

EPISODE 36

[INTRODUCTION]

[00:00:04.1] ANNOUNCER: Welcome to the Creative Empire Podcast. Each week, Reina Pomeroy, the life and biz success coach and Christina Scalera, the attorney for creatives are taking you up close and personal with successful influencers in the creative community and tackling your biggest business hurdles. Their mission is to help you, creative entrepreneurs, think beyond your daily biz so you can make the brave decisions that build your Creative Empire.

[INTERVIEW]

[00:00:35.5] CS: Welcome back everybody for another episode of the Creative Empire Podcast. I'm Christina and I am joined today by Reina. Hey Reina.

[00:00:42.2] RP: Hello there.

[00:00:43.6] CS: And today, we're talking to someone that I really appreciate and her name is Julie Painter. Julie and I met through the Savvy Business Owners Group and we met because I was in desperate need of some help for my business and she came on board as a virtual assistant for me.

So Julie runs a company called Dallas Girl Friday based out of Dallas and she's just been a total lifesaver when it comes to helping me schedule, helping with task, everything and so Julie, do you want to give us a little background about how you got into this and maybe some of the things that you either do for me or your other clients on a daily basis?

[00:01:22.8] JP: Yeah absolutely. Hi everyone, I'm Julie and I'm based in Dallas and I'm no stranger to administrative work. I've been a secretary, an admin assistant, an executive assistant, all that jazz and I'm actually also a wedding planner. So I have done all the sort of behind the scenes stuff myself and then in January of this year, I launched Dallas Girl Friday.

It's aimed at wedding professionals and creative entrepreneurs to really handle all of the backend administrative scheduling, social media, blogging, website administration, e-mail management, all of that kind of stuff to take off of the plate of the creative so that they can go out and be more creative and have more time with their clients, and have more time to earn money doing what they love doing instead of sitting behind the computer, which I actually do enjoy doing.

So I've got an assortment of creative clients right now and I would say every day, I do things like manage their inbox. I love keeping an inbox at zero, getting back to referrals, putting referrals into programs like 17hats, IO Planner, Planning Pod, HoneyBook and getting started on that being the first contact for some of those people. I do blogging, I don't really ghost write, but I'll format, I'll edit, I'll get it posted, I'll get the photos put in there and make sure they've all got their tags.

And if you're using Yoast that it gives that good green light that we love and then I tackle some social media and then I just do all sorts of various one off tasks. Research this, or call these people see if they're available, get a quote for a client, really anything you can think of, I'm pretty open to doing to take off the plate.

[00:03:34.2] RP: Yeah, you have been such a game changer for this podcast too in keeping us organized and Christina and I being on these calls, it's so nice to have you just because we feel settled in and able to concentrate at the task at hand of interviewing and care-taking for our guests, so it's really great to have you.

[00:03:52.4] JP: Oh thank you. You all are going to make me cry.

[00:03:57.0] CS: No, it is. It's great to have you and it's fun because I found you, I think in February and we started working together shortly after that and it's fun because I have watched you grow your business. And so what are some of the things that we can talk about today that maybe you are struggling with and you're looking to figure out how can you continue to grow your business and continue to do what you do and maybe do it, however better is defined for you, but doing it better for you?

[00:04:23.1] JP: I've been really lucky with my client base as far as that I have done absolutely zero advertising and honestly, I've done basically zero backend stuff with my website and I am terrible about my own social media, it's so pathetic but I really just have been trying to put myself out there in all of the Facebook Groups I'm in and I, when I launched, I did a big cold call list and reached out to a lot of people.

But I would say that my question is that even though I keep getting clients and managing to land clients and work with some awesome people, I really want to eventually known as someone in this field and someone that's really a go to person. So as far as how to get my name out there for that, how to become that industry expert, something that I am striving for and really want to work on.

[00:05:26.0] RP: Yeah, so my question to you before I give you any feedback is what is it that you want to be known for? Because there's so many things that you do on a day to day basis. You can't be an expert on all of it, right?

[00:05:38.9] JP: Oh absolutely.

[00:05:40.4] RP: Yeah, what's the thing that you want to be known for?

[00:05:42.7] JP: I would say that my favorite thing right now is really looking at a client's process and figuring out the best way to streamline it and make it work for them because I think that there's a benefit to, there's so many programs that work out there for the masses but everyone learns differently, everyone takes an information differently, and so I love looking at individual client's processes and onboarding and client work flows and I think that is someone that I'd love to focus on, would be to become more of an expert in systems.

[00:06:23.5] RP: Awesome because I don't love that so, yeah I like it and I think too, I see a big need in people delivering the services that you have or that you are offering right now but I also see a need for people to train VA's who are being on boarded so that they have the right knowledge base before they join somebody's team and for them to say, "Look I have the skill set that I've been taught and I know how to use it so I can go run into your business and be able to assess and be really prepared."

[00:07:00.6] CS: Yeah and a big part of that is figuring out the systems. If I had something that could just hand me a VA that already knew the systems that I needed to put in place because even I didn't know what that was. That would be an essential tool. I would consider that an essential tool or an essential asset to have in the business and so there's so ways to approach systems and I think the word systems is an icky word.

When you hear that, you're like, "What is that? Is that like SEO, is that like I will do a lot of work?" When I hear the word "systems", it makes me think of things that I don't like, like algebra and whatever but in reality, it is the work flow and the processes which also are icky words for me but figuring out what it is that you can deliver to people and it sounds to me just based on this call and previous calls that we've had that you are seeking to be, that you very well could be, an expert on hand delivering this to people and I know this is something that you value in your own life.

So you understand that the value of just having something that's self-contained where someone doesn't have to go out and go to one website to learn about a system for their client process and then another website to learn about how to onboard a VA and then another website. So it sounds like you could really offer an all-encompassing process for a business. Is that something that you might be interested in developing?

[00:08:23.9] JP: Yeah, absolutely. That's — yes 100%.

[00:08:27.1] CS: And how do you think you could develop that?

[00:08:29.2] JP: I'm looking at right now, in the writing phases of making an e-course. So I'm really excited about that and that we'll hopefully be launching in November.

[00:08:41.5] CS: Which would be great, because as we record this guys, sorry spoiler alert, it's in the heat of summer and so by the time this episode airs I hope it's a little feel under your fire to know that this episode is coming out.

[00:08:55.7] RP: Holding you accountable, right?

[00:08:57.3] **CS:** Yeah, exactly.

[00:08:58.1] **JP:** It's good, it's that good fire under your booty. Yeah absolutely.

[00:09:02.3] **CS:** Yeah so okay by November, your goal, you would like to have a course and anything else? And like how are you going to develop that course?

[00:09:10.7] **JP:** As in what am I using to develop the course?

[00:09:13.4] **CS:** Well you said you're in the writing phase right now so?

[00:09:15.8] **JP:** Oh, so just right now I am kind of completely blank slate outlining everything going back through e-mails as far as what are people's needs? What are the things that they're looking for? Because if I am not fulfilling a need, nobody is going to buy it.

[00:09:32.6] **RP:** Amen to that. You are already doing part of the pre-validation, I would love for you to jump on calls with people you're working with or just people who are interested in your services and might not be able to afford you right now or whatever and be able to pre-validate the content and say, "Okay what is it that I am trying to solve here? What am I speaking on?" And kind of guaranteeing that sale before you even build it.

[BREAK]

[00:09:59.3] **ANNOUNCER:** Are you enjoying the show? It would mean so much to Reina and Christina if you take two minutes and head to our iTunes and leave a review. It doesn't take much time but it helps them bring you more value packed content.

Back to the convo ladies.

[BACK TO INTERVIEW]

[00:10:14.2] **JP:** Now is that what you would consider the beta test?

[00:10:17.8] RP: So you could call it a beta test but it's really like you're just finding out what they're going to purchase before you even create anything.

[00:10:23.8] JP: Okay.

[00:10:24.8] CS: Yeah, it's pre-beta.

[00:10:26.6] RP: Yeah.

[00:10:27.4] JP: Okay.

[00:10:27.5] RP: It's like asking the question, it's like market research "light".

[00:10:32.4] CS: Yeah and pre-validation is great but it's one of those things that you could do forever and so I think it's important...

[00:10:38.4] RP: Yeah, don't do it forever.

[00:10:39.6] CS: Yeah, I think it's important to move it into a beta phase where you do try to sell it to somebody because the way that people talk with their money is very different than the way that they will respond to a survey. So launching it maybe at a reduced price or what strategies would you recommend for launching in "beta" Reina? Like smaller audience, friends?

[00:10:58.8] RP: Yeah, so if you've never offered this before and you don't feel comfortable like charging whatever the full price rate is, I would offer it to somebody who you get on the call with who's really receptive to it and say, "Hey, what would you think about like I would build this around your needs, what would you think the price point would look like? Would you be interested in that?"

You don't have to be all figured out before you get on the call, right? I think it's really cool when you already have the expertise and you have the client who needs your service and you can

build it around them as long as that need is very global and that other people can also purchase that too. It's not a very specific need that they have. Does that makes sense?

[00:11:37.1] JP: Yeah, absolutely.

[00:11:39.1] RP: I'm not trying to overwhelm you.

[00:11:41.2] JP: No, it's good. I have like my intent listening face on.

[00:11:45.2] RP: Okay.

[00:11:46.0] CS: Yeah and if you want to become an expert in whatever industry you want to become an expert in, if you want to be seen as an authority type figure, the real secret to that is to just start publishing products and content in that area and then possibly even once you start to get a foothold in there, collaborating with other people to help get your name out there and then just following that sequence.

And so what are some of the things that you could be doing in the meantime as you are writing this course or before the course launches that you would have time for or that would be maybe fun for you and sustainable? Like maybe publishing a blog post everyday isn't a good strategy, but what are three things that you could do between now and at the end August that would help you with the launch?

[00:12:33.2] JP: I need to get my e-mail list going and get a freebie on my site to get people to come download it and then get people so then my name is on their inbox, they know who I am, I'm delivering them valuable information. I am going to pitch some guest posts out there, which makes me very nervous. I am not quite as confident and I'm a fine writer but you get in your head. You think, "Oh, I am not good as such and such." So silly.

[00:13:05.9] RP: Yes, absolutely and I think that everyone has that inner gremlin that says, "Oh you're not good enough," or, "You don't write well enough," or whatever. But you have to remember whoever you're writing for or guest posting for, they need that content. They think that the content that you have to provide is valuable and that their audience needs it too.

So as long as you position your pitch as something that's going to be of huge value to their audience, they're going to be receptive to it whether or not they have time in their editorial calendar, that's a separate issue. But I think they're not going to say no to you just because of whatever your hung ups are, if that makes sense.

[00:13:41.4] JP: Yeah, you're right, yeah.

[00:13:42.3] CS: Yeah, what's the third thing?

[00:13:43.9] JP: Oh gosh, can I phone a friend to get the answer?

[00:13:50.1] RP: I would love to see you just becoming more vocal about this being your focus. I think that you committing to that bigger mission is probably the biggest thing that you can do over any marketing strategy because once you start living and breathing this thing that you really are passionate about, other people are going to be like, "Oh this Julie girl, that's who I need to call when this happens".

Or you jumping on a call with somebody and saying, "This is what I work on, this is what I help clients with." If you're really, really clear, it's kind of like we were just having other calls ahead of this and when you're really niche, people know exactly who they need to call in order to get help rather than trying to serve everybody.

[00:14:31.0] JP: Yeah, which I know that I can't and shouldn't try to do. I mean that was good to explore what I liked doing best, who I liked serving best, but I know that that's not sustainable in the long run for sure.

[00:14:45.6] RP: Yeah, so start living and breathing this process stuff and how is it going to improve the lives of your clients. I keep thinking about, "Oh my gosh, I really need a follow up system. Oh maybe Julie can help me with that?" I'm like brainstorming all these ways and I think if I knew that you were the person for this, it would be so much easier to call on you. Does that make sense?

[00:15:07.4] JP: Yes, absolutely. Yeah, that makes so much sense.

[00:15:10.1] CS: Yeah and I have a secret connection I feel like, because Julie and I have talked off of this call and one of the things that I have noticed Julie and correct me if I'm wrong but I noticed that you have a fear of committing to being a VA and it's not because you're not good at it. You're great at it and I wouldn't say you're good at being a VA. You're good at helping me.

You're very good at seeing where I need support and helping me like you were talking about the processes and systems. But I think part of it is because you do have a second business, right? As a wedding planner in Dallas, and I would just encourage you if this is something that you're feeling like where you don't want to fully commit to one or the other being a planner or the online business side of things.

I would actually encourage you to commit to one. The other one could be like a side hustle. So maybe the wedding planner stuff becomes like a really fun hobby type thing rather than something that you're doing full time because it's not permanent like you can always change. I mean I went from a career in the legal field to teaching private yoga to back to being a lawyer.

So you could not get any further from that I think unless I join some Buddhist monastery. I would encourage you to go ahead and seize it and go full force with one of these ideas and do the one that feels best for you, not what everybody is telling you that you should do and then if it's not right, if you start doing it and it doesn't feel good you're like, "This is not what I signed up for," no big deal. You have learned a lot and you can change.

[00:16:35.1] RP: Yeah, I totally agree with that Julie. For me as somebody who hires people, it's easier for me to know that you're committed to the thing that I am hiring you for because it takes a lot of energy for me to bring somebody on board. You know this as somebody who gets on boarded, right? So it's really important for me to know that this person, if it works out is going to be in for the — not the long haul, that's probably the wrong word. bBut you know?

[00:16:59.8] CS: As long as they want the job pretty much.

[00:17:01.8] RP: Exactly and that's what we want to do rather than bring somebody on three months later and so in terms of your personal messaging, it might just be if it's something that's really important to you to go full force on this particular business versus your other or whatever the combination ends up being, to kind of keep that at the front of your mind from the other side.

[00:17:24.8] JP: Yeah, that makes so much sense and that's something that I've looked at it as such a plus in the beginning because I love working with wedding professionals to saying, "Oh I'm also a wedding planner," so that they know, "Oh she gets that business, she gets dealing with those specific clients and the steps that go into those research and that kind of work flow." But I absolutely get where you're coming from as far as, I don't want to say it looks distracted, but what it needs...

[00:17:57.2] CS: Yeah.

[00:17:57.6] JP: ...to be more committed.

[00:17:59.2] CS: I think a wedding planner would probably be actually be hesitant to hire you actually because it does look a little distracted and the other thing is just from my legal perspective, sorry guys, they're letting you in on their trade secrets and their processes and systems that have worked for them for whatever, 10, 20, 25, 30 years that they've taken that whole time to develop and then you're getting it right away.

Which we see this trend now in the wedding industry, in wedding planners to have either franchises or they license out their business and they give them this information. So we do know that it is something that's really valuable to people and I have worked with you one on one. I don't think that you are the kind of person that would ever take someone's processes or trade secrets even if you were exposed to them, otherwise I wouldn't work with you.

[00:18:44.4] JP: I like my own.

[00:18:45.1] CS: Yeah, so I mean I'm not saying that you ever would. I'm just saying I think a wedding planner would actually see it as a con rather than a pro.

[00:18:53.8] JP: That that would be in the back of their mind.

[00:18:55.0] CS: Right.

[00:18:56.6] JP: Yeah. Wow that makes so much sense. I didn't even think of that because so much of the stuff that I feel like I have presented like, "Well what if we try this?" Is stuff that I have already used. So it's stuff that I feel like I've created, so that's so interesting.

[00:19:11.1] RP: But you could position it, so this is not for you to make a decision right now but just to let percolate, and if you decide that that's not the path, the wedding planning stuff is going to be something that you put on hold, you can position yourself as "I've been in your shoes. I've been in the wedding industry, I know what it feels like to have these crazy clients" or whatever the need is.

Then position yourself as that and that's exactly what I've been doing. I was a wedding planner formally now, was a social worker and now do coaching and so I get that world but now I get to use that as leverage for the things that I want to be able to do right now, if that makes sense?

[00:19:49.4] JP: Yeah, it absolutely does.

[00:19:50.6] RP: Cool, so lots of tough love for you but...

[00:19:53.2] JP: I love it.

[00:19:54.6] RP: We just mean it out of lots of love.

[00:19:57.8] JP: Tough love, emphasis on the love.

[00:19:59.2] RP: So much love because I think you are doing such great work and you are an asset to this team and we're just so grateful to have you and we don't want to lose you so that's why we're giving you this feedback. No, I'm just kidding.

[00:20:13.3] JP: I'm not going anywhere.

[00:20:16.2] RP: So yeah, that's the reason why we wanted to bring you on because you have so much going for you and we want other people to hear that this stuff happens, daily. That people don't know what path to take.

[00:20:29.1] JP: Yeah.

[00:20:30.3] CS: Yeah, it's not an easy decision and it's not a decision that you have to make tonight or anytime soon necessarily but we actually just got off the phone with a woman named Farideh Ceaser and so she's at a crossroads as well. She's deciding if she wants to pursue music or pursue an online passive "income stream" and so I feel like you're in a very similar situation and like Reina said, I think a lot of our audience probably, if they haven't been or they will be at least in this situation at some point in their lives.

So using us to support and using your friends and then obviously your audience and your market, taking those steps that you can. Just listening to your gut and seeing if it really is a good fit for you to pursue the online passive income streams, which I'm quite biased and think it is. So take that into consideration. But yeah, I mean we're here to support you and we're going to follow up. So you guys can follow along and listen to more of Julie's story.

[00:21:27.3] JP: Yay, thank you guys.

[00:21:28.5] CS: Thank you so much Julie.

[00:21:29.1] RP: Thank you.

[00:21:29.9] JP: You all are the best.

[00:21:32.1] RP: All right, go build your creative empire.

[00:21:34.4] JP: Woo-hoo!

[END OF INTERVIEW]

[00:21:37] 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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