

**EPISODE 57**

[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]

**[0:00:35.5] CS:** Hello, welcome back for another episode of the Creative Empire Podcast. I'm Christina Scalera and I'm joined by Reina Pomeroy.

**[0:00:40.8] RP:** Hi everyone.

**[0:00:42.4] CS:** Today, our guest is Natalie Franke of The Rising Tide Society. Natalie is someone who is, she always has a special place in our hearts because she's part of the reason why Reina and I came together. Reina and I both did webinars with The Rising Tide Society in early 2016 and we have each met Natalie, we've been fortunate enough to meet her at the Creative At Heart Conference, different ones. So it is with such pleasure and joy that I'm able to introduce Natalie today, we can't wait to talk to hear about some of the biggest mistakes that we see in the creative community as you're just starting out or maybe growing your business.

So Natalie, can you give us a little bit of a background about, I mean, this sounds crazy to ask because I feel like I know it inside and out, but how did you get started with The Rising Tide Society if someone is just finding us and they don't know what it is?

**[0:01:28.7] NFH:** Oh my goodness. Well first, can I just say thank you both so much for having me on. It really is, it's such an honor. I think that from the very first moment I experienced both of you guys in different ways and it's so cool that you met kind of through this channel. I've been blown away. So I have no doubt in my mind that all of your listeners agree with me but just

thank you for all that you guys do and thank you for the time you take and put into this. It's such an awesome resource. I wish this podcast was around when I got started. So I just want to say that.

**[0:01:55.5] CS:** Well we wish The Rising Tide was around when we got started too. Seriously.

**[0:02:01.7] NFH:** That's why we created it. I mean I think, so in terms of background, as Christina mentioned, my name is Natalie Franke. I am a wedding photographer by trade, I am a huge nerd. I studied visual neuroscience and the psychology of seeing in college and I just have a passion for business and ultimately at the end of the day though, I really have a passion for inspiring and empowering people. I thrive on knowing that the legacy I'll leave behind is one that is for other people and I think that that is something you guys share. Most people in business, quite frankly that I found, they all share that. They share this desire to share their gifts with others to impact and empower their lives.

Rising Tide was born out of loneliness. It was born out of isolation as an entrepreneur, out of feeling alone. I was having a conversation with a really good friend of mine, Christa Jones and her husband Davey and my husband Huey, we like to say over a bottle of wine but the rumor has been spread that it was honestly some margaritas that we were drinking. Just sharing honestly about this crazy rollercoaster that is entrepreneurship that is small business ownership.

We quickly realized that we hadn't opened up that way to anybody else in a really long time. To share vulnerable moments and struggles that we were dealing with and it was a game changer. It allowed us to take this huge weight off our shoulders, to stop trying to be perfect all the time and just admit that building a business is really tough.

So it started with that, a simple conversation and the realization that more of those conversations need to happen around the country and around the world between entrepreneurs so that people recognize that they're not alone and they no longer have to go through the struggles by themselves and so we started just here in Annapolis, Maryland and within a couple of weeks we had 12 cities across the East Coast and now one year and two or three months later, we have over 300 cities now that meet every month around the united states and even now around the world, ad that's our heart.

Our heart is, you know, empowering local creatives in their communities run by local volunteer leaders that care, to get out from behind their computers, mix up their daily routine and step into a safe space where they can really connect with other people one on one in person and in addition to that we offer, like you guys mentioned, free educational resources. Webinars and other kinds of blogposts, content like that that helps people keep connected when they're not meeting in person.

**[0:04:24.9] RP:** It's really incredible what you guys have done in just a short period of time. It's really inspiring and Christina and I have been, we've reaped the rewards and all the fun that you guys have. I know a lot of other entrepreneurs have as well.

**[0:04:37.4] CS:** Yeah, it was crazy to me because I remember when The Rising Tide launched and I found out about it pretty early. I found out about it on the first day and there was like 400 people following you. I was like, "Wow, that's a lot of people." I had 70 followers on Instagram, I was doing pretty good and later on that day, I think you had like 3,000 and then the next morning you have like I don't even know, 12,000? It was crazy. I've never seen that happen before.

Not that Instagram followers are like the be all, end all. But I mean, it was a good metric of what a powerful movement it was and just the momentum that you have kept, it just wasn't a passing fad. Here it is a year and a half later, still going stronger than ever and still supporting even more people than when you started. So big congratulations to you on that. If someone's looking to get involved in their creative community, what are some things that you recommend that they jump into either with The Rising Tide Society or like how can they start to get involved and feel like they're a part of this community?

**[0:05:35.6] NFH:** Absolutely. So I think it would depend on what stage of their business growth they're in. So let's say you're just getting started, you're just learning about The Rising Tide Society today, what I would recommend is going to our website, [risingtidesociety.com/join](http://risingtidesociety.com/join) and just looking for a local chapter in your area. That would be the first step. I think that again, it goes back to getting off the computer and getting in person where a lot of these friendships, they really bloom, they really blossom. So that would be my first recommendation.

If you have been in the industry for a little while, let's say you go to the website, you checkout your gathering and you're like, "Look, there's not even one in my area. I don't see one anywhere near me within like 45 minutes to an hour," then I would encourage you to actually apply to lead. Feel free to kind of step up and say, "Look, I would be willing to give a little bit of my time every month to gather people together, to change the face of my local community." But there are even simpler ways. Let's say you're unable to attend at this meetings at this time for any reason. By the way, they're free, I forgot to mention. No fees, totally free meetings, everything's volunteer. That's awesome.

But that's a lot of creatives that are juggling nine to five, that have children. Literally we have one girls that comes every third or fourth month to our meetings here, she's a single mom, she just can't come to more than that. So we also have free resources online, I would just say, you know, follow the Instagram account, chime in with encouragement, receive the encouragement. We need to be kind of poured back into all the time and that's our hope with our channels, our platforms on social. Just feel free to speak up and remember that your voice matters even if it's just an online for right now and not quite in person yet and honestly, that's what I would do. Take that first step, kind of step out from the shadows and say, "I'm here and I'm building a business and I'm excited about it." You'll be welcomed with open arms

**[0:07:16.0] RP:** Wonderful. Your community is such a rich place to dive in, I really do encourage the listeners who haven't checked it out to go and do that. So let's shift gears a little bit and talk about some of the mistakes that you see entrepreneurs making. There are so many that I've made, I'm curious to see what are the hallmark mistakes that you see entrepreneurs making, maybe you've made them too?

**[0:07:38.8] NFH:** Absolutely. So I love this topic because first, it acknowledges that we make mistakes. I think it's kind of cliché to start that way but ultimately, the biggest mistakes that most entrepreneurs make is thinking that either failure is the end, that if they fail once, they will never get back up. Or that other people aren't failing and making the same mistakes that they are. Again, the isolation of being in this by yourself. I just want to say for the record, I have failed more times than I have succeeded. That is fact, it's not even in question. If only everyone could

see the number of times like I've stumbled or thought something would be really successful and it wasn't, for whatever reason, far more times than things like RTS have succeeded.

So I just want to encourage everybody with that and just knowing that you will stumble, you will fall, you will make mistakes and the only thing that matters is that you get back up. That is all that matters, having the grit and the perseverance to acknowledge what you've done wrong, to learn from whatever mistake that you've made along the way, I would even say, take it a step further and say, get feedback from people you trust and respect, who can kind of speak honestly into maybe how you could improve and move forward. Never quit, never stop.

So that's kind of, you know, honestly, the first mistake is just I think thinking that you're the only one or kind of having that fear of failure so much so that you don't try, you don't move forward. I think that's huge. You know? In that same vein, another mistake that I made a lot early on and I don't know if any of you guys can relate, but we live in this hyper visual world of social media and over curation of our online personas and our business lives, our brands. Now branding yourself and really being intentional and professional about how you portray your business online is a good thing. I don't want anyone to think that it's not.

I think sometimes it gets a bad rap and we often see people like to poke holes at those who come across as too perfect and you know, I think that there's a lot of intentionality behind creating a strong brand that represents the ideal audience you're going after, right? That's a good thing. But not for a moment should we ever assume or think that that's real life. That's the mistake that people make. If they look at this perfect squares on Instagram and these well written captions and the children sitting perfectly in the corner of the coffee shop drinking their, you know, little hot chocolates.

I see this all the time with my friends that are having kids and the small business owner who is rocking her nine to five and still has time to make dinner and walk the dogs and her hair isn't in a sock bun and she's not wearing yoga pants and you kind of know those were taken on a Sunday all sequentially, right? But yet are displayed on a Thursday morning. We have to remember it's not real life. I think that's the biggest mistake as we get stuck in this oppressive weight of insecurity that consumes us as we look out at what other people have and we fail to

recognize that what we have is so valuable and worth so much and it's not equated to the numbers of followers or the numbers of likes that we have on social media.

More importantly that it is just, it's a mirage. That social media and marketing has always been to communicate to tell a story. Not all the stories reveal the hard nitty gritty struggles that people go through behind the scenes and so I would never want anyone to go through what I've been through emotionally in spending months and years of my life, consumed by the fact that I just didn't feel worthy that I didn't feel enough because I didn't look a certain way, I couldn't fit into a certain size.

I struggle a lot with the fact that I'm a curvier girl, I'm a double digit jean wearing woman and I struggled with that as I looked out at what I thought I needed to be, right? That's even outside of business, but it applies so perfectly to our businesses. So honestly I do think that's the biggest mistake I don't know if that's something that you guys have dealt with, is that something that either of you have experienced?

**[0:11:37.5] CS:** I mean, when I first thought that I would start, I mean, there are so many different things that I thought I would do for a long time. I thought I'd be a calligrapher or whatever and so whenever I would do the branding on my website, I remember I had a blog, a health and wellness blog before these companies but it was not me. It looked very — it was like green and pink and super water color-y and bubbly and it just, it was the kind of the theme of the blogs that you would find on Creative Market. It just look like everybody else's blog. I was like, "I have to do that because everybody else is doing that."

So when Reina approached me about the branding for this, I was actually, there was a small bit of horror in me when she's like, "I think that we should really try orange and green for the colors." I was like, "What about gold and pink? Everybody's in gold and pink and champagne," and she's like — look behind. You guys can't see on the podcast but Reina is a very bright person and she likes very bold colors and it's always worked very well for her.

So I was like, "You know what? I'm just going to trust you, I love your creative direction, go with it." We did and it worked out really well, she picked a great designer, Katell Schmitz of Reverie Lane. I think that's a lesson in going your own way and being yourself, watching how that works

out even better than say, “I’m just going to do what everybody else is doing and I’m going to have to work that much harder to stand out.”

**[0:12:59.5] RP:** Absolutely.

**[0:13:00.5] NFH:** I think that comes back, you know, when I struggled at that, I ask myself the really hard questions. I ask myself, “Why am I scared of being myself?” And I don’t know, if you’re listening, have you asked that question lately? “Why are you scared to be really who you are through your business?” I can tell you vulnerability, mine was because I grew up as a kid of a single mom, my dad left when we were younger and I seek the need, or I have the need and I seek approval from others. I need to feel that others like me.

My biggest fear was that somehow, if I was really myself, if I revealed this gushy, soft bit of me that I’m sharing right now, that people would tear me down. I think what I learned along the way was that yes, there will always be those people who are out to tear you down. But it won’t kill you and more importantly, what a refreshing feeling when you can stand and look at a business that you have built and know that you poured your authentic and genuine heart into something and changed people’s lives through it.

Being honest, being vulnerable, being yourself is the only way to genuinely impact somebody else’s life. You can’t be this second rate version of somebody else and expect it to truly impact the world. I think that we need to rely on our strengths but also acknowledge our imperfections in the process in order to really succeed, in order to build thriving businesses, and in order to leave behind whatever parts of our life that perhaps aren’t leading us to a successful future. So, you know, I think it starts with that hard question.

Another mistake that you kind of touched on Christina was you know, that people don’t feel like they can be themselves, that they look around. We all do this, this is not something that just you have done. If you look at my earlier branding, it was pink and had water color. If you look at it now, it’s navy blue and it’s nautical and coastal because I grew up here and I’ve got an anchor tattoo, and this is who I am. But leaving that behind was scary, acknowledging that you’re stronger as who you are than you are just trying to blend in, trying to be accepted. I think that

we, as I mentioned, I'm a nerd, I studied the brain. We are wired, our brains are actually wired to be risk averse.

We don't want to experience pain. The single most terrifying and painful thing, especially for the female brain, which is different from the male brain on an anatomical level, I could go into a billion reasons why. But I'll sum it up with this. The female brain has four times more connections between the two hemispheres than the male brain and what that essentially does is it means that the female brain is slightly more connected in decision making processes. The male brain only processes information through one channel, either rational or emotional, generally rational. But the female brain is different.

The female brain, when making decisions, processes all information both emotionally and rationally, which is a slightly more holistic approach. It's a little bit different and what it has meant over time is that women specifically crave connection and crave community in a way that is almost unprecedented and it's biological. It's not some fad of the millennial century that women want to be connected. No, if you go back and you look at evolution and you look at women defending villages and raising children, they would never have survived unless they had bound together and been, quite frankly, some of the toughest individuals of time, of history.

So when we look at these insecurities that arise when you worry, "Well what if people don't like me?" That is not in a stake or a flaw. That is innate and built directly into our DNA and how we're wired because in the past, that was a survival technique. Being connected and being a part of a tribe was what made you live. It allowed you to thrive and survive on a really fundamental level to have food and shelter and community. So when we apply it to a digital age, it takes on a different shape, it takes on a different form, but it is still so very real.

So I don't want anybody to discount that feeling when you get kind of stuck or that you make that mistake of thinking, "Oh my goodness, if I really am who I say I am, if I in my soul and my bones am what I believe and what I stand for, what my morals are, what my principles are?" If you feel those nervous feelings and maybe make the mistake of not even sharing a little bit of your heart, I wanted to let you know that it's very real. It is and it's something that you alone do not struggle with. I have struggled with, all of us have struggled with. Without getting too nerdy again, it is. It's a fundamental part of our wiring, it really is.



Actually the most, if you were to ask, I forget the name of the neuroscientist that did the study but he did fMRI's and he actually looked at the pain response and what evoked, a lot of emotional pain and it was, it was ostracism for women specifically, not men, I'm sorry. But women was ostracism and I think that's really interesting and I think it kind of plays into what we're talking about and at least for myself personally like what I struggled with, that fear of being ostracized and the struggle of being alone and how all of us look to solve that in what we do in our life and in our business through building community.

**[0:18:05.4] RP:** Yeah, and I love the message that you're bringing about like how community can, used properly, can really boost us up. In community, we are not alone. You've created this movement of people who accept one another's vulnerabilities and their expertise simultaneously and I think that that's just a such a blend that we need to grow into as professionals and as creatives that you can simultaneously know what you're doing and have no idea what you're doing, if that makes any sense? And it's like a tango of, "I'm really good at this thing where I'm growing into being good at this thing. But also, I have no idea what I'm doing." Does that resonate for you at all?

**[0:18:39.7] NFH:** Yes, I make a joke a lot of the time, everyone in the office knows. Often times when we go to plan an initiative or launch any kind of campaign, we always look around and we go, "We have no idea what we're doing." I mean, you look at the first online summit that we did and it was Webinar Jam and we put the computer up on a bunch of Amazon boxes in San Francisco in the HoneyBook office and they're trying to help us figure out how to use this thing and it really easily could have failed, we didn't know what we were doing.

But yet one of the things that I've learned, it goes back to being another mistake, is I think another mistake we make is when we get into those situations, it's sometimes easier for us to protect ourselves and act like we do know what we're doing when I think it's more powerful to acknowledge areas of weakness or where we can grow or where we can learn and that comes back to that conversation about receiving feedback, being open to feedback. Now not from everyone, right? We all see the feedback with the debates were last night, we all hopefully are avoiding any kind of comment threads on CNN, Fox or Huff Post about any article because they become a giant cacophonous group of trolls just screaming at each other.

But I mean feedback that comes from someone who is close enough to use that they're willing to be honest, cares about you, genuinely wants to see you succeed and who won't have this, I don't know how to say it other than, over empathetic avoidance of reality towards you. Because some people do love you so much that they struggle to give you honest critique. I think it's good to have those people on your life to pump you up when you're feeling low. But you do, you need the people that will say like, "Hey," for me, for example, "Hey Natalie, you really, you're working so late every night. Have you take time for yourself? I see that you're online, I see you constantly hustling. That's wonderful, but don't make the mistake I made earlier on in my business where I hustled my self into oblivion. Or I worked and worked until I didn't want to build this business anymore."

Feedback like that stings a little bit because I want to defend myself in any scenario, you want to defend yourself but to really receive it and go, "No, I think I received that and I think there's some truth, I see some truth." I think, you know, it is really important to acknowledge where we don't know what we're doing and to have the courage too to reach out to people we trust to get that feedback to get that advice and community make that easier. It is easier than ever before to get access to education, to information. You just have to have sort of the time set aside to really invest in yourself and in your business.

Listening to podcasts like this is a phenomenal way. I mean you can listen to this podcast if you're a photographer while you're editing. If you're an artist, while you're creating, you're painting, you're able to really absorb information and fill your mind and your brain with a little extra punch and power as you walk into your day. You know, I don't think a lot of business owners before had this, had access to this kind of valuable content and so, I would just say you know, where you're weak like find places to fill up that cup with good strong education and empowering content. Have the courage to set time aside too.

I would say one mistake as well that I see people make to turn all off. Like turn it all off. The phone, the computer, everything, turn it all off and if you haven't taken that opportunity in a while and you're listening to this and you're going, "Oh gosh, this girl, man, she's telling me to not check email and not look at my phone. Doesn't she know that the next inquiry could make or break my bank account? Doesn't she know that I have to be online all the time and I'm so busy."

And listen, I do, I know, I've been there, I've had that season but I want to make sure you know it's a season and it's not a lifestyle. If you're hustling 24 hours a day, you cannot sustain that, not in a healthy way.

You know, the depression rate among entrepreneurs is something like one in three and suicide rates are severely higher and I'm not afraid to talk about this because so often we shy away from these tougher conversations. But in doing what I do, I have witnessed people whose lives have been saved and changed simply because they had somebody there to listen in their community, in their tribe, whether it's another business owner or just a friend. And I just want to encourage everybody, don't make the mistake of working 24/7 and losing sight of your mental health, your physical health, your relationships with people that you love.

You're ultimately pursuing this business or this hobby, this side hustle because there's some part of it that lights you on fire, that brings joy to your soul, that's different from the monotony of traditional careers, right? So don't lose yourself in the pursuit of something that you love now. Right? I think that's one that for those of you who are in a tough season and are hustling can easily step into the lifestyle of that. Again, speaking from experience, not wagging the finger but like pointing at myself and saying, "Look, I've been there."

And even now, there are weeks when I'm there. There are weeks where it's really tough to get through it and I have my accountability partners and you know, my friends who will check in on me and kind of be like, "Are you taking off today? Because you had a double header weekend and I see you posting to The Rising Tide Facebook group and I hope you are sitting on the couch with your husband eating brunch and not doing this." I think that's helpful. So I don't know, I want to give people that permission to turn it off and be confident. Not feeling the need to be on it all the time, to be online all the time.

**[0:24:06.7] CS:** Yeah.

[BREAK]

**[0:24:08.7] CS:** How would it feel if someone laid out a business plan, a road map or some kind of strategy that would get you started and get you closer to the goals that you dream of

accomplishing in your business? Well, Reina and I actually have done this. So all you have to do to get this totally free resource is head to [creativeempire.co](http://creativeempire.co), and click on “free workbook”. We will deliver to you 50 of our most potent powerful strategies and proven tactics to getting our businesses visible, booked, and profitable. So if you would like to have this in your business for totally free, you can grab that at [creativeempire.co](http://creativeempire.co). We’ll see you there.

[INTERVIEW CONTINUED]

**[0:24:52.7] CS:** Reina talks about this all the time. She calls it white space.

**[0:24:55.1] NFH:** I like that.

**[0:24:54.9] CS:** Yeah. It’s really been a game changer for me because it was like once I don’t know, once she put the name to the concept, I was like, “Yeah, that’s what I need.” I’d been feeling burn out and whatever and so when she gave me the permission to actually have this as like a thing, next to blogging and newsletters and, you know, Instagram, and social media and white space. It’s like a thing in my business that I had to set time aside for. It was really life changing and it’s so funny because I’ll text her every once in a while and I’ll say, “Reina, I took Friday off and I had five people contact me wanting to be my client today.”

And without fail, it doesn’t happen every single week, I can’t do that in my business. But you know, without fail, when I give myself an extra day or two to just recover and recuperate, I mean, I’m not doing anything differently. It’s just, I don’t know if it’s like an energy shift or whatever? Reina, maybe you know more about this as a coach. But, you know, it just opens up that space and I find myself getting booked solid the weeks that follow those breaks that I take. So it’s interesting that you’re talking about that. I have no idea what’s going on there, if it’s just coincidence but...

**[0:26:00.5] RP:** I don’t think so, and my opinion, and I’m such a non-woo person but I feel like so often as more of this happens for myself and for my clients that when we really do shift into this white space, abundant mindset that you’re able to create from this place of “there is always going to be more”m right? When you give yourself space to say, “Okay, let me step back, I’m a little burnt out right now, what can I do for myself and pour into my own cup?”

You create space for others to say, “Hey, here it is, here’s more people, here’s more clients, here are more people to support you and cheer you on,” and it’s hard to practice that. My word of the year this year is abundance and to lean into that and actually lean out from the noise and lean into just being able to create myself this white space of creativity of freedom, of reflection. I think a lot of noise makes it so that we can’t reflect on the things that are most important to us and I really do encourage people who are listening, especially if you’re in a nine to five job and you’re doing the side hustle thing and you’re taking care of a family and all of the things.

**[0:27:05.1] NFH:** Absolutely, and you don’t do your best work when you’re burnt out. You actually are less productive when you’re in that state. I know because I’ve been there where I will be like, “I’m going to work late tonight, I’ve got so much to do,” and here I am at 10 o’clock at night scrolling through Facebook, not actually working, right? Because my brain needs to rest, it needs to be turned off. Like, yes, that’s absolutely true and you know, it’s funny, I’ve never been, I’m similar to you Reina in the sense of like, I’ve never been much of the, you know, I hear a lot of life gurus saying like, you know, “Envision it and it will happen.” You know?

And I’m always like, “Yeah? Okay, right. Eye roll, hair flip.” But like, no. There is actually some really interesting science behind the concept of really envisioning and is speaking out loud, who you are, what you want for your life and there was a video that I saw recently of a father and his daughter in the bathroom mirror. He was having his daughter say out loud like affirming statements. Like, “I am valuable, I am not more important than anyone else. I deserve to be respected.” These statements that are again, like you know, they’re very fundamental but yet you could see the impact, these words, saying them in the mirror, hearing his little daughter, I mean she’s tiny, repeating it over and over and just thinking.

It just got to my mind and thinking like, by doing that, by taking that step of envisioning, either what you want for your business or saying out loud, who you are as a person and in a positive affirming way, creating that positive feedback loop. You are essentially creating this neural pathways, you’re telling your brain that this is truth and there is a lot of power in that. There’s science behind that. We tend to see people who do that, who empower themselves to believe they can do more than either what others have told them they can do or what their condition is

like, in the world or in our life or in the environment from which they've come, go on to do really extraordinary things.

It's that underdog mentality, when you look at a lot of this people throughout history who have been leaders, who have overcome tremendous adversity, you'll often see this fundamental self-confidence and grit that I think is by far not unique in society by any means but is an indicator that I've seen even in small business owners of real true success and potential in that future. I think that there is something really powerful there and I think that I would encourage anybody who maybe makes the mistake of being down on themselves, being hard on themselves too much so, talking to themselves the way they would never talk to their best friend, which you know, we're all guilty of doing I think a little bit, to flip that around. To perhaps just perhaps for one day, really reflect on what you are good at.

I would take it a step further. I mean I think gratitude is a huge component of longevity and life and in business and feeling that fulfillment that I think we all deserve to feel and so often do not feel. Gratitude releases neuro chemicals just like Prozac or Wellbutrin does. It is ultimately in a lot of ways, a very powerful antidepressant and again, really cool science too behind that so look that up online if you're listening. But what I've done in my life because it's easy for me to be down on myself or to read negative comments or trolls and hairs and look, the bigger your business gets and the bigger your platform grows, that will happen, that is inevitable.

If you are in an online forum or group and you see this negative thread blowing up and you're like, "Oh gosh, people in this world are so mean," right? I want you to take a step back and I want you to kind of remember what you're grateful for. What you have in your life that actually matters that is not this fictitious mirage of reality that exists in cyber space. The real things that matter, because you know guys, I've got to be honest with you, time is so short and our lives are fleeting and precious and they're just blinks in this moment of history and we don't have time to waste feeling belittled and angry and struggling with that. We don't, we don't have time for that.

So it's my hope for all of us and my hope in business that we do a couple of things, we're one grateful for what we have in our lives, the people who love us and believe in us, our health if we have it. All the little things we often take for granted to actually write that down by the way, if you haven't ever done that, take a moment, if you're feeling really bad, do two things. By the way,

side note. I know I'm getting a little ADD on you all. But side note, if you're feeling really bad, one, write down three things you're really grateful for and I mean intentionally write it down. Don't write down "family". Write down members of your family and why, get really into it. And the other thing would be to stop thinking about yourself, to turn that self-pity into positive energy towards others and one thing I do is I will send voice memos to people in my life and in my world who I think deserve encouragement when I'm feeling down and I can't even express to you the powerful impact that makes. It puts things in perspective when you stop looking inward and you start looking outward.

But going back to sort of the bigger picture I think that we have a tendency to get wrapped up in the mistake that we make as we get so focused on these little tiny things that really do not matter in the big scheme of things, in the big spectrum of life and in business. A lot of people give up because of that, because of negativity or criticism or a bad client experience or because they don't see results right away in their business or in their pursuit of their creative passions and they could be literally days away from that encouragement and that fruit that they've been waiting for and they give up right before and I think life is too precious.

I think time is too short, and I think that we never should lose sight of the fact that as creatives, as small business minded individuals that we have an opportunity here to really impact the world and to leave it better than we found it. I know that you don't need to run The Rising Tide Society to do that, you know? You can do that simply by being the best at whoever you are, whatever you do. A podcast like this, I mean, you guys are listening to two incredible women who have expertise that is so valuable as a lawyer, and a business coach and they spend their entire careers really ultimately protecting and pouring back into other people and, you know, by having a podcast like this, they are truly impacting so many of us.

If you're listening, I listen, I'm a regular listener to this podcast and I know that when I listen, I feel like I'm just getting my cup poured back into, you know? And I leave feeling really inspired. I just want you all to think about in your life right now, if you are a calligrapher, what you do matters. When you write out the names of guest for let's say on a wedding on escort cards. Somebody's name to them, it's one of the first words that they learn. It indicates that they are valuable in society and in the world. Having a name is really significant.

So by simply writing someone's name in a beautiful way, you are going to remind them of their worth and you're going to give them that little glimmer that they matter. I know that that might seem like an extreme reach but I don't think it is. I think in all of our businesses, in all of our jobs, there's little things in the way we look at what we do. The perspective that we have regarding our craft, the purpose that we place beneath our businesses as our foundation, I really do believe that if you take one thing away from this today, I want you to take away that your purpose, your why and your perspective can have a tremendous impact on other people and it often just stems from having the courage to build that business in the first place.

**[0:34:33.0] RP:** Oh my gosh, Natalie, you can talk for like the next seven hours. I mean you just dropped so many knowledge bombs there.

**[0:34:41.7] CS:** I feel like we're talking to Oprah.

**[0:34:42.7] RP:** I know, seriously, right? One of the tools that I use to cultivate gratitude for myself is two things that I do on a daily basis. The Five Minute Journal is one of the ones that I use. It's literally the simplest journal ever and if you have started a journal and have failed at it like I have in the past, I was really good at it in middle school, but now I'm too busy. Really, you're too busy for five minutes? And one other things at the very beginning is a structure to create a routine for yourself and the thing was, "I will contribute a hundred dollars to a campaign or a cause that I hate if I don't finish the first five days." I really stuck with it, and I still do it to this day.

Another journal exercise that I do is like what I call the grateful heart. Just a piece of paper, folded in half on the left hand side, I just write down all the things that I'm worried about, all the things that are cluttering my brain and I flip it over and just write down all the things that I'm grateful for. It's really helped me to get into that positive mindset of kind of just feeling a little bit high of all the grateful things that happen in my life. But I really try, especially when I'm in The Rising Tide Society and I see all those troll comments or just people who are mean.

And I think a lot of the time, Natalie you're laughing because I know you know this, but when you have a huge group like that, you can't sensor for all the things and I just am grateful for you creating this space for people to be seen like that and no matter what happens that people,



truly, at the end of the day, what they're wanting is to be seen, to be heard, to be validated and to be like just acknowledged so often. And when we can do that, it's not about the actual comment, it's about them as a person and how can we pour into them?

And you can't control all the comments but really, if we're in that group, we're trying to make ourselves better, right? We're trying to do something and so however you can pour into somebody else who is creative, somebody else who is running their business and you can really love on them, how can you do that? And I loved your comment about, how can you leave a voice message for somebody? I love boxer, I don't know what you guys use, but I love just walky-talky, somebody a message and saying, "Hey, I'm thinking about you. I think you're doing some great work," and just to acknowledge them is a powerful tool to stop being so inward and looking externally, like you said.

**[0:36:58.2] NFH:** Yeah, absolutely, I think when we are focused on our selves, it's often really dark moments in our lives, I found that, it's interesting. You'd think it's the other way around. You'd think when you're like building into yourself, really self-focused that you're actually gaining. I've just found that we often, you know, we're almost more fulfilled, more satisfied when we have more of a balance and we really do have that outward look towards other people. You know what? I agree with the sentiment that people just want to be heard.

You know what's really interesting is that, I think at this point, there are moments of course when you run a Facebook group that's well into the tens of thousands, at this point, you know, not everyone will agree, people are going to fight with one another. I mean it's funny because, you know, we have a tendency to say things online we would never say to people in person. I've seen this over and over and over again. But at the end of the day I was talking to somebody a couple of weeks ago, you know I said, "It reminds me a lot about family."

A family doesn't always agree, a family will say things to one another, they would never say to anyone else but at the end of the day, a family comes together, a family will love each other, they'll fight for each other and I think that that's how I've really come to look at this creative community that we built is that, "Look, it's actually good that we don't all agree, it's good that we're not all alike, it's good that we don't all come from the same place or are in the same industry or look alike or speak the same language even. It is a good thing.

Diversity is a great thing. That is something that we haven't had enough of in the creative industry and leadership in the creative industry and I think that we want to foster that. We want to encourage people to come from different perspectives because ultimately, when we do hand this world, this industry over to our future children and our grandchildren, my hope would be that they step into a world in which they can truly learn from others and not feel the need to run from things they don't understand. And instead, step into a world of understanding that we're all humans and we need to empathize with one another and come into these conversations from a place of love and respect and acceptance.

Whether it be the issues that plague our nation right now, that are in the media or simple things like struggling with clients or struggling to gain momentum, to market your business. Always come at this world at online forums and in person conversations with empathy and with love, and understand that, you know, all of us have something to learn from the person sitting next to us. Whether it's their first day in business or they're a veteran that has been doing this for 20 years, never discount the value of someone's opinion based on the experience that you've had. I think that you'll see those who rise to the top often tend to be those that acknowledge there's so much to learn from other people.

I would just encourage everyone with that. I think it is easy to get trapped in this, we love drama, we're just wired that way. It's really interesting and Facebook algorithm, as you guys know it, loves to boost anything that causes controversy. Which is actually why you see more of it and the risk averse part of your brain will identify negativity more strongly than positivity. You know this. If you've ever posted any piece of content for critique, you'll get 20 great comments, you'll get one, maybe not even negative. Maybe it's just somewhat not positive and all you can think about is that one not positive comment about your work or about your business or whatever.

We're all like that, we're all wired like that. So I would encourage everyone to just remember, we're all human beings. Behind the scenes and business and life, we're going to make mistakes, this whole podcast is about making mistakes. But I think in our businesses and in our lives, the real reflection of our character doesn't come from mistakes that we make but yet it comes from how we react to those mistakes and how we own our flaws and welcome that

feedback as we've talked about and ultimately how we move forward. I think that you know, if that's again, like my second little bit that I want you to take away, it's that.

You're going to make mistakes, we're all human, remember how it feels when you're the one that makes the mistake whether it's in business or in life and apply that same empathy to others along the way that you experience that also stumble. Because we really did, and it goes back to the things we learn in kindergarten, I don't know where I heard that once. It's like, "You learn everything you need to know when you're in kindergarten." But it's true, it's treat others the way you want to be treated, you know? The golden rule first and foremost in life and business, be loving, be respectful, and I think good things will follow that. I do. I think good comes to those who really and truly give to others and have that empathetic heart.

**[0:41:32.0] RP:** Love that. Would you recommend any books or any kind of like online resource? I know you have a ton of them and I'm just curious which one's, somebody who is knew at this, who is maybe struggling or is discouraged can turn to besides The Rising Tide Society?

**[0:41:46.5] NFH:** Absolutely. So I mean, I always like to preface this by saying that I tend to really love nerdy books. So I have a tendency to give you books that you're probably going to look at the cover and be like, "I'm never going to buy this. There's just no way, Natalie. I don't know what you're talking about." But one book, you know what? It has become a staple in my life and in my business, is a book written by Seth Godin, it's called *Tribes*. You know, it's written from the perspective I think more of a marketer. But in business, you are a marketer essentially and it talks a lot about how to build a tribe, what it takes to do this. And again, this doesn't just apply to somebody like me who is running a tens of thousands of person organization.

It applies to the business owner on their very first day because ultimately, what you're going to do is you're going to build a tribe of people that believe in and support you and your business. There's a lot of great tips in that book, just even talking about all successful groups, tribes have a couple of things in common and one of the things that's been really impactful this year that again just reiterates how powerful that book is, I had the opportunity over the past couple of months to work a little bit with a couple of different advisers through HoneyBook. One of them is the global head of community at Airbnb and the other one is the global head of community at

Fivr.com and both of them have said very similar things and that is that, you know, in creating a tribe or a group in business and creating a clientele, right? A people who support and love you.

Ultimately, you really do. You need to connect them to a leader or a brand. You need to connect them to something bigger than themselves. An idea, a mantra, something to stand for. We talked about your purpose, your why. Simon Sinek has a great TED Talk guys about your why, finding your why. He's awesome as well, and I think that it also involves connecting them to one another. And so, having the ability to do those things and do them well I think is great in business. Seth Godin, Simon Sinek. I also, he's a little bit more crass than I am. So a heads up in advance.

But I love Gary Vee, I really do. He has a realness about him in a rough and tumble way of just like stating the facts and he applies a lot what is learned in the wine business in the media business to entrepreneurs across the board. So I would also encourage you, check out his free podcasts. Or not podcast. Well no, I think he does actually. But really, it's his vlog, go to his YouTube vlog called *The Daily Vee*. Check it out if you don't mind a little bit of explicit language.

**[0:44:07.0] RP:** He's hysterical, yeah. There's a really good interview recently that Gary Vee did with Simon Sinek, so I would really encourage people to check that out too.

**[0:44:14.3] NFH:** Oh cool. I'll have to watch it.

**[0:44:15.8] RP:** Such a great resource list. Thank you so much Natalie. So we really love to end with how can you encourage people to build their own creative empire? I feel like you've poured so much into this already, so it might just be a recap.

**[0:44:29.1] NFH:** To build your own creative empire, I would encourage you to first look at what you believe in as a person. Find out what it is that in your heart, in your soul, lights you on fire every single day to get up and move forward. If you struggle with this concept, I think again I mentioned Simon Sinek as a great resource, but you need to find your purpose. You can't build anything worth sustaining life going forward if it's not built on something greater than just the bricks that hold it together. So I would say, find your purpose, find your why, and then from

there, I would just encourage you to boldly step forward into the world you want to create for yourself.

Don't limit yourself, don't fall victim to insecurity, don't doubt your worth, don't shrink. Don't shrink. Don't shrink when you feel small or when others don't respect you or when your voice isn't heard. Have the courage to keep pushing forward, keep fighting, have grit, have perseverance, you know, light the world on fire. You have something to offer, I can't drill that home enough. You right now listening have something to offer this world. Please do not be the voice that goes unheard. Build this business, build this empire on something that can bring the world to a better place and do it Shia LaBeouf style, just do it. If you've seen that video, you know what I'm referencing. But really, just boldly step forward you know?

Somebody's got to get that, I did a terrible impression of him but if you haven't seen it, just go to YouTube.com and look up Shia LaBeouf.

**[0:46:02.7] RP:** We'll link to it.

**[0:46:03.7] CS:** We'll put it in the show notes.

**[0:46:04.7] NFH:** Really, like yeah. Watch that and then watch Kid President and you're good to go. Go build your creative empire.

**[0:46:10.7] RP:** I love it. Thank you so much Natalie for being on the show, for really like loving on our audience. I feel so, I don't know, encouraged by this conversation and if I could spend every morning opening up with Natalie's interviews, that would be awesome. Where can we find more of you? I know we're going to link to all the things, but where can people find you?

**[0:46:28.7] NFH:** Absolutely. So you can find my personal stuff, it's all just through Natalie Franke. So on Instagram, it's @nataliefranke. Facebook, it's Facebook.com/nataliefrankecreative. For Rising Tide, which is where I really want you to go, even more so than to find me personally is risingtidesociety.com, Rising Tide Society on essentially every social platform.

You know, it is just about getting involved and finding your tribe and look, if it's not RTS, there are so many great tribes out there. I just have to give a shout out to Heather Crabtree and Savvy Business Owners. Like there are groups like that guys where you will find a home, you'll find people that get you, that love you, that would be my biggest take away, find that for yourself and I hope I do get to connect with you guys. So thank you so much for listening.

**[0:47:09.7] RP:** Thanks so much for listening guys and thank you so much Natalie for being here. Go build your creative empire and we'll see you next time.

[END OF INTERVIEW]

**[00:47:18.0] 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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