

EPISODE 27

[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.

[DISCUSSION]

[00:00:35.5] RP: Hey everyone, welcome to the Creative Empire Podcast. It's Reina and I am here with Christina today.

[00:00:41.1] CS: Hey guys.

[00:00:42.0] RP: So today, we're going to be talking about our favorite business and sort of life books that are at the top of our list and what we would recommend if you are just starting out or if you're just looking for an end of the summer reading thing.

[00:00:57.6] CS: Some inspiration.

[00:00:58.6] RP: Yeah, inspiration, thank you for that word. I just went blank there. So Christina, what is your first, let's share five.

[00:01:06.0] CS: Sure, yeah. My first book is by far and a way is *Contagious* by Jonah Berger and it's probably the only one I can — well, maybe Lara Casey's *Later*. Sorry preview. But yeah, I think *Contagious* is the first book that ever comes to mind whenever somebody asks me for a recommendation for a book or a business book in particular and it's definitely my favorite book because one, I listen to it on audible. I didn't actually read it.

So I listened to it over the course of a couple of long drives and trips and things like that and it's just so revolutionary in the way that you are forced to think about what's going on in your business and basically like the name says, *Contagious*, it's all about how you can make your brand a contagious brand. So how do you make it viral? Like how do you take your brand from something that is just every day, you're competing, it's a saturated market, to just crazy amounts of publicity or attention, or something like that?

What's the difference there? Because there's tons of restaurants in the world, there's tons of small businesses, so what's the difference between say the Ubers of the world and the yellow taxi cab service? What makes you want to share information about a business? And *Contagious* is just a book that is actually a light hearted read and it's fairly easy to get through especially if you're listening to it and just taking it in chapter by chapter.

It's definitely not a book you'd sit down and listen to for a whole afternoon or something. It's a lot of information. It's very dense but at the same time it's something that's applicable to any business anywhere.

[00:02:44.8] RP: Cool, I haven't heard of that so can't wait to check that out.

[00:02:48.0] CS: It has a cool cover too.

[00:02:49.9] RP: That's super gorgeous.

[00:02:50.8] CS: It has a bright orange color.

[00:02:51.5] RP: Oh that's my favorite color. So I think my first one, and this is in no particular order but this is what came to me. My first one is what I would recommend to a new business owner, just anyone who's starting out or who hasn't ever done business planning or fears business planning and it's *The Conquer Kit* by Natalie MacNeil and it's this beautiful turquoise book and the subtitle is, *A Creative Business Planner for Women Entrepreneurs*. If that's not the creative empire folks, I don't know.

So it basically breaks down the scary business plan concept and really makes it manageable. Its part workbook and part book I guess and she breaks it down into simple steps. You definitely have to work through it but I think it's worth your time, worth your while to really dig into it and step three, which is probably my favorite part not because it's a fun one but because I think somebody needs to sometimes give us a kick in the pants to actually do what's actually going to protect us, do what's going to set us up for success.

And so what she calls that form the Four Pillars of Success and she says, "Even if this step doesn't feel as exciting as some of the other steps in the book, and even if it starts to feel overwhelming, I'm going to stick with Natalie and work through it," and then she's just telling to repeat after me kind of thing and some of those are the right name, the right legal structure, the right support systems and the right accounting process.

Those sound super boring to me probably not to you because you like that more than me and I am willing to outsource some of that. But I think it was super important for me to at least consider it and think about it and when we set up our work together Christina, we did have to do some of that. So it is important to think about it or else once you're down the road, it can get a little bit mucky and I would rather do things pre-emptively and take care of things ahead of time before there's any problems. Hopefully there are no problems ever, but you know what I mean. Like there are some things that you just need to do it ahead of time.

[00:04:52.2] CS: Yeah, I've heard of the book but I haven't picked it up yet. As you guys are going to be able to tell from my list, I'm kind of like a total nerd. I really like the dense, awful probably to most people that read stuff but I say that but I also think the books that I have picked up from here are really, really fun as well. So I have reserved that stuff for another day, another topic or maybe never.

But yeah, what's important is that people — I know if you go to a Small Business Association webpage, it tells you how to start a business more or less if you could even call it that. Their suggestions are just crazy. It's like, "Come up with a business plan," and if you go Google a business plan, they're talking about what you present to a bank or a VC or something like that, venture capital is VC.

[00:05:38.6] RP: I was just about to say that.

[00:05:40.4] CS: Yeah and so that's not what we're dealing with here. I mean we need, as small business owners, we need something that's maneuverable, that's flexible, that can change because let's face it, six months from now we might be creating a product that had nothing to do what we were doing six months ago and so that's just the nature of the game and especially now with the internet and I was just talking to Reina about how I am failing at Facebook Live.

Hopefully by the time this comes out, maybe Facebook Live is replaced with something else, I don't know. But yeah, I love the suggestion of Natalie's book because it sounds to me, and I haven't read it yet like I said, but it sounds like a great plan for someone to just pre-emptively put in place.

[00:06:23.7] RP: And it has pretty pictures.

[00:06:25.6] CS: Yeah, it looks really gorgeous. It's got water color on the front and she did a great job. So that's definitely something that you could check out and easily assimilate into your library and just page through it every day it looks like.

[00:06:39.5] RP: Yeah and she is an incredible entrepreneur. I think she's an Emmy-winning producer or something like that and she is the creator of *She Takes On the World* and I just loved following her on Twitter and on her blog. So if you don't know Natalie MacNeil, definitely go check her out.

[00:06:56.5] CS: Yeah, she was one of the first people I think I ever found when I was getting into this creative field. She's just incredibly popular. She's kind of a Marie Forleo now, so that's a great recommendation.

[00:07:08.7] RP: What's your next one?

[00:07:10.2] CS: My next one is *The \$100 Startup* because I just adore Chris Guillebeau. I think he's a great person, in person and in his books, everything that he does is very generous and giving and very informative and he's super helpful. So I think *The \$100 Startup*, for some of you

that might be a new book. For a lot of you, I'm sure you've already heard of it and read about it and actually, I am really excited, we just got confirmation this morning that my former business mentor, Kelly Newsome, who's in the book, she's going to be on the podcast.

So I don't know when, I think her episode is after this one. But yeah, *The \$100 Startup* is just like the title suggests, like *Contagious*, it's all about starting up a business when you have very, very little capital. Basically no money to start the business. So what does that look like? How do you do that? What kind of business can you actually start? Because a lot of us especially myself when I first started out, I had all these grand business plans.

And I was like, "Wow, I need at least \$25,000 to start a business. I mean I just can't do it if I don't have money. I've got to go to conferences, I got to get graphic design, I got to do this, I've got to do that." And *The \$100 Startup* was not only an excellent guide to walk me through that and show me that I didn't need that. It was also a great guide to showed me how to bootstrap some of that stuff and how to find the resources that I needed to put together a business basically for nothing, to create something from nothing.

[00:08:30.0] RP: I think that so often, we see the flashy things that are out there and we think, "Oh we need all of that to actually have a business," and for me, when I started my business, I didn't have a website for four months.

[00:08:43.1] CS: What? I didn't know that.

[00:08:45.1] RP: Yeah. So I Katell and I among a couple other gals who launched together, we spent a couple months planning our launch for our website but I had already started my coaching business and I didn't need a website to be fully functioning. For whatever reason, people trusted me on the inter webs without an online home so that was kind of cool.

So it's possible but there's good ways of doing it and there's the Reina ways of doing it, but I think what *The \$100 Startup* teaches you is just the fact that you don't need all of the flashy things in order to do your job, basically.

[00:09:25.9] CS: Yeah. I mean my motto and I say it all the time and I really hope it's mine is "Do what you can with what you have." I literally say that in probably in almost every e-mail that I send out to my list and when people answer my business struggle question, which I invite them to, when they go to my website, they go to Christinascalera.com/freebook, they can grab a free book learning how to legalize their business basically and one of the first things I ask is, "What are you struggling with?" Because I generally want to know. I want to know how to help you.

The \$100 Startup is really instrumental on that because I can basically going back to this concept of doing what you can with what you have. That book is what taught me that concept in so many words and it taught me that you can go down this rabbit hole of trying to figure out how to do something in the way that you really feel like it should be done or it could be done, and it's hard because we want to be perfect.

We want to have the perfect looking product or service or sales page or whatever but you know what? Sometimes you're just going to drive yourself crazy and it's better to just have something that's done rather than something that's perfect, which is definitely not a concept unique to me. I have heard that everywhere. So just figuring out how to do something, do it as best as you can with what you have.

[00:10:35.5] RP: Yeah and I think what you said too there Christina that was really interesting is that so often we go out with a bang or we want to go out with a bang and have everything be perfect and for me, that was my wedding planning business. I tried to set up everything ahead of time and then didn't realize until I got into the business that I had to change things around and people weren't responding. So pre-validating is a concept that my mentor, Adrienne Dorison talks about a lot.

You have to know what the audience is going to like before or you have to solidify what your message is before you really spend a ton of money. So I think that graphic designers or a brand people would probably agree with this that people haven't really done a lot of thought when they go to a designer like that and you have to have a pretty solid sense of who you are and who you serve or else you're going to waste your money and you're going to have to rebrand again in a year, which is such a bummer.

[00:11:31.4] CS: Totally. Yes and the same thing applies for pretty much anything. If you go to a coach and you don't know what you want to get out, you're going to pick the wrong coach. If you start a business and you don't look up the names ahead of time, you don't have an attorney look out there and see if anybody has that trademark or anybody has that name. Certainly you can do that by yourself but an attorney is going to find what you can't.

You're going to end up rebranding if you can come up with a name and unfortunately, that is something that I have to talk to clients about. It's like, "Listen, I'm really sorry. You have been using this name for 10 years but if I file this trademark, you're going to be slapped with an infringement suit because you came later." So figuring out what it is that you want first and then going for the professionals or the resources that can help you rather than trying to grapple for these resources. You don't know if they're going to help you, you don't know if it's what you need.

[00:12:17.7] RP: Yeah totally. So my next choice is *The Crossroads of Should and Must* and it's by Elle Luna. I'm showing it to you as though you could see me through the camera. You guys listening to this podcast, I'm showing it to Christina. Anyway, it's by Elle Luna and it's really about choosing intentionally the life that you want to live and she is an artist. If you guys have never seen her work, what is the campaign that she runs? It's like a hundred days of art or something like that. Oh gosh I have to look this up sorry.

But it's really about she tells the story of her life and she's probably like 30, 25, I don't know, she's very young and she speaks on national stages and I got to see her at Alt Summit but her story is compelling because I think so many people resonate. You can go through life choosing the easy path or "the stable path" of being paid by an organization that's draining your soul but you can do the work. It's easy enough, you can keep doing it.

And then there's this path of the must which is the thing that your heart is yearning for. The thing that you are drawn to do and your soul feels that it needs and that's the must and so her hashtag is #choosemust and she really encourages people, artists, creatives to chase that thing that they're really called to do and I would just remind them you get a bonus here, on the cover of this book it says, "So much greatness. It's all in here." And that is a testimonial by Elizabeth Gilbert who wrote the *Big Magic*, book which is another book that I read.

[00:13:49.3] **CS:** *Eat, Pray, Love* all that stuff right?

[00:13:50.9] **RP:** Yeah, *Eat Pray Love*, she also wrote.

[00:13:52.4] **CS:** You guys know her.

[00:13:53.9] **RP:** Yep, exactly. So if you haven't read *Big Magic*, I would recommend that because as a creative, I think that really resonates but you got a bonus for the price of one. What's your next one?

[00:14:02.0] **CS:** My next one — by the way guys, Reina's books are just the most beautiful things. It's like an art collection. She just could put them up behind her.

[00:14:09.2] **RP:** I just choose the books that look the most beautiful.

[00:14:13.2] **CS:** Yeah, so my next one — okay I'll give you guys a pretty book too. Lara Casey's *Make It Happen* and I know she's in the process of launching her second book. So you have it right there, that's funny. It's just a poignant book and it's a great look into, I am a big believer in looking behind the scenes and seeing how someone did something because that's always been really helpful for me. I think that was part of my goal on this podcast.

It is to hopefully, every once in a while, share with you behind the scenes what it looks like to be the "successful business owner" because it doesn't always feel like that to us. Lara does a really great job of peeling back that curtain in the book and being very vulnerable and being very open and she shares a lot about her personal life and the journey that she took to get to where she is today, which if you don't know Lara Casey she is the founder of the Making Things Happen Conference, Southern Weddings the magazine, and blog and numerous other, just a whole bank of amazing pursuits.

So she also has this book that basically goes through and talks to you about how you can make it happen as well like how it happened for her and how you can make it happen. So it's a really great book. If you want something that's a little bit lighter to read, maybe *Contagious* isn't the

book for you. Maybe *Make It Happen* is more on board. It's like a great Saturday morning grab your cup of coffee, your tea and curl up with it. That's the perfect book to do that with. Grab a pen and paper because you're going to want to take notes. Lara gives out a lot of great information and yeah that would be my third recommendation.

[00:15:41.2] RP: And you went to her conference, right?

[00:15:43.1] CS: I did. I went to Making Things Happen in 2015 and it was amazing and I don't even really, sorry Lara, I don't really remember anything that really happened at the conference because I was just so engrossed with the new friendships and connections that I made and more than any other conference or workshop or retreat that I went to, you just did a Periscope earlier today about masterminding, which you literally are a mastermind at masterminding.

But I've never been in a formal mastermind. I'm looking to join one, but at the same time that was probably the closest I have ever got is being with those women at Making Things Happen and breaking up into the groups and they gave us the space and the permission to be very vulnerable, which was a very uncomfortable experience for me and also because it was probably so uncomfortable, it also created some of the strongest and the best bonds that I have in the industry right now.

[00:16:36.0] RP: That's awesome.

[BREAK]

[00:16:38.6] RP: LH Studio left us an awesome review and she says, "These podcasts brought by Reina and Christina are just what I need as a creative entrepreneur. Thank you for fueling my work day and bringing me so much energy, positivity and true authentic stories and advice to my home studio". Thank you so much LH Studio, we love doing this podcast so please leave us a review. It allows us to get into more ear balls of other creative entrepreneurs out there.

[DISCUSSION CONTINUED]

[00:17:03.5] RP: Yeah, I think vulnerability has the power to connect because what feels vulnerable and scary to you is something that looks incredibly courageous from the other side.

[00:17:13.1] CS: With that, would you like to share one of your books?

[00:17:17.7] RP: Oh yeah, I am just looking at the *Make It Happen* book and it's annotated. I write on all of my books, which is such a pain point for my husband but I read this book before I started my business probably a month or two after I became a stay at home mom and my soul was sad and so I am reading these passages back as I remember that time and the things that I noted are things like, "Chasing perfect makes us believe we're average and insignificant."

I'm like, "This is so sad," and I remember thinking that, "This is me and comparison feels scary and there's been a fire put out. I need the fire." I feel the fire now and what difference a year can make. So good choice there. My next book choice is another pretty one. It's *Daring Greatly* by Brené Brown. Brené if you're listening, I love you and I want to be your friend. I have three copies of this book so this one is not annotated but Brené Brown, if you have not seen her TED Talk, it's incredible.

She really talks a lot about vulnerability and transformative ways of leading and just being a good human and it's an interesting book to choose for a business choice but I think it really permeates into life and business for me. So it really is about how you show up in life. So go watch her TED Talk and she has a couple of them. So do that, and then come back to this book because I think there's a cultural myth about how vulnerability, like what you were talking about, is weakness and she really breaks it down to saying like, "No, this world of never enough is just broken and we need to see it in a different way." Powerful stuff.

[00:19:09.0] CS: Yeah, it's a great book and she's just a phenomenal speaker and teacher. You said it's not business related but I would disagree. I think it cuts right to the core of what your business is especially as most of us as solopreneurs or small business owners with teams, small teams, and I would say that at least between you and I Reina, our target demographic is not someone who is looking for that VC funding or looking to build into this mega business.

They want to keep it small, they want to keep it hand crafted and sustainable and really just like really tiny beautiful business that enriches their life and supports them at the same time and so that being said, *Daring Greatly* is such a great book for them to read because part of being a business owner is being vulnerable. You have to build a team, whether you're a soloprenuer who has some independent contractors or you're like Emylee Lane, you start to hire full time people on.

But you have to be vulnerable with those people and you have to own those weaknesses and you have to own your strengths in order for the team to succeed and you also have to, if you're going to be successful in marketing yourself, you have to show some kind of vulnerability every once in a while to show people like yeah, you connect with them. You actually understand what they're going through because hey, you did it yourself and so that involves the process of admitting that you're not perfect and here's why and here's what you learned and I think that's perfectly fine and a great strategy in business. So yeah, I think it's a great business book actually.

[00:20:30.2] RP: Thank you. Yeah I think that I've learned a lot for myself through this book and what my business has grown from it so thanks for connecting those two dots. All right, so what's your next book?

[00:20:41.3] CS: Okay, so I think I finally came up with a list of five. So this one I'm just going to touch on really quickly because it's super popular. You guys have hopefully already heard of it but there's always people out there who haven't. So if one person hasn't and they go on and buy it, it's worth it and that book is *Steal Like an Artist* by Austin Kleon and that's been mentioned in another one of our podcasts. That was actually mentioned in creativeempire.co/episode9 with Tonya of Inkwell Press.

Yeah, *Steal Like an Artist* is just a brilliant book. You can get through it in probably half an hour. It's not a heavy read or anything like that. It's very visual and it's also very poignant at the same time and so just figuring out that you are not alone in this journey and just because there's other people out there doing the same kinds of things as you, it doesn't mean that you are not going to be successful because there's always that next level of business or that different level of business that you can go to that you are "competitors" aren't at.

[00:21:36.0] RP: Yeah, no I think that that's a great one and to know that you can be competing but not competing and do similar things but be different completely. So great choice there.

[00:21:46.6] CS: What about you?

[00:21:47.9] RP: So my next one is not as pretty, but he is very pretty. His name is Simon Sinek and he wrote the book *Start With Why*, which is often quoted and he also has a book called *Leaders Eat Last* and both of those books are super, I don't know, they're just so rich. But *Start With Why* is a really good one if you're just starting out or haven't really thought about your mission, core, that sort of thing and he goes through a lot of case studies.

Some of the examples are a little bit more corporate related. It's not creative centered, but I think it really touches on why you have to be intentional about the messages that you send out to the world and it's such a well written, it's simple and you can apply it into your business very quickly. So I would recommend you read that and then the *Leaders Eat Last*, he's such a great storyteller guys. I am such a TED Talk fanatic. I don't know if you watch a lot of TED Talks Christina.

[00:22:41.2] CS: I do.

[00:22:42.8] RP: Yeah, my 29th year before I turned 30 I watched one every single day and sometimes two because they're 15 minutes but over the course of a year that's 365 videos and so his was, I didn't know about him and I fell into the Simon Sinek world because of the TED Talk that he did and it's just a simple way of thinking about brands and how easily we're pulled into how compelling stuff is and so I think he does a really great job of showing people how leaders inspire others to take action and to convince them how to be in and how leaders can lead in a different way, I guess.

[00:23:24.1] CS: That's awesome. I mean I hadn't read his books, I have seen his TED Talk, so I'll have to go check that out.

[00:23:29.7] RP: Yeah.

[00:23:29.9] CS: Probably on Audible, to be honest.

[00:23:32.1] RP: You should do that. I don't know if he reads his books but he has a really cool accent so.

[00:23:37.5] CS: Sorry guys, Periscope is talking to me. Watch Periscope not be a thing by the time this launches.

[00:23:44.7] RP: That's hilarious.

[00:23:45.9] CS: Okay, my last book is not a book at all actually, but I am such a magazine fiend and I've had to put a stop on it and say, "Okay, five magazines is all you're allowed to subscribe to because I think it's Lily Allan. She has a song and then there's one in the song where she calls herself a weapon of massive consumption and I think she's referring more to goods, but I am a weapon of massive information consumption.

I'm like that robot in the movie from the 80's, I forgot what it's called like Johnny Number Five, he's like, "Must read more input," and I'm Johnny Number Five. I'm just flipping through books and magazines like a crazy person. So this last one is Harvard Business Review and obviously I think that's a bimonthly magazine and so it's so valuable if you have your own business. Just learning from bigger businesses and different kinds of businesses and things like that.

Going back to what Kelly Murray in our very first episode, we talked about creativeempire.co/episode1. I feel compelled to tell everybody which one it is but anyway, just going back to that one and really thinking outside the box so figuring out what the magazine is saying, what people are writing about and how that's applicable to your business no matter how small or how different your business is from the ones that are featured.

[00:24:57.7] RP: Yeah, kind of to point and to make an illustration of that is that an Inspired Retreat, there was a mortician at the retreat and we were like, "What is she here for?" And it was her second time there and it was so cool to meet her and she is just there to be inspired

and to see her business in a different way than anyone else is doing. I'm like, "How cool is that?"

[00:25:22.2] CS: That is pretty cool.

[00:25:23.5] RP: Look beyond the nest in a completely different way and I think you do a beautiful job at that. Look beyond the nest of the creative community entirely and go to a Harvard Business Review and find inspiration there because there are other best practices that are happening. I think Christina, you have talked about these other ways too that you're an attorney but you didn't go to the attorney conferences. You went to the photographer conferences and you seek to learn from different people that have different influences on the business that you've built so far.

[00:25:51.7] CS: Yeah, we should do an episode on this but I really think that creating a hybrid business is the way to go if you want to figure out an area that isn't saturated and you want to figure out what you can do that really has an impact on people that can help people and so just to be quite transparent right now, I'm also working on a project that hopefully by the time this episode comes out, it will be out. Gut I am working on a project that helps attorneys.

Because what I notice now is that I am starting to be approached by attorneys and they want to know, "Okay so you have a website and you just put out like a consultation and people just sign up for consultations and that's how you book clients?" And I say, "Yeah," and they're like, "How do you do that? What is going on?" Because these are the same people that are taking people out to dinner and spending lots of money on them and not getting as much in legal fees as I am and that kind of stuff.

They want to know what I am doing differently and it's not rocket science. I'm just really, really, really focused on providing a great experience for the people that are just amazing enough to consider me their lawyer and to allow me to take them on as clients and to give them the best experience possible.

[00:26:57.3] RP: And you're focused on a really small niche too and I think that really helps you.

[00:27:02.4] **CS:** Yeah.

[00:27:02.7] **RP:** There's seven people who are doing what you do.

[00:27:04.8] **CS:** It definitely, it helps in terms of the business. It actually hurts in terms of the legal side because of the certain rules that are in place for attorneys and so I do have to be careful there but at the same time, yeah it's been great to help so many people and that's my goal and my focus moving forward this year is to just keep helping as many people as I can and so that might look like something a little different than having purely client services available.

[00:27:27.2] **RP:** Totally. I think that's so necessary and I think that that's what's coming up next for me too and there's so many types of coaches out there and I want to spread the knowledge of what coaching really is versus what it has been perceived to be.

[00:27:41.0] **CS:** Right.

[00:27:41.5] **RP:** This is a totally different episode but I think that transitions into my next book which is *The Blue Ocean Strategy* and it's an incredible book that Megan Martin of Megan Martin Creative turned me onto and we had her on episode 12, so creativeempire.co/episode12 and what is really cool about this is that they explain that there's two different oceans. There's the blue ocean and there's the red ocean. Most of us hang out in the red ocean.

The red ocean is metaphorical for people who are cannibalizing on one another, they're trying to eat one another and trying to get the clients of others and competing, competing, competing and then there's the other focus of the blue ocean, which is that you can create your own ocean if you create your own business model. If you have a completely different type of business or if you just have a different offering, the way that you offer business, you create your own little pond or ocean, so to speak.

And so there's a whole institute about the blue ocean, I don't know where they're based but I think the Harvard Business Press? I don't know, the Press published the book, if I am not mistaken. It's in the other room I should have grabbed it but yeah, that's a really great book. It's a little bit more dense, it's more academic but I think it's a really great read and as we were

talking, I added that to my list so I have another one to share but yeah, if you are interested in figuring out how to make your own ocean, that's definitely an interesting read.

[00:29:13.0] CS: That is the Harvard Business Review.

[00:29:14.7] RP: Thank you.

[00:29:16.2] CS: I told you guys they're awesome and just because it's from Harvard doesn't mean that it's really, really dense and over your head. I think that's just a lie that we tell ourselves because we are afraid that we're not going to understand it and if we don't understand it, then we're dumb and if we're dumb then we're not good enough which brings us back to Brené Brown's book. So yeah does that round out our list? Is there anything else?

[00:29:36.1] RP: I have one more.

[00:29:36.5] CS: Oh you have one more? Okay go for it.

[00:29:38.5] RP: I have one more. I'm sorry, I had six and then I showed another one.

[00:29:41.6] CS: Go.

[00:29:41.7] RP: So this book is called *Daring and Disruptive*. It's by Lisa Messenger and it's an independently published book and it is awesome. I mean she has a whole bunch of books but basically it's her looking badass on the front and lots of hand written, bolded, it's a cool book to read and there's a bunch of sections that are really poignant but the part that I loved about this particular book was her — well first of all, let me say that she has had a lot of different businesses and she's just a really savvy business woman and she doesn't take no for an answer.

When somebody who is an "expert" says, "No you can't do that." She'll be like, "Hmm, okay I'm going to figure it out," and then she does it. So many people told her that, "You can't run an independent magazine business, that's crazy. Prints going away, no one is going to buy it." Well

she's a really thriving business and so she's looking back and saying, "na-na-na-na-na" but just reading her words and she writes like she talks.

So it's cool to see that but one of the chapters, sections, whatever is called *Fail Fast* and this isn't a brand new concept but I love the way that she wrote it and it's really to encourage us to continue to fail, continue to chase those mistakes because we're going to learn from them and we're going to build something even bigger and better out of that experience. So I think if you can imagine her, I think she's from Australia, Australian accent just read this book. It's such a poignant read and so many tweetables every single chapter.

[00:31:13.1] CS: That's awesome, thank you.

[00:31:14.4] RP: All right, that counts out my list. Yes.

[00:31:16.1] CS: Yeah, I think our list combined, "together with our list combined". No, I think this list is a great starting point. Well obviously, it's the most fun thing in the world for me to go to a bookstore and try to find these books and then see the other ones around it. So I highly encourage all of you to do that, some Saturday night. If you're an introvert like me that might be your thing but I think these books are definitely a good jumping off point for you to figure out what's next in your business.

I think it's also a good example of how you don't have to spend hundreds of dollars if you don't have hundreds of dollars to get the mentorship and the coaching that you need for your business. Obviously one on one coaching is super beneficial and it's an accelerator. It's like throwing your business into an accelerator and going really, really fast.

But obviously if you're just starting out, you're not making the money yet, maybe it's a side hustle, you haven't quite figured this thing out yet, these books are great jumping off point to figure out when is the right time to hire that coach and just grab a spot and that accelerator and boost that business to the point where it's not a side hustle anymore, it's your full time thing.

[00:32:22.7] RP: Yeah. That's such a good point because my friend, Mary Beth Storjohann, she wrote a book called *Work Your Wealth* and she's a financial planner and a financial adviser and

she wrote everything that she knows and can synthesize into 200 pages or something like that. People spend thousands and thousands of dollars hiring her and it's \$14 bucks on Amazon and what a cool way to be able to, yeah, you don't have the handhold support but you have her brain in a book. It's pretty awesome. Have you considered writing a book Christina?

[00:32:56.6] CS: Oh many times, yeah. Every single day. How about you?

[00:33:01.6] RP: So I thought it was a five year goal. My coach has told me that I am going to have it written by the end of this year so I guess that's happening.

[00:33:08.6] CS: That's exciting.

[00:33:10.5] RP: Yeah, I was like, "I hate you and I love you" so yeah, I guess that's happening. Don't ask me about what it is yet but I will tell you more as the chapters are written. It's just started.

[00:33:23.0] CS: That's amazing.

[00:33:24.2] RP: Yeah, I wanted to ask you before we jump off, what ways do you consume your books like do you read them on an actual book like I do or do you Audible it mostly or Kindle it or?

[00:33:37.6] CS: My preference is, like I said, a Saturday morning with the real physical book in my hand. That being said, you guys should have seen my last condo. The books were everywhere. It was explosive, they were on the ground. It was just crazy. I had to do something. I had a book hoarding problem for real. So I have since just gotten rid of all of that and gotten a Kindle and Audible and it's actually phenomenal to be able to take a book anywhere that you want in the entire world.

I have the Voyager, so it has the 3G access so I was in South Africa and I was like, "Oh, I hate this book, let me get a new one," and I didn't have to have WiFi or anything so that was great. But yeah, I think that if you are, obviously I love podcast, so if you are an audible listener,

literally an auditory, not Audible the platform. But if you learn, Audible is a great platform. It's a great way to consume information.

[00:34:28.2] RP: A lot of the books are read by the author too so that's fun.

[00:34:31.9] CS: Yeah like Aziz Ansari read his *Modern Romance* book, oh my gosh, he's so funny.

[00:34:36.9] RP: I think he's hysterical.

[00:34:38.0] CS: Yes because he adds and randomly comments and he's Aziz Ansari so nobody stops him. So yeah, figure out what you can get from different books and figure out what works for you. If you go nuts listening to NPR or AM radio then you should probably read your books.

[00:34:58.5] RP: Yeah, I definitely need to sit with the book, take the dust cover off and grab a pen, that is me and it drives my husband nuts. Like where is the actual book that is dust covered? I'm like, "Um I am reading it right now." Yeah, I think that we would like to encourage you to start reading if you haven't read a business book yet and if you have, tell us what your favorite ones are so far.

[00:35:16.9] CS: Yeah, please leave us a review and in the review just tell us which ones if you've read any of ours or if there's another one because we are always, like I said, we're like weapons of massive information consumption. So give us some information and we'll share your suggestions the next time we do something like this.

[00:35:32.3] RP: I love that. I want a button made out of that. "A weapon of massive information consumption". Love it.

[00:35:37.5] CS: Maybe you can give that away. Let's make a graphic and give it away on Instagram for that.

[00:35:42.6] RP: That's hilarious, okay that sounds great. Well thank you guys for joining us and we'll see you next time.

[00:35:48.1] CS: Bye.

[END OF INTERVIEW]

[00:35:51] ANNOUNCER: Are you ready to build your own empire? For more information, show notes, downloads and tips on how to do it, head to www.creativeempire.co where you can find out more about this week's episode and the two lovely ladies behind it all, encouraging you to build your own creative empire.

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