

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.

[INTERVIEW]

[00:00:35.5] CS: Welcome back to the Creative Empire Podcast. This is Christina and I'm here today with Reina.

[00:00:39.9] RP: Hi everyone

[00:00:40.9] CS: And today, it's just Reina and I we're talking about, actually, I will be interviewing Reina about networking strategies that are maybe not so anxiety provoking for those of us who are a little bit shy or introverted, I'm raising my hand. aAnd we'll just jump right into it. You guys know Reina so she needs no further introduction. Reina, what are we talking about here today with these networking strategies? I am a super introverted person. This scares the heck out of me. Why, and what can I do about it?

[00:01:10.2] RP: Well why I can't answer that one. But I'm really excited to talk about networking like a pro even when you're an introvert. And Christina, you like going to networking events even though it's scary for you and I think that that's kind of who we're talking to. People who want to get out there and talk to people got to know people but are a little bit scared to reach out first and be the first person to say, "Hey I'm Christina," or, "Hi, I'm Reina."

So I have a couple of tips and these are things that I have tried with my introvert friends, these are things that I have challenged my introvert friends to try. I am an extrovert so these things aren't necessarily scary for me but even in an extrovert sort of brain, there are sometimes if you

know zero people in a room, it can be a little bit intimidating. So let's get really real and figure out how to make this actually a fun experience.

So my first tip is to get there a little bit early. One of the things that I found helpful is to be able to go in and help people as they are getting set up or if you know the person who is hosting to just shake their hand and ease their tension because they're probably getting nervous about like, "Are people going to show up?" Or if you don't know anyone that's a great first person to get to meet.

Another suggestion is you could go with a friend. Who said you have to go solo? And we're talking about networking events but this really applies for workshops or conferences as well. You can make a friend early on and bring that person with you or just walk in at the same time as somebody else. Another tip that I love to use is to be able to "gamify" your networking. Christina, tell me if this is something that you might be able to try, but with introverts, I don't want you to try to meet everybody.

I think that's where it gets really overwhelming, right? And I think it is more meaningful if you could just make it fun for yourself to meet five people whose businesses that you want to actually get to know or you want to talk about your business with four people. Just give yourself a challenge of what that might look like and then once you do that, you can incentivize that with a glass of wine when you get home. So what do you think about that?

[00:03:22.5] CS: I like that strategy. I think the biggest problem for me is actually getting there. So I like your tip of having a friend to keep you accountable to walking into the venue because I've been known to sit in my car and I've talked about this on Instagram, but I have been known to sit in my car and be late and just watch the minutes pass by and then tell myself, "I'm too late now. I can't go in. I'll be interrupting them and it would be awful." And then I just drive away.

I've done that, I am embarrassed to admit it, but I have done that on multiple occasions where I was just honestly too scared to walk in and network with people and its bedtime for me. Sometimes I end up pushing my bedtime back and back and back and back and I'm not really sure why. But I do that with networking events. I push it back and back and back and back, entering the event, push it back until it's just too late and I've messed everything up.

But again with bedtime, I wake up, it's a great day. I go to the networking event, I've never had one where I am excited or happy about it. So I don't know what's happening there and if it's just me but I don't think it's just me when I wrote that on Instagram, I had a lot of people say they had the same problem and they did the same thing. So I really love the accountability partner, I love the gamification and I would love to hear more about what we can do once we're inside, if we're getting really nervous talking to somebody, especially if that person maybe is an influencer in our community or someone that we really look up to.

[00:04:45.3] RP: Yeah, totally. Well, let me first acknowledge the fact that sitting in your car is actually probably a normal thing. It's just to get the first topic for anything that feels into meeting, we're scared or, "I just don't want to do it," right? And I think it's cool that you put it out into the world whether it's Instagram or whatever to give yourself — well, first of all, I think you are normalizing it for other people. So that's really cool because obviously, other people are like, "Yes, I am the same way." But if you post something that says, "I am going to this event," it gives you a little bit of social accountability. There is a little bit of that pressure to actually "perform" or just show up, right?

[00:05:21.7] CS: Love that, yeah.

[00:05:22.9] RP: So people are expecting you and they want you just show up and they want to get to know you and Christina people know you, so they're expecting to see you inside those doors and really them getting to mingle with you. And I like your other question about how do you go up to somebody who might be an influencer or somebody who you look up to? And I think the first tip that I have for that is you have to shift your mindset from "this person is a celebrity or this person is an influencer or somebody you look up to", to "they're just a person who also wants to get to know other people".

We were just at the savvy experience and I was talking to Rachel of Hofstetter. She is a big deal, she is the chief marketing officer at Chatbooks and she had a really successful startup and she was an editor on Oprah and she's a big deal and she kept saying, "Don't treat me as this special person. Don't put me on a pedestal, just talk to people." And I feel like that's such an

important message for anyone to take away that if somebody is not willing to talk to you, that's on them but treat people as a person.

I think also going in with a goal in mind for an event is really important. So why is that you chose to say "yes"? Why did you RSVP? Why did you pay for a ticket? It can be as simple as you just want to get to know the venue. You just wanted to meet one person and I think that it's okay to give yourself permission to leave if you're bored or if you're overly anxious. Give yourself that permission to be okay with leaving but give yourself that goal so that hopefully you'll hit it. Do you typically have a goal in mind, Christina, when you walk into an event like that?

[00:07:07.3] CS: Actually never. I just kind of talk to whoever I talk to. Yeah, that thing is ever strategic when I am going to a networking event. I'm a big believer in whatever is meant to happen will happen and so I haven't had a goal. But I do actually like that because if I at least have a goal, maybe not the, "I'm going to talk to this person and get this out of it." But if I have a goal, yeah I can walk in there and I can talk to five people and I can learn about what they do in their business.

[00:07:33.6] RP: Yeah.

[00:07:33.9] CS: Not so I can get anything out of it. That would actually be a pretty great goal for me to have going into a networking event. I'm wondering though because some people I've talked to, and maybe including myself, we get caught in the circle of lies. And so the circle of lies is where we tell ourselves, "Oh we can't go. Oh, you know what? I'm actually sick. I am definitely sick I cannot go." You're not really sick, you're just maybe tired or something.

We really talk ourselves off this ledge of going to a conference. I mean serious investments and I've seen people pay a lot of money for these things and not show up because they've talked themselves out of it somehow. They've said that somehow, their illness or their situation or their circumstance is more valuable than the price that they've paid for this networking events and really, truly deep down it's because they are scared to go there.

And so how do we break that cycle of telling ourselves we're not ready or we're too sick or whatever the excuses we're using? How do we break that so that we're not constantly, not reimbursing ourselves, but constantly reaffirming and supporting our self in this false belief?

[00:08:40.6] RP: Yeah, I think that is such an interesting question and it's super deep. When you made the decision to go, whether it was just to RSVP or you bought a ticket on Revamp or you decided to register for a conference, that was a commitment. And whatever that commitment was, we have to figure out how to honor that and a lot of times, our fears get in the way of the bigger picture goal that we have for ourselves.

Like all the excuses that you've just said like, "I am sick" or "I'm too busy" and those are excuses and we all have them in one way, shape or form and under those excuses are actually just lingering fears I think and a lot of the time those are fears that we have to confront. If it's not in the form of attending an event then it's in hitting publish on your blog. It's in showing up to a Facebook group, really being present and there's a lot of different ways that you can be present and be seen.

I think that there's a lot of fears in that just because we don't feel like we're enough. We're not ready. We tell ourselves lies about how, and I think this is your original point that we aren't quite there yet. We're not going to be enough to be able to talk about ourselves and so I think there's a lot of fears in knowing where your business is as compared to somebody else's or maybe you haven't even started your business but you wanted to get to know people.

I think the main thing that I want people to take away is that everyone feels like this. Everyone feels like they're struggling and we're not quite sure of ourselves and if people are really full of themselves, then that's their loss because they don't feel that kind of vulnerability. But I would venture to guess that everyone who walks into a room where they know nobody, it's going to be tough on them.

One of the tips that I really like to use myself is I used to be bullied in middle school and I was really shunned and it was a really tough time for me and this is not about me sharing my story necessarily, but I've used a tactic to help me get into a room where I feel like nobody cared about me. And this is true for networking events and for anywhere where I feel like everyone

else is talking to somebody else but to me and I just made a concerted effort to look at somebody who's walking in the door and say, "Hey, how's it going?" And make them feel welcome.

Because it's not about if I turn my attention from "I'm really anxious, I'm really nervous" to somebody else walking into the room might also feel this way and that creates an instant connection. It's an easy way to get to know somebody else. So if you can just go from "I'm really, really nervous" to "Hey, how can I welcome you to the space that you're new in?" maybe you don't know anyone, maybe you know a lot of people. But you can introduce them to somebody else or you can be introduced to somebody else by just saying hi to them.

[00:11:34.7] CS: Yeah, I think the important thing that we keep circling back to here is just getting started and for those of you that are having trouble getting started, we have a resource. It's at creativeempire.co/getstarted or you could also text "my creative empire" to 44222 and it not only touches on some of the things that Reina is talking about here but it also is a really nice resource to get you started in your own business. If you ever wanted that checklist that basically just walks you through how to get started, that's exactly what this is. We have 50 ways that you could get started, go step by step through this checklist and you can get that today for totally free.

But Reina, speaking of just getting started, putting your foot in the door, what are some ways that people might start to network? Because networking is a really big broad category of events. Is it better to start out with a conference or is it better to start out with something local or just grab a coffee with a friend? How should people get started with building their network of relationships in their community?

[00:12:38.5] RP: Oh man, that's such a loaded question. I don't know. I think it's different for every person, right? Some people might be really excited to jump into a conference but you might not be. You might be more inclined to just have coffee with one person and have a more meaningful deeper connection. Even as an extrovert, though, I really like going to conference but what I take away from it is those late night chats. I think we have talked about them before in other episodes.

But for me, that's the takeaway, just hanging out with people and really getting to know them, digging deep into their business, their lives and figuring out what makes them tick and how can I support them. Because your energy level isn't split with a hundred different people that you are trying to connect with when you're just talking to a couple of people at a time.

So I think whatever your goal is, try to go with a networking opportunity that really fits that. If you're looking to meet a lot of people, then maybe a conference is a good first opportunity but if you get overwhelmed by these kinds of things, maybe joining a local Tuesdays Together or going to a Savvy Community meeting would be a good first step.

[00:13:45.2] CS: What are some things that people could take away from these networking relationships? What can you expect to get out of it? I think it's an obvious, "duh, great, more relationships means better", but what is that better? Why should we network in the first place?

[00:14:00.5] RP: I mean why should we have relationships in the first place, I think as humans, belonging and feeling like you are part of something is just part of our nature. It's one of our very basic needs and when you don't have a community of people, when you don't have co-workers as you might in a corporate setting, you want to create that for yourself. And so you can have that in the form of just peers. You can have that in the form of business partners like you and I are. You can have it in the form of collaborators or business besties and I think that there's a lot of opportunity when you put yourself out there.

People want to connect and people want to be able to find other people who just don't understand what entrepreneurship and this lonely path is all about. I found my business best friends through reaching out and saying, "Hey, I like what you're up to. What's going on?" And some of them I've never met and that's okay. So, "what do you want to get out of it?" is my first question and if you are willing to make the first move, you're probably going to be able to make lots of long term relationships that end up being really fruitful for you.

[00:15:10.1] CS: You're touching on it a little bit now, but what are some examples of the opportunities that you've experienced as a result of connecting with people either at conferences or smaller coffee dates?

[00:15:21.6] RP: Yeah, I did a lot of coffee dates last year when I was starting my business. I think it's one of the things that was really grown my B2B business, so business-to-business entity, right? So I have done, as a wedding planner, I did a lot of styled shoots. I've done webinars with people. I've host challenges in my group because of these collaborations. I get to talk to you on a weekly basis on a podcast. There have been many things that have come up for me.

I think that's a lot in terms of guest posting opportunities, being called as a guest expert in certain things and just creating more opportunities to be seen by other people's audiences has been a really big game changer for me. My local Tuesday's Together leader, Jamie of Marigold and Grey, she pulled me into one of the conversations and asked me to lead and host one of the conversations. And it's a really cool opportunity to just be seen as an expert in something or just to be able to help in a different way by putting yourself out there.

[00:16:21.5] CS: Definitely.

[BREAK]

[00:16:24.4] CS: [E. E Kahe] says, "The information shared on this podcast is extremely valuable and actually very practical. They share from their own experience. It makes me as a listener feel empowered and know that they once were in my shoes." We definitely were and she also says, "I'm definitely locked in to gain more knowledge from them."

Thank you so much for sharing this review on iTunes with us and we are just thrilled to know that we're providing you with some practical information that you can use to build your business and if you guys want to see certain content featured here on the podcast, give us a rating or a review on iTunes, let us know what you liked, what you didn't like and we are so happy to add the information that you want to build your business onto this podcast. So head on over to iTunes and you can do all of that there.

Thank you so much for listening.

[INTERVIEW CONTINUED]

[00:17:13.4] CS: For you, what has been the biggest value of being more visible and how has it affected your bottom line as far as how hard you work and the kind of income you are able to bring in? What are the kinds of things that have really been added and enriched in your life because you become more visible in the communities you're in?

[00:17:30.9] RP: Last year, I had over 75 to 80 calls, one-on-one with people just to getting to know them calls.

[00:17:39.5] CS: Discovery sessions?

[00:17:40.9] RP: No, not discovery sessions. So I just had unpaid, un-pitched, just coffee chats with people.

[00:17:49.5] CS: And would you sell all in those?

[00:17:51.1] RP: No, I would not sell at all. The only thing that I would do is if people were interested in talking about my services, they had to ask first. I wouldn't ever talk about my services as like, "This is how much it cost" kind of thing and I was really mindful about that and my main purpose in doing those calls was to get to know people. Like I was on my own little island, it was really scary, I didn't know what I was doing and I just wanted to get to know people.

It seemed really silly to do it but it makes sense in my life. My grad school friends call me social glue. I think we have talked about this in the past and without knowing it, I was developing this business long term strategy that I now call "The Social Glue Method" and I really love to be able to connect with people and now, I feel like I have a web of people very much like you. You know a lot of people too so I am curious to hear how you do it.

But connecting with all of these people has allowed me to make connections for them. It's allowed me to be a person that they tag in Facebook groups, they reference as a leader and I think it just raises the level of credibility that my name has in some of these communities, which is really cool and I see that for other people. I see people's names popping up because they are

having these conversations with other community members. How has your experience been Christina?

[00:19:05.8] CS: Yeah, I mean everything in my whole entire business has been built on the connections that I have and the connections that I have purposely forged and my entire business has changed since I have been more intentional about that. More intentional about who I reached out to for guest posting or for some kind of collaboration and like I said, I'm really introverted but I'm not necessarily shy. I am shy sometimes, I shouldn't say that. But I have gotten much better about the shy part.

So just getting out there, forcing myself to some things. I'm a big list-maker, so making a list and crafts and things in the office is super helpful. If I have an idea of an article and I can list 10 places I'd like to pitch it to, maybe 10 people I'd like to get to know because I have no idea if this is a good business connection or not but they seemed interesting, creating lists like that is really helpful for me. Obviously, that's all been super impactful on my bottom line.

Almost everybody that comes to my website is a referral of some kind because I'm just now starting to get found on, based on my SEO. But up until this point, it's been about I guess nine months now of people finding me because someone recommended me in a Facebook group or they met me at a conference and they didn't have any use for my services but they knew someone who did.

Or they heard about us through the podcast or some other kind of connection that they have made. I feel like there's a lot of us out there that love the social glue method or would if we started employing it, which just simply means making those connections. So even if you don't have a resource or some kind of fit in your business for a solution that you provide that person that's asking you, that's a friend or an acquaintance with that person or that solution, and that's super helpful.

Anytime you can add value to someone else's life and make things easier for them, that's something that people remember and that's something that they are forever grateful to you for. Not in debt or anything but just grateful that you took the time to connect that person to you to them or to recommend that software to them, whatever it is that you can do.

And so all of this to say that the more connections that you have, and Chris Guillebeau wrote, I want to say it was in his book, maybe it was *The Happiness of Pursuit*, either that or it was one of his books, maybe *The \$100 Startup*, but he was writing about how there was this one guy on LinkedIn, I don't remember his name. He's not the founder but he has more connections on LinkedIn than anyone else on the entire platform and he literally could ask Oprah for a favor at this point because he has the connection to Oprah. He has the connection to this person and that person and he has employed this method of social glue.

I don't know if that's what he would call it, and he just generally did what you did and just reached out to people and gave them the opportunity to be heard and listened and seen and with that, he's taken that and I forgot what his business is, this is the worst example sorry guys. You'll have to read all four of Chris's books to figure out what I am talking about. But yeah, the moral of that story is just that he had so many connections that he essentially could do anything and sell anything in his business at this point.

[00:22:11.3] RP: That's really cool. There was a similar article on Forbes, Molly Ford Beck wrote this article about reaching out. How she has been reaching out to one person that she's never talked to for the last, I don't even know, a couple of years, every single week and it has changed her life. It has changed the way that she runs her operations and I think it's really just a genuine interest in connecting, not about ladder climbing, it's not about getting ahead.

But if you express interest in somebody else's life and reach out and figure out a way to add value to them, they're going to want to do the same. Maybe not in every case, but most people are because that's how we're built, that's how we want, you know, that's how we survive in this world. I wanted to go back to a point you made a little bit earlier about introverts and I just wanted to clarify this point that if you are a follower of the Myers-Briggs type indicator stuff, when we talk about extroversion and introversion, I am not talking about shyness and outgoingness. It's really about how you recharge and how you connect with other humans.

I am an extrovert and I really am fueled by being in the company of many people whereas Christina might feel a little bit more drained by being with a lot of people but feels fueled by having those more intimate connections. It's not about feeling intimidated by one group or

another. It's really about how you held the energy levels work. And so let's talk about how you process information too.

Introverts really thrive on being able to process information, take it and then take it to the next level quietly. Whereas extroverts, we like to talk through our ideas and then get to the next level while talking it out. So sometimes my ideas or as I am speaking, I'm like, "Oh this is probably not the best thing to be coming out of my mouth but that's okay," and that's just how extroverts are. I love Susan Cain's book *Quiet*. Have you heard of it, Christina?

[00:24:04.1] CS: I haven't.

[00:24:04.7] RP: It's a really cool book and she did a TED Talk as well and how we need to be cultivating introverts. We need to be cultivating leaders who are introverts because you all have better ideas. She talks about how once an idea is more processed in an introvert's brain, it's really going to be more fully fledged than somebody who is just spouting random ideas. So I really like that book for that sake and I think that it really matters as whichever category you feel like, or maybe you're in the middle a little bit, monitoring your energy levels.

So if you're networking and you feel like your energy is tanking, know that that's happening. It's okay to step away to, if you're feeling depleted, to go and take a break or maybe just leave if you need to. Maybe go to the bathroom just take a little quick break because no one is going to be served by you just being spent. So I think it's just for you to know that that's happening in your body. You're just getting tired and you just need a little bit of solo time.

[00:25:05.9] CS: Yeah, definitely. When I go to conferences, I always plan an extra day or I plan to come back that morning of that conference and then I just plan to spend the rest of day watching TV or reading a book or something because I know that if I don't do that, I am going to be worthless to anybody. I'm going to be irritated, I'm going to be not performing to the best of abilities. I will just be distracted the entire rest of the day or the day after depending on how long or how far away the conference was.

But yeah, I agree. I used my introversion as an excuse to be shy for a long time and I realized that I wasn't really shy because I am introverted. I was shy because there were deeper issues

going on. Mostly I had insecurities about things or I still have this to this day but less so. I felt like I was bothering people when I would talk to them at networking events or at conferences.

I just felt like I was bothering people, which is so silly when I say it out loud because you're there to talk to people. People are, hopefully they're mature enough to walk away from a conversation that they don't want to be a part of but that was something that I just had to come to terms with is that I might be bothering someone but because they're adults and I'm an adult, it's up to them to decide to walk away from that.

[00:26:22.1] RP: I am so grateful for you saying that because I think it is such — No, it's not, I mean I appreciate you sharing that because I think a lot of people feel this way and I think that that's one of our insecurities as women that we feel like we're taking up space and therefore we say "sorry". There are so many times when I say sorry that I don't actually mean that I am sorry but I feel like I am taking too much space.

Or I hear it all the time from people who say sorry. And you're like, "Why are you apologizing for that? You're just doing what you're supposed to be doing," and yeah. So let's not apologize for taking up space, for talking to people that might want us to interrupt and just have a good conversation. So have the courage to go out there and be the first person to put your hand out and say, "Hey, how's it going?"

[00:27:07.1] CS: Yeah, it's hard. We're not negating that the fact that this is hard work and this is something that you're not going to be perfect at, it will never go exactly as you planned and you will always have those moments where, I don't know about you Reina but every single interaction that I have with other people in public like that, I always walk away and I'm like, "Oh I should have said that, I should have said this, I should have done that."

Even if it's something really small and menial, I always think about something later that I should have said or could have said better or done better. It's been really hard in the end part of the process but part of it is just letting that go and realizing that you can have future conversations with that person. Or if maybe you left a bad taste in their mouth, there's always room for an apology if it's appropriate if that was the situation that happened or you felt like you weren't showing up for that person well.

[00:27:54.7] RP: But you're most likely not showing up as badly as you give yourself bad credit for, right?

[00:28:00.9] CS: That's true.

[00:28:01.6] RP: You are probably taking — not you, but like...

[00:28:04.1] CS: No, yeah.

[00:28:05.2] RP: So we assume the worst of the things that we say and it's actually just a good excuse to circle back with them and say, "Hey, I loved our chat. I'm so sorry, I thought about this after we had our conversation and this, this and this and these things have happened," kind of thing and it's just a good way to circle back to a conversation that you had. And the fact that you e-mail them and circle back and follow up with somebody, I think that's a perk. To be able to just show up in their inbox and tell them what an impact they had, I think that's a good thing.

[00:28:36.0] CS: I agree. This happens to us all the time, this at least happens to me Reina, I don't know if it happens to you on the podcast where I would think that I've just done a horrible job at interviewing someone or said the totally most wrong thing that I could say in that situation. Or I just went on rambling for five minutes and then I go back and I listen to the episode, a couple of weeks later when I forget how I felt about it in the moment. And I think, "Oh that actually turned out pretty well. That didn't sound like it felt in my body or in my head."

So I think not all of us have podcasts but I think it's the same thing when you're having a conversation with a person is what you're saying Reina is that they don't always experience the same thing that we're experiencing. We may be a lot more critical.

[00:29:18.8] RP: Yeah, we are a lot more critical. I have never experienced you doing the things that you just described and I'm like, "What? You're fine," and I think that's the positive part of doing this podcast is that we're conversational. We talked like we talk rather than interviewing like we're on the news or something and we get to have fun like that. So I think it's the same way when you network.

You can go out and interview people or not interview them, just ask them questions because sometimes they're just nervous to talk about themselves but people like talking about themselves. They like it when you ask questions or they feel like they're getting to know you better. So I feel like if you were the one to start creating those questions or creating those opportunities for somebody else to talk about themselves, it just breaks that barrier very quickly.

[00:30:06.3] CS: Yeah, I agree. So just wrapping up here today, what's maybe one actionable step that someone who is shy or introverted and shy or even extroverted but maybe hasn't figured out where their community is or how to reach their people, what's one step that everybody could take right now as we wrap up this podcast when they hit pause or they go onto the next at the end of their day? What's one thing that they can do before they do that next activity that moves them forward in a positive direction as far as connecting to other?

[00:30:36.2] RP: I love that question. So one thing that you can do is to just go into Instagram or on a Facebook group and engage with one person. Go and find out a tiny bit about them. It might seem a little stalker-ish but it's not. Just find out a little bit about them and say, "Hey, we have this in common." Or "Hey, I like the work that you're doing." Or, "I saw this beautiful picture that you taught, way to go," and really acknowledge somebody. Because what we want most in the world is to be seen, to be heard and to be validated for being in this world and if you can do that for somebody, you're going to create an instant connection.

[00:31:10.3] CS: Great advice. Thank you so much, Reina.

[00:31:12.1] RP: Thanks for interviewing me and I'm glad that we had this conversation. I think it will help a lot of people who might have a little bit of that social anxiety in there.

[00:31:19.3] CS: I hope so. Now, go rate us on iTunes and then go build your empire.

[00:31:25.3] RP: See you next time.

[END OF INTERVIEW]

[00:31:28] 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]