

EPISODE 22

[INTRODUCTION]

[00:00:04.1] 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: Hi everybody, welcome to the Creative Empire podcast. Christina and I are here today and today's guest is Maghon Taylor and she is the creative genius behind All She Wrote Notes and you probably follow her on Instagram but she's the sweetest Carolina girl with the best accent that you'll hear in just a second.

Her mission is to spread happiness through handwriting and I love this story about her southern mom and naming her Maghon because it looked prettier to write. So obviously she was destined to become a calligrapher. So All She Wrote Notes is a calligraphy studio that specializes in celebrating the everyday and she believes that calligraphy shouldn't really just be saved up like China for special occasions just to be brought out for those special one time occurrences. Her company really adds whimsical touches to stationary and paper goods and all kinds of fun, things like pool floats, as of late.

Maghon also loves teaching calligraphy and spreading her knowledge through her workshops and I had the pleasure of meeting Maghon when we were both at Inspired Retreat in May and I had stalked her on Instagram when I was still a wedding planner a couple of years ago. So meeting her in person was such a big deal for me and I'm now happy to call her my friend and introduce her to you today and welcome Maghon, we're so pumped to have you.

[00:01:54.8] MT: Thank you. Thank you so much for having me. I'm excited to be here.

[00:01:58.5] RP: Awesome. So today, we're going to be talking a little bit about how you've crafted your mission statement and how a newer entrepreneur who might be starting out who might not have one yet to figure out what that looks like for their business.

[00:02:11.4] MT: Okay, great well I think the first one I'd like to tell a new entrepreneur is that I did not have one for the first year and a half of my business. It's not like I had this all crafted and had this all ready before I ever started. In fact when I started All She Wrote Notes, it was a time in my life where I did not even have Internet at home, which was crazy.

This was only three years ago but I had just moved into a new house and it was like every single dollar was going towards a bill and that was \$100 that I just wanted to keep and use it for shopping. So I was on my iPhone 4 and I was on the computer all day. I still had a full time job back then and I was on the computer all day at work and didn't have internet.

So started my business literally on my iPhone 4 and the first time I got an order, I was like, "Oh my gosh, how am I going to fill this?" I did not have copies of this items that somebody bought so I just zoomed in on the pictures that I took and I wrote another set of cards that look just like that that I first set and that's where it all started.

So for a year and a half, I did not have a lot of the proper business things like a mission statement or like a plan or half the time even a logo. So don't feel like you have to have it all together before you ever start. If you wait until you've got it all ready, you'll never go. So I think sometimes you've just got to jump and build your wings on the way down.

But I came up with my mission statement, I would say it was almost a couple of years into the business and I was really challenged to sit down and think about, "What is your why? What is behind everything that you're doing?" And it came down to just writing down words that really meant a lot to me like writing down stories or writing down scenarios and things like that and the word "happy" just kept coming up over and over and over for me.

I was always, I've always been a really happy person. I was very smiley, in fact I got picked on in middle school for being so smiley all the time but that's just who I am and that's my

personality and I really believe that you get to choose every single day when you wake up if you want that to be a good day. I think when your feet hit the floor, you get to decide.

I have a saying that says, "Make today happy because you get to choose," and so this came before the mission statement and I had it printed on tote bags and I had it printed on all kinds of little signs and things that you could use that I sold in my shop and it was really one of the most popular items that I had and it just resonated with a lot of people.

I loved encouraging people and telling them that story and every time I teach a class, whenever I introduce and welcome a group, I say, "Tell me your name and then what's one thing that makes you happy?" And I've gotten to hear all kinds of awesome things like anything from Margaritas, to my kids, to my dog, to taking a bubble bath, just anything.

It's not even what they say. I just love looking at their face when they say it. I love how they light up and their eyes light up and they get so excited whether they're talking about coffee or they're talking about a pet. It's just whatever that one thing is that makes them happy and it's usually small. It's something not expensive or it doesn't have a cost at all.

I've just spend years of asking people that question and so when it got time to really drill down and figure out what my mission statement was, that word just kept coming up over and over and I was like, "How am I spreading happiness?" My goal is when somebody gets that package from me, that first touch point that they're excited.

That they smile and they tear it open and they open it up and there's confetti in there because I always try to make it feel like you gave yourself a present and they're going through and I just want them to be happy but then it doesn't stop there and that's the cool part of a stationary company is that they're going to go and send those cards out to other people so really they are spreading happiness.

If they bought six cards, that's six more people that they're going to give that smile to and whenever I teach my classes, I just encourage people to use it. Like use calligraphy, use pretty hand writing. Do not put it on the shelf like your wedding china like we eat pizza on our wedding china every Friday night. We do not save it for a special occasion.

Life is a party, you are here so you just need to enjoy it and so, I talk to them about how the person feels whenever they go to their mail box and get that piece of mail that you decorated the envelop pretty like you're flipping through and it's bills and junk mail and you're like, "Oh my God, this has my name on it! And the name looks so beautiful." And somebody's name is their favorite word and I think this goes back to me with Maghon being spelled the way that my mom spelled it. I could never find a souvenir with my name on it.

[00:06:58.0] RP: I'm the same way. Christina you probably got everything.

[00:07:02.8] MT: But I would go up to the stand and spin it and spin it and spin it praying for like a keychain or a pencil and I really wanted one of those cool license plates like the mini-license plates that has your name, that never happened for me and so I just have such affinity to writing people's names and making people's names beautiful because I know how it feels.

Luckily in my job I get to write people's names every day and it is such a joy thinking about how they're going to feel when they go and get that out of their mail box and to me, that is spreading happiness and all of these things come from my hand writing and I think that it's really cool because I was blessed with this talent and I am just able to give that back and give that to other people.

So just have that running through everything I do, spreading happiness through my handwriting, that's a dream come true for me and I think about it all the time and anytime someone — sometimes, when you're owning a business it's not very glamorous. You're packing orders and this morning, I ran outside in my pajamas before the mail lady got there and threw a bunch of packages at the — I didn't throw them. Don't worry, they're not going to break.

But I've put a ton of packages at the mail box for her to pick up just in time to come back in here and so that's not that glamorous but I know that all those packages were spreading happiness and so it's just really exciting to have that. I think if it's something that you're coming up with for yourself, just thinking about how you want people to feel when they are the recipient of your product and when they're on the other side, whether that's a service or whether that's a physical

item that they get, how do you want them to feel when they get it and what does that mean to you?

Just thinking about words that are important to you or memories that are important to you. Right out of college, I lived out of state and I was really far away from my family for the first time and my mom would send me cards in the mail. She would buy a card from the store but then she would just write and write and write on the inside and I still have those.

It just kept me going in such a hard time and such a time when I was really homesick and things were just hard and her words just comforted me in a way that it's not like a text or it's not like a phone call where you read it once and you hear it once and then you roll on but that card, I could go back to that and read that over and over and over and it just would give me that same joy and that same encouragement every single time I re-read it.

I've kept cards from family members and just the power of somebody's handwriting just means the world to me and so just knowing that and drawing on that whenever I decided to actually sit down and figure out, "Why do you want to make stationaries for a living? Like why do you want to teach people how to write pretty?" That's why.

[00:09:51.7] CS: Yeah, that's amazing so that's why you came up with the mission statement. It sounds like not accidental but it very organically came about and I think for a lot of us, at least for me, for a long time I resisted creating a mission statement because I was like, "Why? Why do I need this? I already know, this is what I do, I sell contracts, I offer legal services, whatever and it's for creative entrepreneurs, great okay." But now, I'm at a point where I'm like, "Oh, that's why you have a mission statement," and so what is the why for you?

[00:10:25.2] MT: I think you're exactly right. It is not something that I was more accidental than anything else and I think I had it long ago I just had never written it down. I had never defined it, I had never took the time to actually sit down and figure out what those words were but for me, what I love the most about having that is that it just helps you have a lens to see every business decision, every product, every Instagram post, every everything that I do with the business, that's the question that I ask myself before I make that decision, "Does this spread happiness. Is this post going to make somebody smile or am I just trying to make money?"

And it's a really, really good filter to see everything through and when that's your mission, people expect you to live by that and I could do that. That was very easy for me that was very natural to me. I've been happy forever, that's not going to change and we all have bad days but I think that that keeps me going just knowing that I am giving joy to somebody else.

[00:11:31.4] RP: I just feel so happy being on this call with you right? You're making my day so much better already and I think...

[00:11:39.0] MT: You're awesome.

[00:11:40.0] RP: No but I mean you as a person live that mission. It's not just about All She Wrote Notes, the mission of that company, it's just that you are the extension of that kind of thing.

[00:11:51.9] MT: Thank you so much, that means a lot to me. I think for me the biggest compliment that I can get — I'm from a really small town and a lot of people who were my very first customers and the people who first saw me are people who have known me since I was in the first grade including Chris, my husband.

We met in first grade and I think that however big my business grows or however popular or profitable or whatever that I think I am, I always wanted people who've known me my whole entire life to look back and say, "She's exactly the same. Like she has not changed," and I have teachers that have come back and attended my classes.

Teachers that taught me in third and fourth grade when I've been around my home town, they come back and take my class or they come out and support and when I say that, that's just the biggest compliment that I could ever receive is when people are like, "I know that that's exactly who you are."

When somebody sees your Instagram feed and everything they put out there and then they meet you in person, they're like, "You're exactly what I thought. You're exactly what I thought you would be," and I think that to me is validation that I'm doing it right, that I am making my

family proud, I am making my friends proud, I'm making Chris proud because he's known me since first grade. I played basketball with him in braces so I mean...

[00:13:07.8] RP: That's true love.

[00:13:08.6] MT: He's not impressed and anything that happens, he's known the same person and so that's just really important to me and it is easy to live out that mission when it's something that really, really comes from within and it's something that is really, really true to who you are as a person.

[00:13:28.7] RP: Yeah, how would you encourage somebody who might not have that the same sort of — what am I trying to ask you? I guess my question is how do people get to that? For you, it came really organically but for some people it might be a little bit more of a soul searching kind of experience. Maybe this is a Christina question too, but I just want to dig into how people might be able to do this for themselves.

[00:13:49.9] MT: I think the biggest thing is like don't try to just copy somebody else's. Don't be like, "Oh her feed is so happy. I'm super shy but I'm going to say that I'm really happy. I'm going to say that I am super outgoing." You just have to tap in and really, really do some soul searching and figure out who you are and what do you want your business to be but really who does your client need? What kind of client are you trying to attract?

Make sure you're fishing with the right bait in that way. Not change yourself but if you want a client that loves bright colors and loves confetti and is like really outgoing, you're pitching that to them and it just so happens that I would be that client, like I am that person. But I think all of us has our own unique story and I think just thinking back to what your story is and why did you even get into your business?

What happened that made you think, "Oh I want to do this for a living. I want to help people, I want to do this," and that's different for every single one of us. Your mom might not have written you cards when you lived in another state but that's unique to me and so I think that just thinking that I can and for me, all the way back to middle school, what did you enjoy doing? What did you like doing? What were hobbies? What did your friends and family give you?

What kind of gifts did they give you at Christmas when you're a kid? I got art sets all the time and I would get so excited. I wanted to use every single piece that was in those sets. I just think back and that's different for all of us and just tapping into some things that are just really, really unique to you and how you can put that as a part of your mission.

[00:15:33.7] CS: Yeah, one thing that I hear you refer back to every single sentence is how happy your customers and clients are and obviously, it fits in with your mission statement but it sounds to me that you have done, and I'm just thinking, I have a note here like go on and buy one of her products, I want to get it in the mail and see how it's packaged and what it's like and experience that because you have created a customer and a client experience it sounds like, that's really phenomenal and intentional.

Because you've put so much thought into always asking that question which is, "does this spread happiness or am I just doing this to make money?" You can talk about the big picture stuff but practically, how have you created that customer experience? Are there certain things that you've implemented? You talked a little bit about the way that you write their name on the package and the confetti.

But when you're working maybe with a one on one client or someone that maybe isn't just purchasing a set of cards, it's a bigger package of services that they purchase, how do you make them feel this happiness and how do you make them feel the Maghon experience basically?

[00:16:42.3] MT: I think that's a process of all for me. When I first started, I didn't have this together whatsoever. I would just pray that their card or their print didn't get bent. I would toss up a prayer and hope that it got there safe and at that time, the volume was such that I actually could write their name on all the packages. So I did enjoy that very much it was before I had a scale and a label printer and things like that.

I really did sit down and write every person's name and I think at that point, early on that's how I was really providing that, but as it grew I wanted to keep a personal touch. I am the only person that works for All She Wrote Notes. When I say "we", I'm talking about me and God and my

donkey piñatas around the office, that's it. I'm the only two hands that are actually putting stuff together and working here for now.

So I want to make everything manageable and people forget that sometimes. They think that I have a team and I'm just a party of one but when I put confetti on the packages, it actually comes from all the mistakes that I make when writing calligraphy. It's like a haphazard job. The pens are a little unpredictable and sometimes you have some mistakes or sometimes you have blob or something that just like flat out spelled things wrong.

I take that piece of paper and pop it out into little confetti pieces and then I put that in the packages, like sprinkle that in there so it just kind of feels like you gave yourself a present and so literally every day, I turn my mistakes into confetti. So I like the meaning behind that and I make sure obviously that it like gets there safe because no matter how exciting it is if it's broken, they're not going to be that happy and so I put stickers on the outside of the packaging and just fun stuff.

That says, "Yay" and there's like a little piñata sticker in there and then more recently, I've added a postcard in there and it's like a fun thing to stick in there as like a freebie but the postcard says, "You make my life a party," and so just for them to take that and send it to a friend. Not even for them to keep but for them to keep that happiness spreading onward and so I'm really excited about those.

I've been doing that for probably maybe five or six months, and those have been a hit and you just see people are cheering them and people posting about them and if it's a customer that — it's one of those things that if I have something to say, I will write a note. So if it's somebody that I know or if it's somebody who's a repeat customer or maybe I just had a unique order or something interesting, I'll quickly just write something fast and sign it and put that in there.

But I just don't have like the capability to do a handwritten note every single order, I wish I did but that's just something that I had to move away from eventually but you asked the question if it was somebody that had purchased more services or somebody that's a little bit more in depth. When I work with brides and those are usually the biggest spenders for me and those are people that, more often than not, I'll meet with them to pick up their envelopes and then to drop

them off again and I have a tote bag that I sell on the shop that says “the bride” on there and I have a little cuzi that says “the bride” and so a lot of times I’ll surprise them and deliver their envelopes in that bag.

[00:19:46.0] RP: Oh that’s great.

[00:19:47.2] MT: So they get to keep it, it’s functional for me but they get to keep it as well as like a little gift or a little present and so, I love doing that. It’s something that I’ve been wanting to do that I have the information, I just haven’t put it to use, but it’s doing some kind of wedding thing or anniversary thing.

Since I know their date, they have to put the wedding date on the contract just like putting that on a perpetual calendar or something and just reminding me to wish them a happy anniversary or send them something in the mail would be really cool and that’s just something that I have not done yet but just an idea to kind of further that experience.

But anytime I teach classes, I like for their little space when they get there, when they arrive to be set up like ready for a photo. I put confetti on the table or either bright colored paper just have their little packet with all their tools in there and their names written on the folders and just different little things sitting out around the table that make it feel that they have arrived and make it feel that they’re there.

So I love pre-setting those tables and even if it’s one of my hand lettering classes, for those, their tables aren’t pre-set. They just have a notebook and a sharpie, that’s all, that’s really simple but I still like to sprinkle confetti on the notebooks and I’ve got personalized, branded sharpies that says All She Wrote Notes.

[00:21:06.3] RP: They’re so cute.

[00:21:07.4] MT: Oh thanks, I love them. I cried when the box arrived. I was so excited but yeah they’re really, really fun but yeah just trying to add a little bit more every time.

[00:21:17.2] CS: I know and I am just shaking my head because I'm just like, "Yes, yes, yes." I think this is what's missing from so many businesses. We talk a lot about community over competition obviously we're huge fans of the Rising Tide Society and one way that you can set yourself apart from the "competition" and foster a community is by setting yourself apart with your client experience or customer experience because it's something that everybody ignores.

We talk all about growing your following, growing your whatever and what are we doing to help the customers and to help the clients that we have now? That the people that are already investing their time and their money with us and I am shaking my head like "no". I'm shaking my head in no way because I'm like, "Yes, this is brilliant". It's like, "No way, she is doing such a great job," is why I'm shaking my head and I love it.

You're giving these postcards for other people to send to other people so then they're doing your marketing for you and it's all beautiful and beautifully packaged and set up so people are taking photos and then they're putting it out on social media and so, rather than trying to grow your own Instagram following in a way that is like, "This is so hard," you're just letting other people do it for you in such a beautiful fun way.

[BREAK]

[00:22:35.3] 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]

[00:22:51.2] MT: That's exactly, like you hit the nail on the head. That's been the key. A lot of people ask me, "How do you grow your following?" I have listened to the webinars, I've like listened to the podcasts about people on how to do that but those are none of the ways that I was able to get to where I am now and it was all through customers. It was people who attend a

class and I mean I tell them in the class, “I will be glad to take your photo if you want to share any pictures. Here’s the hashtag to use, please tag me.”

I always have them tag the store or the business or wherever we are but if I’ve got a class of 50 people in there and then 50 people first go and follow me if they weren’t already and then they all post a picture or they post something from that class, then you’ve got probably at least 100 that you’re going to pick up in that one event and I do sometimes four of those a week.

I don’t really use hashtags. I don’t go out and try to find followers. I don’t have time. I really, really don’t and I love Instagram. I’m so, so grateful for it. It has tremendously helped me grow my business and I get a lot of customers from there but I feel like my customers being happy with their interaction with me whether it’s a product or whether it’s actually meeting me in person have helped me grow that.

They’ve done it for me and they’ve been just little happiness soldiers like going around and spreading that mission and I’m just so grateful. I tell them all the time. I’m like, “I’m a girl who writes cursive in the spare bedroom of her house, so I do not know 20,000 people but because of people like you all who go and share these images, that’s how I’m able to find them,” and it’s been a huge, huge blessing for me. But it’s not something — like that could be here today and gone tomorrow.

[00:24:35.7] RP: I doubt it.

[00:24:36.7] MT: So I think like, your customers who are going to come back to you, all these people on Instagram don’t buy from me. If they did, that would be amazing, but they don’t. So you’re just putting yourself in front of them where maybe they will one day or they might be a potential customer but the people who are actually your people and who are actually investing with you and shopping with you, I think it’s worth paying time and attention to them. Instead of constantly trying to find more.

[00:25:06.0] CS: Yeah.

[00:25:06.6] RP: The word that pops up for me when you're talking is delighting your customers. Always surprising them, always sort of — I just wrote down a big pink word "delight" and it just reminds me of how to surprise them and give them joy in an unexpected ways and I hear that when you're sending people stuff, I hear that when you are doing your workshops and it's just like the way that you show up in the world, and so it's like a nice Maghon aura of delight.

[00:25:32.3] MT: I love that word. That is one of my favorite compliments when people say, "You're a delight." I love that word and so it's awesome that that's what you saw in all of this and so the thing is though what's crazy is I do that and I do surprise my customers and if I've known that it's somebody's birthday, I will pop a postcard in the mail.

I remember one of the people had placed an order and she wrote in there that she was sick. She was like, "Sorry I hadn't gotten to this. I've been sick," or whatever and so when I sent it, I was like, "Feel better soon." Just things like that. I treat them like they're my friends because they are. They're good to me and it's amazing how many customers have done nice things and surprised me.

I don't know if you can see it, well if you're listening you can't but they can see in the photos, there's these donkey piñatas like it's like a garland and a girl Lindsay, who's one of my customers, we haven't met in person but she buys from me a lot and we've worked back and forth together but she saw these online and whenever I went full time with my business about a year ago, a package arrived that was just a total surprise.

She wrote me a card and was like, "You need these in your new office," and I just burst into tears. I could not believe that she had given me that. I have a t-shirt that came in the mail a few weeks ago that said, "Throw kindness around like confetti," and somebody was like, "I just saw this and I had to give it to you. It made me think of you." Another lady sent me at Easter this confetti Easter eggs which I was dying over.

I was so excited. It was little different colorful Easter eggs that when you popped them, confetti fell out. She was like, "I saw these and it just made me think of you," and like that is incredible. What on earth did I do to deserve that? And just these people who follow my business and who follow me and support me as an individual, these are good people.

These are people who love spreading happiness and they take it to the extreme and like send it back to me and you're just like — I will never forget that. It just means so much to me and the e-mails that you get from people thanking you for being a part of their day or anything like that and I'm just doing my job. But I'm so, so grateful that we have found each other and just that they continue to give that joy back is just unbelievable.

[00:27:52.1] RP: You just said something that was really interesting. "I'm just doing my job," right? But you've found something that really fulfills you and just lights you up and it's so clear to me that you're in alignment with what God put you on this earth to do, right? And somebody that I used to work for said this line and I will never forget it because he was this very large, tall, black man and he said to me:

"These jokers are paying me to do this and I'd do it for free," and I will never forget that and he was such a commanding person and he was not somebody who would typically joke. So he was like, "These jokers pay me to do this thing I would do for free." And it's like, that's what I feel like I get to do every day and it sounds to me that you feel the same way. It's so cool to find people who are just lit up by the things that they're doing.

Do you have any advice for somebody who might still be in their full time job maybe not in alignment with what they're meant to do?

[00:28:44.5] CS: I want to jump in here really quickly and say, one thing that I noticed talking to you today Maghon, is that you have a huge sense of confidence as it appears to me right now and so just to piggyback on Reina's question, what advice would you give that person but if they're not feeling like they could do this on their own, how would you help that too?

[00:29:04.7] RP: Yeah, that's a great question.

[00:29:06.0] MT: You're never going to feel like you could do it on your own. You're never going to feel like you're qualified. I remember when I decided to leave my job and I will talk to you a little bit about that how I got there but everyone was so supportive like my work family, my actual family and Chris.

They were like, “You got this. You go girl. This is so awesome,” and I was like, “Oh my God, who’s letting me do this? Don’t I need to sign something? Didn’t I need to pass that test? Who’s letting me do this?” Like I wanted some kind of diploma or a validation. You’re never going to get that but for me, I was fortunate. I did not hate my job.

A lot of people who are in their full time they’re like, “Oh I can’t stand this. I can’t wait to go home and do my business,” but I loved my job. I loved my co-workers, I loved everything that I was doing, it just got to the point where the business had grown so much that I could not be all day there no matter where I was.

If I was at work, I was stressed about the business and how I was going to get everything done when I got home and then when I got home, I was like thinking about what I had to do at work the next day and I was working and I was basically a state employed. We’re not talking about like bookoos of money so like just keep that in mind when I say the next thing.

But I got to a point where my business income surpassed my salary at my job and so just taking a step back and looking at that and realizing, I was actually making more money on the business than I was going to work for 40 hours a week. That was kind of what helped me make that decision. It was a really good decision on paper but it was actually hard to take the leap and go for it and I missed a lot of — I miss co-workers for sure.

I miss having a buddy like having somebody else to have interests with you and just a lot of things that I took for granted at a full time job that I do not have now just being a party of one and working for yourself but I think if it’s something that you think you want to do. I think don’t rush into it. Take your time.

I would come home every single day from work and work from 6 PM until midnight on orders and then I would wake up at five and go to the post office, pack everything up and take it before I actually went into work and then work from nine until five again and do it all over. I think as much as you possibly can, wait until you’re burning the candle at both ends.

Until you do not have any more spare time before you take that leap because there is such security in having a salary job, in having a nine to five, even if you don't love it. That can fund raise for your business. For me, I used to take vacation days and go and do crafts shows or I would take vacation days around Christmas and pack orders and get orders ready.

So I was getting paid by the other company to go and make bookos of money on that day to do stuff for the business and once you're on your own, that doesn't happen anymore. You don't get vacation. When I was gone for two weeks, the business didn't make money for two weeks and I mean that's the way, since I'm product based, I don't have a passive income source really.

But it's just a lot to think about and don't feel like you're any less legit if you're still working full time because you are a 100% legit, you're a 100% a calligrapher or a coach or a business owner or whatever it is that you are even if you have a full time job. So many of us started out that way and if I had had a job that was making a whole lot of money, I wouldn't have been able to leave.

I don't think that I would have been any less All She Wrote Notes or any less calligrapher if I had stayed. I just think that it comes down to like, "What are you willing to trade your time for?" And for me, I like being able to breathe a little bit more, I like being able to go to dinner with my grandparents or we got a dog because I could finally have time to care for him and be around.

I just think that there are so many challenges and it's worth it. It's absolutely worth it and I love being on the other side of it but take your time. Don't rush into that if it's something that you're thinking about and just make sure that you reached your point until it's time to go and certainly, don't make a hasty decision and be like, "Ugh, I hate this. I can't do this anymore."

You don't ever want to burn any bridges. In fact today, I am going back to my old job for retirement dinner for somebody else that I used to work with and I was there a few weeks ago for a baby shower. I just am still friends with all those people and I think that's the way to do it. You just want to make sure that you're just being really gracious for the money that they paid you and the time that they hired you and don't burn any bridges when you're like, "Peace out, got to go."

Because your co-workers have to stay. You don't want to rub it in their face either so I just think that it's one of those things that just being really grateful for wherever you are, exactly where you are, you're right where you're supposed to be right now and just soaking that in. I was getting to a point that I was ready to go, or at least on paper, I felt like I should go but I didn't know if I was really ready.

I started to fall back in love with my job, like, "Make today happy." I was finding all of these little things and doing the things that I love the most and just making that time if I was going to be there, just making the most of that time all day until I came home to work on my business and if you're in a situation like that even if you don't love your job, what do you love about that day?

What is it? The lunch? Is it your lunch break? Is it your co-workers? Is it leaving at 3 o'clock and going to get coffee and coming back? It might not even be related to your job but just trying to figure out what those bright spots in your day are and just making yourself do those and looking forward to that and that will really help you keep going until it is time to do it on your own.

[00:34:48.2] RP: Christina, you had a question?

[00:34:49.1] CS: No, I'm just nodding. This is such great information because I think a lot of us, myself included, have these days where you just feel completely burned out and you're like, "What?" I mean there's definitely days when I wake up and I feel the way that your boss or the guy that you worked with did. Like I would do this for free but then usually, it's never in the mornings.

But usually it's at 9 o'clock at night when I'm on deadline or something I'm like, "Oh why am I doing this?" So I love that you're talking about just finding those bright spots and attaching yourself to them to avoid that burn out and to remind yourself why you do what you do and it's a natural thing for us as human beings to adjust and adapt to the situation that we're in.

So where this bright and shiny new career, working for ourselves was once like really fun now it's become a job and it's just like having a corporate job for some of us and so reminding yourself that it's actually not. It's actually way different than when you worked for someone else

just because you got used to it and you're used to waking up and working in your pajamas or eating icing out of a tub or something, I don't know? You can't do that at a corporate job.

[00:36:03.9] RP: I did do that yesterday.

[00:36:09.3] MT: No, it's so — you bring up a really great point. Yeah, I think I work harder now than I ever have in my life and I think any entrepreneur works like that. I left the nine to five to work for a 100 or whatever. You don't really get to turn it off. I mean I really try hard and try to have the weekends free and spend time with Chris but you're always on.

You're always working and you're always your business but I think it's important to take the time and you can sleep until nine if you want to one day or you can go to Target in the middle of the day when there's nobody there and get your groceries or get whatever. You just have to find what are the advantages that you have and especially when you're tired.

I know for me that sick days are hard. If I don't feel good, you could just call out at your old job and get paid. Like somebody else would cover for you not to be there and here, that doesn't happen, and so you've got to drag your butt in here even if you don't feel good and at least answer the e-mails and at least get the orders out and I just think sometimes that is a struggle for me.

Especially in the winter time, when it's cold and it's just icky anyway but at the end of the day wherever you are, just like find the happy parts, find your favorite piece just whatever you can do to highlight and then make sure that you do those. What are two things that you love about your day? And just put those in your day every day.

Especially if you're an entrepreneur, you get to choose and when I was working full time, I loved having painted nails and I still do. But I love having painted nails, if I was going to type on my keyboard all day, I wanted to look down and see happy fingers. I want it to be fun and I wear colorful clothes and I would wear colorful jewelries.

And it's like, if I had to get up and do this every day, I wanted it to be fun and I wanted it to make it fun and so it might be something little but find the happy moments and just make sure that you are using those and you are giving yourself those.

[00:38:02.6] CS: Yeah, so Maghon, give us a fly by view of how you are building your own creative empire?

[00:38:10.0] MT: I think I am building it one day at a time. I think this one person at a time, one note card at a time, this hasn't been an overnight success for me. It has grown little by little by little and I just think that it's been a marathon and not a sprint and I just feel like we're about to celebrate three years and it's been one day at a time.

Just putting in the work and putting in the hours and putting in the time and the sweat and the tears and as cliché as that sounds, I really think that I have built it from the ground up and I'm really, really grateful for that and I think you appreciate it so much more when you invest and you have worked so hard to get it to where it is.

[00:38:52.0] CS: Yeah, that's so great. So Maghon, where can our guests go to find All She Wrote Notes?

[00:38:58.4] MT: I am at Allshewrotenotes.com. On Facebook it's All She Wrote Notes and on Instagram, which is my favorite little party, that is @allshewrotenotes.

[00:39:08.9] RP: Perfect, well thank you so much for being here Maghon and thank you guys for tuning in. Now go build your creative empire.

[00:39:15.6] MT: Thanks so much for having me.

[END OF INTERVIEW]

[00:39:19] 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.

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