

**EPISODE 50**

[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.

[EPISODE]

**[0:00:35.2] RP:** Welcome back for another episode of the Creative Empire podcast. It's Reina here, and I have Christina here with me, and we're actually going to be doing a jam session today all about giving back with your business. Since we're in the Thanksgiving season, maybe you're thinking about what you're grateful for, or maybe thinking about spending money, and we wanted to start having a conversation about how you can give back with your business. Hey Christina.

**[0:00:58.4] CS:** Hey guys.

**[0:01:00.9] RP:** Let's just jump right in. What are some of the ways that you have seen that people give back with their business, or how you might give back with your business?

**[0:01:09.1] CS:** Yeah, this is something — and we were talking a little bit before we got started on the air — this is something I struggled with for a long time. I consciously decided that I did want to give back what I could with my business, obviously. I come from a different mindset from Reina, which is you know, I'm like very analytical, let's do this, let's do that, let's focus on the profitability.

You know, Reina is, I feel maybe, correct me if I'm wrong, but I feel like you're really good at coming from a place of — just a wholesome place, where you're like, okay, let's look at the whole picture, and I kind of get sucked into the details really quickly. I knew I wanted to support

other people. Not because that was the thing to do, but because, honestly, when I was in Portland, somebody ran into me on the street and hounded me down, honestly.

I passed this person like every day for three days. She just was like — it was freezing rain, it was not, because that's Portland; it was sunny, it was gorgeous, and then it was freezing again. And she was there, rain or shine, and she just stopped me and was like, very sweet, and not very pushy, but she just said, "Hey, can I talk to you?" I kind of just ignored her. It was like the normal rude person, like no, I'm too busy, whatever.

Finally, on the third day, I was like, "Okay, what's going on? You've sought me three times. I feel like I know you. What's up, Maggie?" She was like, "I work for this company, it's called Children's International", and I was like, okay yeah, whatever. That's a fake thing. I'm sure it's like, just scammers or something. So I went back to my hotel room and I looked it up, and it's actually not scammers. They're pretty legit. They basically support kids in third world countries as they go through their formative years and through school, so that, you know, they have somebody there basically paying them a nominal amount of money. It's like nothing for them to go to school, and have birthday presents, and just have a — what we would consider as Americans a more "normal" childhood.

I mean, it felt really good to me to be able to do that, and when I started to read some of the stories, that became something that was really important to me. I just decided that — I'm obviously a serial entrepreneur. I decided that at any time I started a company and we started to have revenue — sometimes you're not, you're just in the content — building phase like we are with the podcast, and you're not necessarily generating revenue yet — and so anytime I have revenue, I made it a point to at least give back to that charity.

Then Lara Casey was on our show, which ironically that episode will air soon, sorry guys. She also has another one, it's called Love One Another, and it sounds like it's a very similar cause and so you know, just looking into two different causes like that might be something fun for you to do. But yeah, I think one of the things that I struggled with is that I'm charging all this money for people to get their trademarks registered, I do trademark prosecution, and I'm the attorney, and you know, you're a wedding planner and you have a logo or a name, I'm going to register it for you, or at least attempt to get it registered, hence the prosecution.

I'm not cheap compared to other attorneys. I'm not trying to undercut the lowest possible denominator and bring the price down, in fact, I feel like my services are priced very fairly, but they are at the higher end of the spectrum. I want to make sure that my clients have the best experience possible, and so I really struggled with the fact of telling the clients whether they're supporting this child, and one's in Guatemala and the other one's in Ecuador, do I tell them that they're supporting these kids, and that a certain percentage of what I make goes back to these kids and their education, or part of me is like, are they going to judge me and want me to just charge them less money? Why are you spending my money in this way?

I struggled with that a lot, and Reina, I'd be interested, now that I've talked for like 10 minutes, I'd be interested to know what's your perspective on this, because we've talked privately and you have a very different perspective.

**[0:05:05.8] RP:** Yeah, totally. Actually, I am completely different in the way that I think about my prices and giving back. My ideal clients actually appreciate that I give back, and they don't expect it, but I think that they appreciate the fact that their investment is an investment in somebody else. Whenever I talk about it, people are like, "My gosh, I had no idea. I was going to pay that anyway to just basically make profit for Reina and Co." Honestly, they're surprised and are really intrigued by the way that I run business because of it. I think, here's the thing that I don't want our listeners to take away. Reina and Co is better because I give money, right?

One of the things that we do for in our business is to put 10% of all of our one-on-one client revenue into an account, and we're building schools with Pencils of Promise. It's a big chunk of money that we're trying to raise, and every single affiliate income that we get, and 10% of our client money, basically it goes into this account. What I don't want people to take away is that we're better because of it. If you are able to give, great. If you're not giving, let's think of a way. Don't feel bad for giving or not giving, I guess is my main point.

For me, when I started, I was a social worker, and so I came from this mentality that there's lots to share with the world, and we can be giving. I wanted to add to the social justice cause, and one of the ways that I do that isn't necessarily to fight social justice, to fight for it, but to

empower children and educate children. That was one of the major ways that I think I chose Pencils of Promise.

Yeah, I think one of the ways that you can get back with your business is to donate like, actual funds, but I think there's plenty of other ways that we can use our careers, our businesses to give back in different ways. Can we open up that conversation, Christina?

**[0:07:08.4] CS:** Yeah, as an attorney, it's kind of — I feel like it's been a little bit perverted by the mainstream society at this point. You know, ultimately, being a lawyer is a servant profession. They really hammer that home, and I didn't take that lightly when I took the bar and decided to become an attorney is that you know, in law school they don't say, "you're going to be a really wealthy attorney and drive around in a Mercedes", because one, that's not the reality for attorneys anymore, and two, it's a servant profession. The fact that some people are able to make a very good living at practicing law is kind of a different story, but really, the original trajectory for doctors, lawyers, and kind of, you know, who we look at in society, and like I don't know, wealthy people.

Traditionally, they were always servants. They were public servants, and even as an attorney in Georgia, I could actually be called on at any time to go and defend somebody in courts as a public defender. That would be really scary for them, I'm sure, because I'm actually not a litigator. I'm not sure that they would want that, but at the same time, it doesn't matter, because there's still people. There's still entrepreneurs that I can serve in what's called the pro bono setting. They're not paying, but I'm still providing legal services for their business. Maybe, you know, they're a single mom, and they have no way to afford the business that they're starting; like, literally no way to afford it. They're in debt, whatever it is, and so offering those pro bono services, I'm able to help them figure out what's a basic business plan that we can put together. How do we get your LLC, those kinds of really simple things.

They don't have to be a lawyer to do that, You can do that with your creative craft. If you're a calligrapher and there's somebody that maybe can't afford a wedding, like, she can't afford it, maybe her partner is sick or whatever. There's lots of people out there that could really benefit from the gifts that you have. Maybe it's somebody that you know through a community organization or church, and maybe it's an opportunity that you can create for someone. It's not

necessarily something that's just going to land on your lap, but maybe you hear about somebody that has someone who is struggling with something, and you go and you create a beautiful piece of art work, or you take photos of that family before someone passes away from cancer.

You can do lots of different things and give back without necessarily having the financial means to do so.

**[0:09:31.6] RP:** A couple of different things that I heard. Pro bono work, to take the skills that you have in your business, to give that to somebody for free. Then the other thing I heard a little bit of was like, the kind of maybe scholarship, or just affording people access to something that you already offer. One of the ways I see people doing like, maybe “volunteer through your business thing” is there was an organization maybe recently — I don't know where I saw this. I had a friend also who did this — but after every wedding, she would take all the flowers and go and do something with them. She didn't have to do that, she could have just tossed it or you know, sent it off with a guest or something like that. I think she took them to hospice care centers. It's not a crazy special, but it was an extra effort that she put in the next day after a really long wedding day. They feel better, and that's a value to people. That's one way that I think you can give back in your business.

I know, Christina you did do this for a couple of your programs, but do you still offer scholarships, and have you — how do you use that?

**[0:10:40.1] CS:** I think scholarships are a really important thing, and I have to give credit to Kelly Newsum, who was my mentor early on when I thought I was going to be a health blogger, but anyway, she basically — I was like, “Well, what if I discount this, because I want to help people, but not everybody can afford it.”, and she's like, “Well, don't discount it, because that discounts your entire service, or you're offering your value, and then it makes it that much harder for you to charge the premium prices that you need to not only run your business but to create margin in your life.” Reina talks about it as “white space”, so the more money we're making, obviously the more choices that we have. We can choose to spend our time differently or give ourselves a little freedom.

I don't necessarily think that you need to discount your products or your services in order to help people in need. Instead, what I do is I always create a scholarship; and I like to do it at least four times a year, at least quarterly, and just give people access to my contract templates or a course that I have or something else. I open it up by application only to my newsletter subscribers. If you've taken the time to get to know me and jump on my newsletter list and, you know, you answer some thoughtful questions — I mean, I'm not looking for like a novel or the best essay ever, I just want to know who you are.

I'm able to give people the chance to not only learn from me, but also to get some of these resources that I feel like are very valuable, and I'm able to do it in a way that helps other people. I couldn't afford it otherwise, and I don't discount my services. I think scholarships are a great way if you're really struggling to figure out the balance between helping people and making money, it's a great way, and so you can just do a seat in your course. For every whatever, 10 seats you sell, you have one scholarship seat.

There's different ways you can implement it. You have to be a little bit careful, I think, just from a sales perspective, because if you advertise your scholarships, and nobody buys it because they're waiting to hear back about the scholarships, that could be a little tricky. I tend to do the scholarships a little bit after the fact, after the cart's closed. Yeah, I mean, have you implemented anything like that in your masterminds, or your coaching, or is that something you might consider, Reina?

**[0:12:47.5] RP:** Yeah, I don't do scholarships right now, but I do take two pro bono clients each month. Yeah, they are...

**[0:12:55.0] CS:** Wow, each month? That's a lot.

**[0:12:58.9] RP:** One of them is definitely part of the CTI Coach Training Institute that I went through, and I had a pro bono coach when I was going through, and so I feel like it's just paying it forward. Somebody else did it for me, and I want to give that back to the community, and I believe that it's something that's super important for my practice to continue to be presence in that coaching world.

The other person is just sort of — it depends on the season, and depends on the time that I do it, but you know, I've done it for military spouses who don't have a lot to invest in, and I have a huge heart for the military and how transient our lives can be when we're traveling or PCSing or whatever is happening in our lives. I just want to support people.

**[0:13:36.4] CS:** I forgot to say, if you are in the military, email me. Because — this is kind of like the honor system, I haven't gotten to the point where I'm like checking on people — but I created a 50% discount on any of my products all the time if you're a veteran, because I want you to always have some kind of access, and you know, even, I'm like such a softy for the military families. I mean, I'm surrounded by them. My dad was an army ranger. I'm all about the militaries.

**[0:14:06.5] RP:** Military spouses, that sort of thing?

**[0:14:08.2] CS:** Yes, yeah, veterans, military spouses, anybody that's on active duty and the military spouse. Yeah, please, because you have way more than enough to worry about. That's so hard.

**[0:14:21.0] RP:** That's awesome.

**[0:14:22.2] CS:** Yeah, please email me, sorry to like segue, but I do offer that. That's the only discount that I offer other than my two sales a year.

**[0:14:31.1] RP:** Thank you for saying that, and I know that there's lots of people who can take advantage of that, and they're probably all over the world listening to this because they don't necessarily have local access to a creative lawyer, and you're that person so...

**[0:14:44.7] CS:** Yeah, if your calligraphy is like, falling off your walls because you're on an army base and your pictures don't hang up, I get it.

**[0:14:53.0] RP:** Understand. Yeah, there's ways that you can do that. If you're a photographer, you can do this by shooting a special family, I know that there was a wedding photographer that I worked with whose passion was her mom passed away from cancer, and she really just

wanted to be in the oncology units being able to capture family's last memories. That was her passion, and she just did that for — I wouldn't say fun, but that really fueled her, and it was also a really big giving back project that she liked to do. If that's something that's interesting to you, I know that there's opportunities. Just think creatively and how can you do that, in the non-skilled labor side of volunteering.

I have volunteered my time where I could have been working in my business and instead give time to do the things that I'm passionate about, so one of the projects that I'm always working on, especially around Memorial Day, is the Tragedy Assistance for Survivors, and it's basically the program that supports anybody who has lost somebody in combat, and it's for spouses and parents, and stuff like that. You know, it's a time when I don't do anything around coaching, but I get to support people, and just be there for people, and get to volunteer as like a civilian, it's kind of fun to be able to do that.

Maybe you're volunteering at your church, or a soup kitchen, or something like that, but whatever time you might be spending in your business to be able to give back in that way to your community is really valuable as well.

[BREAK]

**[0:16:16.0] CS:** On November 29<sup>th</sup>, we are really excited to have the opportunity to connect with you all, and the way that we are going to do this is via a live focus group. If you would like to join us, you can go to [creativeempire.co/focusgroup](http://creativeempire.co/focusgroup), one word. You will be given all the details to join us in this live zoom call that we'll be hosting. In it, we are going to spend time just like we would if you were our guest on our podcast, taking the time to ask you questions, answer your questions, and get to know you a little bit better.

We want to know what it is that you're looking for out of the podcast as we approach 2017, how we can best fit the podcast to your needs and to your wants, so please take advantage of this. It's all free, and we would love to see you there. If you can't make it, please come over to [empire.co/focusgroup](http://empire.co/focusgroup), where you can also sign up to get the recording, and then if you have some time, watch that recording and maybe even respond to us via email. It's all going to be a [creativeempire.co/focusgroup](http://creativeempire.co/focusgroup). We hope to see you there.



[EPISODE CONTINUED]

**[0:17:22.4] CS:** Yeah, that's a great point because it doesn't take anything to go out and find something that you're interested in. There's literally something for everyone. If you like gardening in Atlanta, I live in Atlanta, we have like a trees around Atlanta program. I don't remember what it's called, but I'm sure if you Google it, you'll find it. Side note, I know people that have met their spouses and things like that through these kinds of programs.

You know, better than Tinder. I don't know if that's going to motivate you more than helping people, but there's tons of things that you can do, and you know, I love horses, and so I try to find hypnotherapy centers since I was a kid anywhere I lived. I try to find hypnotherapy centers where I can just go and literally walk next to a horse with a kid on it, and so that's been fun and that's not something that's skillful. I mean, I just have to be able to stand there for an hour.

There's really endless things that you can do to help out, and so even if you don't have the financial means right now in your business, maybe to support a charity or give back, you just see like you're totally strapped for cash, there's definitely things that you can do. As Reina's talking about, even if you're still struggling to get those free clients, there's things you can do outside of that business. I love that you brought that up Reina. How often should people be volunteering, or do you think that there's like a way to do it that's sustainable versus maybe just doing it every once in a while and then feeling like, the rush.

**[0:18:44.5] CS:** Yeah, I think this is such a great question. For me, I don't think that there's like a short answer, and everyone should really look at what feels good for them, and how much time and resources we have available. You know, a lot of our audience probably is working a nine to five job. It's hard to take off to be able to do some of these things, or family constraints, or whatever, but just think about what your life would be like if you were enriched in this way. I think that, you know, giving back is not just — I don't know, selfless, but it's also giving to us or if you're able to point to other people, you feel more fulfilled and more content.

How would you like to feel, I guess, and each quarter, is it each week, each month, what does it look like if you're able to use your services and your talents and time to enrich somebody else's

life? The reason why — I just want to give like, a quick back story, because I have not always given back with my business. I just started this project in April when my coach — this Pencils of Promise project was a huge chunk of money, and I wasn't ready for it, I thought that I would never be ready for it, and it would be a five-year goal. My coach said to me, "Well, why don't you just start now?"

I guess I could do that, and one of the reasons why I said yes was because Kelly Parker Smith, is that her name? Butchering her name, Hello World Paper Co., and she has always — since the beginning of her business — given 10% of her profits to a nonprofit. No matter how small, no matter how big that number was for that profit, she would always give 10%, and so I do 10% of my revenue, so 10% of any money that comes in to my business is donated. Not just profit, and so I really want it to be able to...

It was like a huge shift in my mindset about I want to make more so I can give more, and it wasn't like — it was not at all about comparison, but Kelly's mindset really helped me go to that. I can do this. This is really freaking scary if I'm making a hundred dollars then I'm giving \$10 away, that's really scary. At the same time, as long as I could continue to make more, I think people resonate with the message that I'm sending, that this is something that's important to me, and more people, likeminded people, are attracted to it.

**[0:21:05.2] RP:** That's true. You've built such an abundant business, and you and I are both kind of like woo, woo, whatever. You know, we talked to Natalie Frank earlier today about some of the weird coincidences we've seen. When you start to give more, you get more, and she had a great neurological explanation for it basically. I'm going to butcher it, but she said that there's all these new neural pathways that are formed, and you know, hormones and things, and so then, we're getting the benefit of all that. We want to continue to enjoy that benefit.

Is it selfish? I don't know, but it helps other people, so why not help other people and then feel good in the meantime?

**[0:21:45.9] CS:** I love that you're — wow, 10% of your revenue, that's actually a lot, guys, and as an added bonus, what a motivation to get your books in order! That's no small feat for most of us who are, you know, already wearing a million different hats. Kudos to you Reina.

**[0:22:04.1] RP:** Well, I don't know about that, but I think it's really interesting to watch my confidence grow as that grows, because I have a separate bank account for this, and just seeing how much progress we've made just — very quickly, it just says to me that we're on the right path, and it's not about me at all. I don't do this because I think, you know, this is the best thing since sliced bread, I think it's just like — it gives me so much hope in the world that people want to be part of this.

Whenever I do affiliate money, or if you go to [reinaandco.com](http://reinaandco.com) and resources page, that's every single dollar that we make off our resources affiliates; that goes straight to POP, and I think people recognize that, and people are helpful. If you're buying something off of Amazon, I'm going to go to Reina's site and kind of do that first. I so appreciate people being true to like, my heart to do this. Anyway, totally enough about me. In other ways...

**[0:23:03.2] CS:** Yea, I think you brought up a good point though with Amazon. Surprisingly, not everybody knows about it, but if you go to [smile.amazon.com](http://smile.amazon.com), you can choose any charity that you want, any 501c3 organization and donate. You can change it, you know? If you want to donate to the Warriors fund one day, you can. If you want to — like I was donating for a while to a turtle rescue place in the keys. Yeah, helping little turtles that they're being decimated, helping their research effort.

Whatever you want to donate to, you can do that. You can choose local charities, not just big ones. If there's like a local group that you're a part of or you just want to support — and it adds up — it adds up pretty quickly too, especially on Amazon when you're buying everything there like me.

**[0:23:50.2] RP:** Especially for your business, or like old books that people mention and buy.

**[0:23:55.3] CS:** One thing I wanted to mention really quickly, I was at this thing in Atlanta, and so I thought this was a really cool way to give back if you wanted to. There's this organization called [blueskiesministries.org](http://blueskiesministries.org), and so you've heard of them Reina?

**[0:24:09.7] RP:** I have.

**[0:24:10.2] CS:** Okay. I just happen to be at, of all things, a venture capital meeting. There was somebody that worked there, and a bunch of the people at the VC meeting had gone and done this, but basically what it is, you go on vacation with a family, and the family has a child who has cancer, terminal illness, and you go and you just — like you're that family's cleaning crew, their chef, their everything for that week. So they just have to go to the beach and have fun with their kid and not worry about anything, but you know, everybody that was there — I just had the privilege of getting to talk to these people. They all were like yeah, it's like vacation except for you clean extra.

If you're looking for a vacation, and you just maybe haven't gotten to take a vacation for yourself yet, I would encourage you all to be really creative and think outside the box. If you could even take a vacation while helping others.

**[00:24:59.7] RP:** That's such a great idea. I love that idea. It's with pediatric cancer patients, right?

**[00:25:05.4] CS:** Yeah.

**[00:25:06.1] RP:** I remember hearing about that. That's cool, and there's lots of different ways of doing it. There's plenty, I mean worldwide, there's so many organizations that you can support, right? Through — with your work they're doing so.

**[00:25:16.9] CS:** You probably know more about this than I do, because one of the things that I'm — just being a lawyer, I've got to check on everything. Was it — “trust and then verify” is the phrase, or something like how do you know that the cause that you're supporting is a good one? How would somebody decide to support something, and then feel really good about throwing money behind it, especially in the volume that you're talking about with Pencils of Promise?

**[00:25:41.5] RP:** Yeah, I would definitely do your research. Every non-profit is required to have an executive summary at the end of the year, and do a reflection of how they spent their money. Programs they really invested in, what's been going on, what the progress has been, and so I

would really encourage you to check those numbers out. If they're not doing that, definitely look at that. I think there is- check out the — what is it, Better Business Bureau?

The BBB, and just check that out and make sure that they are checking out there, but there's also another resource online, and I will link to this because I can't think of the name. It's like Guide Star or star — something where you can check 501-C3 status of non-profits in making sure you are not funding an organization that hasn't complied with the regulations. So yeah, there's plenty of resources out there to make sure that the organization is legit and that there hasn't been a lot of controversy around it.

**[00:26:30.6] CS:** Yeah, we'll try to link to some of those in the show notes.

**[00:26:33.2] RP:** Yeah, so another thing that I think you can do with your business in order to give back is to use your platform to fundraise.

**[00:26:43.3] CS:** Oh, that's a great idea!

**[00:26:45.5] RP:** So how do you see it playing out, Christina?

**[00:26:48.3] CS:** Oh, I just got an email the other day from Think Creative Collective. So I mean, it's kind of a secret but not, because people are showing it on Facebook, but anyway, Emylee Williams of Think Creative Collective, she's one half of the team, she is very open about her struggle with infertility, and if you guys aren't aware, infertility is incredibly expensive. So I don't know her financial situation surrounding that, but she's decided to go ahead and adopt.

And if you thought infertility is expensive, then you'd be shocked to know how much adoption costs, and so she's pretty well along the way to figuring out how to adopt this baby, or at least has a birth mom in mind. So her partner, Abigail, over at Think Creative Collective, just sent out an email the other day and is crowd-sourcing donations for Emylee. They are looking to raise \$25,000, because that is the cost of adoption, at least out of pocket right now for Emylee.

So I thought that was a brilliant way to not only support people that you care about, but to immediately watch your money go towards something that's going to change someone's life —

and many people, actually, if you think about it — the baby, and then Emily and her husband, and then the birth mom, and everybody. I mean, hopefully everybody is positively impacted in the long run, and that's a hard decision, but I thought that was really cool that Abigail reached out to us and just asked Emily's biggest fans to donate to her adoption, where we have been following this journey all along. So that was really cool.

**[00:28:22.8] RP:** Yeah, I was thinking the same example, and it's amazing. You can do it too. We just talked to Davey who in November is doing, what is it called? No Beard November? I can't remember.

**[00:28:37.9] CS:** No Shave November.

**[00:28:39.2] RP:** No Shave November, okay, I am actually wrong. So there is something about the beard, sorry, but I think they are fundraising about something, and you can contribute money towards it and have it be fun, and also use your platform, too.

**[00:28:52.2] CS:** Yes, so as this is published it's out there. So what you guys can do is just go, you can email Davey or follow him on Instagram @daveytjonsey, and you can just figure out how to support. He didn't specify the charity, but knowing him, it's going to be a really great cause, and so Instagram or something like that, he's actually making a vote with your dollar. So all the money that they raise is going towards a charity, but you are going to vote for who has the best beard. Such a dude thing, but also a really fun charitable.

**[00:29:26.4] RP:** It's hysterical.

**[00:29:27.1] CS:** Yeah, so that can be something where you just spend \$5 and you make a huge difference, because your contribution is lumped in with everybody else's, and I think that's really the point of all of this. Again, it doesn't have to be huge, and that you can also contribute with other people, and that makes it even more meaningful and it builds community between you and everybody else.

**[00:29:48.7] RP:** Totally, I love that, and so much of what we do and where we spend our money is — I think we often think about like, how we want to spend our money, but we don't

actually use that, and so donating is one way of doing it. But also, supporting a small business is another way of giving your business away to give back, and if you're giving your clients client gifts, that can be one way that you buy products from a small business rather than Amazon.

**[00:30:16.9] CS:** I like this.

**[00:30:17.6] RP:** To go out and collaborate with somebody, and be useful of their talents and skills, and give them dollars to give back in that way, for their lives to be enriched. I don't know, what thoughts do you have about buying local, or buying small, or maybe other ways that people can start using that in their lives or their businesses?

**[00:30:37.3] CS:** Oh, I'm such an Etsy whore. I mean, I love Etsy, and buying, and I'm the kind of person that if I find somebody who shopped on Etsy, I'll double check to make sure they don't have a website first so that they are getting the money right on their website. Although, I don't know how much of a difference it makes. Stripe charges at 3%, Etsy charges 3% or whatever but yeah, I am a huge fan of shopping local, and on Etsy, and just trying to support local merchants and crafters.

But that's a great reminder, because I had totally forgotten about that, just in the haste of everything. I am putting together new client gifts and trying to figure out what I want in these baskets, and anyway, I was looking on Amazon, so thank you for that reminder Reina.

**[00:31:19.9] RP:** Yeah, of course, and I think that there's tons of other ways that we can do it. We're going into the holiday season this year, going crazy about what you should buy and whatever. There's plenty of small just — much like us, businesses that are doing with what we got.

**[00:31:36.6] CS:** Yeah, I thought of a really cool thing. So Lauren Hooker, she has a subscription service. It's like, templates and things, so if you want business cards or whatever, she publishes new things every month, and she also allows you to gift subscriptions. Even if there isn't an outright gifting option on a course, or some kind of subscription like that, like a service provider's project, or product, or services.

If somebody is listening to this, let's just say a husband is listening to this. He knows his wife could really benefit from some coaching. That would be a great way to gift something that somebody could actually use, that didn't just take up space in their life, and that might even change where you live, or how you feel about your life.

To buy a coaching session from you, Reina, and that would be a really cool — I mean anybody, Reina is right in front of me, guys. So you always get mad at me for saying, "Oh you always say nice things about Reina", but I am looking at her, I love her, she's right in front of me, forgive me for like...

**[00:32:34.9] RP:** This happened before, some people have put my client's stuff on their holiday list, and friends, and stuff like that, and so I think one person has done that with me. They said that, "Oh I got permission, and I finally was able to sign up", or whatever. But then I think you should look outside of just yourself, and Amazon, and figure who's between there, and find services and products that we can use and so...

**[00:33:05.5] CS:** How great would it be if you bought a friend a photography session, you know? If you know that she's a struggling business owner, or you're a photographer, and you just gift her one. You could easily do that before Christmas, and then before the New Year, she would have new photos on her website. That might be the difference that it takes to start booking her clients, or make the difference on her Instagram feeds so that she gets noticed by that one person that features her blog post or something.

**[00:33:34.9] RP:** Love that. Yeah, that is so great. I just remembered, on November 2<sup>nd</sup> we just put out Katie Williams into that. I just collaborated on our holiday gift guide, and a lot of those products and some services are all small business based, and I think that that's the heart of this podcast. We're trying to make sure that this community stays strong, and that we can pour into one another. That's one way that we can do that, with our businesses.

**[00:34:03.4] CS:** Yeah, and then if you are supporting businesses like Reina's, then you're giving back still, so it's like a double whammy. This is not a selling session for Reina. Sorry, Reina.



**[00:34:14.1] RP:** Yeah.

**[00:34:15.4] CS:** But I am just saying, like if you run a business and your business gives back, and then you choose to support not just that small business, but also whatever charity that they have chosen to support, then it really is like a double whammy where you get to give back twice. So yeah, I think there is a lot to consider here. Hopefully the conversation — it has definitely shifted my view about not just charitable gifting or giving, but also, you know, what I am capable of.

But I mean hopefully, some of you are positively affected and realize that even if it is \$5 a month, you can give something. If you have to give up one latte from Starbucks a month — I know, it's blasphemous, it's pumpkin spice latte season — but even if you just give up that one PSL per month, you might just be able to make a little bit of a difference in someone's life. That is \$60 a year that you could be contributing in countries like the Philippines, and different countries in South America.

\$60 is not exactly like Euro-trip rich, but it's a good contribution to whatever that family that you donate to is dealing with. If you chose to donate to like, Love One Another, or something like that, or Pencils of Promise.

**[00:35:28.6] RP:** Yeah, one thing I was thinking of — and you brought this up before we — I think we started recording — was when you're able to give back with your business to your family as well, can you speak a little bit to that?

**[00:35:39.7] CS:** Yeah, I forgot all about that. Yeah, I mean, I love The Profit, Marcus Lamonis is — I can't even say his last name, but I love his show, and you know, I'm very much like a thinker down that line, which is that you know, you create profit margin in your business and that's what is able to give you the white space, or you know, the time margin. The money margin, and when you have those margins in your life, you get to make choices. Whereas before you have that, you don't get to make choices. You're forced to work with that client because you need the money, or you're forced to give up your kids play because you have to be there working with this client who worked with you this one time.

When you create those profit margins in your life, you have the ability to say no to opportunities that come up, because they don't fit in with your family schedule or your family's time. I think money is a great thing to get your hands on, it's a great thing to be profitable, and it's a great thing to use as a tool to become someone that your family can depend on, and really enjoy and spend time with, because when you're making enough money, you get to make that choice to spend time with your family instead of spending time on your business. You're a great example of that, Reina.

**[0:36:53.9] RP:** I don't know about that, I think that I look at people like Ashlee Proffitt, and Cochran, and they put their things first right? They're my role models in terms of that, and creating margin so that you can live to live to let you — the business supports the life that they want to live, not the other way around. and I'm still searching for that. I think that I'm still too much of a workaholic to have found that. That's the key, perfectly but...

**[0:37:17.2] CS:** I appreciate that candor, yeah.

**[0:37:19.9] RP:** Yeah, I mean it's hard, and I think if people are going through that season of like huffing hard, then I'm there with you.

**[0:37:25.8] CS:** Yeah, I mean, I don't have mom guilt. I'm not a mom, but you know, it can affect anybody at any time. I have a lot of compassion for all the moms out there, because I honestly have no idea what it's like. It's like, if I want to work till 11:00, I'm like yeah, whatever, okay, fine.

**[0:37:45.6] RP:** I mean, you can work till 11:00, but you probably like put your kid down and then cook dinner, all those things, and then maybe took your dog out for a walk too. Just all the things, and then get woken up in the middle of the night, but anyway, to bring it back to with business. I hope that you guys take away that you don't have to put money out into the world in order for you to be able to give back. There's plenty of things that you can do energetically or just for others. Different ways, and I really just want to encourage you to do some of that.

Any other ideas that you have, we'd love to hear them obviously and we can try to...

**[0:38:20.8] CS:** Yeah, please share, what are you guys doing? Because, you know, we're just two voices in this, and we would love to hear what you guys have found as sustainable, because you're already doing everything you can for your business, we know that. How have you figured out how to put these opportunities in? We don't know everything. We love to hear from you. I'd love to hear from you.

**[0:38:39.9] RP:** I'd love that too.

**[0:38:41.2] CS:** Yeah.

**[0:38:43.2] RP:** Stay in touch with us. We want to hear from you, and let us know what your favorite drops have been. Maybe you've bought local, and let's give them a shout out and see if we can spotlight some of those folks. We're so grateful that you're listening to another episode of the Creative Empire podcast. We can't wait to talk to you again in the next episode. In the meantime, go build your own creative empire.

[END OF EPISODE]

**[00:39:04.0] 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](http://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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