

**EPISODE 25**

[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:** Hey you all, it's Reina and I'm here with Christina.

**[00:00:37.8] CS:** Hey guys.

**[00:00:38.6] RP:** And on today's Creative Empire Podcast episode, we have Heather Crabtree. Heather is a dear friend of mine and she's a business mentor for creative entrepreneurs and prior to this business, she has like such a cool journey, but Heather began in the legal field and also owned an event planning company for 11 years and she had a business partner and they sold the company in 2014 and now, she's transitioned into [Heathercrabtree.com](http://Heathercrabtree.com). Where she teaches creative business owners how to create and grow a business with their smarts and their hearts, which is an awesome tagline.

You probably know her from the Savvy Business Owner Facebook community which has over 8,000 women in it now and she has a group coaching program, which Savvy Business Circle and she'll be launching her online shop for creative entrepreneurs with some incredible downloads soon. Heather is a proud mom to her little, London and Lane, who are adorable and she's married to Cole and she believes that life shouldn't be taken for granted and we should cherish all the moments of everyday and so I'm super excited to bring Heather to the Creative Empire podcast. Hi Heather.

**[00:01:50.1] HC:** Hello ladies.

**[00:01:52.2] RP:** So happy to have you.

**[00:01:54.0] HC:** I like to sing things, so we'll just sing, we'll sing all of our answers around the podcast today.

**[00:02:00.5] RP:** Sounds great. So today, we're going to be talking a little bit about what you learned from growing the Savvy Business Owner from zero people to now 8,000 loyal raving fans.

**[00:02:14.0] HC:** Yeah, we'll share the good, the bad, and the ugly, right?

**[00:02:16.9] RP:** I love it. Love it. So start us off, tell us what was it that made you start the Savvy Business Owner community?

**[00:02:23.8] HC:** So I think the thing for me that really had me start it is I came from, well I started in the legal field like you said, where I was really young and felt like a nobody and no one wanted to pay attention to me at all because I was A, a woman and two, I was 23 years old so what would I really know? So I went through that whole period of feeling like I had no community, like I didn't have anyone that I could go to.

And then when I quit that and then started my own wedding planning company, I felt again like I was this person that I didn't have any experience in the wedding planning industry, I was new to Phoenix where I was starting my company, so I didn't know anyone. We didn't have any family here and again, I felt like I was lost, and that was a really uncommon thing for me.

Because throughout my life, I'm from a big family, so some of you might not have heard the story before but basically my dad was one, he's no longer alive, but he was one of 11 children. So we had 70 cousins on one side of my family and so every Sunday we got together for Sunday lunch and you didn't come into the door without hugging and kissing every person in the family because if you did, you were going to tick some people off, right?

So I just grew up with that. I grew up with community, it's the only thing I knew and so when I was in high school I had that. I wasn't like with the cool kids club, I was like the person in between that was trying to merge the clubs together and then in college and law school, I was that same person and so it just felt weird to me to be in a place where I didn't know — there was no community. There's was no camaraderie and in the wedding industry back in the day when I started, you know?

I feel like my parents saying that, but there was not the information that's out there now and people think it's really secretive now. It was super secretive then so it was hard to figure out what was right or wrong or were you doing it like other people, or? You really had to figure it out on your own. Even though I was in it for 11 years, I never felt in the cool kids club and the wedding industry even. In the overall wedding industry.

I knew people nationally and I still felt like I was never, not that I need to be the cool kid, but I just wanted to feel a part of something and so when I started this business, I was like, "I just want to be around other women that understand as an entrepreneur what I'm going through and let's just help each other." It really had no strategy, no nothing behind it. It was like, "Let's start it. I'm going to invite all my friends and I'm going to invite friends from different places."

So I had learned a lot from online business through when I took Marie Forleo's B-School, I had a lot of people on the wedding industry, I had a lot of people that were just going through life transitions of becoming moms and all that kind of stuff and I kind of was like, "Let's bring this all together in one place," and it just happened organically. Again, there was no plan behind it, there was no strategic plan. I wish I was that smart to have thought of that but there wasn't.

**[00:05:51.2] CS:** When was this?

**[00:05:52.5] HC:** So this started maybe two years ago now? Maybe. I don't even think we've hit the two year mark yet, but I think close to two years.

**[00:06:01.6] CS:** I would say that it was somewhere around there because I was nervous for today's conversation. I was telling Reina before we popped on this call because two years ago, I remember sitting there and opening up one of your e-mails and I remember when the group

launched and I was just like, “Oh my gosh, how do I get to do something like this? She’s so cool, everything looks so great, she’s so well put together.”

And I mean, you were one of my mentors from the very beginning when I first entered this creative world, but I was interested because I don’t remember that kind of stuff. But you would clearly remember that and it’s grown to this huge phenomenon to the point where if you need any kind of person to help and support you on your team or with a launch or something like that, the first thing that people always recommend is, “Go the Savvy Business Owner’s group.”

It’s got its own hashtag, it’s really a movement and it sounds like it was a very happy accident, very organically, it grew. What advice would you have for somebody that is looking to possibly start something like that in their own community? So maybe this creative niche is very well covered but maybe they work in a different sector of the wedding industry or something different and they’re inspired by your community, how could they do something similar?

**[00:07:12.9] HC:** I think if I was to go back, the thing that I would have done is to really figure out before, this came organically, but I think I would have figured out what are the values of the group and what is it going to be about? Like what is the mission behind the group? I didn’t have that before. It was just like, “Come one, come all, let’s do this, let’s like join hands together.” I don’t know? I had no idea what I was doing.

I think now, and we can talk about it, as the group has grown and Reina can jump in on this because she’s one of the ambassadors is that you have to find new ways to, I don’t want to say control because it’s not to control the group but give guidelines and parameters that we didn’t have to have at the beginning, right? But if you want to grow and you want to scale something, having those things in place before instead of like working backwards, and, “Okay now what do we need to put in place?”

I think for anyone doing one now, that’s the advice I would give. Make sure you have what your goals are with it. I don’t think there has to be this huge strategic plan behind it because I do think you want it — it’s going to grow and change and evolve as it grows. But I do think that I could have wrapped my head around it better if I had that mission and those values around the group prior to starting it.

**[00:08:38.2] RP:** I think you did such a beautiful job of, I know you said there wasn't much of a strategic plan, but I think that you might be forgetting all the things that you did to grow the group, right? And the first time I really came into contact with you was when you were doing all those webinars at the beginning and bringing lots of people in and I think that was very strategic and giving people a ton of value. Because what you're really good at, one of the many things where you're good at is to connect people with other people and resources and leveraging their skills by giving them a platform, and so I think you beat the trend in terms of Facebook communities and I love to hear more about what that sort of strategy/not strategy actually was.

**[00:09:20.4] HC:** Yeah and again, it would be a great strategy now but at that time, there was no — I wish. I wish I was that smart to think of that stuff but it really wasn't a strategy, really what that came about from was I had all these amazing women that weren't getting recognized and I was like, "They have so much to give. Like no one is saying their name." They are saying all these other names, "You know, these big people, they have six figures and all this stuff," which drives me crazy. But these women that were in the thick of it and they're just doing the thing. They don't care about all the whatever.

**[00:09:52.4] HC:** Pizazz.

**[00:09:53.4] HC:** Yeah, all the sparkles that go along with it. They were just doing their job and I felt like they weren't getting recognized and I was like, "Okay, well I know how smart you are," and back then, I had more time to do one on one stuff. So I would be like, "Let's jump on the phone, let's talk," and in one hour, I would know how much they had to give and I was like, "Oh my gosh, more people need to know about you."

So with like with Mary Beth Storjohann and Amy Northerd, all these ladies that I was like, "Everyone needs to know about you." And the other thing is for me was, "How can I get them more business?" I didn't want anything in return, I just wanted to let people know about you and be like, "How can I," — I feel like that is one of my gifts is to be able to connect people and then hopefully lift you up and let you go off and fly, and I think that I was able to do that but not in this way of, had any strategy behind it.

**[00:10:54.1] RP:** Yeah it wasn't a plan but that's just who you are and that's how you show up.

**[00:10:57.4] HC:** No but now, I would definitely say that would be part of the strategy that I would use to get the community moving. Because I think a lot of times, I've been in Facebook groups and there's just a lot of commotion and I feel like we're getting to that place again where we're trying to figure out how we're evolving because it can get really noisy and then everyone is like, "I can't take it anymore, I'm out."

I was in a lot of groups that were like that because they had no strategy or guidelines around the group. They had that around their business but they didn't have that around their Facebook group and everyone started doing Facebook groups as a part of their programs and even the free Facebook groups. So for me, it was always thinking outside the box. Like if someone else is doing it, I might do something similar but I would step it up two notches and go, "Okay how can I make that better?"

Sometimes, it was just a matter of, "I don't want to do it like they're doing it, I wanted to do something completely different." So we started doing the daily prompts, which we call them, and using graphics and then everyone would responds to those prompts and I didn't make that up. I had seen that, so my friends who are at the time we're a part of mastermind and she lived in France, Leah Kalamakis, she had her Freedom to Freelance group and I was a part of it.

I saw her doing this and I was like, "That is brilliant," and so I always make sure I give her props because that's where I took that, I don't want to say "took it", but that's who I got that from and it really set Savvy apart because it had structure. It started to have structure where a lot of Facebook groups didn't. It was just kind of a free for all but again, I learned that from other people and I was like, "Okay, that works for them, let's see how it can work with me for my group."

Then we obviously started off and just did it. I do everything, I'm not afraid to just like put it out there and see how it flies or falls flat on its face and with those, we just made them better as we went along. The design of those prompts and all that kind of stuff got better as we went along.

**[00:13:00.6] CS:** Yeah.

**[00:13:01.6] RP:** You're really good at trying a lot of different things and not waiting for perfect before you really roll it out. What kind of advice would you give somebody who's really scared and timid of like getting their selves out there and possibly failing and falling flat on their face?

**[00:13:18.9] HC:** Well I do think it has to go back to how I was raised. I was that girl that my parents told me I could do anything. Like, "We could do anything," and of course, there's a lot of negatives that happened with that because now I think I could do anything and obviously I can't. I'm not good at everything. But I do care about what people think and I do care about the feedback I get, but I'm not afraid to be vulnerable and fall on my face.

In fact, sometimes I'm totally willing to do that to be like, "If that helps someone else, let me fall on my face 10 times so that you don't have to fall on your face at all." I don't know, for me that's how I roll and that always isn't like a good thing because then they're like, "Oh wow." But we can talk about it. The first time I rolled out my course, I had a lot of negative feedback and it crushed me but I was like, "If I can do that and also help someone else and really see the beauty in it that I did help a lot of people."

It was just those few that I did get bad feedback from and those are the ones that stick in your head, right? But I think for me it was just showing people as leaders, you have to be willing to put yourself out there and be okay with failing because that's real life. Real life is not all perfection and pretty and, "Oh everything goes perfectly the first time." That doesn't usually happens.

I think especially as women, we want role models that we can see that aren't perfect and don't lead this "perfect life" that we feel like, "Okay, we can do that too." They have their flaws and not in a way of like, "Oh they have flaws, that makes me feel better about myself." It's that, "They have flaws too and I feel part of this system."

**[00:15:09.1] RP:** It's like normalized when you make a mistake. I totally agree with you and when I was starting my business, I was really triggered by the, "Oh I'll make a \$100,000 in six minutes" kind of messaging and life looks so perfect if you're in Paris all the time and that's for somebody. It's not for me.

**[00:15:26.1] HC:** Because that's real life for most people, right?

**[00:15:28.9] RP:** Like, no. Yeah and whatever, if that's your lifestyle, that's totally fine but you're probably not listening to this podcast and I really appreciate just how you show up as a leader and I've learned so much from you in terms of vulnerability and how my duelling of vulnerability and showing up as this imperfect person and still being a professional.

That's hard for somebody that is starting out. Like, "I need to build credibility but I also want to be seen as somebody who is human," right? Can you speak to that a little bit? Because I think you do such a great job at it.

**[00:16:04.8] HC:** Yeah, I'm an extremist. I'm kind of like an all or nothing girl and sometimes I am, "Okay," — I remember not too long ago on Periscope, I just started bawling my eyes out. That was not strategic, it was not planned, it just happened and I could have said, "Oh my gosh, I'm going to jump off Periscope and not let this happen," but instead, I was like, "This is real life." and what I get a lot of times and I've seen this from my role models, they turn into these people that feel untouchable, right?

Or it's that if you do touch them, it's like touching gold like that's the magic step and I just don't like that because that's not reality. I think that we're all in this world and I think it's getting back, and I think we're going back to the basics of relationships and communication and really knowing each other. I think we're headed back that way because we got so far into the social media world of like "everything is perfect".

But I think that the people that I look up to, I want to feel like, "Oh wow, I can relate." I don't need to be on their same level because they're up here and I'm like oh yes, that's where I want to be one day. I don't want to be them but I want to be at that level in my business, but that is because they have shown their vulnerability. I have seen them struggle, what I see a lot of people especially women doing is looking up to people that show this very "everything is perfect life".

Then as they're going through it, they feel disappointed because they're like, "Well that didn't happen for me. I actually fell on my face a few times." So again, I think it just goes back to being



real and I think there is that balance of you can't share everything but I think you have to do what's right for you. For me, again, sometimes I take it to the extreme where it's too much, I share way too much and then I start to go, "Okay, wow," because then people are asking, like telling you your kid's names and you're like, "I don't know who you are. We have never met before," and it becomes this creepy thing, right?

But I think for the most part, I don't know. Reina knows because we have worked together but I just feel like life is way too short to feel I can't share and I can share whenever I feel is right and I think that everyone can do that same for them and that what is right for me might not be right for you. You might not feel comfortable with that. I think it all goes back to I'll be your race, what feels comfortable to us and what doesn't and I do think you have to push the envelope a little bit. Sometimes you have to push yourself or find someone that will push yourself and I can go back to when I was working with Reina, she really pushed me in a place that was a hard place for me to go.

We went through the whole process of when my father passed away and she really helped me through that and that was a really dark and scary and crying every time we had a coaching session on time and that was a place where I wasn't ready. I had shared about my father's death, but not in that sense, right? And so that was my boundary. I wouldn't go on a Periscope and share all of that but I did need to talk about it and I felt comfortable with Reina talking about it and helping me work through something that I wasn't able to work through for 15 years. So I'll be quiet. I feel like I'm talking too much.

**[00:19:34.3] CS:** No, we're just letting it sink in.

**[00:19:37.0] RP:** Yeah, I mean I'm so grateful for the opportunity that you gave me as a brand new coach and the fact that you're willing to even talk about the experience not just having worked with me but just your process and having such an emotional experience and that's courageous.

**[00:19:55.8] HC:** Yeah, I think the big thing for me was during that time, and Reina and I have talked about this but I want to share it with the audience and Christina, is that I didn't realized how something like that affected me. I knew how it affected me emotionally personally, but I

didn't realized how much it affected my business and Reina and I would talk about this every coaching session.

She would probably laugh, I would psycho analyze myself every time too like, "I know why this is happening. I know you're going to tell me this is it but I can't seem to wrap my head around it or get to what is it that I can do to change this." Because when we started working together, there was, again, there was not a day that we didn't talk that I wasn't bawling my eyes out. It wasn't because of her, it was just that it was so raw for me.

So for me to able to now talk about my father and all of that, that didn't happen before. There was not a moment that I could talk about him where I wasn't in tears but all of that was affecting my business so much and I didn't realized that and so working with her really allowed me to go through that and see how some of the things triggered certain things and that would affect the way I was doing things in business and somethings were in a good way and somethings were holding me back.

**[00:21:08.4] CS:** How did you get to a point where you knew that you needed somebody there to help you along in your business?

**[00:21:14.4] HC:** Well I had never had a business or any type of life coach or anything, but I go off of gut and I know that's really easy to say but like when I talked with Reina, we talked for the first call and then immediately, I hired her. I think it might have been like I signed the agreement in the same, if not an hour later or something. Whenever she sent it to me, I signed it right away and people are like, "Well why didn't you check out all these other people?" And I don't know. It just felt right.

It felt like she got me, she understood me during that 30 minutes I felt like all ready just powerful moments for me and so for me, it just felt right and I know that that's hard to figure out sometimes but I'm definitely a "go with my gut" kind of feeling girl. So as far as I know that was the right time, I don't know, it sounds like magical and it isn't, right? So I don't want to put that out there and be like, "Oh it just magically happened." But I really do feel like Reina came into my life when I needed her most. So I don't know, I feel like it just happened and it worked out.

**[00:22:31.1] RP:** Oh sorry, I'm just going to chime in for just a second. So in my line of business in coaching, intuition is a skill. It's something that we cultivate and we train our clients to cultivate and you have really strong intuition Heather, and I think that it's not magic, it's your life experiences culminating into the thing that's saying, "Yes, this is the right time."

Whether it is about hiring me or about anyone else that you work with or raising your kids. All of that is intuition and I think that we need to give ourselves credit and give ourselves that courage that we are making the right choice because we know what's best.

**[00:23:02.0] HC:** Yeah, I think it goes back too that with my father, he passed away suddenly at the age of 44. So for me, that really impacted my life just crazily and for me, I don't sit on things for a long time. It's like either do them or don't, just figure it out. So if it feels right, I do it and sometimes, that's taking me down that path of like, "Oh gosh was that the right decision?" Like when I have done some services that I have offered before.

I'm like, "Oh yeah, I'm going to do this," and I don't sit on things. I do analyze because that comes from my legal background, but I don't sit there and stew on things forever and try to make it perfect. I do really think about, "Will this make an impact, will it help people, does it need to be perfect? No, can we make it better as it goes along? Yes." And I think that goes back to that moment that changed my life and life is so, like you never know when it's going to be taken away so want to waste time on thinking about these things that really don't matter? Let's just start doing them.

Now sometimes that bites me in the butt because, as my team will tell you, I have a team now, they're like, "Whoa here she goes again, she got an idea and we're running with it. Pull back her reigns," you know? And I think that I am working on that. That's my weakness. I am working on trying to be better at taking a little time to think things through before I just launch something or I don't know.

**[00:24:31.0] RP:** Go full out.

**[00:24:31.9] HC:** Yeah, because that's my nature.

**[00:24:35.4] RP:** Yeah, exactly.

**[00:24:35.7] CS:** Speaking of your team and the intuition that we're talking about, you have an uncanny ability to pick people out that are newer to the field that maybe haven't been given their break or chance or whatever you want to call it yet. You've done such a good job finding people that are very, very talented but just again, they haven't quite caught on yet, they're not book solid that kind of thing.

I feel like you did it with Reina from what I've heard, you did it with Irene Hardy, formerly Farrimond, of Magnolia House Creative and several other women. That's a very brave decision as a business owner to not go with the "sure bet". So what is it about, like how did you get to that place of maturity as a business owner and how has that worked out for you on your end? Because we could see the results on our end but it would be interesting to see the insider perspective.

**[00:25:33.6] HC:** Yeah, so the way I hire people is not always based on being — I don't want to say "the best" because I feel like the people that I have hired are the best. But I also feel that it's more about the potential I see in them because it's not about just working with me but it's like, "How can I help them grow too?" Is what always goes through my head when I am hiring someone and we just talked about it today on the team meeting that I have with my team.

We're doing team retreats and I said, "I don't want it to be about just HC Headquarters, I want it to be about what you all are doing and what your goal are and how we can help each other and me, how can I help you grow in what you want to do?" That's really how I approach everything. So it's not always based on — I mean they have to have a certain skill, right? But to me, personality, will they fit within the culture? Are they a person that's going to give and serve others? Is that where they start or is that an afterthought?

And for me, I've hired people that that's always where they start. They're willing to give and sometimes for me it's me teaching them okay, there has to be a boundary and sometimes it's them teaching me. My business manager Amanda, sometimes she's like, "Heather you have to stop giving away everything. You're going to give everything away or give all your time away and then you don't have any time for yourself." But I really think it goes back to creating that

culture of people and surrounding yourself with A, people that are smarter and things that you aren't good at.

So for instance, when I hired Indigo, who's my director of happiness, I didn't want to deal with all the, like we used ConvertKit. I didn't want to deal with ConvertKit. I didn't want to learn all of it. We had to switch everything over, I didn't want to do that. She knew that, she also knew webinars and that's what I knew we were going to be doing a lot of. So I don't have to do anything of the behind the scenes stuff that I don't really care about. I mean care about the content and the stuff that I'm producing but I don't care about learning all of that. I don't need to know all of that.

But she's so great and that she takes the initiative to think through things when she's setting up ConvertKit. It's not just like, "Let me set this up." She's a business owner. She owns her own business and so she has knowledge and stuff and she brings that to the table and she's like, "Hey, these are the things I think we should change," and for me, that's super important too because I feel like a lot of people, especially type A people, want to control everything, right?

You want to be the person that divvies out everything to everyone. You want to delegate, you want to assign and you want to have control and for me, I'm willing to give up all the control except for the content and the stuff that I know I am really good at because the other stuff, I'm willing to allow the people who are professionals to handle it and that goes with, I think you have to trust people and know that it isn't always going to be perfect.

With my first business, heck, I mean I screwed up, they screwed up, we were growing up together in the wedding planning business. Rachel, who now owns the business, bought the business from us, I mean there were so many times where she would say, "I don't know what I'm doing," or, "I e-mailed this person and I e-mailed them the wrong thing," and Jennifer and I, my business partner at the time were like, "Okay, what can we do? That's okay, we all make mistakes. What can we do to handle it?"

Then I think, as a business owner, you have to know that the responsibility at the end of the day goes to you. You're responsible, but also mentoring her and the rest of the team to, "What can we do to better? Not only better yourself but better the team?" And allowing their input. I feel like

so many people don't want to have that input. They just want to make all the decisions and that's not how a really amazing company gets to be really amazing by one person deciding everything.

[BREAK]

**[00:29:30.3] 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]

**[00:29:46.5] CS:** Yeah, I was going to ask what kind of leader do you want to be remembered as?

**[00:29:50.6] HC:** A savvy one? No. Reina told me that one day. We were talking in our ambassador call and she was like, "What's one word?" And I don't remember the word I said now and she was like, "Um I would say savvy Heather," and I was like, "Oh wow, that name didn't even — I didn't even think of that." I was like, "Wow," not in that way but she was like, "Uh yeah, you kind of need to go with that one. It's working for you."

But for me, it's always been about the community and about being known as someone that was giving and was willing to help and lift other people up and I always said when I rise, I want other people to rise with me because it's not fun rising by yourself and I don't know, I always just want that — I am definitely extrovert and that I get fired up with people around me and I think again, I could go back every time to when my father passed away.

When my father passed away, at his funeral, we were from a really small town in Indiana and he had, I don't know, it was like 5,000 people come to his showing and to me it was like a magical moment. As heart breaking and as hard as it was, it's something that I will never ever forget

because I was like, “Wow, he had an impact,” and a guy that did not go to college, he did not come from money.

Growing up he was second to youngest, so he used to tell me this story, he was in a baby bed when he was five years old and just worked really, really hard. Was never given anything and it all came back to him networking and really getting to know people. It’s funny because I see that in my husband a lot now. We were having this conversation the other day and he said, “You know sometimes it’s amazing to me that people don’t like these things I think they’re really basic and things that you should do when you’re working with people that people don’t do.”

And I was like, “Well what is that?” And he said, “Well when I meet people, when I ask them about their children or their pets or where they went to school or whatever they like,” he goes, “I go back afterwards and I document all that,” and he said, “So the next time that I talked to them, I already have something to start from and it’s like we’re friends.” And he goes, “And I don’t do that in not a genuine way, it’s because I care. I really care about these people and I want to have a relationship with them,” and I said, “That’s so funny.”

Because we hadn’t talked about it before but I do the same thing and him and I were talking about it and we’re like, “Oh we do take that for granted that we just naturally do that.” But I think that is something that you should do. You should really want to know people and that does mean knowing more about them than just the surfacy stuff, because the surfacy stuff gets really lame, right? You want to feel like people know you and you can’t do that with everyone. You can’t be BFF’s with everyone but Reina and I have talked about this, but you just want to be seen and heard.

And when you feel like someone took the time to write down and remember your kids or your pets or where you went to school, or what your favorite drink is, I tell this for people that are working with clients, ask them when you are talking with them at the initial consultation, really take good notes and ask them without directly asking them. So like if you’re at Starbucks, take note to what they drink.

So that you can actually, the next time you meet with them at a Starbucks, you actually order the drink for them and have it for them when they come. That’s such a simple thing, it’s just

being aware and it's allowing them to be seen and heard and that's at the end of the day what it comes back to and we all want that, right?

**[00:33:29.6] RP:** I love that and I am trying to be better at that. Christina you're really good at that too. The first time I — like after the first conversation we had, you remembered my funs name, which is really a strange name. So I was surprised that you remembered that but it's so important to remember those things because that's the stuff that matters to people and like what you are saying with your husband and with you and with Christina, all of you do those things so innately that some of us have to catch up a little bit.

**[00:33:57.6] HC:** I don't think that it's innately that I remember, because I have a horrible memory. So for me, it's always been, I have to write this stuff down or I won't remember it. But it's doing it in that genuine way so you're not talking to someone and you're fiddling through your notes and like, "Oh your son... uh... yeah." you know? That's lame, no one wants to feel like that. Yeah, it's an easy tip that you can do and that will help you.

**[00:34:24.2] CS:** People feel...

**[00:34:24.2] RP:** I love that. I know as the group, the Savvy group has grown, people will reference it all the time and people own it in a different way than I really like started to interact with it when there were maybe 2,000 people in the group. What are the positive things that have come out of the group for you for and for the community members and maybe some of the not so pretty things, if you're willing to share?

**[00:34:46.0] HC:** Yeah, absolutely. So I think this is the beauty of it, right? To educate on what's the good, the bad and the ugly because again, I don't want it to be it's all rainbows and unicorns because it's definitely not. I think that tip number one is getting people that are in your corner that you can, again, bring up with you. For me, when I was doing the ambassadors, again, I stole that idea from someone else that was doing it.

Actually with Susan Peterson of Freshly Picked, the little baby moccasins. At the time she was doing brand ambassadors and I don't know if she would called it brand enthusiast. I think another person called it brand enthusiast, she called it brand ambassadors and I was like, "Oh



that's with the product, that's so, so smart." Because we've all seen the big companies that use celebrities to promote their stuff.

Well, she was using real moms and giving them the product and then they would shout out her company but it was really genuine. You don't feel like, "Oh they're just saying it because they got the moccasins," because at the end of the day, was that really adding to their bank account? No, but they were such believers in the product and so I was like, "How can we take that model and use that for my kind of business in the Facebook group?"

So that's when I came in with the brand ambassadors and I think I just chose people that I saw that were really active in the group and they were always getting feedback for people because those were the people that were the encouragers and that I wanted to be surrounded by and that's how it started. So I think that was a huge plus. I think the daily prompts that we do were a huge plus. I think what happens when it gets bigger is there's more policing.

You have some people that don't understand. I really think it comes back to just being uneducated about how the groups work or they don't read the guidelines and I think there's a whole thing to that. So if you are doing a group, have it so that when they sign up to get in your group — so what we do, what I have is when you sign up now, you go through a sequence so it warms you up to what to expect.

It shows the pictures of the ambassadors and it gives their names and it says, "Go check them out so you know who they are," and it also says, "Okay, these are the days of the daily prompts, these are the hashtags that we use." And although it's still an educational process, it takes them through that sequence so that they know what's happening when they get in the group. Now some people, the hard thing about Facebook groups is that some people can join that haven't went through your sequence.

So those tend to be the people that want to post all the time and it becomes about them instead of the overall group and that can get really annoying for not only the members but for us as administrators of the group and so we're always trying to figure out ways, me and the ambassadors, of like, "How can we make this better? How can we make this process better?" And that's like setting more guidelines.

Sometimes, people are like, “Oh my gosh if she tells one more rule that we have to follow,” but I think what happens is that again, it just goes back to educating people and letting people know how the group works and how it might be different from other people and not assuming that everyone knows that. A lot of times when they come to us as ambassadors or for me, they’re saying, “Oh I didn’t know that. I didn’t know that that wasn’t acceptable,” and sometimes, I’m like, “Really? You know better than that,” on some people.

Some people, I just really don’t think that just A, Facebook groups in general are new to them and I think we all get to certain levels of our business that we just start making assumptions that everyone knows the same stuff as me and I’m sure Christina with you all the time. You are thinking that, “Well, that’s an easy legal question, duh,” right? But the general population is like, “I don’t even know step one and you just jumped to step 10.” So I think with Facebook groups, it’s the same way. You have to continually be educating and you have to evolve with the group because with 8,000 it’s very different from even 3,000 and they are very different from 200. I don’t remember zero but I do remember 200.

**[00:38:57.8] RP:** I have a quick question about that. So if we read the guidelines, you know how not to behave, but what are some of the best practices of how to behave to make the most out of the group? Because Savvy has been a game changer for me and I want more people to know how they can leverage it so that it does work for them and their lives.

**[00:39:16.7] HC:** Yeah, well I can’t share a lot yet but it’s going to be changing dramatically. I think once this airs, you’ll know more about what’s happening with it but so I can’t share that quite yet but I will say that when you’re going into any group, definitely read the guidelines and know what you can and cannot do. Secondly, I think there’s two types of people, there’s the people that go in and blast themselves every day and it’s all about them.

If it’s all about you, that’s being the friend that goes, “Hi, my name is Heather,” and then you just word vomit on them everything about you. I’ve had this happen at, I’ve shared this with Reina before but Christina, I don’t know if you have ever done this? I imagine that we all had this happen to us where you go to things and you ask somebody about themselves and they’ve told

you everything about them and then you are like waiting for the moment that you can share about you but that moment never comes.

**[00:40:14.7] RP:** It never comes.

**[00:40:15.6] HC:** “Oh wow, okay, so maybe we’re not going to be best friends.”

**[00:40:21.7] CS:** Yeah, it’s a great socialization tip for anybody and especially lawyers, you know this. I mean the easiest thing that they can do is that you go to networking talk function and just ask the other person questions about themselves because everybody loves to talk about themselves. So yeah, I completely agree, I could see...

**[00:40:41.3] HC:** You could allow the other person to actually ask you about you to share too, you know?

**[00:40:46.7] CS:** Right, yeah and I mean having 8,000 members in your group, I mean I can’t even picture it and so managing that, that’s an hourly thing. That’s not a daily think that you have to spend that much time and effort managing that group of people. It’s just insane.

**[00:41:04.0] RP:** Yeah.

**[00:41:04.7] HC:** We’re working on that too. I really am in the group of people. I think people assume that I am not in it and I’m like, “No, I go to the Facebook group every day and I respond to people and I delete people and I let people in.” So what happened was, which was a really awesome thing, which again I learned from somebody else, I wasn’t in their group. Oh gosh, I forgot her name. Is it Leoni Dawson? I can’t think of her name.

Anyway, she was a woo-woo gal and I met her, learned about her through B-School so again, it’s these different parts of my world coming together in such a good way though, right? And then I saw that she had people that were in her group like moderators and I’d heard about her and I was like, “Oh that’s really brilliant,” and what I loved about it is that came back to that team atmosphere.

So it wasn't just about me and me running the show and me all over the place because at the end of the day, yes it is my business, it is my baby but the goal is not to be the Heather show. I don't care, I don't want to be famous, I don't care about being famous, I just want to help people and so that was like, "Okay, how can I bring more," — it's kind of like we go back to that webinar thing of bringing people in that I thought were really amazing that a lot of people don't know about. But I knew that we're going to be superstars, or that I was going to help them to be that.

And the same thing with the ambassadors. I feel like allowing them to come in and share those things that maybe I'm not good at. Reina is really good, they're all, like Nebuka, Dimitra, Jenny, Danielle, they're all really amazing and their different personalities about bringing things out in people. So I remember the first time Reina did, I think it was like, "What would you be if you weren't doing what you did now?"

It was like the fun that people would share like, "If I could be anything, I would be a ballerina," and it was like, "Wow, you didn't expect that from that person." And so it was also just life because it was the Savvy Business Owner's group but I didn't want it to be where it was so business that you couldn't feel good. I want it to be fun too and be able to share and have the community. So like in the group, the Tuesdays where we share a blog post and you can share your services and products, are a huge day because people get to share.

But what happens is that people are not only sharing their stuff but then they're using all that stuff to load into Buffer for their Tweets or pin and they're putting into Tailwind or BoardBooster, whatever they're using and they are pinning all of that stuff and it gives them content, so that was fun to see because it wasn't just about where a lot of groups are just about blasting you with selling your stuff. It's like, "Okay already, I get it." It's when you're on the loud speaker and you just don't stop shouting, it's like, "Okay, I know you're there but now I'm annoyed by you."

**[00:44:03.7] CS:** How many more essential oils can you get?

**[00:44:06.3] HC:** Yeah. So I think it was allowing people to see that it wasn't — I think you have to model that. Like if you want it to be about a community, you have to be a part of the community and not that you're so far above all these people. Yeah, I'm older than most people

in the group or some people are older than me and there's a huge age range but then, I have a lot of life experience, but we all have.

So we can all learn from each other and it's not about one person rising to the top and everyone pay attention to her. It's really about how can we work together and build each other up and build each other's businesses up instead of it just being about one person rising to the top? So I will say that yeah, now that we're at 8,000 people it gets really hard to figure out. You want to be really generous and go, "Okay I know that you probably didn't mean to like be promoting yourself again, but you're promoting yourself." So people have gotten, let's say...

**[00:45:09.1] CS:** Covert?

**[00:45:10.2] HC:** Yes, not sneaky but really imaginative about how they will go about promoting themselves sometimes and what really makes it annoying is when they're doing that in multiple Facebook groups and I'm in the same ones.

**[00:45:23.6] RP:** And you see all of it.

**[00:45:25.2] HC:** Yeah, "You're not promoting yourself but you just posted that 10 times in different Facebook groups." I think when you're going in, a tip for anybody that's a part of a Facebook group or if you're starting your own, think about ways to have guidelines that can kind of make it — so like our threads or our daily prompts, it allows people to have a voice but in a contained way.

So it's not like you go to the playground and there's no teacher and all the kids are just flipping and doing summersaults off the swing and you're on the merry go round and it's spinning out of control because you have full rein and we'll do whatever we want. It is really about giving them enough guidelines but allowing them to express themselves too and so that is challenging when you have more people though.

**[00:46:14.8] RP:** Right, I think you gave me this guideline a long time ago. For every 10 value ads to the groups, that's one that you can ask for something. I think that was from you.

**[00:46:25.0] HC:** Yeah, I think that when you go into the group, definitely introduce yourself. I think a lot of people are really shy about that and the cool thing is, it will make your day because people will jump on and people you've never heard of or known and they'll be like, "Welcome, this is what you're going to get out of this group" or this is what you're going to love." Or yesterday, somebody said hello and she said and I learned this from something else too.

I didn't made this up, but I listened to another podcast and they said and I wish I could remember who said it because I always like to give credit to where credit is due but I do not remember who it was and they said, "Come into the group," — I think it was Jill from Screw the Nine to Five and she did a podcast, I want to say with Amy Porterfield? I'm a podcast geek so I think she did one with her and she said, "When you join a Facebook group or join Screw the Nine to Five, you should come in and introduce yourself and do two truths and a lie."

And it was fun because you get to know — it's fun, it's a fun way to introduce yourself but also, you get to know that person and then people respond to that and things that you don't know about someone, say someone said, "I'm from Indiana." Well you would be like, "Me too!" Like, "I'm from Indiana too!" You want to find those things that join you, that you are similar in and so I definitely say that when you join Facebook groups make sure that you introduce yourself.

In ours, it's like you can't post all your links. Don't do your Instagram and your website and all of that. That will come naturally. People will want to find out more about you if you are genuinely in there for the right reasons. I think the other things is, be willing to respond. Now this might not be everyday but respond to people that have questions and not be like, "Let me sell you on my stuff," but if you're asking me those questions, they're going to be inquisitive about, "Okay, if you're helping me with that, what more can you help me with?"

They're going to go to your website and that's an organic way to get to know people through Facebook groups instead of plastering your stuff all the time and again people do it, again, they do it in a covert way where it's like, "Here's my tip of the day," and I was like, "Okay but put that on your blog and share that on the blog post thing." I think one of the really fun days is Fridays when we do share your wins.

It's so cool to see each other, all the members like actually cheering people on and feeling really about it. They really do care, they want that person to succeed and they're like, "Oh my gosh, you got a 100 more Instagram followers on your Instagram," where most people will be like, "Who cares?" People are like, "Yes, that's so awesome! I wish I could get to that," you know? And so it's great for both parties.

Again, that is just an overall community thing. It doesn't have to be one person or just the cool kids. It's everyone interacting with each other and I'll say this, because again, I feel like I am talking way too much is that when you get to 8,000, let's be honest, 8,000 members are not active. So don't get wrapped up in the numbers if you are starting a Facebook group because I feel like a lot of people say that to me like, "How did you get to 8,000?"

I'm like well, once you get to a certain number, I feel like there is a number that just then takes off, and I would say that for us was probably around, I don't know, there's different markers I guess. But when we got to that first 1,000 but even when we got to the first 500, 500 to a thousand went pretty quickly and then 1,000 to 3,000 went pretty quickly and then there was this slower roll and then 5,000 to 8,000 went really quickly.

But that's what I would say to anybody that has a Facebook group or wants to start one, don't get wrapped up in those numbers. It's just like anything else, with Instagram or with any social media platform. If you are wrapped up in those numbers and those are what you use to validate your self-worth, that will rapidly take you down a very bad path.

**[00:50:24.1] CS:** Yeah and what's more important, in my opinion, is the conversions that you are seeing if this is a business that supports your family and your lifestyle and that kind of thing and so, how have you seen the group change your business?

**[00:50:38.5] HC:** Yeah, I mean everyone that has joined my program, my group program, my course, anyone that's been on a webinar with me.

**[00:50:47.6] RP:** You hire savvy's?

**[00:50:49.8] HC:** Yeah, I hire all savvies, I buy all my products from savvies. So I'm a huge gifter, so all — well I wouldn't say all, but most of them are from savvies. So for me, really that group built my business and it wasn't intentional of that's what would happened but it really rocketed me into a place where I wasn't prepared for and I kind of started freaking out. I'm in such a huge and different space because of what I used to do and the nature around that kind of business.

But yeah, so I owe everything to anyone that's ever bought from me but that was all because I came from a place of giving before receiving. So at the beginning, it was just about giving out free content and it was me doing webinars too. It wasn't just me partnering up with people. It was me giving out content. To be a smart business owner, there has to be a place where that you do convert that, those free people better be converting into paid customers, right? So yeah, that you have to figure out and I think it's different depending on how you run your Facebook community.

**[00:51:59.3] CS:** It's so funny because you two have these two brilliant Facebook communities now and they're very different but also very helpful.

**[00:52:07.5] RP:** Mine is this big.

**[00:52:09.5] HC:** Oh, whatever, yours has like sky rocketed. I remember you didn't start it — when did you start yours?

**[00:52:14.8] RP:** Maybe like six months ago.

**[00:52:16.5] CS:** Yeah, it wasn't long.

**[00:52:17.6] HC:** Yeah and it's like almost 800, so yeah, I think you're doing fine.

**[00:52:21.8] CS:** Yeah. So Heather, as this airs, this Savvy experience is happening. What's on the horizon for Savvy Business Owners as a group, your business, HC Headquarters, as you referred to it? What can we look forward to?



**[00:52:35.6] HC:** So I have two big goals for next year, I'm always goal oriented. So I will be running the Savvy Business Circle which is the six month program that I do. This October, we'll start that one again so that runs for six months, so October through April and that will be happening after the Savvy Experience and then 2017 is going to be the year of writing a book, hopefully. I've really wanted to do this for a long time and I'm not sure exactly what the book is going to be at but it's been a goal of mine.

So I'm going to do that and Savvy will be transitioning, again I can't quite say yet but it will be transitioning into something different that will be great for all and I think it's the evolution of what we have when we've been doing. We started doing Savvy Meetups. I don't remember how long, I feel like it was forever ago, we actually started Savvy Meetups. So that will be coming back into play. So that will be a big thing that we'll be launching the Savvy Community part, the Savvy Communities and that will be a small portion of the bigger thing that's launching and I think we're going to be launching that in January 2017. So yeah.

**[00:53:54.6] RP:** Excellent. Well Heather thank you so much for joining us. Where can people find you and find more about all the things that you've got going on?

**[00:54:01.7] HC:** So Heathercrabtree.com and I am a new lover of Snapchat, so @hrcrabtree there and I'm on Instagram but everything that you can find at Heathercrabtree.com.

**[00:54:16.1] RP:** Fantastic, cool.

**[00:54:16.7] CS:** Thank you so much.

**[00:54:18.1] HC:** Thank you guys for having me.

**[00:54:20.0] CS:** Yeah.

**[00:54:20.2] RP:** This was super fun and thank you for tuning in and go build your creative empire.

**[00:54:24.9] CS:** Bye.

[END OF INTERVIEW]

**[00:54:28] 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.

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