely wasn't planned, it was all just like a really happy accident that has been a huge busting.

**[0:07:53.7] RP:** Yeah, what are some of the collaborations that have come out of the rising tide besides Christina and myself?

**[0:08:00.7] KJ:** So I think next month in July, Richmond is hosting a popup makers market. So they invited all, everybody in their group to make — all the makers to bring things and they're going to have this really cool market and we love that Rising Tide isn't just weddings and people who are in weddings, it's a lot of artist and handbag designers and jewelry makers and all these cool things.

I went to San Francisco's TuesdaysTogether last night and there were two jewelry makers there, which is amazing. But I'm excited for Richmond to have all these new people who don't really get to connect with them all the time, have this market in July and I think that's really cool. We've been talking about doing something similar with Toronto.

**[0:08:41.6] RP:** Inspiration.

**[0:08:43.1] KJ:** Yeah, I don't know, there's so many.

**[0:08:47.5] RP:** No problem, I was just curious and just like curiosity. How do you cultivate your leaders because I know that you can't do this on your own but also have a lot of the local leaders of each of this groups and how do you encourage them and cultivate them into doing what, this sounds weird, but doing what you need them to do, right?

**[0:09:05.5] KJ:** Yeah. I think it all starts by choosing the right people. We have an application process and I go through and I stalk everything that they have ever put out and I want to make sure that they are people who aren't just in it for themselves, who actually have a heart for community over competition and so I love to see like, are they sharing about other people or are they only sharing about themselves?

Are they actually trying to encourage one another and connect with people outside of their little world? And then we talk to them and we get to know them and we make sure that they know what it really means to be a leader and we make sure that they're a good fit. Then from there, we have a bunch of different resources to help them, we call them all the time and check in on them. We have monthly webinars with them to go over the topic and share news, just encourage them. They have Facebook group and they love it and they're really chatty and they share all the time and they help one another. So that's been really cool too.

We have free leaders retreats for them. If you're a leader, you get to come and we had two days of just say learning, leadership stuff in Charleston this year. We're hoping to do another one on the west coast this year. That's in the very early stages but yeah, we put a lot of focus into our leaders, that's actually one of my biggest roles is to work with the leaders and just letting them know they're over there encouraging them.

**[0:10:19.2] RP:** Cool. Thank you

**[0:10:20.0] CS:** I know here in Atlanta, Laura Barnes is our local leader and she just says her her love language is gift giving.

**[0:10:29.5] KJ:** She's so sweet.

**[0:10:31.2] CS:** Oh my goodness, it's just the love and the abundance that she shares with our group every month is incredible, she's constantly seeking out new opportunities to have a bigger, more collaborative spaces like last night, we were at a collaborative co-working space in Buckhead, which is this big fancy part of Atlanta. How do you think your leaders have been able to handle the demands of being a leader? Because it is, like for the Atlanta group, I think we have close to 700 people and then we also have like some ancillary north of Atlanta or something.

I know it's been a lot of work for her but how do you think that — I guess I should ask you, how do you find yourself supporting the leaders on a month to month basis. What are the kinds of things that you give them or that you help them with other than just like the pricing guide that we had or the monthly guides? What kind of stuff is going on behind the scenes that we should be giving our leaders a big hug for and you a big hug for?

**[0:11:26.7] KJ:** Oh my gosh, the deal with so many crazy issues. It's like, they can't — the poor leaders, they can't make a decision, when you're in front of 700 people, you can't make a decision without making somebody unhappy. So whether that's choosing to hold your meeting at night or during the day, whether to allow kids to come or what to talk about their leadership style or the fact that you are the leader and not someone else.

We have to deal with that too. Just like all the work that they put in to finding a venue, that's really hard especially for big groups and it takes a lot of time and energy and then just making sure everyone feels welcome on the day that they come and making sure they feel included and involved and getting the quiet people to talk. There's so much that goes into it that they do that most people have no idea and just like silly little issues that they deal with members.

Like if you delete a post, someone's going to get mad and say that you're a terrible person or like, if you're holding a styled shoot about this theme like we had somebody who wasn't very happy about that. So yeah, there's a lot that they deal with that they're amazing and I think that they're learning a lot too, about how to lead the community through all of this, so I hope that they're getting a lot out of it.

**[0:12:38.6] RP:** Sorry, I didn't mean to cut you off. I was just saying, when this air is maybe, what we can do for the leaders is to have people tag them on Instagram and see if we can give them a lot of love because it sounds like there's a lot of stuff that happens behind the scenes and they don't get a lot of the glory. My group leader is Jamie of Marigold and Grey, she hosts in her home, there's like 70 people who come to this meeting and she allowed to crash.

**[0:13:05.2] KJ:** Jamie is amazing. I love here and I know she's got wine for you guys, which is so cool.

**[0:13:11.2] RP:** It's incredible and her home is beautiful but like the fact that she would be willing to open up her home to virtually strangers who have never been there, right? I think it's just such a gift to have people like that who are willing to contribute in a lot of different ways.

**[0:13:28.2] KJ:** Yeah, our leaders are the reason why this has grown so quickly. Everybody always tries to point it at us and they're like, "No, it's like, them, like they're the ones who do all of this work and who are our biggest cheerleaders and we love them, we're huge fans of our leaders."

**[0:13:42.7] RP:** It wouldn't exist without your leadership of them right? Because, it could be like 280 people who are running freely but you are the collective, you created the structure and safe

space for all of them. It's kind of like in the little umbrella, it's cozy and you set the tone for it and I think that that's such an important part of what leadership really is about, setting that tone.

**[0:14:07.1] CS:** What's been your favorite part so far about leading The Rising Tide Society, now that you guys have partnered with HoneyBook, can you have conference retreats and then an online conference twice now. What are some of your highlights, what are your favorite parts of being Krista Jones?

**[0:14:24.9] KJ:** Oh gosh, I don't know that my name is really all that fancy or special but I love hearing stories about people who they feel just more encouraged in their business because of all of this, people who like really look forward to posting in a big Facebook group everyday and who make connections that they never would have made otherwise, that's really cool. Including about stories like you guy's meeting, accomplishing amazing things together.

I really love on Tuesdays together day going through the Instagram feed and seeing all of these people who we're meeting and also like the way that the leaders make the meetings their own. I was scrolling through this morning, I saw somebody had a Rising Tide cake and I've seen Rising Tide cookies and all of this really cool things.

It was like, "Wow, I started that and I need that logo and now it's like everywhere and all of these people we're meeting and talking about a topic that we came up with and questions that I put together," that's really cool. See like how much it spread. Especially now that it's spreading in other countries, we just had a Paris group, we are adding a Barcelona group, a Buenos Aires group.

Speaking of that, just like the way that we had two people from Annapolis move to different parts of the country and that's so hard to restart your business somewhere else but they are already connected with their TuesdaysTogether group and so like, they're not going to get there and have no business and no connections.

**[0:15:45.5] CS:** I hear that a lot, we have a lot of new people, we have a good group of regulars at our TuesdaysTogether here in Atlanta but we also have a nice group of new people coming in every month excuse me or every other month because we do alternate day and night. We do, I



see that a lot where people are moving here and they are very shy and very timid so thank you guys for coming out.

They don't know how to get started and they don't know who to connect with and it's great to just watch everybody kind of open up those wings and take them under it. The fun parts are really amazing and high. Are there any challenges that you have faced and overcome as a leader in your position?

**[0:16:28.1] KJ:** Yeah, I think that whenever you're leading a community that big, you're going to do things that don't make people happy. So we get a lot of emails like about people who are complaining about other people in the movement. Yeah, I think that we've kind of had to toughen our skins a lot through all of this and I'm really thankful that it's not just me, that it's Natalie and Davey and Hughy and they're all on in together and that even when negative things happen like we have each other like, "Nope, that person's a little crazy, we're doing what we think is right and we're going to move on."

[BREAK]

**[00:17:04.3] 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]

**[0:17:20.0] RP:** I would love to hear some Rising Tide etiquette, if that's a thing? Because I do a lot of posts, there's lots happening on the Facebook community. How can we live the spirit of community over competition in the Facebook group, in our businesses and give us like things that we can actually do on a day to day basis, that would be in line with your mission?

**[0:17:42.3] KJ:** Yeah, I think just the biggest thing is just encouraging and cheering one another on and not being negative and then keeping in mind that not everybody runs their business the

same way and not everyone is in the same place. Don't get on someone if they're not charging as much as you are or anything for the issue down. They might be in a different place and a different point in their life.

Be encouraging and positive and help them. And we're also not big fans of referral threads or linking to your own social media or promoting your products. When we see those, we delete them and we ask that the community would report them, just because we wanted to be a positive place where people don't feel like they're being sold to. We want people to ask questions and help one another but not like show off this amazing shoot that you did.

Our group isn't the place for that, it's awesome that you did that and we'd love to cheer you on maybe on Instagram if you use the hashtags but yeah, we really want it to be focused on business and supporting one another.

**[0:18:32.8] CS:** That's cool.

**[0:18:33.6] RP:** yeah, I know I think that that's absolutely right. You're more likely to want to cheer somebody on and really support them if you have a relationship with them rather than just seeing a link.

**[0:18:47.8] CS:** Yeah, I love the outlets that you guys provide. Can you talk a little bit more about which outlets you have that you tweak if someone is active in your Facebook group or they're just finding you for the first time like make waves Monday and the blog post that, when is that opportunity for them to share and connect with other people and if they're a newer business and they don't know how to promote themselves, you do offer some great platform for them to connect with other people.

**[0:19:12.5] KJ:** Yeah, the reason hashtags on Instagram, make waves Monday, Rising Tide Society, TuesdaysTogether, it's easier to follow one another and we ask that if you share something with one of those tags, you go with a few other people. Just because that's the fun part of it. You feel amazing if people come on your stuff and go and return the favor, don't just use this hashtags and put them out there to promote yourself. The heart of it is to help other people and cheer them on.

On Wednesdays, we have Blog Love Wednesdays and that's the only day that we ask that you share your blog post because we don't want it to be a whole big group full of people just linking to their own sites. Then on Friday's, we have Follow Fridays and want to pick a different social media outlet every time and so people can share there. Our Pinterest boards are also opened to everyone, you just have to apply and we'll add you because you have to be friends to someone or something like that, our interns do it so I don't actually know how it works.

You're welcome to share it to Pinterest if you apply and then the blog is always open for people to write and contribute to, you're welcome to — everyone's welcome to submit articles and if they fit within our editorial content and calendar, we'll run them. So that's been cool to see people that we haven't like, we don't know before, people who are just starting to educate or blog, to have them share about all sorts of different topics.

**[0:20:27.1] RP:** That's great, how can other people, like you said with the blog, how can people really contribute to the community other than just being a participant?

**[0:20:35.7] KJ:** Yeah. We see most of the comments that people leave on Instagram and Facebook, and we read every comment on the blog, we love seeing all of those and feeling like our content is helpful.

**[0:20:49.3] CS:** So other than being so active in The Rising Tide Society and managing this cofounding partnership with Davey, Natalie and Hughey. What kinds of things do you see yourself doing in five to 10 years. Have you thought down the line like that or is it just kind of the here and now, the excitement of the rising tide society?

**[0:21:09.3] KJ:** Yup, pretty much the here now. Five years ago, I had just shot my first wedding for like \$200. I never wanted to be a photographer, I was the designer and I'm like, "I'm going to design wedding invitations and then I fell into photography, and so I never could have predicted this and just where we would be, I thought maybe I'll shoot a few weddings. I never thought that we'd be leading a whole community of creatives because I don't love being in the spotlight. Public speaking is not my favorite thing.

[0:21:42.4] **RP:** You guys also at the Bayside Bride too.

[0:21:45.1] **KJ:** We did, yeah.

[0:21:46.8] **RP:** That was like another chapter.

[0:21:48.6] **KJ:** Technically it's still alive but it's phasing out. So yeah, it's been crazy. I'm trying not to plan too far in advance because just like I don't know, the way that things have popped up in our lives, things have been better than I ever could have dreamed or imagined. So I feel like there's no need for me to have five year goals.

[0:22:06.7] **CS:** Yeah. That's really interesting. I actually loved that you said that because a lot of pressure is put on us to be like, "Where do you see yourself when you're 80? Where do you see yourself in 10 years? Where do you see yourself in five years?" And I'm guilty of it too, I just asked you. For me it's really, I don't know.

I feel bad because I don't know, but I think that's totally fine and if you're in the very beginning stages of a business or you're caught up in a business that's doing really well, you're in the momentum of things, that might be just where you're at and you don't know. So just offering that encouragement to our audience and our listeners might be what they need to hear today. So thank you Krista.

One thing I wanted to talk about was, at least for my own personal experience and I've talked to a lot of other people who I felt the same way is, we've been hesitant to create something because nobody else is doing it. That's where I saw you guys with the rising tide society. So there was this void of community for creative entrepreneurs, photographers.

The Rising Tide Society, I remember the day that you guys launched on Instagram and just watching as your Instagram numbers just like went through the roof and going back and looking at Natalie's blog post about it and all that kind of stuff, and I was like, "Oh!" And it just clicked with so many people, it filled that void.

Up until that point, nobody had really done that? What kind of advice or encouragement would you give the business owner that maybe has a business idea but doesn't want to do it because nobody else is doing it right now?

**[0:23:37.6] KJ:** I definitely think we're the first to do community groups, we love the Shoot and Share guys, they had photographer groups before us and there's the Pursuit Groups. Yeah, like you said, nobody was really uniting all creative. Honestly, we really didn't think too much about the fact that no one else was doing it.

Okay, this is cool, we have all of this friends in Annapolis that we want to get together, pop up shop owners and artists and we're just going to do it and not really think too much about it. So I don't think we were ever really afraid to do it.

**[0:24:11.2] RP:** Did you have any hesitations about starting this movement?

**[0:24:14.0] KJ:** Well, we didn't think it was really going to be a movement. We thought it would just going to be like a few of us and our friends in like Boston and Richmond and DC, getting together and talking and there were no topics back then, there was no like plan to have this whole organization, our business. It was just going to be like little kits that people downloaded and like, "Here's how you share about your group and we'll give them all name." But yeah, it wasn't like we set out to make this huge thing a worldwide phenomenon. I think that's probably why we weren't scared or like thinking about, we're the only ones doing this. We started small.

**[0:24:52.1] RP:** I love that. I wanted to ask you about, you said something earlier about being somebody who doesn't love being in the spotlight and this experience has probably put you like quite a bit in the spotlight and expanded your range of sort of like receiving some of those, just being in the eye I guess of people. So can you talk a little bit about how that's shifted for you and how that's been maybe tough growing?

**[0:25:19.2] KJ:** Yeah, I mean, because I feel like a year ago, maybe like a year and a half ago, no one knew who I was, I'd introduce myself to like leaders in the industry and like, they had no idea who I was, and now some of them do and that's really weird, just like people know all the stuff about my life.

Yeah, it's been crazy to like go from, nobody really knowing who I was, a year and a half ago, to people knowing my dog's name and knowing like where we are right now and all of those things. I try not to think about it too much, like when I do the webinars, I pretend that I'm just talking to like you Reina or you Christina. Because when I think about how many people are watching then that's really weird.

**[0:25:58.4] CS:** I did the same thing.

**[0:26:03.8] KJ:** It's also weird because like, people might know who we are in this industry but her families don't know anything about this. Most people don't even understand what Rising Tide is. Yeah, it's really funny. It's just this like small little world.

**[0:26:17.8] RP:** I was just at a wedding this past weekend in Delaware and the guys that were shooting the wedding, they seemed like Rising Tide folks and I told them about Rising Tide, "Hey, are you part of the TuesdaysTogether?" They were like, "What? What are you talking about?" I just had a conversation with them and they were like, "That's awesome!" I didn't know if there was a local one to them but they were like, "This sounds awesome." That's just like such a cool part of what you're building and people are excited to be part of it.

**[0:26:48.0] KJ:** Yeah, that's really cool.

**[0:26:50.0] RP:** Can I ask you, I don't know if you can answer this but what are each of your roles like as the cofounders? What do you do on a day to day basis or, I know that you're all in the Facebook group, you're all doing things but I just don't know what each of your roles are. I would love to hear more about that.

**[0:27:06.2] KJ:** Yeah, sure. So I'm the designer and the developer and so I get to build things and make things and make things pretty. We also have an intern right now who is helping with design, Erin, and she is amazing, we love her. I also screen new leaders and see if they're a good fit and if our community can support them. I handle all like leaders moving and leader replacements, and getting them the things that they need and checking on them. It's sort of like leader management.

We all kind of do social media. I know Natalie is like our social media strategy woman, she's amazing at it. She handles partnerships and Davey's in charge of the blog and then he also interviews people and handles all the sticky situations that the rest of us don't really want to do, he's really good at defusing them. Yeah, after that, we all just do a little bit of everything. Those are our main roles. Very cool.

**[0:27:59.5] RP:** I was just curious because you guys are all over, not all over the place but just you guys are always doing stuff and it's cool to just see who is doing what and see the behind the scenes. It's great to have you talk about that too. I've been asked a couple of times just because I did the webinars I guess, "So Krista does this and Davey does that? I'm like, "I don't really know."

**[0:28:22.3] KJ:** Like with the webinars, Davey will get them setup but then one of us might alternate who runs them. Natalie would run them but she actually doesn't, she's not great with like the software, it's a little crazy sometimes. She would totally admit that, I'm not like throwing her under the bus. She would have a heart attack if she's in charge of that. That's why we do that.

**[0:28:42.7] CS:** Yeah. I think it's a really unique partnership in that you guys were friends before you started and I mean, it's different because a lot of business partnerships like Reina and I, we started as business partners and now we're becoming friends and so it's really unique that you guys were friends for a long time before you started this and I know it was kind of accidental and that helped it.

But how has your friendship helped move the society forward or advance the mission of The Rising Tide Society or create those groups, the things that you needed to do, those kinds of things.

**[0:29:16.8] KJ:** Natalie and I actually didn't know each other before we launched Bayside Bride, we just met one day and we were like, "Let's start a business together," and we were just like a happy accident, actually it turns out, I've known Hughey my whole life, our families are really good friends and I didn't realize when I met her that I knew Hughey so well.

**[0:29:32.4] KJ:** That's funny. Yeah, it's definitely different working with your best friend and your husband but we have a lot of fun together and I think that there's also a lot of trust so — just like, I don't know, we know each other's roles, we know each other's strength like Davey and Natalie are our communicators. I'm not the best communicator. They are our visionaries and Hughey and I are the ones are like, "Nope, we can't build this huge thing, we don't have the money for that, we don't have the resources." We poke holes in things.

It's also our team ended up being really balanced like maybe Davey and Natalie are really similar and Hughey and I are really similar. That's been really interesting too and it's just all like a happy accident that worked out really well.

**[0:30:15.3] CS:** Yeah, a lot of people, they keep going and going and forcing things in their business and it's not organic, they keep hitting roadblocks and it's really great to hear about the organic evolution of not just the society but also your friendship after the Bayside Bride. Have you ever started anything like maybe a project or a business or something like that that just didn't go right? Didn't feel right?

**[0:30:39.9] KJ:** Natalie and I had a failed lifestyle blog with another friend of ours, it was going to be — it was called Life by the Bayside and the thing about the wedding blog was that people sent us content and it's the team with Rising Tide but with the lifestyle blog, we were responsible for producing content every day. So with running other businesses like it was just crazy and overwhelming for us, so that did not work. Yeah, I feel like we've had a few other failures but that's like the biggest thing that we joke about, our failure.

**[0:31:09.0] RP:** That's funny. You guys just moved into a beautiful office and just unveiled that in Annapolis right?

**[0:31:16.3] KJ:** Yeah, we did.

**[0:31:17.0] RP:** Tell us about that?



**[0:31:19.3] KJ:** Yeah, so we really wanted a space where we could all talk and meet and just collaborate in person instead of always doing it over like messenger or on the phone. We found that we spend a lot of time on the phone with one another and just like when we can be together, we get a lot more done and we also wanted a space where we can host our TuesdaysTogether group there and then a space where creatives can come and hang out with us.

So we're officially making Wednesday afternoons, I think it is, the time the people can come and hang out and co-work with us. But people drop by all the time and we love that, so it's really fun to have people visit.

**[0:31:56.4] CS:** That's awesome.

**[0:31:57.8] RP:** It's cool that it coincided with your one year anniversary and just how much you guys have really grown and done such beautiful things.

**[0:32:06.9] KJ:** Yeah. Well thank you, we've actually had it for a little while but I was the perfectionist too so like, "Nope, the office need to be perfect. Then we can photograph it and share it with the world."

**[0:32:18.4] RP:** Of course you had a photo-shoot, right? No, that's awesome.

**[0:32:21.6] KJ:** Yes, we did, we even had our makeup done which is impressive like for me.

**[0:32:28.6] RP:** No, I was just telling Christina that she needs to come up and rest, come to the DC, we can hang out, go see in the office and just visit.

**[0:32:39.6] KJ:** That would be really fun.

**[0:32:41.1] CS:** That I know. It looks beautiful like everything that you make. Yeah, as we wrap up today, is there anything else you want to share with our audience? Maybe where to find you or The Rising Tide Society group or any last tidbits that you need to share?

**[0:32:56.7] KJ:** Okay, so we have a bunch of social media things that you can find us on. On Instagram it's @risingtidesociety, on Snapchat it's @risingtidesoc and we love Snapchat and each one of us takes a week and so it's really fun to see what people are doing because Davey shares dog photos and food photos and our interns have it this week and they just get up to crazy shenanigans.

On Facebook, our page is, I think it's The Rising Tide Society. If you just like search for it, you'll see the one, there's like 25,000 people in it. Natalie would know all of this, she's our social media guru, our website is Risingtidesociety and we have daily blog post there. Yeah, I think that's everywhere that you can find us.

**[0:33:41.2] CS:** That's awesome. Thank you so much Krista.

**[0:33:44.1] KJ:** Yeah, thank you guys.

**[0:33:45.5] RP:** It was a pleasure to chat with you. Yes, thank you.

**[0:33:48.8] CS:** Enjoy your time out there and we'll talk soon. Bye everybody.

**[0:33:52.7] KJ:** Okay, thanks. Bye.

[END OF INTERVIEW]

**[00:33:56.5] ANNOUNCER:** Are you ready to build your own empire? For more information, show notes, downloads and tips on how to do it, head to [www.creativeempire.co](http://www.creativeempire.co) where you can find out more about this week's episode and the two lovely ladies behind it all, encouraging you to build your own creative empire.

If you enjoyed this week's show, it would mean so much to Reina and Christina if you could take two minutes to go to iTunes and leave a review. It's a little thing that makes a big difference for the show.

[END]

