

EPISODE 29

[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]

[0:00:35.3] CS: Hello everybody and welcome back for another episode of the Creative Empire Podcast, I'm Christina Scalera and this is Reina Pomeroy.

[0:00:42.9] RP: Hey there.

[0:00:44.2] CS: Today we are joined by Lisa Jacobs. Lisa, I will let you introduce yourself. So why don't you tell the audience a little bit about your background with the Energy Shop and how you've really moved and changed businesses in the last year and it sounds like you have a lot of other changes coming up. So we're excited to talk about all that with you today.

[0:01:02.8] LJ: Well thank you so much for having me, I'm so excited to be here. I'm really looking forward to the topics you have on the docket for this episode. I started my business online in 2010 and it was a very do it yourself venture, I had a couple of toddlers still at home with me and I was looking to create my own career. I knew once all of my children were in school, I did not want to go back to the work force, I didn't want to ask anybody for permission should they have a sick day or should they be on summer vacation and I was really adamant about, I've always had an entrepreneurial spirit, so I was exploring that.

At the same time I started making gemstone jewelry and Etsy was a new thing to me even though at 2010, it had been around for a while. But I started playing with that storefront and I

found that I loved creating the storefront, I loved selling the products as much as I loved making them, and it really woke the entrepreneur in me. So I'm doing that for about nine months and I have unusual success on Etsy. I had over a thousand sales in my first year of business, it was making a second income from the start and I was loving the marketing side of it. Etsy had the forums, I'm not sure if they still do, I never would go back there because it got kind of shark bait-y in there.

But they had the forums, and I wrote this long form thread about how I was doing everything I was doing on Etsy and how much I loved what was going on and how much I loved the business side of things. So I broke it down into the things that I did from the start to make those sales. Handmade blog, Handmadeology, a lot of people are familiar with it in the hand make community, picked up the forum thread which was really popular on Etsy at the time. It stayed at the top, a lot of people were commenting and adding and things like that. Picked up that forum thread and put it on to Tim Adam put it on to his blog Handmadeology and I started getting tons of traffic from Handmadology.

So I thought, "Oh my goodness," because I love to write, I love the business side of things and I thought, "I can write about this people if people will read, if I write about how to build your business," and I was so excited by that. That's when Marketing Creativity, my blog took off and I just got lost there. I mean I've been lost there ever since and I continued with the product based business. I ran it for five years, I just recently quit it because now I'm reading books and now I'm fully immersed in the side but I perfected it, I took it to its full life span. I wanted to see how far it was going to go and then in order to grow that business, I really would have had to leave everything else.

When I started out, I always used to promote multi-faceted businesses, meaning, supplement your income wherever you can but then there comes a point where your business matures and one of them calls you to really invest yourself into it. For me, that was Marketing Creativity. That was the evolution of my career online.

[0:04:09.5] CS: Yeah, it's some career and you have definitely had a lot of changes over the last year. I can't say I was surprised when I got your email about the energy shop because you've just been doing so much with Marketing Creativity, you have a membership site now, the

Luminaries Club, you have Your Best Year Ever hopefully coming out for another year and if you guys aren't familiar with it, it's an amazing planner, it will get your whole entire year planned out, started and set off on a great note. Do you want to talk a little bit more about the things that you're offering?

[0:04:39.7] LJ: Sure, I feel fortunate in that, like you said, that everything was changing, I feel fortunate that my career has gotten to a place where nothing I do feels like work anymore. I am so involved in it and I just love it so much that it's like, Your Best Year is the book that I write every year and every year it's an evolving system, it's basically about goal setting and it's about how to make things happen and change your business for the better.

Because a lot of times we set goals and we really don't know how to achieve them. So this is something that I am always evolving for myself and I'm always looking how to keep the big picture present in the day. So I do a lot of things in order to keep my goals front and center and it's always changing, it's always getting better, I'm always looking at how to make the business fit into my lifestyle at the same time and it is, and it's making more money all at once.

So it's everything I want and at the same time, this business planning and this strategy, is what I could do all day long, it doesn't feel like work. So I feel fortunate that it has evolved and that's what a creative career is meant to do, that's what an online business is meant to do, it's meant to evolve to fit you better, it's your space, make what you will of it and take it up fully.

[0:05:56.8] RP: So many good nuggets there Lisa. Oh my goodness, my mind is exploding, okay. So I think my first question is around, how do creatives, how do you recommend that creatives keep their big picture front and center?

[0:06:10.2] LJ: Well first of all, with the basic strategy of an online business, you have to always be keeping that in mind. So for an online business, when you're growing it, the main goals are traffic, email subscribers, we know that's the formula for success. So that is what you need to have in the back of your mind, a lot of times we get caught up in tactics that help us grow an online business such as using Facebook or using Instagram, all good things, all good ways to help promote and be everywhere at once.

But those are not the inner workings of the machine of an online business. The inner workings are traffic, subscribers, talking to the right people, building that inner core of ideal clients or ideal customers and then once you realize that, you need to set goals that will help you grow those fundamentals in the right direction. So I set annual goals and they're really important to me, they're very specific and one of the things that I make sure is to always be working backwards from the goal.

So a great goal, in online business particularly, will always have growth and profit in mind, growth and/or profit. They should always be going toward growing your business in terms of traffic and email subscribers or it should be in growing your income in terms of profit. If your goal's not doing either one of those, it's not a good goal.

So for example, 10,000 new Instagram followers is not necessarily a good goal. It's not going to bring the fundamentals of your business growth or profit. However, growing an Instagram following really helps the overall big picture but it's just a tactic toward getting people into your real machine and your real machine is all of the things you can control like your email list.

[0:08:03.4] RP: Love that.

[0:08:04.6] CS: Yeah, Lisa, you're making a great point and I see this all the time, which drives me crazy, people are so focused on the "vanity numbers", if you will and they are not so concerned about the things that really matter, which is a really engaged, eager to buy email list. Or blog readers with lots of comments, you've done creative live classes and you see all the comments come in on the side of the screen and so, I think those are the things that engagement level is what we're going for and you've done such a good job.

I feel like right from the start you always have this engagement and so you've kind of touched on how that happened for you but if someone's just starting out and they maybe don't have a forum thread that goes viral, what are some things that they could do to help their engagement and so that they can start to attract not only their ideal client or customer but also to get that person interested and eager to hear from them every week in their newsletter.

[0:08:56.2] LJ: Okay. If you don't mind, I'll track back on something that you said. This is to no fault of our own. The fact that we don't know what to work on is to know one of our own. I mean, we are not natural born business owners, we very likely most of us don't know business owners in our day to day life. Most people will have traditional careers around us and know exactly the path that they're supposed to follow. It's not our fault that we don't know what to do.

I found that I struggled for years with self-management until I realize, I called it self-sabotage, I called what I was doing because I didn't know what to do, self-sabotage but it was actually the real struggle was self-management. I wasn't sure, I never had worked without a boss before. I'd never not had a teacher, I'd never not had a parent, I'd never just managed my own career and decided where I was going and got there by myself. Most of us haven't. So unless you are surrounded by entrepreneurs who think like this, it's very difficult to figure it out. So it's a matter of self-management.

Then when you're just starting out, there is no special trick, it's a matter — okay, the biggest thing is to, whatever it is that is your business, sometimes it's product, sometimes it's information, sometimes it's services, all fabulous things. So all of them so personal and so tied up with the identity of that person. So I love that about online business because if you find somebody thriving, it's because they've really tapped in to who they are and what they're good at. That can be a product, it could be information, it could be services.

The biggest thing at the beginning is to start talking. At first you're not always sure what you're saying, at first you just know you like it and it's interesting so you could do it all day if you're creating a product or it's so interesting to you, you could talk about it all day even though you don't really know who is out there to talk to yet. So a lot of people want to say, "Okay I have this, so where are all the people that will be interested in it?" But it's actually quite different, it's about you reaching them, it's you constantly telling, spreading your message, it's about you pushing it out there all the time.

As you do that, two things will not only happen. First, your message is going to evolve. What I wrote five years ago about business, doesn't even look anything close to what I write about today. I have really tapped into the details and everything. You're laughing because you can relate. Everything evolves and unless you start talking, you don't allow it to evolve. If you don't

start making, you don't allow your product to get better, you don't allow your pictures to get better.

If you start providing a service, there comes a time where you do a service so many times that now you are on top of that service. When you start providing a service, you might feel nervous, you're not quite sure what the client wants from you, you're not sure what the customer wants from you. However, there gets to a place where you own your expertise where you show up to the meeting like, "I have arrived, how can I help you?"

Everything needs to evolve and if you don't let it by just start putting it out there, giving it away, that's a lot of it, giving it away and letting everybody know who you are and what you're about and start spreading your message, there's no way to short cut. I'm not a huge fan of viral post and viral success because it's not something that you can look at. I'm here because five years ago, I just started to talking and nobody was listening. I mean I had maybe a hundred email subscribers, maybe a hundred visits to my websites now and then. But that was because I just was talking and talking and talking.

It didn't really take off until year four or five. So I think that sometimes we see online success and it's too easy to compare. I always say, go back to, you know on my blog, which is market yourcreativity.com in 2014, I shared income reports every month for the full year. So now, I'm writing a lot about my journey to six figures and how I created that from an online business where I work from home and I'm available to my children and everything fits my life on that, everybody wants my business today.

But I say, "Go back to 2014, read those income reports where I was struggling and I knew how to make one small income amount." It was \$28k and I knew how to make that every year consistently and every year I'd set bigger goals for myself and I kept doing the same work every year to create \$28k because I didn't know better, I didn't know how to self-manage, I didn't know how it will go after my goals.

So go back to 2014 because I was on the verge of quitting, I was frustrated, I was stuck, I didn't know how to get to the next level and then from there, everything is spelled out in your best year because every year I'm growing, every year I'm figuring out more and more. But the first four

years are very much like that. I'm talking, it feels like nobody's listening, nobody cares, nobody's buying. It's a struggle, it's no joke.

[0:14:08.2] RP: You just keep doing it.

[0:14:08.9] LJ: You keep doing it.

[0:14:10.8] RP: Yeah, I love that. And I think that there's so many people out there listening who are like, "I am not getting attraction of the person who has gotten that overnight success." I so appreciate that message because a lot of us can relate, I think most of us can relate to that. Of like, "We're speaking into the abyss."

[0:14:28.2] LJ: Exactly. The whole point I'm always stressing is, okay, go to that successes archives, go to their portfolio, somewhere they had been creating for a long time before they hit the right cord and people started listening because there's always an archive, there has to be a portfolio.

[0:14:48.2] RP: Yeah, I love that. Or like somebody's very scrolled down all the way to the bottom of their Instagram feed, right?

[0:14:54.2] LJ: Yes please, do that.

[0:14:57.7] CS: Yeah, go back on Way Back Machine or whatever it's called now and go look at these photographers, yeah, they're work from years ago, it doesn't look anything like it does now. That's funny.

[BREAK]

[0:15:08.7] CS: Ripe Mango says, "There are podcasts that will inspire you and this is it. There are those that will make you work, this is it. You'll realize that every successful guest that they have started humbly. Nothing and on one begins already a success so it's always a good reminder that we are in our stage of business and in life for a purpose. It's so fun to listen to Reina and Christina, their energy fills you as you listen to them."

Thank you so much Ripe Mangoes for leaving us this sweet review on iTunes, it does mean a lot to us, we actually do read our reviews so I'll head on over to iTunes, leave us a rating, leave us a review, let us know what you liked about the show and what you want to see on future episodes. We will take it all into considerations so that we can keep providing you with the best content that we can, and thank you guys so much for listening.

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[0:15:55.9] RP: I have a quick question about, I don't think we've had any product based business folks that we've interviewed yet.

[0:16:01.7] CS: Just Tanya.

[0:16:02.9] RP: Oh Tanya, yeah. So we have a little bit of a lack of information that I would love to hear a little bit more about what tips you have for planning or how to leverage the online world so that product based businesses are getting that type of day and what information they should be sharing and that sort of thing. I hear a lot of lack of information for those folks.

[0:16:25.3] LJ: Okay. I'll summarize it but I would like to say that before I quit the energy shop, I gave that all away on Creative Live. I went there for a three day class, it was called Turn Your Etsy Shop Into a Sales Machine. I spilled it, I left there thinking I'm going to empty my brain of everything I know and they rebroadcast that for free all the time. If you add it to your wish list, they'll let you know when it's going to rebroadcast, it's just not even something you have to pay for. I built it out of me and when it's rebroadcasting, they run it for 24 hours.

That has to be my ultimate resource because it's a matter of, it's three things, it's perfecting your storefront so that it's perfect and when I say that I don't mean to make anybody who has a product based business hesitate to start because there has to be a store front to tweak and that's where a lot of people get caught up in perfectionism of the photography, of the copywriting, of everything that goes into that.

It has to start with a storefront and nobody's going to see it at first. So you get it up there and you list your products and you tweak the photography. One of the easiest hacks to do that product sales are very much about product photography online. My best example of this is if you've ever seen a pen that has like a look or for me it was a pair of yoga pants that I saw one time and I saw the picture and I was like, I didn't care what they cost, I didn't care where they were from, I was buying those pants and unfortunately, the link didn't click to the pants because I would have paid — I was ready to pay whatever they were asking.

But it's about that sort of product photography, no way to get yourself and I'm all for DIY photographers, I love when makers take their own pictures, I've taught a full segment about this because nobody has the same love for the product like the maker does. Everybody should see that product from the maker's eye. So that's an evolution. Everything about online business is an evolution but you have to perfect that product photography, you have to get your pictures up on the screen in a storefront and then look at your pictures versus bestselling pictures and really look at what's different about them.

I'm selling my house right now and I did the same thing. I went to showings and I really paid attention to the houses that felt like a holiday as soon as I walked in versus the houses I kind of shrunk in myself, and I didn't want to touch anything and then I came home and I made all those tweaks, whatever they made comfortable, they had music playing, what a difference. When you walked into a home and it's not like it doesn't feel like you're creeping around, people at home. It's always like those little tweaks and that's the same thing, a house is a product and what you sell online is the product. You're just looking at the difference between what's flying off other people's virtual shelves and why? Tweaking yours so that your product has that unique spin to it as well.

So that's the number one thing, the step two would really get into marketing and that's a huge — the way I look at online businesses and this doesn't matter what you're selling is that you create a web around you and on the very outskirts of the web are your tactics like Instagram, I love Instagram. But it's out there and the outside of the web, Facebook, it's all out there and where you're trying to get everybody is into the center of your web and that's your point of sale. So that might be your blog, that might be your storefront, whatever it is but it's all the same

thing, it's all the same formula and it's a system and it's a very doable system, if you're looking for the right things.

[0:20:11.2] RP: I'm just taking notes.

[0:20:12.0] CS: I know, right? I watched your Creative Live course about copywriting for Etsy shops actually and that was really helpful for me even as I wrote my online digital download descriptions at my store in my about page, I think a lot of the concepts were not only applicable to product based businesses but also to service based businesses as well that are looking to sell a service.

Even though it's not necessarily a product that someone is going and clicking "add to cart" or something like that, it's still really relevant and helpful. Those classes are a great resource, I would encourage anybody to check them out. I didn't know that Creative Live was offering them for free every once in a while, that's a great resource if you're just starting out and you're really crunched for cash.

[0:20:51.4] RP: Yeah, I do it often enough. They come up every couple of months.

[0:20:53.9] CS: Interesting.

[0:20:57.1] LJ: Yeah, if you ever want to learn something creative life, I love that as a resource because if you heart that class or favorite or whatever their system might be a star today, I don't know, it's always changing. But if you do that, you do get reminders and you can watch it for free next time and I'm not a big fan of training for training's sake. Online we often do, this really ties into everything I've already said so far.

Online we do a lot of doing for doing sake. We join Instagram because everybody's doing it and we think we should be doing it. If you really think about it, a lot of people are emailing for emailing's sake, there's no — I always ask to what end in business? So is it feeding my goal? Is it feeding my growth or profit, don't do things for doing's sake.

A great way to know if you're copywriting this work, again is to kind of look at the system, look at the machine. I keep referring to it as that because if you look at an online business as a machine, it just is a matter of components, it's a matter of marketing, it's a matter of presentation, just different components. So if you're getting a lot of traffic and people are coming to your site but they're not buying, it's because you're on step four of the five of the buying process, a customer searches, browses, clicks, reads, buys.

That's a five step process, this is all easy stuff. I mean, it's just a system, it's how you shop, it's how I shop, it's what we all do. So if they're coming, and coming, and coming, but they're not buying, it means something that's happening on that point of sale page is lacking. So it might be the copywriting, it might be the presentation of the product, it might confuse people, but what is it? So a lot of time at that stage, it's the copywriting.

It's what you're saying isn't selling a product, it's not answering their questions and you're right, it's applicable to either type of business because everybody wants the same thing when they get there. But the question is always, "What do they want from you?" And if you can answer that question and write it out then you're in good shape. But yes, it's a machine no matter what you're selling and the components are always the same.

[0:23:09.7] RP: Yeah, it's not about the person who is necessarily selling it, it's about like how can this thing help me live a better life, be happier, be more fulfilled? Whatever the answer is that they're looking for.

[0:23:22.1] LJ: I love that you said that Reina too because it's always that twist. When we start out online selling something, we sell ourselves. We say, "This is what I want you to know when you get here." It's always, flip that switch, they're always want to know what's in it for me. Weight loss, is it fitness, weight loss, is a great one to look at because when you get to — when you're trying to lose weight, you don't care about the trainer or her certifications or what she knows or her nutritional outline.

You care about what results she's created. "Tell me I'm going to lose weight, tell me how fast I can do it, give it to me." So that — we are selfish by nature. We are always thinking of ourselves no matter what we're doing. A lot of sellers need to flip that switch and realize, "They're not

coming here thinking about me.” I thought about that for my Instagram for a while and I think a lot of people can relate to this, I started an Instagram account and I thought, “Well now my life has to look like Instagram.”

My house has to look Instagram worthy, let me take a picture of my bulldog because she’s Instagram — I’m doing all this things and it’s wrong, if they’re following me for business, they want to know something else. Then I flip that switch in Instagram and this is a lesson I’ve known forever and it just occurred to me about six months ago with Instagram. I flipped that switch and then I’m like, I started saying, “This is my planning system, this is what I do, this is how I organize.”

Now I’m giving them something, now I’m demonstrating. No, they don’t care what my house looks like, no they don’t care if I like my cute shoes, they don’t care. They care about what they can get from me and that’s just human nature, that’s how I am too when I’m looking at Instagram accounts.

[0:25:04.9] RP: Love it, spot on.

[0:25:07.8] CS: Yeah, you hit on something which is, I feel like a lot of times you say the things that other people are too maybe worried or scared to say? Some of your advice and you know this, you recognize it, it’s a little controversial, I remember you had an email a couple of weeks back about the extra sales emails that you send. And how a lot of people were unsubscribing and you were really excited about it because you had, and correct me if I’m wrong, but you said you had a \$40,000 month that month.

[0:25:34.5] LJ: I sure did. Yes. Love it, love it. This is the thing, this is what I really tapped in to this year and I am in love with it. I started, maybe last year too, I started sharing negative reviews that I got and I’d blow them up. I’d say, this negative — my email subject lines would be like, “This negative review made me LOL.” Those are some of my most open emails. People need to see that. I don’t care if they’re hate raving me, if they’re love raving me but they need to go in there and see what’s going on and they love to see that negative review.

So inside there, I sure enough we'll show you what people are saying, it's a negative review. I love doing that first of all because it normalizes negative reviews. When you're growing, it is very likely you're going to face criticism and if it really keep at it, you're going to get some hate readers, you're going to get people that disagree with you, they will hate on you and that's okay, you have to welcome that because they are just a handful of people.

Christina, I love what you are saying because I did do a whole series on how I upped my sales game because I don't care what you're doing online, I can guarantee right now that you're not selling it enough, that you're hesitating to ask for the sale. So this year I upped my sales game and I said, "Yeah, I've been at this for a long time, I am an expert at what I do. I know there's not anybody out there doing it better. So I'm doing myself and my clients a disservice by not pushing my services."

I used to do an announcement, "Here's a product," and then a reminder, "This product is almost off sale, you want to go get it." Now I will email seven to a dozen emails in a row to tell them "this is product". If you read that series, they're engaging, they're informative, they're not just, "Here's a product, buy my product." They really come with a lot of information. In fact, I give private lessons during that time that I don't give out anywhere else, not on my blog, you might find them in my paid courses but it's just very exclusive information.

At the same time, every day, I say, "This service is available and this is why you need it. Get this service, get this service." During those series, yes, I double my unsubscribes because everybody's worried about that all the time. I get some bad reviews, I get angry emails, people will call me names, three people will need to take the time to write me an email and call me names and all these different things happen and I welcome it. My spam complaints go up, my spam complaints are low and there are still low during this series but they go up and if you have an email provider. That is always a big orange red number.

All these things that we're secretly scared of and we may not even realize we're scared of all the time, they happen. At the same time, while I upset or discuss, a hundred people, hundreds of clients sign up with me. So yeah, my best month to date this year was \$44,000 and those handful negative things happened and I got to work with hundreds of new clients. So I'll take it all day long and everybody needs to see both sides of it.

We need to normalize, yes, people spam, yes, people complain, yes when your list gets to a certain size, people call you names, it's totally uncalled for. They're angry. They're angry now, they were angry then, they're going to be angry and there's nothing I can do about it but I'd rather provoke it than avoid those three people and not get to work with hundreds of ideal clients at the same time.

[0:29:33.3] RP: Oh my gosh, Lisa, this is genius. I think so many creatives, so many women are scared of not being liked. Scared of that unsubscribe or that flood of unsubscribes or that one email that's going to like poke us and be like you're too whatever and I just loved that you're willing to rile people up so that those people will leave, those are not ideal clients and by Felicia. For you to know that by doing that, you're really helping the people that you're supposed to be serving and instead of having those three people who are pissed at you, you have hundreds of people who want to purchase and are being helped by you selling that sort of...

[0:30:15.2] LJ: I know. What was coming to me is that there's always more to uncover. What you said about being light is so spot on. That's exactly it, I want to be liked and I don't want to do anything to upset waters with anybody and then at the same time, now that's a very personal thing to think, isn't it? It's very personal thing to think, "I want to be liked." But this is a business, this business funds my lifestyle, this business funds my children's futures.

This is not for me to be like, this is for me to own a space and I have arrived and I will take this space and it's aggressive, yes. I have gotten aggressive this year, absolutely. But at the same time, there's always more places. Like I just said about Instagram, I want people to like me, I check my unfollows on the daily because I don't want people to not like what I posted and I gauge my success based on whether they liked me or not.

Didn't realize I was doing that because there's always more to uncover. Where I got very aggressive in one area, I still found myself being less aggressive and being scared to post. So I like that because it's so true. Is it because we're women? Is it because we're creative? Is it because we are making art, no matter what we're selling, whether it's a service information or product. But we're making art and at the end of the day want validation that our art is good. So many things to think of and always more to uncover on that aspect, absolutely.

[0:31:45.9] CS: My gosh, so much goodness here. Could we go back to something that you said towards the very beginning about planning for your year? I know you talked about growth and you talked about profit but can you maybe show somebody who hasn't ever created a plan for a year, figure out how they should do that in their business and what they should be looking for in terms of growth or profit or the things they should be doing?

[0:32:07.6] LJ: Yes, yes to all, I'm glad we're going back because that shouldn't be left vague. So an annual plan again is going to be toward growth and our profit. I want to give you some examples of what a really good annual goal would look like, when you're just starting out, it might be to double your salary, double whatever you make. It might be to make a profit that year if you haven't yet because you're so busy spreading in, you're really investing in what you're building online. But for me, as far back as a few years ago I kept trying to double my salary. Let me be honest with you, my real goal was to make six figures, I've wanted to make that online for years.

What happens is, in January that goal would scare me, I'd say, "Well let me just do \$70,000 because \$70,000," — money is subjective and I come from an area where \$100,000 is like rich people money. It's just always subjective and now I live in DC where it is not, money doesn't go very far, so it's always subjective. But for me in my mind, this little number, \$100,000 was just this huge number that people don't make \$100,000 but it's not true, people make \$100,000. I mean, some people make \$100,000 in a day so money is everywhere, it's out there.

For years I would set this six figure goal, "I would love to make a hundred thousand online," I would tell myself and then in January that would scare me, I'd reduce that to \$70,000, regardless of what was going on that year, I might be already at \$50,000 for the year, I would get to June and the slow months would hit and now I'm going to gauge my entire annual year success on January, July and August, which are naturally slow months for me online in all my business ventures. Then say, "I'll never hit my goal."

Even though the fall is coming, this is what I'm saying about the big picture, the fall is coming, the fall I can knock it out of the ballpark, there's no joke. I could at least match what I made in the beginning of the season, you can't tell me that in June because I'm too busy thinking, "I'm

never going to do this,” and I get all like, I psyche myself out, I lower my income goal again. So I'll say, “Well, at least double this year's salary,” and guess what happens at the end of the year? I double that year's salary, nothing more, nothing less, we're always going to — you have to set the mark and then really go after it, put every effort into it. So whatever your goal, make sure that you're going to stick to it.

Maybe in those years, I don't want to say it wasn't impossible for me to make six figures in those years but maybe in those years I should have set something that didn't scare me so much. Your goal should scare you but maybe I should have set the bar slightly different, I don't know, I don't really know, I can't go back and review that but what I do know is that this year I set a goal and I did not budge on it, this year I went charging, barreling toward it and I met that goal in three months and it was a six figure goal. I had never made six figures online before but this year I was like, “There are no excuses, you are going to barrel toward that goal,” and by April, I had it in the bank. It was already made.

So that's the kind of thing. When you said it, make sure you're setting it in a way that you're going to barrel toward it no matter what, so that's really important as well. It could be double your salary, it could be maybe like that six figure mark, mine was always “make six figures”. But if you're saying something like that, say it specifically, don't say double your salary, say \$65,000. Don't say make six figures, say \$146,000. There's ways to set income goals so that they're really smart and they make you really comfortable and that they challenge you and it becomes a game. So that that's a whole another thing.

Or in the case of my growing years, I wanted to find, I have a membership program that goes along with my services and I wanted to get 500 members because 500 members for that club meant so much more money to invest in. I want club counselors, I want all this different things. So those are very specific examples, 500 members is growth and profit so that really helps. I used to also set email goals. I don't really so much — my email is now in a place where my message is far enough out there. Realize that I'm six years in, there's pins always going, my email's growing, it goes anywhere from 1,000 to 2,500 subscribers a month by itself. Because all this — my web is functioning, I set it up to do, it's all system.

So I started putting pins out there in 2011, they're still attracting subscribers today, I keep putting it out there, that web is working. So emails are at the back burner and I will make the things, the lead magnets, the content upgrades and I'll leave them set but nothing works as well as the machine that I built, the machine is what's functioning for me right now. You have this annual plan and that's your goal and that should be the goal for your business and you have to go barreling toward it, there is no slowing down, there's no pumping the brakes, there's no hesitating and there's no second guessing. Once you set that goal, it has to be your destination.

It's no different than if I were in Atlanta and I needed to get to New York. If I do anything less than move toward New York every day, I'm not going to get to New York, you have to physically move toward it and you have to be 100% you're going to get to New York and you're going to get there by this day. That's maybe easy to say and people think they do that because people tend to reward themselves for their efforts but unless you arrive in New York, don't reward yourselves for the steps you take toward New York. Reward yourself when you get to New York.

So that's another thing, people tend to like let themselves off easy. It always takes more than you think it will. There's this book called the *10X Rule*, it takes 10 times the actions you think it's going to take to get there, always be barreling toward the goal, he has it, Grant Cardone wrote that book and he has another analogy that I love for online business, "Don't ever let your flame get out, get burn out." Your flame is what attracts everybody to you, always be adding fire, make that flame a bonfire, burn down a neighborhood with that flame, take up your space, always be adding. You're getting me all pumped up.

[0:38:44.9] RP: I love how unapologetic you are. Right? Your message is like, "Go all in, be all in and live the life you want to live." It's just like, it's so inspiring to hear that kind of the fire that's under you.

[0:38:51.8] LJ: Yeah. So let's say that you have this goal set and I've talked enough about that. I just want to make sure that I cover two questions because every action that you take all day, you have to be asking, "Does my activity feed this goal?" If you're not constantly asking yourself that, you will fall into old routine, you will do things that don't matter and you'll find yourself spending the day working on social media or it's so easy to get off track. So you're asking

yourself all day every day because you're barreling toward, "Is this getting me closer to New York? Does my activity feed this goal?"

If I only — this is another, look at your overall schedule on what you have lined up for the week. "If I only had four hours this week to build my business, is this what I need to be doing?" Always be asking because you just do too many things, you do for doing's sake, you make for making's sake, you train for training's sake. Enough. feed that goal and do nothing else but feed the goal for your business. Use your work hours, your work hours are work hours. Use those work hours to feed the goal, build the business, that's it.

[0:40:00.9] RP: I needed that, thank you.

[0:40:05.9] CS: Wow, okay. So I don't even think I need to ask this question but if you could sum up what we have talked about and you could give this gift to the audience and help them build their creative empire, what would you say in about one or two sentences that they could take away from you? Maybe not Grant Cardone, but you Lisa Jacobs.

[0:40:28.3] LJ: I'm going to say, the thing that I like the most is leaving flexibility in this, which I think is funny because I said, "How hard do you have to go in one direction?" That's for this year. Typical people build set goals, five, 10 year, one, five 10 year goals and I always say, that works for my husband, he has a very traditional career, he knows what the promotions look like everywhere, we don't. I might say that I like to be — that I love to speak and then get on stage and find that it drains me personally. Then it's my duty, it's my due diligence to question that if that should be there or if I can strengthen that weakness and then make myself, and then maybe I'll enjoy it more or different things like that.

But that flexibility is really important because like I said, this isn't going to take off until you strike the right chord. It's all a testing the waters, do you love it? If you don't, it's okay. Make one year very specific but ask yourself where that one year will take you and three years if you stayed on the same course and it's okay to always be asking yourself, "Do you like where that's headed?" And if not, redirect at any time.

[0:41:45.2] CS: Thank you so much. Where can everybody go to find more about your offerings or your website or connect with you, comment on your blog posts? Hopefully good comments guys.

[0:41:57.6] LJ: If you leave a nasty comment, I will blow it up, I will share it with everyone. My blog is at Marketyourcreativity.com and Your Best Year 2017 is coming out in October and Christina, I cannot wait till you see it. It is the best one yet. It's going to blow the roof off of your business, that's it.

[0:42:20.3] RP: I'm so excited.

[0:42:21.5] CS: Yeah, guys this isn't a plug, but I've been downloading it since it was only a digital in 2013. So I'm really excited because they do, they get better every year.

[0:42:32.7] LJ: I can't wait till you see it.

[0:42:34.6] CS: I know, I can't wait to order it. Thank you so much Lisa for being here today and we are so excited to share this interview with you guys, go out there and build your empire.

[END OF INTERVIEW]

[00:42:45] ANNOUNCER: Are you ready to build your own empire? For more information, show notes, downloads and tips on how to do it, head to www.creativeempire.co where you can find out more about this week's episode and the two lovely ladies behind it all, encouraging you to build your own creative empire.

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

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