

EPISODE 37

[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.

[ANNOUNCEMENT]

[0:00:35.3] RP: Hey guys, it's Reina here. The Creative Empire Podcast is having its first ever live meetup. Christina and I are going to be in the same city. What? So on October 20th, which is a Thursday, we're going to be meeting up in Atlanta and you can find all of the details in our Facebook group which is [Facebook.com/groups/creativeempire](https://www.facebook.com/groups/creativeempire).

[0:00:57.4] CS: Or join our newsletter where you will get all the details delivered right to your inbox and we can't wait to see you there because it's going to be really fun, we'll have some fun times, some surprises and some giveaways. So be sure to join us and get to ask us questions in real life, in person, about the podcast, about your business.

[0:01:16.1] RP: And give us a hug.

[0:01:18.4] CS: Yeah. We're looking forward to seeing you guys.

[INTERVIEW]

[0:01:22.4] CS: Hello and welcome back for another episode of the Creative Empire Podcast. I'm Christina Scalera and I'm joined by Reina Pomeroy.

[0:01:28.1] RP: Hey there.

[0:01:29.7] CS: Today's guest is Ashely Lurcott of the Modern Calligraphy Summit. Ashley, welcome.

[0:01:35.0] AL: Hi, thanks so much for having me. I'm so excited to be here.

[0:01:36.0] RP: We're so excited to have you.

[0:01:39.3] CS: So for those of us who aren't familiar with the Modern Calligraphy Summit or perhaps with you, would you mind just giving us a little bit of a background about how you got into what you do now, what exactly it is that you do now, and how you build these companies that are upcoming?

[0:01:54.5] AL: Sure, so probably like a lot of your podcast guests, I have quite a varied background ranging from like finance to urban design. How I got into calligraphy was my wedding, wanting to learn calligraphy for my wedding and so I was kind of plugging along and I got to the point where I felt like I kind of stalled out in what I wanted to learn. So really, I came up with this idea for the Modern Calligraphy Summit out of selfish reasons because I wanted to learn from all these awesome professional calligraphers that I was following on Instagram but I couldn't travel to all their workshops and they weren't necessarily traveling to me.

So I came up with this idea and I pitched it to them kind of one by one and got them all on board, not everybody that I pitched it to accepted so there was definitely, it didn't all work out according to plan. There were lots of little peaks and valleys like there isn't any business eventually I got a good group of people on board and we created the Modern Calligraphy Summit and pre-sold it a couple of times starting last August in 2015 and then we had the actual event in February of 2016 and now it's set up as an evergreen product so people can participate, enrol just on an ongoing basis and learn from all these awesome calligraphers whenever they want.

[0:03:08.9] RP: Yeah.

[0:03:09.3] CS: Ashley isn't telling you guys, she's understating how impressive her launch really was and one of the things that I see you doing what other people have not done, including myself, I'm guilty of this is pre-selling. You are the master of pre-selling and pre-validating a

product before you go into full development and it's interesting because I've had the privilege to work with you now. You do a really good job of bringing your audiences concerns to light and addressing them.

So what gave you the idea for our pre-sale and how have you integrated, I don't know what you want to call them but I guess the beta testers and how do you integrate their feedback to create the best product possible?

[0:03:50.2] AL: Yeah, so that's a good thing because I think a lot of people get stuck with particular idea that they have and they spend so much time working on it and just like being in love with their idea and then if they go to release it, they might hear crickets and so then it's kind of discouraging. So I like to test products first. For example, the way I tested MCS, Modern Calligraphy Summit, is just by setting up an Instagram account for it and starting to curate other people's photos like reposting photos and giving credit and saying something nice about it.

Then on the Instagram feed, directing people to a website where they could opt-in to an email list. So I started building an email list first and once I got to close to about a hundred people on that email list, I felt comfortable like running a survey to them and saying, "What are you guys struggling with, what topics would you love to see covered in an online course?" And so I got some good feedback from that and then I felt comfortable kind of approaching the different calligraphers that we got on board.

You mentioned beta testing too because, with the calligraphy summit, I didn't really like beta test it, I just kind of put it together and then pre-sold it. I do have to plug Jeff Walker, I don't know if you guys have heard of him, Product Launch Formula, everything I've learned about launches, it was from Jeff's course. So I highly recommend his course. So I used his Product Launch Formula basically to create a bunch of cool free content that really got people excited about the summit and we did this in August and so it was like six months down the road still.

But I figured that was pretty common for conferences like in person conferences, people are used to purchasing ahead of time. So thankfully it worked out and then now there's been a spinoff from the Modern Calligraphy Summit, we've got the Calligraphy Business Bootcamp and that came out of just noticing what people were struggling with. We have this private Facebook group for the calligraphy summit and so many questions were business-related. I got to thinking

there maybe is a product opportunity here to help people out with starting their calligraphy businesses. So I got Christina on board and Laura and Ashley Buzzy, Laura Hooper. We pre-sold that actually just a few days ago and it sold out within 45 minutes. We just opened up 40 spots.

[0:06:11.3] RP: That's amazing.

[0:06:15.2] AL: I wasn't expecting that, so I think that that's good validation too for that product ideas so we'll see where that goes. But yeah I think testing stuff beforehand if you can, even if it's just like a simple Instagram account and setting up an email list, that's a really good indication of people's interest.

[0:06:32.5] RP: That's so cool

[0:06:33.8] CS: Yeah, one of the things that I see you doing, I mean, the fact that you're not an expert and that you're being vulnerable and you're putting that out there and you're saying, "Hey, I'm not an expert but I really would like to learn." It goes contrary to everything that, not everything but a lot of the stuff that we hear is like "work for so many years, build up some authority in your field then you can launch and then you can start to be an educator".

But on the flip side of things, you did not start out as a calligrapher, you started out as an educator. So I think that's really encouraging to people out there who feel like they maybe don't have a skill to share with the world yet or they're not qualified to be an educator.

[0:07:13.8] AL: It's surprising how much you know and I've heard it called the curse of knowledge, or the expert's curse, yeah. Something could seem so easy and intuitive for you but for someone who is in the beginning stages of that process they're like, "Oh my god, how do you do that?"

[0:07:31.7] RP: I call it the when something that's "duh" for you is mind-blowing to others. It's like the thing that you never even would expect that somebody wants to learn right?

[0:07:42.3] AL: You already have it inside of you, the thing is, I'm not an expert in calligraphy or knitting which we haven't talked about yet but yeah, now I'm doing a knitting summit. But I've

basically been a facilitator I think because I'm good at techy stuff and like getting people together and solving techy problems. That's really what I'm doing, I'm not teaching really. I'm facilitating other people teaching.

[0:08:06.6] RP: Yeah, you're a platform creator. That's really cool.

[0:08:09.3] AL: Yeah, I like that kind of stuff, it's fun. I'm a tech geek.

[0:08:14.2] CS: I just can't believe how good you are at this and I know I keep saying that, the audience is probably going to punch me or we're going to get another review that's like, "Christina needs to stop telling her guest how good they are at whatever they're doing." We've gotten one of those. Yeah, I mean if you're just starting out and you're looking to create a platform or you're looking to reach out to experts and learn from them in a nontraditional way, which I think was a really bold move on your part because Laura Hooper has workshops all over the country and so that was a big risk on your part to reach out and ask her to do something online.

Since then, it sounds like you guys have become really good friends, but if someone's just starting out and they want to work with someone that's maybe considered an expert in a field they want to be in, what do you think — there's definitely a right way and a wrong way to pitch to somebody like that and to approach them. What are some of the things that you did that helped you approach these experts?

[0:09:06.4] AL: Basically, just kind of not having a fear of failing I got to say first of all because — and that's probably just something that you have to practice. But all I did was send a simple email and like I said, some of them I didn't get a response at all or some of them declined. But I sent a simple email and really I just focused on how I could help that instructor whether it was from a monetary standpoint or from just a publicity standpoint.

And most of, actually all of them in the first calligraphy summit have taught in person workshops and a lot of them, I kind of noticed on their Instagram feeds like I could pick up on the fact that they were maybe a little stressed out about traveling to workshops and they had all these people still begging them to come to their city.

[0:09:52.6] CS: Interesting.

[0:09:54.6] AL: So I picked up on that and I used that to kind of show them how awesome an online course could be and Laura Hooper actually had her online, she actually had her beginning class already. So I had a feeling that she would be game, but for some of the other ones, it was definitely new to them and so I just had to — I even did estimates. Like, “Based on your number of Instagram followers that I think that you could potentially make this amount of money.” So I was very specific about how they could benefit and how they could reach more people by teaching.

[0:10:24.5] RP: That’s cool, do you do it on the affiliate or JB launch?

[0:10:27.9] AL: Yeah, they’re all affiliate.

[0:10:29.6] RP: That’s great.

[0:10:30.3] AL: Now we’ve got Modern Calligraphy Summit 2.0, which as of today we haven’t announced yet but by the time this comes out, it will be out in the open so we can talk about it.

[0:10:40.5] CS: Very cool.

[0:10:44.1] AL: That should be a whole new crop of instructors. What’s that?

[0:10:45.2] RP: I was just asking what we can expect from that?

[0:10:47.9] AL: Oh, a whole new crop of instructors, a whole new list of topics, which are basically all things that people asked for. So I surveyed our current customers and said, “What else do you guys want to learn? Who else would you guys want to learn from?” And that gave me a lot of ideas and so I went out and found those people and got them on board.

[0:11:06.5] RP: Very cool. When you look at your instructors, how do you kind of vet through them to see if they have different types of styles or like a different messaging? How do you figure out the best combination of all the people?

[0:11:20.1] AL: It's tough, I've made a lot of different lists and tried to figure out who would be good at teaching what so that things don't overlap and things like that. Basically just kind of looking at their portfolios, looking at their teaching experience because that is important. You want to make sure that there is someone there that has at least some teaching experience. Then just kind of sitting down and figuring out, "Okay, this person will be good to teach this and this person would be good to teach that."

[0:11:45.5] RP: Very cool. Now you're into the knitting game.

[0:11:50.6] AL: From a business standpoint. Not from an actual skill standpoint.

[0:11:54.5] RP: You're the platform builder again.

[0:11:57.6] AL: Yeah. So this is actually an interesting story. Once I did the calligraphy summit, I had a handful of people say, "You should do the same thing for knitting," and I was like, "Well, I don't know anything about knitting." But I went to a conference, actually, it was Jeff Walker's conference in Arizona last year and he had someone up on stage as a case study named Shelly and she had done this really awesome subscription box online for knitting.

She owns a yarn store called Loops in Oklahoma and so I approached her after or during the conference and I said, "Hey," introduced myself and talked about the calligraphy summit a little bit and then we exchanged cards and then I reached out to her a couple of months later and said, "You know, I think this might be something that we could work on," and so we talked a little bit and worked out a deal and now we're partners on this knitting summit, which is called Knit Stars.

It's basically all the stars of the knitting world, kind of like calligraphy was the stars of the calligraphy world. Yeah, we've pre-sold that a couple of times now and we'll do it one more time before October, which is when the summit starts. Actually, it will be just about over by the time this comes out but we'll make that evergreen as well.

[0:13:09.5] RP: Very cool.

[0:13:10.3] CS: Yeah. So when you say pre-sell, can you explain to our audience what you mean by that? What do people get?

[0:13:17.5] AL: Usually they get a discount and bonuses that they wouldn't be able to get if they purchased right before it started. So some type of incentive to get them, because we understand, it's not, you don't get the material and the content right away. So in some cases, it could be four or six months down the road so we got to do something to make sure that people are happy and excited to purchase ahead of time.

[0:13:37.8] RP: Yeah. It's so interesting that like people have loved all the ideas that you have and I think a lot of people struggle with this in trying to figure out, is this the right idea to move on? Because creatives typically have all the ideas, right? And figuring out which one to actually act on and actually make a plan and do it is kind of a struggle. Do you find that like action is more, that's easier for you or is the dreaming easier for you?

[0:14:08.5] AL: I'm a big implementer. So I usually, I'm like a, what do they call it? "Ready, fire, aim" kind of person. So I tend to take action on stuff but not everything that, definitely not everything that I've come up with has been a good idea. I had a line of invitations, wedding invitations that I was so excited about. I spent a lot of time putting it together and then just totally flopped like nobody was interested.

So I would say don't be afraid of failing and don't be afraid of failing and don't be afraid of creating version 1.0. Anything you create is not going to be perfect even the Modern Calligraphy Summit and Knit Stars, even the Calligraphy Business Bootcamp, they're not going to be perfect right out of the gate, there's a lot of things that we can do to improve it but people are excited to have the information and it helped a lot of people.

That's the cool thing is like getting emails from people all around the world saying how much they enjoy the calligraphy summit and how it's allowed them to be more creative or earn extra side money, that type of thing. People need the information that you have, so don't hold back. You've got to get it out there even if it's not perfect.

[0:15:10.7] RP: I adore that. The figuring out what that one thing is, putting it out there, even if it's not perfect. I think we had stuck in the perfectionisms stuff. I had a question about your

ability to collaborate time and time again. You are fearless in the way that you reach out to people and you're like, "All right, well if they say no, or don't hear back from them, I'm still going to keep asking," and I think that's such a great trait that people can start implementing and start trying to cultivate for themselves. What are your best tips for creating some of those collaborations?

[0:15:43.2] AL: I would say just put yourself in the shoes of the person that you're trying to reach out to and think about how your potential collaboration could benefit them. Even when you're creating products too, I always am trying to think about how to help people whether it's potential partner or a potential customer. So really, I think one skill that I've had actually throughout my whole professional life is being good at listening.

Even when I was working in urban planning and urban design, I had to listen to a lot of property owners and business owners and city council people and stuff like that. So if you just sit back and you're quiet for a little bit and you listened to what people are saying, you'll come up with a lot of ideas, not only for business ideas and products but for avenues of reaching out and connecting with other people.

[0:16:28.8] CS: What's been one of the greatest joys that you've had from launching an online course or summit and then maybe if could, if you're comfortable sharing, what are some of the things that have surprised you about, either good or bad surprises?

[0:16:41.7] AL: I got an email that made me cry from a girl in Turkey who was just so thankful to be able to take the courses online because there wasn't any opportunity for her nearby and then surprising, something surprising, I would say just all the different paths that I have taken now that I wasn't, I never foresaw. Actually, this whole thing, I would never even been here if it wasn't for wanting to learn how to do calligraphy for my wedding which is kind of bizarre when you think about it. I never would have started the Modern Calligraphy Summit, never would have done a knitting summit, never would have done a business boot camp.

So I think just taking a risk and knowing too that what's the worst that can happen? If you reach out to someone and they say "no" or you don't hear back, oh well. There're other people out there that will work with you. Or if you put a product out there that nobody buys, oh well.

There're other product ideas that you'll come up with. Really I like to think of it as a game, business is kind of a game you know? You're not going to die if your product doesn't go crazy and people love it. So just have fun with it, I think.

[0:17:50.6] RP: That's so interesting because so many people are really scared of things flopping. Can you talk a little bit more about that and how you get to that mentality of "yes, it sucks. It hurts the ego but you're going to be okay."

[0:18:02.6] AL: Yeah, so I would say I like to think of the worst case scenario and realize that it's really not that bad. Like the worst case scenarios not that bad. If my businesses fail, if one day I wake up and nobody wants to buy these courses anymore, I can go out and get a job. I'll be all right. You know? So I guess that's it, I don't really know. Maybe it's just a part of it comes I think from having a good family and being raised in a good environment.

Like my parents told me I could do anything and so I think I probably took their word for it, maybe to my detriment at times. So I think just like having confidence in yourself and realizing that it is a game and just have fun with it and if something doesn't work out then that's okay, move on to the next thing.

[0:18:49.6] CS: Thanks, Ashley.

[BREAK]

[0:18:51.4] RP: Katie Williamson called our podcast an amazing podcast and she says, "I'm a huge fan of Creative Empire. Reina and Christina have interesting guests sharing great advice and business takeaways. No matter what industry you're in. I love the 30-ish minute length, it's easy to listen to while working out our commuting. This is the perfect new podcast to add to my lineup."

Katie, thank you so much for talking about the time and the length and what you're getting out of it. We really love to keep it to 30-ish minute podcasts so that it really does fit into your working out or commuting around town. If you're enjoying this podcast, please go ahead and review it, go to iTunes and leave us your honest feedback about how we're doing."

[INTERVIEW CONTINUED]

[0:19:30.6] AL: I don't know if that really got to your question?

[0:19:33.2] CS: No. It does, yes. So I mean the thing about failure is that everybody — I always ask people what's your number one business struggle when they sign up for my eBook but the number one response I get is always is, "I don't know where to start." It's really vague answer but it's also, it's this thing that all these people that who don't know each other always say over and over again, almost in the exact same language.

So it's clearly a pain point for people where they say they don't know how to start, but I don't think I have maybe one or two. But I think I have had very few people say that they are actually afraid of failing. So I mean, a lot of us have that innate fear but I think it goes deeper than that, I don't think that anybody truly has a fear of failing, I think Reina's talked about this too that you're actually fear of being successful and not knowing what to do once you get there or once you are successful, it's all going to go away.

Because it's kind of like, I feel like the bachelor of the bachelor on TV. It's like, that's the highlight of their lives. Most of, I don't know, maybe there's an exception? But I feel like that's it, they got their 15 minutes of fame, they moved on, some of them are still in a relationship and then it's gone and for a lot of us, as entrepreneurs, it's kind of a similar thing. I think we're scared of being the bachelor or the bachelorette. We're not necessarily scared of failing, we're scared of being, you know, having the spotlight and enjoying success and then just watching it slip away like through our fingers.

I think it's interesting because I mean, it's funny because you say you've had some failures in the past, a lot of successes recently, but what are some of the things that you're doing to keep that momentum alive as far as not the courses and upcoming launches and the pre-sales? But what do you find really motivates you on a day to day basis? What gets you excited to wake up in the morning and sit down at your computer and work with all this women and creatives?

[0:21:28.7] AL: I think the biggest thing is that I just have a lot of ideas and I like to get them done. I don't like to have ideas that just rattle around inside me forever. I like to get them out into the world and if the world doesn't see them, that's okay. If the world does see them then that's

cool. Then the other thing is, I genuinely feel like a lot of these products that I'm creating are going to help people. Initially, I didn't quite realize how impactful that would be but after getting emails and just seeing comments on Facebook from people about how even it's silly, it's a calligraphy course but still, it has an impact on people's lives. I think that's cool and that's probably a big part of what motivates me.

[0:22:14.2] RP: Yeah, we can never underestimate the value of our work to somebody else and how that impacts it. That's not for us to determine and I appreciate you sharing that because yeah, it might be a calligraphy workshop for one person but for somebody else, that might be their livelihood in the future. It could really change them in their lifestyle. So I so appreciate you saying that.

You said that you're an ideas person but you're also an executor, I'm wondering, I'm more of an executor and I have a really hard time seeing the bigger picture. I am just wondering like, how do you get your ideas and inspiration? This might be a little bit of a selfish question.

[0:22:52.8] AL: It's paying attention to what other people are complaining about because if you can solve people's problems then it's likely that you have a good product. But also, like I said before, making it a game and seeing what kind of ideas you can come up with and paying attention to any little moment where your brain says, "You know, there should really be a ____."

Pay attention to those moments because that's the possibility of the product and if you're feeling pain around that issue, there's a good likelihood that other people are too. It can be really simple stuff, I just helped a friend of mine with putting together an online course to teach people how to groom their poodles at home. Something that you would never even think about.

[0:23:40.8] RP: It's a pain point.

[0:23:41.8] AL: Yeah, it's a pain point for people yeah. It's expensive to take your dog to the groomer every month and so she's solving a pain point and people are loving her course.

[0:23:50.5] RP: That's awesome. I mean I have taken David Siteman Garlands' Create Awesome Online Courses and he says "go specific" and that is probably the most specific course I have ever heard of; how to groom your poodle at home.

[0:24:05.9] AL: Yep. People love it.

[0:24:07.9] RP: Yeah, listen to people's pain points and listening to their complaints. I hear you when you say like, you're really good at listening. That's like clearly such a great skill of yours and to be able to respond to that with a product or a solution is, I mean that's clearly the way that you've built your empire.

[0:24:24.9] AL: One thing I will say too though that's helped me probably a lot in implementation side of things is I've been doing web design for 21 years now, back when the Internet first started and we were all using GeoCities and Angelfire. I was a nerd when I was 12 and still am today. So it's easy for me to have an idea and be like, "Okay, I'm going to setup a really simple cover page on Squarespace and set up an email list connected to it and test this idea."

So if people could at least make themselves learn how to do some simple tech stuff then they can implement some of their ideas easier especially if it's online stuff. That's the beauty of online businesses, though. You can start a business or kind of launch a product idea in an hour with a simple website and an email list from MailChimp, it's pretty easy.

[0:25:21.6] RP: That's so great.

[0:25:22.7] CS: Yeah, you know it's interesting. One of the things that I've encountered with online courses, I've had some people and I don't necessarily take this approach, but I've had a lot of people approach me and they say, "Why would you collaborate with other people because they're just taking your market share." I love collaborations clearly but if there's somebody out there that's looking to collaborate and maybe that's what's holding them back is that they're afraid of maybe creating a course with someone else and it's the same subject matter that they teach on their own website or it's the same material that they have in their own website or it's the same material that they have in their own workshops.

What do you think is going to be the result for them, do you think that they'll have lower sales or do you think they'll have less people showing up at their workshops if they do the collaboration and why?

[0:26:03.2] AL: It's hard to say. That's definitely something that I'm not an expert in but I will say just quickly because this is like an interesting thing when it comes to viewing people as either competitors or collaborators when actually before I did the calligraphy summit, I came up with this idea for a DIY calligraphy kit and so I sold that first and now there's a ton of calligraphy kits out there. This was in 2013 when there still weren't that many.

Right after I came out with it or like exactly the same time, Laura Hooper came out with her calligraphy kit and she had 100,000 Instagram followers at the time and I'm like, "Dang it, how am I going to compete with that?" Little did I know, she would be a partner down the road. I think it's a Jeff Walker thing actually, he said, "Don't ever think of people as competitors. Think of them as future partners." Is that Jeff or somebody else? I'm not sure. I thought that was a good motto to live by. You really don't know where things are going to take you.

[0:27:00.1] RP: So good. I think that you're, I don't know how long you've been in business but it sounds to me like you've been really fluid in the way that you've taken opportunities as they come. You really listen to the people rather than somebody who has a one year plan, a five-year plan, a 10-year plan of like, "This is where I'm going to be," and I think that's the organic way of growing a business and some people might shy away from that. Could you speak a little bit to that point?

[0:27:23.8] AL: Yeah, it's funny because I actually was a business major, finance, in college and so I know all about business plans and that whole thing, but I don't have any for this. You're right, it has been really fluid. I mean, I started working on a calligraphy summit and launched that twice before I even quit my day job, I didn't quit my day job till December of last year. Then it just got to the point where I was busy that my day job was getting in the way and I actually liked my job and my boss and everything. So it was hard to do but I was like, "I've got to run this show."

But yeah, it has been very fluid, that's a good way to describe it because I do have a ton of ideas of things that I want to do in the future like mostly, actually related to teaching people web design and tech type stuff but I just haven't had time to do it because I've seen these other opportunities come up and figured, "Well, they're here, I might as well take them and see where they go and there will always be time in the future to implement my own ideas." So we'll see. I'm

thinking after like April or May of next year, I'll have a little bit more time to focus on some of my other ideas.

[0:28:33.2] CS: That would be really fun, where do you as a course creator and content creator, where do you see the future of online courses? Do you see them expanding for the foreseeable future or something else?

[0:28:44.1] AL: Oh yeah, definitely. I mean...

[0:28:45.6] CS: Do you feel like...

[0:28:45.7] AL: ...I think you can not even go to college anymore, you could just learn — you can get a total business education online this day. B-School, I took B-School, you did too Christina, right?

[0:28:56.0] CS: Yeah.

[0:28:56.9] RP: I'm like the only person that did not take B-School. I'm like missing the boat here.

[0:29:02.7] AL: Actually B-School is what led me to Jeff Walker and it's funny because Marie uses Jeff's techniques in her launches but she very only, very briefly mentions him in passing in one of the modules but I was like, "Wait a minute, who is this guy?"

[0:29:19.3] CS: That's funny.

[0:29:21.4] AL: Yeah. So B-School is good, Product Launch Formula is good. There's a ton of other great things out there. A really good one actually is, I haven't taken the course, but I've read his book, Ryan Levesque, *The Ask Method*, that's a great one too, especially for people that are interested in testing out their ideas before investing a ton of time on a product. It's just another way of listening. Find out what people's issues are.

[0:29:43.5] RP: That book actually just came up in conversation in a different episode and so funny because people put out this content and the audience responds to it, it's so good. I think we'll be putting it in the show notes and for both episodes.

[0:29:57.8] AL: Yeah, that's a good one.

[0:30:01.1] CS: Yeah, I would just encourage anybody that is thinking about creating content, it's like you said with your DIY calligraphy kit that people were buying, someone else may have the same idea and be putting it out there, they may have a bigger audience but you just don't know what it's going to lead to down the road.

So for those people out there that are looking to build their creative empire, what's something that you would like them to take away from our talk today and maybe something they can implement on their own?

[0:30:28.0] AL: I would say, the biggest takeaway would be, just don't be afraid of creating version 1.0. Don't be afraid of taking that first baby step and seeing how it goes and then seeing if people like it, seeing what other problems they have, that's going to build your empire, you'll end up with a ton of products and courses and things that people really love and really helps them and that you feel like they were worth your time to create.

[0:30:51.4] CS: Where can people find you and your empire?

[0:30:54.8] AL: So that's funny because I haven't had a ton of time to work on my own website but Moderncalligraphysummit.com and then Knitstars.com is our knitting summit and then I am at Ashleylurcott.com, although I hope to revise that at some point down the road. I've got like five blog posts.

[0:31:15.0] CS: It's mandatory if you do any kind of web design that you have an awful website yourself, right? That it's just not kept up to date.

[0:31:24.4] AL: Yeah, don't look at my website as a portfolio piece. Go look at Modern Calligraphy Summit and Knit Stars.

[0:31:30.7] CS: Too funny, well thank you so much, Ashley. We so appreciate talking to you.

[0:31:35.5] AL: It was great talking with you guys, thanks for having me.

[0:31:38.0] RP: Yeah, absolutely and go build your own creative empire.

[0:31:40.7] AL: Yeah, will do. Bye.

[END OF EPISODE]

[00:31:45] 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.

[END]