

**EPISODE 48**

[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]

**[00:00:35.5] CS:** Hello and welcome back to the Creative Empire Podcast. I am Christina Scalera, joined by Reina Pomeroy, and today our guest is none other than Tara Gentile. She doesn't really need an introduction. She is the founder of the Quiet Power Strategy. It's a company that specializes in hands-on business training for idea driven entrepreneurs. She's passionate about helping people like you, Creative Empire, helping you guys with smart ideas that make more money, reach new audiences, and live life with ease.

She is also the author of *The Art of Earning*, *Quiet Power Strategy*, and *The Observation Engine*. If you guys like podcasts, you should check out the "Profit. Power. Pursuit." podcast that goes behind the scenes of the rogue grit, the administration, and the logistics of running a successful business. Tara's work has been featured in none other than *Fast Company*, *Forbes*, *Huffington Post*, all the big ones. She's a regular instructor over on CreativeLive, and she regularly also speaks on entrepreneurship, money, and marketing all over the world.

So if you guys are as excited as we are to talk to Tara today, let us know, give us a shout out. Tara, thank you so much for coming onto the show. We're so happy to have you here.

**[00:01:49.7] TG:** Absolutely, thanks so much for having me.

**[00:01:52.7] CS:** Yeah, so Tara I was telling Reina before we got started, it was great because I got to meet you at a little conference called Pioneer Nation, which was such a sweet event.

You've been going all over the world lately. I've seen your Instagram, and I don't even know how many places you've been in the last week. Do you want to talk a little bit about how you got to be such a prominent conference speaker, and where you really got the drive to start on this path?

Because I know I heard your story at Pioneer Nation, and it was really special, from Borders to where you are now, and I think it's an encouraging tale. So would you mind just sharing a little bit of background about yourself?

**[00:02:33.5] TG:** Sure, yeah. I actually just got home from Denver, where I was speaking at the Digital Commerce Summit, which is a conference that Copyblogger and Rainmaker Digital put on, and it was my last speaking event for the year. It's not my last travel date for the year, but it is my last speaking event, and I am so happy to be done for the year. Yeah, I love travelling, I love speaking, but it is also really exhausting. We have a pretty full quarter four ahead of us, and so I'm glad to be done for a little bit.

But yeah, my story is kind of crazy, and I guess where it really starts if we want to talk a little bit about me as a speaker and someone who really enjoys sharing my message on stage, it starts even before the Borders story, which is that in high school and in college, I was a performer. I studied music in college, along with studying religion, which is the one that I talk more about, and I was on stage a lot and I love being on stage.

I love performing, I love taking an audience for a journey. In the past, I had always done that in ensembles. So jazz bands, symphony orchestra, trombone quintet, low bass quartet, whatever it might have been, that was how I did it. So when I started my business, I knew that I wanted performing to be a part of it as well, and so whether that is teaching a workshop four, five to ten people, or whether it's standing on stage in front of many hundreds of people, that is the kind of thing that really fuels me.

Not only does it fuel and motivate me, but it also helps me up my game. I think I become- with every speaking gig that I do, with every presentation that I put together, I've become better at what I do. It's one of the ways that I trained myself, even in front of the public eye, and so I

really love that part of my job. It's an important part of my job, but as you said, my story of getting to where I am now is kind of bizarre. I did study music and religion in college.

I did not study business. Starting my own business is not something that I had ever really thought about; not until much later. I was on an academic track, I wanted to be a professor. I pretty much wanted to be a professor all of my life, so teaching has always been part of my plan, but not in the way that I do it now. After college, I went through a really rough period where even though I had been accepted to my top choice graduate program to study with the top choice mentor that I wanted to study with, I couldn't do it.

So two weeks before I was supposed to leave for grad school, I quit. I said, "I am not coming. I'm sorry." I gave them their money back, all of that good stuff that you have to do with grad school, and I took a fulltime job at what had been my summer job, which was at Borders Books and Music. Over the course of about five years, I worked my way up very quickly to one of the top positions at my store. It was a \$5 million store, 25,000 square feet, 40 to 60 employees at any point in time of the year.

So that was a real trial by fire. I learned a lot there. I learned a lot about marketing, merchandising, sales, team building, team management, just the whole gamut of running a business, because one of the great things about Borders, may it rest in peace, is that they allowed us - most of the time - to run our stores like they were tiny small businesses as opposed to something that was part of something much bigger, and we have the resources of that. But we had this great level of autonomy that really allowed us to learn and grow.

But at the end of about five years, when I was on the verge of a big promotion, I was also nine months pregnant. After I killed my first interview for this promotion that I had been being groomed for for a couple of years, I got a phone call that said or from a friend of mine at the store that said, "Tara, I'm so sorry. They gave the job to somebody else.", and obviously, I believe that being nine months pregnant had something to do with that.

But it really doesn't matter now, the best part of it was that I got so angry, and I had to hit such a rock bottom place, that I took action and I did something about it, and I decided that if other women were figuring out how to work online, work from home, create their own livelihood, then I

could too. If they can do it, why not me? So that's what I did, and it took about six months when my baby was very small, and did all the research that I could possibly could.

Then I started my first website in January of 2009, and it's just been a wild ride ever since. I did not start off doing then what I do now, but it's been sort of a natural evolution and a natural progression, and I could not even have imagined being where I am now when I started. I am so glad that I am here, and I am very proud of myself for having accomplished what I have accomplished, and I'm really looking forward to the next eight years, or the next eight years after that. So that's the story in much more than a nutshell!

**[00:07:54.9] CS:** Definitely a nutshell, yeah, so it was an instant success in 2009 right? Just kidding.

**[00:08:00.1] TG:** No. You know there was some instant traction, and I think that...

**[00:08:04.8] CS:** That's amazing.

**[00:08:06.5] TG:** Yeah, and so while I wasn't making lots of money then, and it took me six, eight, nine months to replace my full-time income, but when I hit the ground running, I hit it running and figured out what I needed to do to get where I wanted to go, and that destination has been what has constantly changed, but what has stayed the same is always figuring out what I need to do to get to that next step.

**[00:08:39.2] CS:** I think that's where the Quiet Power Strategy comes in. I mean that was so helpful when you gave me permission essentially to just choose what worked for me and ignore the rest, that was huge. Just knowing that came from your place in 2009 where Jesus, that was seven years ago, that was a long time ago, and just having all that time, it sounds like it is still to where you are now, and then in the meantime, keep that resonance that you had with that audience and to continue to build on that. What was that Reina?

**[00:09:09.6] RP:** I was just going to say, Tara, what I loved about your story, and just maybe some of the things that our audience is resonating with is that people might be in retail jobs, they might be in their equivalent of a Borders job. A lot of them might feel ashamed, or they're

feeling like maybe I am not a true creative or a true entrepreneur, because I have this job, and what I loved about what you said was that you owned where you were.

You took from it what you needed to, and it gave you the training and the foundation for your business, the kind of work ethic and the training that you needed in order to build the business that you currently have, which I am in such awe of, and the other part of the story - and thank you for sharing it so openly with us - is just the piece of rejection. What it feels like to be rejected, and to be angry, to hit rock bottom, and then to turn around and say, "I want to take action on this, because I think there's something bigger, or something out there for me that's possible".

I think if you're listening to this and you are feeling like there is a sense of rejection from whatever part of your life, that you have the capacity to turn it around. So thank you for sharing that.

**[00:10:19.3] TG:** Yeah, absolutely. I think you're exactly right. I did absolutely own my experience at Borders and everything that gave to me, and at the same time, I felt a lot of shame. Here is someone who scored really high on their SAT's, and got accepted to grad school, and all of these things that should not "should not" have landed me a retail management job. There were a lot of times that I thought, "Man, I am better than this".

At the same time, that job put me through the wringer. It was hard, and I learned so much, and so there was constantly this balancing of knowing that I could accomplish so much more, and also being open to learning what I could learn from that experience. I think actually, one of the things that made me most frustrated in that time was knowing how much I had learned in that job, and what kind of skills I had, but things that I could not prove on a resume.

So I was constantly going back, and looking for work that I thought was more me, whether that was at a library, or a non-profit directorship, or whatever it might be. I was constantly on look, the hunt for these kinds of jobs, and submitting resumes, and facing rejection over and over and over again. I was just incredibly frustrated that all of these skills that I had learned or was learning at Borders, I wasn't able to communicate them. I wasn't able to say, "This is why you need me".

Now, I'm probably a much better communicator now than I was then, but at the same time, I think part of it that there was no easy line to draw between that job and what I really wanted to be doing, and that to me is a direct parallel with what Quiet Power Strategies stands for. One of the things that we really focus on is "what are the skills that you have learned in previous experiences? What are the skills that you've learned in your business?"

What are the skills you bring to building your business, and perhaps most importantly, what are the soft skills that you have that don't fit on a resume, that don't fit neatly into your about page, that don't fit neatly into your services page, but make you who you are as a brand, that makes your business what it is as a brand, and that can transform the experience that a client or customer has with you? How can you use those skills to your advantage?

And so building a business, for me, has been about taking the best advantage of those soft skills, those things that I can't necessarily put on a piece of paper, but that in showing up, in talking with people, and talking to people like you, I can demonstrate and live and embody, and in that way really create a reputation and a brand for myself that is so much deeper than anything I could ever put on a resume. That really is the heart of how we approach brand building, and how we approach marketing when it comes to Quiet Power Strategy.

**[00:13:24.0] RP:** Genius, I love that and I love that maybe this ties into- I think you talked about the journey of the client or the journey, I don't know what the terminology you used?

**[00:13:32.0] TG:** Customer journey.

**[00:13:32.8] RP:** Customer journey, yeah, and so does that tie into what you were just talking about?

**[00:13:37.7] TG:** Yeah, I think that one of the things that we do is really look at a customer as a human being, and not just someone who's sitting in front of their computer waiting to open their wallets up for you.

**[00:13:48.8] CS:** Oh my gosh, yes.

**[00:13:49.9] RP:** Is that not how it works? No, I'm just kidding!

**[00:13:52.9] TG:** No, no I know. You know, I am equally as capable of being caught up into that perspective of my clients, and so it's something that I've worked really hard to do is really think about what the context is they are living in at any point in time, what parts of their story that I may not know, what obstacles might be getting in their way that they're not telling me about, or that they maybe aren't even telling their spouse or their friends about.

And so I think that's a great parallel, thinking about that customer journey and really, all the customer journey is, is the path that people take from the point where they start asking questions. Not to where they sign up for your list, not for when they click on your ad, or email you, but really, when they start asking questions, and those questions somehow lead them to you. All the way to the other side of the journey, which is when they finally achieve what it is that they most want to achieve.

Whether that's becoming a confident business owner, or a friend of a client of mine says it's becoming an abundant mother, or any of these big transformations that we're all in the process of. All along that journey, there is so much more happening. It's not just the problems that we happen to solve with our products or services, or the questions that we happen to answer with our content marketing, but it's this full story of this whole picture of people.

And as we as business owners, and marketers, and brands can respond to the whole story, then we're much better able to make the connections that we need to make to build trust, and to not only build trust in ourselves, but to help our customers build trust so that they're more likely to buy from us, and so that we're more likely to help them make the transformation that they want to make.

**[00:15:45.6] RP:** Oh my goodness Tara, this is so good, and I love that you said that it doesn't end the client- or the customer journey doesn't end at somebody buying your product. I feel like that's where a lot of people finish, right? Like the sales emails are done, somebody buys them, and you're done. That's not how it works, and especially with a lot of creatives, people- after

they sign on, they're working with their clients for a while, especially with service based-wedding folks, or coaches, or graphic designers are continuing to work with these folks.

So knowing and having that empathy, like brand empathy, to know what your client or customers is going through can be really powerful. So thank you so much for sharing that!

**[00:16:26.0] TG:** Yeah, and if you stop that customer journey the moment they buy from you, or even the moment they wrap that first project with you, like now we're getting out of brand and marketing, and into business models. If you stop there, you're stunting your business model and your revenue growth. Your customer journey should help you see all the different ways you can work with the same person as they grow and change overtime.

Anytime we work with someone, anytime they come in contact with a product of ours, they're changing, right? They're getting a question answered, they are achieving a goal, they're easing a particular frustration, but every time that happens, new questions pop up. New goals pop up. Like from my own personal story, I can remember the point on the journey that everyone was talking about, six or seven or eight years ago, was hitting the six-figure mark.

Well, I hit the six-figure mark in my second year of business, and then I said, "I don't know where to go from here." I know I'm capable of earning more. I know there's more available to me, and I literally don't even know how to set the goal that will help me get there. Of course, for whatever reason at the time, I was not thinking about making seven figures. God, I only wish I was, but anyhow, that's the normal way that we learn and grow as people.

We solve one problem, and we immediately identify the next problem. If we as business owners are not tracking that journey, and seeing how solving a problem for somebody opens up a new problem or question for that same somebody, we're leaving a lot of money on the table, and we're working way too hard in our businesses. It's much easier to sell three things to one person than it is to sell one person to three people, or one thing to three people.

So yeah, I love the customer journey for so many different reasons. One, because it helps us see this much more empathetic, much more nuanced version of who our customer is, but it also helps us see where we can make our business model to create explosive growth for ourselves.



**[00:18:36.6] CS:** Yeah, as you are talking, I'm just thinking in my head, because its pumpkin spice latte season, there's two places where I see...

**[00:18:46.0] TG:** I had mine this morning.

**[00:18:46.9] CS:** That's amazing. There's two places I see a really good example of a customer journey that's gone well, and then on the flipside, a customer journey that's completely failed. One is Starbucks. Starbucks has done a fantastic job looping you in, and creating a culture, and creating this customer journey for you. Each and every experience that you have with them. And then there's Chipotle, who's been in the news a lot.

**[00:19:11.1] RP:** Oh Chipotle.

**[00:19:13.2] CS:** I love Chipotle, and I am still on their customer journey, but I think they've been under fire this year because one of the big critics, or one of the big critiques that they had as a company is that they haven't provided any kind of customer journey. Not in those words, but they essentially just have ignored the customers that they have, and expected new people to come along.

So just as a very basic example, I know our audience is not in the food industry. But I do think that it's a very visceral and real example for many people who can experience this every single day. If people wanted to learn more about- because for me, I'm not anywhere near as advanced as you, Tara, but I'm also not a beginner business owner, and I have been very intimidated by creating this customer journey. I already feel like, "Oh I need to put out this product. I need to do that", I feel like I still have so much to put out in that first run of products before I can even get to the customer journey.

But now listening to you talk, I feel like that's maybe not the right approach. So if somebody is just getting started out, and they maybe are working on their first product, where can they go to figure out what the next step on that customer journey is? And maybe if there's a resource, or a CreativeLive course you can point at me in their direction if they want to explore this deeper, that would be great.

**[00:20:34.2] TG:** Yeah, so I can walk you through the basic idea of this, and its two-fold. It's understanding that the customer is on a journey with you. So we can talk about that piece, and then the other piece is realizing your business is not a set of offers. It's a system. When I say business model, that's what I mean. It's the system that your business uses to generate revenue. It's actually the system that your business uses to create value, deliver value, and exchange value.

When you combine these two things, you have a kind of self-fueling system, so that when you put a little bit of energy in at the beginning of your customer journey, say getting people to sign up for your email list, you can reap the benefit of that energy many more steps down the line, so that you're working people through making a \$300 sale with you, a \$3,000 sale with you, and then maybe a \$30,000 sale with you towards the end. Just that little bit of energy at the beginning can help you to achieve those end transactions, as long as the system is designed to work together.

This is where I think it's so dangerous to think about building out a suite of products before you understand it, and I'm not going to say I haven't been there, most of my clients have been there, it's not something that many people understand right out of the gate. It took me a couple of years to really figure out and make the best use of, but it is the best way that you can redesign your business for that next level of success.

So what I mean by that is thinking about your customer journey, the point that you start off at, as I said is where people start asking questions. It's when they start Googling things that have anything remotely to do with your business. So let's say you're a coach, you're a life coach, and people start Googling how to have a difficult conversation with my husband, or how to change jobs. There are things that are, in some ways, related to what you work on with a life coach, but they're not Googling "I need a life coach".

Because people at the beginning of their journeys don't do that. That's not what they're aware of, they are aware of those nagging little problems, those nagging little questions that get them looking for answers. So at the beginning of the journey, you want to position your business to be the answer to one of those nagging little questions.

It can be at all different phases. Like my business generally doesn't work with beginners. We work with businesses in years two to ten mostly, and so that means that I am not answering questions like, "How do I start my first website?", but I am answering questions like, "How do I stop guessing how to price my products?". That's a question that we position ourselves to answer, and we do that very effectively every single day for 10, 20, 30 new subscribers, every single day. Then I ask myself all right, "Well, if I answered that question, what question is going to come next?", or "What frustration is going to pull the scratch and itch on?". I'm really bad with metaphors by the way, so excuse me on that.

**[00:24:03.0] CS:** It's great, no.

**[00:24:04.0] TG:** But yeah, so you just keep looking for what all those different opportunities are, and we actually have our clients map out the whole journey. Some of this is guess work, some of it is reducing what is masses of interwoven problems into a linear path, and so you know, yeah there's some fudging there, but I think it really helps to just line the whole thing out.

What we do is look for three categories of things. These aren't set in stone but they're just designed to help prompt your brain. We look for questions that customers ask, we look for frustrations that they feel, and we look for roles that they have. That gives us a positive, a negative, and then questions that fall somewhere in between those unknowns that we have, and we just plot them out on our journey. If you get stuck, the best thing you could do is look at a couple of actual people, and ask them their stories, and figure out in what order they tackle these different things.

Now all of those different points on the journey are places where you can be creating value for your customer. For some of those places, it's going to be a paid offer. For other of those places on the journey, it's content marketing, it's social media updates, it's a cool infographic on Pinterest, or however you're creating content. But all of those points are opportunities to create value, and when you hone in on both your product creation and your marketing creation, so that it all focuses on that customer journey, now you're really starting to build a system.

So instead of just having a set of offers that you hope make sense to somebody, or that you hope people can still select into, you actually got a journey that you're taking them on, and they can enter that journey at any different point. They might end up in that journey or find out about you halfway through what you perceive as your customer journey, but they've got that point that they can do business with you, and the next point, and the next point, and the next point.

And now suddenly, instead of it being really expensive and time consuming for you to find new customers, and hook them into one of those few offers that you have, you only need to find one customer who can then buy multiple times from you along the journey, and that really is the Holy Grail of small business, or big business. I mean look at Apple, Apple does that. Look at Starbucks, Starbucks does that, right?

And so anyhow, I know I've spent way too long on this point, but that to me is the key pillar of designing a business that's actually going to function to meet your goals.

**[00:26:47.3] CS:** I know, I think you can talk about this forever and I'll be super excited. Yeah, I love it, and I think one example aside from you, a person that does this pretty well is someone who's- Reina and I, we both use her as a coach, Adrian Dorison. She's got a podcast, and she's really interesting, because what she'll do is she'll offer- she's got her sales funnels running, and they have lower-price offerings, and then she has her big premium price offerings.

Just watching her, I think that's how she's grown her business so quickly, and it's something that our audience, and even myself, we're very resistant to the fact that- it's almost like we feel bad asking people to give us more. We forget that we're giving them such a good value in exchange. We're not just asking them for a donation. They're actually getting something really valuable in exchange.

But I do think especially in our industry, because we have a lot of people who are maybe transitioning into motherhood, or transitioning out of careers. Where we have this guilt, this mommy guilt or this female guilt, I think a lot of people are experiencing- and I don't want to speak for everybody, but I know personally, I experience instances where I'm like, "How could I ask them to buy another thing down the line? I just asked them to buy this thing.", but what

you're saying makes so much sense, because it's not thing one, thing two, thing three. It is this entire, it's like a closed circuit system almost.

Or like a hub with wheels. Also not great at metaphors, but yeah, I love that you are giving so many great examples, and so many practical ways to implement this. I especially like that you focus so much on the questions right from the start. That I think is something that people overlook all the time, and it's funny, because all the answers to your business are in the questions. So going on Pinterest, or getting something like Moz, and looking at what are people searching for?

You know, people putting the privacy tab on their browser, and it's one of those like deep dark things they are searching for that they really struggle with, and they don't want anybody to know about.

[BREAK]

**[00:28:51.8] CS:** How would it feel if someone laid out a business plan, a road map or some kind of strategy that would get you started or get you closer to the goals that you dream of accomplishing in your business? Well, Reina and I actually have done this. So all you have to do to get this totally free resource is head to [creativeempire.co](http://creativeempire.co), that's [creativeempire.co](http://creativeempire.co) and click on "free workbook". We will deliver to you 50 of our most potent powerful strategies and proven tactics to getting our businesses visible, booked and profitable. So if you would like to have this in your business for totally free, you can grab that at [creativeempire.co](http://creativeempire.co). We'll see you there.

[INTERVIEW CONTINUED]

**[00:29:35.6] RP:** And that's such a good point Christina. Sorry to cut you off, but I am really excited that you're asking about this where they start the question stuff. Since our audience is newer- and maybe they're not even thinking about product creation yet, but when they do start looking at "what I should offer besides that one thing that I am currently offering", or "I started my business with, how do make it"- I think we're going into the Quiet Power Strategy stuff, but how do you-

Or just maybe living room strategy stuff that you talk about, Tara, but could you walk us through how you see if an idea is a good idea to create those line of suites for, or whatever you're doing along the path of the customer journey?

**[00:30:20.9] TG:** Yeah, absolutely. So this is my living room strategy. I will lay it all out for you; it's one of the things that I enjoy talking about the most. If you are newer in your business, and you've got that one core service that you are offering, I can tell you the absolute best way to dramatically increase your revenue is to just offer something else to the people who have already bought. That next step on the journey. So if you're thinking about, "Well how can I apply this?" put your focus right there.

Think about the customers, the clients, who have already purchased from you and what they need from you next. What new questions they have that you could answer. So start there, and then what I'll do is actually put together a list of people, in living room strategy terminology I call the invitation list. These are people that you're going to invite to this new offer that you have, and so you might put together a list of five, ten up to about 20 to 25 people.

Don't go bigger than that group or you're going to lose some of the magic here. I like to really focus on about five to ten, and then if I find that I have created enough or that I have more people to fit, then I'll invite more people, but I focus my creative energy on about five to ten people who fit the idea of who I'm looking to work with on that, sort of the question that I am looking to answer and then, I simply look at where are they right now, what questions are they answering?

What problems are they experiencing? What obstacles are in their way? What new goals do they have that I can help them achieve? And I look for a common thread. Now, this is for me creating a group product or a group operative, but it absolutely works one-on-one as well, because you keep things focused. Because you want to keep things simple, trust me you do, you want to look for that common thread and offer one thing.

So instead of creating a proposal for all ten people around ten different things, look for the common thread, and if you have to, make up one proposal to seven people instead of ten

custom proposals to ten people. Trust me, again, it's much better, much more money, much less work, you'll thank me later. So anyhow, I look for that common thread and I put together an idea of an offer around that.

What that essentially amounts to is an email where I say, "Hey, I know that you've asked me this question in the past. I know you're working towards this particular goal right now, and you are probably running into a couple of these obstacles. Well, I'd really like to help you with that, and so here's what I'm thinking. I'm thinking you, and maybe four or five other people, can work with me over the next two months, and we're going to bit-by-bit systematically break down those obstacles, and help you achieve this particular goal that you already did and you're invested in. Sound good?"

"Here's the price tag that I am thinking on it. Let me know if you need a payment plan, and then hit reply. Reply to me on this e-mail so that I can save you a spot", and it really is that simple. No sales page.

**[00:33:29.8] RP:** Oh my gosh.

**[00:33:31.0] TG:** I know, no crazy curriculum. No week by week "here's exactly what we're going to do" just "you already trust me. I trust me, here's the timeframe, here's a price tag, and most importantly, here's the outcome of this offer. If you trust me to help you achieve this outcome, I know we can do it together.", and that's only when I put in the e-mail, and I have made tens and tens and tens probably well over a \$100,000 sending out emails like that, and so have my clients as well.

And then once you've done that, maybe done it a couple of times with the same offer, that works, but once you've done that, now you've got a product created without any product development time that you can then turn around and make hundreds of thousands of dollars more on, and so that's actually how the Quiet Power Strategy program started in the first place.

It started with a list of former clients, it started with brainstorming around what their problems are. It started with a whole bunch of ideas that I wanted to give them, to help them overcome the obstacles that were in their way, and then a series of invitations. I send out 25, I think,

invitations to that initial offer. I got 22 yeses. I put together the program week by week by week based on what they were experiencing and what they were running up against as we were going through the material, and that program now has done over a million dollars in sales.

So that's how it works, that's how the big dogs do it, that's how the little guys do it, and it doesn't involve all this crazy amount of product development work research work. It just takes focusing on a core group of people, and inviting them to work with you to get past whatever that next obstacle is.

**[00:35:26.1] RP:** Oh, love it and no, I love that you got paid for product development. You say that there wasn't product development, but you did the product development on route with those people. Maybe that's the wrong way of phrasing it, but people were already trusting you. They bought into you, and your ability to create results, and people were like, "Yes, I'm on board on that", and you repackaged it and created something for the masses, and yeah, I appreciate that. Why do you call it the living room strategy by the way?

**[00:35:56.0] TG:** Because the idea is that we think that we've got to launch to a stadium's worth of people, but really there's power in just inviting a core group of people to your living room. So it's the difference between a stadium concert and a living room concert, and which one would you rather attend most of the time? A living room concert, right? If you could listen to your favorite musician in your living room, or in your friend's living room, you would take that every single time over going to see them in a big stadium show.

Now, it's not to say that Beyoncé is not great in a stadium show, but Beyoncé is crazy amazing in a living room show, right? And so it's not to say that having an offer that you can fill a stadium with isn't powerful, intuitive and really, really good for your business, and really, really good for your customers, it absolutely is, but Beyoncé didn't start playing to stadiums. The Beatles didn't start playing to stadiums. They played for their friends first. They played to living rooms first and so that to me is the most powerful way to build a product. You're right, I do get paid for product development. I don't ever not get paid for product development. I refuse to do it.

**[00:37:15.0] RP:** Amen to that, yes.



**[00:37:16.3] TG:** Yeah, not just because I like getting paid, but also because if I am not getting paid to develop my product, I am not sure that what I am developing is what people need, and so I don't waste my time with that. I will in between run some product or run some offer. I will tweak it without getting paid for it, but I never develop anything without being paid for it.

**[00:37:41.3] RP:** I love that, and thank you so much for sharing. I think it's so spot on, and I loved watching you on CreativeLive. I can't remember which one it was, but I remember being in this place maybe six months ago, maybe I don't know, nine months ago looking at your CreativeLive and saying, "Oh I was doing purely one-on-one!" I didn't really have any product at the time, and I was thinking to myself my secret sauce is me.

There's no way that I can package me into a product, and I think you said something in one of those CreativeLive that says, "You have to figure out what it is, because there's a system and you are going through it. "Can you speak a little bit to that to somebody who's probably like, "I'm the unique thing, right?"

**[00:38:24.6] TG:** Yes, I think this is one of the most damaging misconceptions of small business ownership that there is, period. That you are your secret sauce, that you are the unique thing, and it is a message that people repeat over and over again. Like it's one, like it's gospel truth and two, like it's good for you, and it's not. See I have a soap box around this.

**[00:38:46.1] RP:** No, I think it's so important for people to hear.

**[00:38:48.8] TG:** Yeah. So the CreativeLive you're referring to is called "*Turn Your Service into a Product*", and that's exactly what we were focused on. It's busting that myth, and the idea here is that we all have an underlying system to the work that we do, and when we believe that we are the secret sauce, that I'm the only one who can do what I do, or I'm the only one who does it the way that I do it, that's damaging because we ignore that system objectively.

If I were to ask you to plot out how you worked with your last five clients, whether you're a business coach, a life coach, a photographer, a wedding planner, a graphic designer, you could lay out to me the step-by-step process of how you worked with those last five clients. If you are

at all questioning whether that's true, do it. You can do it, I know you can. It may look a little different, but the system itself, the underlying system is there.

There is no reason you can teach someone else to use that system, and if you can't, the system is not as strong as you think it is. You aren't the magic bullet, you're not golden key to the service that you offer, and if you are, you have not built something as strong as you think that you've built, and I don't care how long have you've been doing it. So look for that underlying system, and then start looking for where you could plug other people, where you could plug software.

Where you could plug content into that system to start removing yourself from it, and then the ultimate holy grail is actually basically franchising that system. So whether that means licensing someone to use it outside of your business in a very traditional franchising model, or whether it means bringing in an employee who can do it alongside you or instead of you within your own business, or whether it means switching to a content or experienced-based business model where you're no longer hands on 100% of the process.

Any of those three paths, any of those three models will help you grow your business exponentially, instead of these tiny little increments where you work a little harder here, and you raise prices a little bit there, and you just stagnate overtime. If you are identifying that system, if you're removing yourself from the process through smart training, through smart systemization and with a very human eye to it, you'll be able to create that kind of exponential growth in your business.

**[00:41:23.6] RP:** Thank you, that's so helpful.

**[00:41:26.4] TG:** Yeah, absolutely.

**[00:41:28.3] CS:** Yeah, the franchising thing is huge. I don't know if I told you before the podcast, I'm an attorney and I work with licensing and trademarks, and only with creative entrepreneurs, and I think that's my goal one day is to have a franchise that I start. I don't know what is or related to this, or it's a coffee shop or what, but that's my bucket list. It's to start a franchise, because I am just so obsessed with that business model.

So I am so glad you brought that up and yeah, you turned your service into a products course is something that probably every attorney needs to watch, ever. Going forward, Tara, this is Reina's question that she came up with, so I want to give her kudos and tell her how special she is for coming up with it, but at the same time, I would love to ask you Tara, what does your empire look like going forward?

**[00:42:18.3] TG:** Ooh, that's a really good question. So my empire is- well, okay first on the side, I doubt you guys know this, but six years ago, my friend Mia Amon and I ran a membership site called The Creative Empire, so it is hilarious to me or it was hilarious.

**[00:42:37.4] RP:** Oh my goodness.

**[00:42:39.1] TG:** It was a very twilight zone moment when my assistant sent through your interview request, and anyhow, that was very funny to me, but my empire going forward is we're in the process of some big change right now. We're all in on this. So it's not like we're transitioning, but we are moving full steam ahead. We're moving into a model where I am very back hands-on in my business, where I'm working with clients, but I am doing it in a very different way than the vast majority of people are doing it.

We are moving into a two-day intensive model so that the offers that we are making, whether it's our foundational Quiet Power Strategy program, whether it's the Master Class with Brianne Dick, whether it's our Connect to Elle program, or a number of other different things, we're focusing on working with people in two day sprints to help them accomplish real things that they are accomplishing in their business.

Whether that's for the foundation that's redesigning a business plans, business model, to create exponential growth, with the master class, it's creating online learning experiences that help you get the same results as you get wall to one, and so we're doing that in these two day periods. We've heard people loud and clear. They are tired of online courses that they do not use. They are tired of getting bored with something, or not getting real work done in those online courses.

They're tired of just forgetting about them, and so we are going to be involved with people hands-on over two days, and giving people plenty of opportunities to work with us as a team, and so that is in the process of rolling out right now. Our next opportunity is December 13<sup>th</sup> and 14<sup>th</sup>. I am running a Quiet Power Strategy foundation two day intensive where we help people redesign their business models for explosive growth.

And then from there on out, pretty much every month next year you will have the opportunity to work with us in one of those short sprints. So I am incredibly excited about that model, and then on top of that, we'll be continuing to train our Quiet Power Strategy licensed strategists, and so we are, we have been operating in the franchise model for the last couple of years. I am looking forward to doing more of that as well, and I think the other fun thing I'm going to be doing more off over the next few years is just more live events.

Giving people an opportunity to come together, coming back full circle to where we started with the conversation, giving people an opportunity to meet with each other, to meet with me, and to get some really amazing growth done in a very short period of time. And at the same time, creating lifelong relationships with business owners who really understand where you're at. So that's everything that we probably have on docket for our empire right now, and I am just really excited about the next few years.

**[00:45:31.0] CS:** Yeah, that's a lot. Where can people go to find all of these and connect with you?

**[00:45:35.7] TG:** Yeah, absolutely. So you can find all of my content, the podcast, my personal blog, all that kind of stuff at [taragentile.com](http://taragentile.com). That's the easiest place to get started, and then I mentioned the free price course that we have. If you're tired of always guessing what you should be pricing your services at, your products at, we do have a free seven day course on that. You can go to [quietpowerstrategy.com/price](http://quietpowerstrategy.com/price) and I will walk you through the six different pillars of pricing. Three really kind of hard core ones, the three soft ones, and help you see how all of your prices are an opportunity to tell a story and put the right amount of money in your bank account.

**[00:46:14.6] CS:** Thank you so much Tara.

**[00:46:17.3] RP:** This is great.

**[00:46:17.8] TG:** Yeah, absolutely. Thank you.

**[00:46:18.6] CS:** Yeah, and I'm sure that people are going to get a lot of value as Reina and I both have from your programs, and especially from that free course, that's a huge offer. So thank you so much for sharing that. Everybody out there, go build your Creative Empire. We will talk to you next time.

**[00:46:33.7] RP:** Bye.

[END OF INTERVIEW]

**[00:46:36.0] ANNOUNCER:** Are you ready to build your own empire? For more information, show notes, downloads, and tips on how to do it, head to [www.creativeempire.co](http://www.creativeempire.co), where you can find out more about this week's episode and the two lovely ladies behind it all, encouraging you to build your own Creative Empire.

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

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