

EPISODE 54

[INTRODUCTION]

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

[INTERVIEW]

[0:00:36.0] RP: ...bankrupt recently so no one sells that anymore but anyway, that was like my first entrepreneurial thing in that at this point I just started my wedding planning business so no one took me seriously and didn't really understand what that was all about. Fast forwarding a few more years. I had had several great weddings, really built a profitable business and people are still like, "Oh, you're just a cute little wedding planner and you do events on the side but your real job is a social worker, you're making a really big difference," right?

Then I decided once my son was born that that was no longer the path and once I started this business, although there was some time in between. They were like, "Oh yeah, this coaching thing you're doing, that's cute, that's like your social work thing but you can do it from home and all the stuff." I don't know, one of this is probably resonant for some people but because I was a stay at home mom, nobody took me seriously. They're like, "Oh, you're doing this on the side, that's really cute. Oh, can you do this while he's napping and this and that the other thing." Oh my god, guys, if you have a one and a half year old when you're starting a business, you can't do anything.

Anyway, I think within the first six months of me having this business, I had done pretty well and I think I had signed my first contract to speak at a conference in 2016 and my father-in-law and I were in a car together, we were talking about business and talking about his work and stuff like that. He was like, "Oh, your business is going okay?" I'm like, "Yeah, I'm doing pretty well," and I think by this point I was able to possibly replace my salary although I don't think we were

making that decision quite yet. Yeah, and he was like, “Oh, that’s great.” He’s not a negative person at all but it was just one of those moments that yes, I actually am doing okay and just because I’m not making a ton of money in my personal life doesn’t mean that my business isn’t important to me or that it’s not doing what I want it to. So we wanted to talk about this because I think a lot of people experience other people in our lives, having opinions about what we’re doing.

[0:02:39.9] CS: Yeah, for sure. I mean, I’ve experienced this a lot obviously as well and some of it wasn’t unfounded. Obviously I have a very supportive partner and he was all on board for this venture, but before this I had this yoga business that I thought was going to be the way of my life, I thought it was going to be the path to enjoying running a business because I actually do enjoy running a business and it was going to be something that was like totally zen and fun and I got to meet cool people and make a lot of money while doing it.

Turns out there’s not a lot of money in yoga even if it’s private yoga and you’re visiting people’s homes, or at least not for me there wasn’t. So power to you if you can do that but he just sat me down and we were at a restaurant and this is just a hobby for you and I was like, “No, it’s not like working 16 hour days, I’m trying to get everything going,” and all this other stuff and he just was pointing out thing after thing and I was very defensive and upset about it because I saw it as an attack.

But in his case, it turned out to be something that was really true and something that was the impetus for what I do now and even this year, we’ve had to have some hard conversations together and say like, “What is the direction of this business. Are you investing in too many things too quickly, Christina?” So those have been hard conversations to have. Just looking forward to 2017, even though they’ve been hard, they’ve been good conversations to have, they’ve been solid conversations to have so that next year I am in a better position to not only lead my company but to scale and expand it.

But I think one last story I just want to share. When I was in Law school, actually I was an intern at a big law firm and they were voted the best bar in the city even though they’re a law firm so yeah, I don’t know, it’s weird. Anyways, we’re there at like an after work event and they brought in like the managing partner of their main office location in Chicago and it was like a big deal

and everybody was kissing his butt and whatever and so he eventually, it was my turn to talk to him, right? Like, he's making his rounds and he's asking me all this questions about what's my pedigree, where did I come from, what am I doing, how awesome am I for the firm? Whatever. Boring stuff.

I said something that really, his whole energy just changed and he said, well what do you want, where do you want to be in 10 years and I told him I wanted to be happy and he looked at me like I had just shot a deer in front of him like point blank or something. He looked at me like, I was just like "what? Why would you do that here? You're crazy" and he was like, he just, with that expression on his face, he just looked at me and he said, "Yeah, how are you going to make money?"

As if you know, the two were diametrically opposed to each other and it was a really interesting moment in my life, I'll never forget it because here's this guy saying, I'm telling him I want to be happy in 10 years and he was expecting me to say, "I want to be the managing partner of the firm and I want to lead this litigation group," or whatever and that wasn't my answer. I think it's interesting because people that haven't, I don't want to say they haven't thought outside the box but people who haven't purposely put themselves in a situation where they're exposed to this kind of community, whether it's this community or the coaching community or some other kind of community that you're a part of that has the support that you need to grow your business.

People that haven't exposed themselves to those places and those people, they just don't get it and it's our responsibility, I believe — and Reina, I would love to hear your opinion on this. I think it's our responsibility to figure out how to shoulder that burden ourselves so when they don't understand it, we're okay with it.

[0:06:14.2] RP: Yeah, for sure. I think that we get really frustrated when people don't understand, when people don't empathize immediately with like, "Oh, you're doing something really cool." They don't get it because they're in that box and most of the world is in that box and let them be but it's our job to show them that there is a different way and that way works for us. Hopefully that works for you, right?

First, I think the first thing for me when I talk about this with my clients is like figure out your own money stuff. What is it that you need to be making in your money in your personal life, whether it's from your nine to five or from your business and I think we've talked about this in several episodes but I have a work sheet called The Survive and Thrive Budget Worksheet and it's really about like breaking down how much do you need to survive in your business, how much do you need to be surviving in your personal budget?

If you are able to articulate that you can do this on your own and that you have a plan, whether it's a combination of an income from a part-time job or a full time job plus your side gig, whatever it is, if you can't make a case for that then why should they trust you? Why should they really understand? To go back to your point actually Christina, it's interesting that you said that you wanted to be happy. I think that that's such a great point, I think so many people listening, they want to just be happy and be joyful and really appreciate life.

The work that I loved to do around this is like, a lot of people talk about this now but what is your definition of success, what does it look like when you're waking up excited about the days that you're living? For a lot of us, if we're hustling back and forth between the things that we don't love to the things that we love. That life is really hard. So kind of reconciling what does that actually look like at the end of the day and to be able to articulate it to the people that love us is critically important.

I feel like I'm going off right now because this something I'm really passionate about, but remember that the people that are asking you questions, hopefully they are part of your inner circle and that they truly care. If it's like this VP or the president, or whatever Christina was talking about. If that's the person, they don't really care about you, they don't really care about your answer, you're really not going to probably impact them.

But the people that are in your life, like Christina's partner or my father in law, whatever. Whomever. They really care about you hopefully and I think just explaining why this is really important and that you have a plan, that you're not going in line and this is not just a hobby could be a really important conversation to have if you want their support.

[0:08:44.8] CS: Yeah, one of the guest that we'll on the show, I know I referenced her all the time but she was my mentor for a long time. So Kelly Neeson, when I first started doing this yoga business, I'm like, "How do I break the news to my family?" And I don't want to say that it didn't work because I don't think I actually followed her advice. I thought she had really good advice and I have in this business which is that like, if you're really excited about something and you let that enthusiasm and that excitement show through, people will be excited for you.

You're not ever going to come to somebody that cares about you and be like, "Oh my gosh, this thing that was so cool." Then they're just going to like kick it out the window and poop on your idea or whatever. It's not going to happen, they're going to be really excited with you. I think, that's something that, while I didn't embrace it in my last business, it is something that I have embraced in this one and it definitely has changed the energy and I don't know what the right word would be. Maybe like the balance of how I feel about the business versus how it's actually doing.

So I think when you're genuinely enthusiastic or excited about something, it will show and if you're not, it's okay, it just might be a hard conversation you have to have with yourself, maybe this, if you want to be a wedding planner and you have been telling yourself you want to be a wedding planner, maybe you don't actually want to be a wedding planner? Maybe you want to be like a commercial stylist, you know? But you don't see any other way to pay the bills. Just figuring out what you're genuinely excited about and letting that excitement rub off on your family and your friends I think is really helpful.

[0:10:13.1] RP: Yeah, for sure and I think to your point too is that like, the people that love us most, they want to protect us, right? They want us to be safe and that nine to five jobs keep us safe. Yeah, there are layoff and that kind of thing but that's kind of tolerable in the regular world and entrepreneurship, an ease of where is your next client coming from, is your season going to be a drought or is it going to be a flood, whatever? They just want to keep you safe and so have a lot of compassion for the fact that they really do love you and they want to support you and it's painful for them to know that you're leaving that space of comfort of the nine to five that that's the world that they know. We have to tell them that it's okay and safe.

One of the things that I'm just coming up with too is I think people who are bloggers, right? this is kind of a jump but if you're a blogger or kind of a job that's not quite a job. It's hard for people to understand how you make money and so yes, there are plenty of bloggers who do it part time, who do it for fun who do it, whatever.

There are plenty of people who also do it for a living and I think that you can't just expect somebody to understand that that is an industry, that there is a culture, there are conferences for people like bloggers that want to be full-time bloggers. So I just think it's like a part of educating whoever it is that you're talking to that, yes, there is an industry and people make actual money from this thing. So that's kind of an offshoot of that.

[0:11:39.9] CS: I'm sure. You know, not just — I think the education is helpful to a certain extent, you know, if you go about it in the right mindset, if you're really defensive and you're like, "Of course this is how I make money like that, duh, why don't you get it," you know? That energy is going to transfer to the person and they're going to be very defensive.

[0:11:58.4] RP: Yeah.

[0:12:01.0] CS: How can you make money you know? Yeah, I think it makes people uncomfortable to do what we do sometimes and it makes them uncomfortable to know that they're sitting at a desk working maybe 10, 12, 15 hours a day for somebody else, for probably not enough money versus what they think they should be getting paid and then they're going home late at night or whatever the situation.

Then they see us on Instagram kind of gallivanting around and having fun with each other and while that's the highlights of everything, it's not daily life. I would say that on average, I do have a much happier day otherwise I wouldn't continue to do what I do now. It makes people uncomfortable because it shows them that they have a choice and it makes them possibly feel bad for choosing.

[0:12:42.9] RP: So good, yeah. I think that it's uncomfortable and they might be jealous, right? That you had the courage to make that decision and they don't. The whole point of this conversation is that they do, but that's not for us to help them decide necessarily and another

thing too is when you're making a big decision like, "Oh, I need to make this kind of investment or I'm leaving my job so that I can do this thing."

Whatever that big decision is, I think we need to go confidently into whoever we're talking to and say, make a case for it. Not like can I get permission to go spend \$10,000 on a website because that's going to deplete our savings? But, "This is how I plan to make it back, this is how I plan to execute XY and Z so that we can make that back very quickly." That's something that I have to do with my husband. I had just gotten a master's degree several years before and I was coming out of school and leaving my job and I decided that I wanted to do the coach training.

That was a huge investment and Dave's like, "What? How are you going to make that investment. We don't have any cash flow coming in from your side," and so deciding to do that was a big deal and I came to him with this concrete decision of "this is what I'm going to do, this is how I'm going to make it back and here's my payment plan back to the household fund," and if I had been like, "Oh, well do you think that it will be a good idea?" No one would have supported that right? Not to say that I was that ditsy, but I think that we just need to come in with good intentions and whether it was solid plan so that the person that we're trying to talk to is really supportive.

[0:14:20.1] CS: Yeah, numbers are always helpful. If I can pull a number out, for example, around lawyers. They're like, "Oh cute little Christina, she's got this little solo practice, for those of you who aren't aware, that's basically like working at McDonalds for lawyers, is having her own practice." That's how my friend's a big firms and in corporations see it.

They're like, "That's so cute," until I get to show them, "No, I get to do all this really cool things," and then they're like, "Oh, crap, she's at the beach right now speaking at a conference and I'm sitting here at this desk." I mention numbers too and I think numbers are helpful not in like a gloating way but when I'm with my friends and they just don't get it or they think I'm just being cute or whatever. It's just helpful to be like, "No, I actually helped this many people get their trademarks this year or I help this many people do that or actually earn this much in revenue a month."

Then that kind of puts people out of tension and helps them to understand and especially if it's somebody that you trust with the numbers. I'm not saying like fling your numbers around like crazy. I'm just saying, when it comes to a partner or possibly a parent or a sibling, someone that you're close to, is maybe a concerned for you. I mean, Have that open and honest conversation with them and show them your P&L, show them your profit and loss statement, show them, "Here's where I'm really struggling but here's how I'm planning to make up the difference, here is where I need to cut back at expenses."

If you had that relationship with your parents so that they can see like, "Okay, wow, this is a lot of revenue that you're bringing in," and especially if you have a parent who may be can help you with that kind of stuff. It's another way that you can get them involved and then they feel a little bit of ownership over the situation and not so protectionary, they're more like a part of it.

[0:16:00.6] RP: Yeah, for sure. I remember Hope Taylor, who we haven't had on yet, but I know her story is that she, when she turned 18, instead of going to college which she was accepted to, she's decided to stay home and launch her business and she had a year to do it and she killed it, right? So there are stories like that that make you believe and you gave yourself a timetable, create a plan and actually do that work. I think it's totally possible for people to, if that's what you want, if that's what you want then go do that thing for people to support you and give them a timeline for how quickly you think that they can do that.

Anyway, one thing I wanted to really bring up again is we interviewed Emily Ley and she, I don't know if you remember this Christina, we talked about her exercise of write down how you explain all the things that you do, right? In long form. Do it in long form, dump all the things and then what's like a medium elevator pitch of what the things that you do? Then she said, what is the one liner of the things that you do? And I think she said she's a graphic designer, is that right? Something like that.

[0:17:09.2] CS: Yeah, I don't remember exactly what it was. Yeah, it was like blogger or graphic designer. I know, right? If anybody were to Google her or try to find her on Facebook they'd be sorely not disappointed, what's the opposite? They'd be like really wowed I think. Maybe that's just me because I'm obsessed with Emily Ley. Yeah, I mean, I love the idea of not telling people what you actually do if they're not going to get it or making it more relatable to them. I get sick of

answering legal questions when I'm in an Uber and so I was actually listening to Amy Shumer's Book on tape. She just released like *The Girl With the Lower Back Tattoo*.

[0:17:49.8] RP: It's such a funny book, oh my gosh.

[0:17:53.1] CS: She talks about how like she hated getting off, and she's very introverted like myself and you know, she'd get off this plane ride, it's like a five hour cross-country plane ride and immediately get in the cab for a half hour to wherever she's going and they'd ask, "What do you do?" And she would always say, "I'm a comedian," and essentially they'd try to write her show for her and she didn't really appreciate it. So she started telling people that she's a — I think she said a teacher.

[BREAK]

[0:18:20.1] CS: MySweetsPole says, "After I found the creative empire girls, I am hooked, can't stop listening. Whenever I am working on something that allows me to listen to a podcast, I do it, it's me investing in my business and myself. Christina and Reina are my friends. Friends that I haven't met yet. You know you have them too." Thank you so much and we are honored to be considered your friends and a business resource.

It was always our intention to create a great, free resource that was worthy of being a paid content site but free obviously because we've been there in our businesses, we know where you're at, we felt the struggle and this is our way to make it a little bit easier in all of you and so if you have been inspired or you have just enjoyed the episodes that we're putting out there, please leave us a rating or review on iTunes. It's a little thing that makes a huge difference for us as podcasters. Thank you all.

[INTERVIEW CONTINUED]

[0:19:12.2] CS: I really like that answer and that's just something that I like to do too is you know, people ask me what I do and sometimes I just tell them I'm a blogger because they don't really understand it and then they're like, "Okay, I'm not going to ask her anymore questions," and then I definitely don't have to put on my lawyer hat and pretend to try to help someone that I

really am not in the mood to help after a migraine and a five hour flight. Yeah, we're kind of off topic.

[0:19:37.2] RP: No, I was just actually bringing it back because you're talking about people kind of in the periphery, right? People who don't exactly matter to your heart, and one of the points that I wanted to make was that, decide who those people are who do matter, who's opinions you need to have on your side, on your team. Because those are people who are going to continue to be loyal to you, not those weird toxic relationships or the people who are your former boss or the gal that you used to work with, whatever.

Yeah, Brené Brown talks about this, I think it's like the paper slip method. I don't know what she calls it, but on an inch by inch piece of paper, write out the people's names that matter to you. Anyone else, their opinion does not matter when you're making a decision. So I think since something similar could work in this particular realm as well. Maybe it's five or 10 people that you can squeeze onto that little tiny piece of paper and say, "These are the people who matter and nobody else's opinion really does." Really look at who those people are. It might just be one or two. It might not be 10 people.

[0:20:36.9] CS: Yeah, I love that idea and not that I'm a psychologist or psychiatrist but I like to always go, who has the Five Why's Reina? You always go like five wise deeper and just like figure out why those people matter to you and why if you're feeling yourself get upset over someone's reaction on what you do or their reaction to you or whatever they're saying, figure out why you're getting upset. Because I actually believe that — and this is going to be a little controversial, but I actually believe that other people can't make you feel any way.

I think that we actually get to choose how we feel and obviously that's influenced by other people and life events but ultimately, it's our choice to feel happy or sad or deflated or whatever it is that we choose to feel, and don't get me wrong, I'm not saying like "feel happy all the time". I'm saying like, just embrace whatever you're feeling and then it's your responsibility to deal with it then. I know that's going to be controversial but...

[0:21:30.4] RP: No, I think with the caveat of mental health stuff, right? I think that...

[0:21:35.5] CS: I mean yeah, I'm not saying like if you have a broken leg just keep running. Yeah, that's a great point Reina.

[0:21:43.9] RP: That's like your lawyer talk. I was just making a point. I think another point to that is that you can find your people who get you, like truly get you and your business, how hard it is, how fun it is, how beautiful that life of entrepreneurship is and go embrace those people. When it gets hard with your family to know that you go to them on Christmas day and be like, I know you're with your family, but I just need a bed. I don't know if you guys use this app but I'm obsessed with it right now, it's called Voxer.

[0:22:12.8] CS: Yes you are.

[0:22:15.8] RP: I talk about it all the time. It's a walkie talkie app and you don't have to call somebody, you're just like walkie talkie them, it's like voice texting. I text my friend's voices of my son saying, "Hi so and so," that's how I try to get him to interact with people. Anyway, totally random. So you can just use Voxer to be like I need to vent for a minute, can you listen and to know that somebody's going to actually listen to your voicemail. So anyway, that's been like such a life saver for me recently. Christina, you should download it.

[0:22:43.4] CS: Yeah, for sure. That totally makes sense for you and then for me, I feel like journaling has always been something. Half the time I end up throwing the pages away. Even on an airport I'll just journal on the back of something if I have to and throw it out. But yeah, I think whatever that medium is that works for you and it doesn't have to be either of this, be creative, it might be like painting or something.

Yeah, I think that anytime that we can at least find one person in our corner and just remind ourselves of those people, I think it was, who was it? I think it was in this mastermind group I'm in with Adrienne. Somebody was talking, I think it was Lisa Carpenter who is talking about keeping a journal of your wins, and I think it's something I'm going to start doing which is, I've always had an email folder that when somebody writes a nice note, I always save those, I don't get rid of them.

But just being a stationary and writing and a visceral person, I think writing it down is going to be really helpful and to have those days like when I go home for Christmas this year and my dad's like, "Hey, why aren't you at a big firm, why aren't you doing this? Why aren't you doing that?" It's going to be helpful to have a journal like that that I just remember like, okay, I might not be making XYZ number of dollars a year but I did help this person through their problem and now they can continue to use their name or whatever the thing is that I helped them solve. Maybe if that kind of visceral pen to paper feeling is really good for you or like getting that acknowledgement through an app like Voxer, whatever it is for you, just embrace that.

[0:24:13.3] RP: I love that, that's so good. I think that one thing that you could do too, it's not really like processing when you're mad, but when was the last time you really shared your wins also on your Facebook page or your personal Facebook page?

[0:24:26.3] CS: That's hard!

[0:24:27.3] RP: It is totally hard but you know what? It's really interesting. When I have wins in my business, I posted on my Facebook page for business but then none of my people get to see it and then they're like, "Oh, it sounds like you're running a business but I don't really know." But I haven't posted anything in like six months or whatever because my Facebook usage is like all Facebook groups now. But when was the last time you really posted your wins there? And somebody just shared an article that I was featured in that wasn't part of my business circle and it felt really great for them to acknowledge that and it was really cool that somebody other than my business people were seeing it.

So not to say that I'm special or anything, but I know that every single person has some kind of a business win and there's some way to share that. Like, "Oh, I got my first paying client, how awesome is that?" It doesn't have to be super gloaty but the fact that people want to high five you. They're out there. Another thing too I loved, it just came back to me Christina as you were talking about the wins list, I have a business journal and I have a win column and like a challenges column and the thing that's really interesting is going back, I think I started in December last year.

Going back to those challenges back then, oh my gosh, it's so funny to see like what I was complaining about. Not to say that any of those were bad but you just grow as the person, I love your idea of figuring out what those wins are right now, even if they're really tiny because I think they're the foundation of what's to come.

[0:25:52.8] CS: Yeah, I think some of my greatest moments of strength as I've built this — any of this — have been when I'm like, "I can't do this, I just feel so deflated, I can't do this." I think, this journal I feel is going to help but, then I think like that's how I felt about XYZ Project and then look how that turned out, that turned out really well. That's how I felt about launching whatever, a podcast.

That turned out well, that's how I felt about doing my website myself but I did it you know? Just I think the wins are huge and it's easy to take them for granted because once they happen, they happen and you know, the moment passes and it's gone, if you don't take a moment to record that, it really is gone. So not that you have to, I would love it if you would just share what that even looks like. I feel like that will be like a worksheet that I pay for.

[0:26:44.7] RP: Oh, my business journal?

[0:26:47.3] CS: Yeah, the two columns. That sounds really interesting.

[0:26:49.1] RP: It's just my notebook, I don't have my notebook in front of me but it's a small notebook, I fold it in half and I literally just scribble down whatever I'm thinking.

[0:26:57.9] CS: My gosh, I love that. So your struggles and your wins?

[0:27:01.4] RP: Yup, just really quickly. Challenges, wins; and I do it every Friday so I just jot them down because I can't do it every day. I get caught up in the minutia but yeah.

[0:27:12.5] CS: That's amazing, I love that. It probably takes you two minutes to do that every Friday.

[0:27:16.7] RP: Yeah, and sometimes they're like a page worth of notes and sometimes it's like two lines. Yeah, it's been worth it to be able to look back on it and see how much I've grown and sometimes I forget to do it but it's on my calendar to just check in with it.

[0:27:31.0] CS: Oh that's cool, that's a great idea too, I forgot all about that. If it's not scheduled, it doesn't exist.

[0:27:35.4] RP: That's right. It literally does not happen for me if I don't schedule it. But yeah, I hope that this I think we're good, right?

[0:27:44.5] CS: Yeah. just one last thing that is related to that Reina is I've just felt compelled lately to write people letters. I've just been like going through past guests that we've had or friends or family and I've been writing them letters and just like sharing this stuff with them and maybe not so much with the past guest if they're not friends or something but with my family members at least and they have no idea what I do day to day.

Just kind of like describing what my day was like, like I would to a third grade version of myself with a journal or something. That's actually been really cathartic for me and I don't really know how they like it or not? They seemed to like it. So yeah, there's something to this writing that we're 'talking about right? You do it, I do it, we're both very different personality types, extroverted, introverted. So I don't know? Maybe that's another episode is like figure out scientifically, what's going on with this writing thing because it seems to be a game changer.

[0:28:41.9] RP: Yeah, I think the writing by hand thing, just like loose research that I've done in the past, is that it helps us to slow the heck down, right? Our brains are going a mile a minute and it literally tells us to just slow down as fast as you can write, is as fast as you can write. You really have to put pen to paper to do that and the thing to is that like with goal setting, we're not talking necessarily about goal setting, but once you put it out there, it's out there.

It's just like putting whatever you're thinking out there is also out there. I think there's something really cathartic about getting whatever is in your brain out. I don't know if I've talked on air about my grateful heart exercise, but I talk about this all the time with my group. Literally every single

morning, my journaling exercise is fold a piece of paper in half. There's something about folding a piece of paper in half for me I guess.

The left hand side is all the brain dump of the shenanigans I'm worried about. All the things that I have to do that I haven't done, haven't dealt with, people I need to talk to that I haven't dealt with and then I fold that over, fold the worry side over and then flip it to the right hand side and the right hand side is the grateful heart and it's all the things that I'm grateful for. I sit down and just time myself, two minutes, go. Really write down the things that I dig deep and grateful for. I think it helps me sort out all the stuff that's clouding my brain and helps me to slow down.

[0:30:05.0] CS: Yeah, that's a great exercise. Sorry, just handful of smarties. Real life. Chowing down through the podcast. Yeah, that's another one that I keep forgetting to do. I've heard you mention that before. Then I think for me, because I'm not sure how any of this will work out, sometimes I don't do it. So maybe the solution to that problem is just to, like you said, schedule it in and then commit to doing it for like 10 days. If you don't see any result after 10 days, give it up. I don't finish books all the time. So don't finish this exercise if you don't feel like it's helpful but...

[0:30:37.7] RP: Yeah, I love that. There's a tool called The Five Minute Journal, which I also do sometimes in the first, I think it's five days you have to do and if you don't do it, there's like a little section in the book, which is the reason why I continued for the first five days was if you don't do this then what? What's the consequence and for me, I would donate \$100 to a charity I don't like. I was like, "I'm not doing that." So I wrote for five days. It's was such a great...

[0:31:03.7] CS: Yeah, you've mentioned that strategy before. I like that strategy a lot, yeah. That's interesting. Yeah, I think if you're out there and you're struggling with this, you're not alone, first of all, and second of all, there's lots of options out there and you know, some of them may not be pleasant. It may be facing that the person that you're dealing with doesn't care about you as much as you thought or maybe just interaction needs to change, your energy in that situation needs to change.

Those are all not easy things to deal with but ultimately that is what is going to bring you to a place of living authentically and just maybe even being more happy or more satisfied and

figuring out what it is that's going to drive your business forward in the next year so that next Christmas they're not asking you, "What are you doing?" They're asking you, "How's your business?"

[0:31:51.6] RP: Love that so much. Well, it was such a pleasure to talk about this topic and I hope that during the holidays you will have some peace with the people around you and go build your Creative Empire.

[END OF INTERVIEW]

[00:32:04.0] 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, 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]