

**EPISODE 44**

[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]

**[0:00:35.1] RP:** Welcome back the Creative Empire Podcast. I'm here with Christina and I'm Reina. Valerie McKeehan of Lily & Val is here with us. Valerie is the originator of chalk lettering, she originally transformed an old picture frame into a McKeehan's Café chalkboard for her own kitchen and she fell in love with chalk board art instantly. What's really cool about this is that her friends, her family and then subsequent customers from Etsy just fell in love with that aesthetic and obviously a lot has changed since she started her business, but she has had a lot of products now and you can find her stuff on [Lilyandval.com](http://Lilyandval.com).

I got to meet Valerie at Inspired Retreat in the spring and I know that she's incredibly talented and such a genuinely kind person and such an encouraging person too. So we're excited to chat with you Valerie and welcome to the show.

**[0:01:26.3] VM:** Thank you so much Reina. I am so excited to be on the show and get to chat with you, thank you so much.

**[0:01:33.2] RP:** Absolutely, we wanted to bring you on, at least to start to talk about how to create space for creativity in our lives. I know a lot of entrepreneurs who start, who want clients, who get into the shuffle of being an entrepreneur and then forget what it's like to actually create for the sake of creating. Can you speak on that?

**[0:01:51.0] VM:** Absolutely. Yeah, I feel like such a hot topic lately, the idea of creative inspiration and finding your inspiration. I think the book *Big Magic* was really — I love that book, one of my absolute favorite books. She is really big on “don’t quit your day job” sort of things because you have that space that is sort of your pure creativity and it made me think, “Well what about those of us in creative industries that this is our day job?” In order to be creative and thriving on that.

And so what does that mean when you do get bombarded with just the everyday of running a business and being an entrepreneur and all of the struggles that come with that and then like you said, creating that space for creativity and that something that is a very delicate balance for me with Lily & Val because the products and the business rely on my ability to stay inspired and be creatively energized when I’m not feeling it sometimes and sort of working through that, all of those creative struggles. And so this has really become a passion for me to help people be able to get into those rhythms and know themselves enough to get into their creative headspace and really be able to thrive.

**[0:03:09.1] RP:** I feel like it must be such a taboo topic to feel like you're not creative or you're, I don't know. You're not in your creative zone or something like that and talking about that. Especially if you are creating products for clients.

**[0:03:22.9] VM:** Absolutely. I feel like it is taboo and it's interesting to think about those of us in these creative industries, I think people outside of those industries, they kind of look in and say, “Oh look at you, you're creating art all day or doing all this creative things.” But those of us that are in it and especially doing it for our business, it's not like that. There's a lot of frustration that comes along with creativity I think. And that's sort of the part that doesn't get talked about a lot is that the frustration I think that naturally comes with being a creative entrepreneur.

**[0:04:00.6] RP:** What has that looked like for you and what does frustration look like in practice?

**[0:04:06.3] VM:** Yeah, so I think that there are really two types of frustration I found, at least for me creatively. The one side is where you're sort of going through a creative drought and you just don't feel inspired, you're not really feeling it. That come from me, I learned about myself, definitely in times of burn out in times when it's just been too much and I need to step away.

But I also feel like there's another side of the frustration, which is having too many ideas and it's this balance where you feel like, "I want to do this and this and this," and you're feeling so inspired and you have so many ideas. But it's a lack of resources, a lack of time, a lack of money, whatever it is, to sort of do all of the things. So that becomes frustrating equally as much as being in a creative drought I think.

**[0:04:58.8] CS:** I would love it if we could just take a second to address each one of this and how you found some strategies or some tips that have gotten you out of both the first and the second. I love that you broke them down like that.

**[0:05:09.0] VM:** Yeah. For me, there are a few things that I try to do when it comes to not feeling it or putting myself into that space where I can be inspired. I think one of those tips, and they're sort of simple things, but working anyway. Sometimes, it's knowing when to work anyway and knowing when to walk away. It's about knowing yourself and knowing when it's time to, "Okay, I'm burnt out, I just need to totally get away, have a brand new experience, go somewhere new, walk down a new street, anything." Just walk away and again, as creative entrepreneurs, sometimes we want to push through and muscle through.

Sometimes it's not happening, there are days that I'll sit down to draw and it's just not happening. I've erased the chalk board five times, "Nope, not feeling it, can't do it, I need to walk away and take a break," because the frustration builds. Then there are those times when deadlines are there and that's the reality and you have to push through sometimes and I found that starting sometimes is the hardest part and we kind of build this things up in our minds that it's a very big project to tackle, I'm like, "I'm not feeling that, I'm just not feeling good about it. I'm not feeling inspired."

But then breaking it down to literally and I do this to myself just this self-talk. Say, "Okay, you're going to sit down and you're going to do this for 50 minutes and set a timer on it and just see what comes out," and more often than not, I will feel good and I'll keep going past that 15 minutes. But I think that that does another thing in the process which is it removes the pressure and I think a lot of times, a lack of creativity or inspiration as a result of putting so much pressure on ourselves. It's something that I struggle with a lot in creating products and product

development or working with clients. So I think that that helps just to get over the worst hurdle, which is starting but then also remove the pressure if it looks bad and in that 15 minutes, I'll walk away and just see what happens.

**[0:07:17.4] RP:** I love that. I feel like the hardest part for me when I start blogging, which is probably like the most creative thing that I get to do in my business is like opening up that Google doc. There's so much resistance in doing that and sitting down to actually just still a little bit at a time or whatever, or just outline it and I can't there. So I love that you give you give yourself a 50 minute kind of grace period to just try it out, I'm going to try that next time.

What would your other tip be for people who are experiencing the other side of way too much inspiration and not really knowing where to start?

**[0:07:50.5] VM:** Yeah, this is another point of frustration. I feel like I'm the type of person that I want it all done yesterday. So patience is something that I have...

**[0:08:00.5] RP:** Don't know anything about that.

**[0:08:03.4] VM:** I'm sure. When there's just too much, I think just knowing that it's all written down. Again, these are such simple things but I found that it's the simple things that will make the biggest difference for me. I love Trello, if you're familiar with Trello. But it is a great tool for everybody to check out I think, to keep you organized. I have an ongoing Trello board of just ideas, new product ideas designs, anything and when that comes, I'll put it up on the Trello board and then I can work through those things.

I have learned that I have some really good ideas, I have some really bad ideas. So giving myself that knowledge that, "Okay, it's on the Trello board, I'm not forgetting about this thing." If it's something that sticks with me, let it mull over a little bit, I can come back to it. There are things that have come back to you and basically say, "What was I thinking?" Or you look at it again and you think, "What did this even mean? I don't even know what this meant."

So yeah, it's about recording all of those things and then I think that that helps you be a little bit more realistic and it also involves the patience of allowing those ideas to evolve. Again,

something else that I really come to realize is that most of my ideas I would say evolved from the time that I have them to what it actually looks like when it comes to fruition and so I think it's that just practicing that flexibility and that patience and knowing that idea is not going anywhere, it's there and if it is the right idea, I hate to be so cheesy to say, if it's meant to be. But as you go back to it, I think that you'll see how it evolves and it will feel better and those are just the ways that I've learned to sort of reign myself back in when it's just an overload.

**[0:09:55.8] RP:** I think that's funny that you brought that up and you have like those Trello boards. I use Google Keep and I also look at all the domains that I've purchased. I'm like, "Was that a good idea?" Sometimes I let those domains go but.

**[0:10:07.9] CS:** Yeah, I'm curious Valerie, you have weathered a lot of different seasons in your business and weathered them well. Do you think it's more challenging now that you've scaled up and you're working with wholesalers and your products are in stores or do you think it was more challenging when you were starting out?

**[0:10:24.9] VM:** I absolutely think it's more challenging now and I think that's for a few reasons, it's pressure, again. Now, Lily & Val has the team behind it that I feel a great deal of any leaders does, feels a great deal of responsibility for that. So it's this pressure to be constantly coming up with new and being able to feed that and keep the ball moving forward. I think that other pressure point to and why it's more challenging now is the idea of innovating too.

I think at the very beginning, I mean, Lily & Val started truly by accident, it really was that authenticity, this hobby that I put out there and had no idea that what would come out of it and really inventing the idea of the chalk art print that didn't exist back then. It was just something brand new and I think that in the right place at the right time kind of thing played into that a lot with the trend.

But as trends are, they come and they go and Lily & Val has really become for me building a sustainable brand and I really worked hard on beyond chalk art and beyond the art work is just building that brand to really mean something and be able to make that sustainable for the future and part of that is the innovation of new products and different forms of art other than chalk art

and that it's something that I've really put a lot of time and thought into how we're going to propel that forward.

But it's certainly has been more pressure coming from something that was purely just like, "Oh, this is fun, you know, chalk art." To, "Okay, now it's time to really hunker down, come up with strategies. Where is this driving? Where are we driving it?" And being in the driver seat as opposed to kind of taking a back seat and saying, "Where is this going?" Which is sort of how it started.

**[0:12:27.4] CS:** Yeah, I think it's hard. I mean as an entrepreneur, you know that, you roughly know what you're getting into as far as your craft goes but you have to put on the hat of a leader, you have to put on the hat of, you know, not to mention all the administrative stuff, bookkeeper, lawyers, contracts. I'm just trying to think of everything off the top of my head. Graphic designer, web developer, all these different hats that you're wearing.

But I think what's kind of under addressed in the industry is the ability that you do have to create strategy and be a leader and in long term plans. Especially someone like you now where you have not only a team relying on you but distributors, retailers, licensees. It's interesting to watch as, because your website's by Aeolidia, right?

**[0:13:11.2] VM:** Yes.

**[0:13:10.9] CS:** Yeah, I love them and I've been originally through them Way back in the day when they first did your website, I think they did. It's been fun to watch as you've grown and the new places that you're in. What do you think is something that could help someone who is starting out and maybe they're just starting to add a team member or two, or they're hiring their VA? What kind of confidence could we give them to help them realize that that's a great decision but there are some things that you need to be aware of? I guess, if you were looking back and talking to yourself a couple of years ago, what would you say?

**[0:13:46.5] VM:** I think just the idea that you mentioned of bringing on a team member, sometimes in and of itself can be what is needed to propel forward. So I would just encourage, don't be afraid of that. Sometimes I think that we hold ourselves back in thinking, "I'm not ready

for that, or I'm not ready to ask for help in this way and it has to all be me," and I would just encourage your audience to just look at those things of where they maybe kind of outsource a little bit.

Really, it takes a lot of self-evaluation I think of what you need to be doing in your business to push it forward. But just to know that that's a good thing that outsourcing, knowing when to ask for help, those are the things that are really going to push you forward and my other piece of encouragement or advice would be, it doesn't have to look like anybody else. That's something that I myself have come to learn and part of that is we just transitioned to an in person office, which was very scary for me because our team members have been virtual up until this point and I struggled with that because I'm thinking, "I'm not," you know all the things that you do. "I'm not worthy of this or the business isn't ready for this and how am I going to juggle this office?"

But I tell myself, "Look, this office life and this thing that I'm building does not have to look like what anybody else's building and our office life for our team is something that does not have to be traditional, we set the rules, we can do what we want really." I think that in whatever stage of your business that you're in, I just would take that as such encouragement to give you yourself the freedom to not look like anybody else or think that, "Well if I bring someone on, it has to look like this, it has to be full time," or just allow yourself to be flexible in that way.

**[0:15:45.8] RP:** It sounds like you've just give in yourself a lot of a grace to make your own rules and I think that's so necessary. Because, first of all, none of us know what we're doing. We try and we just take it one day at a time.

**[0:15:59.8] VM:** I think that's the big myth sometimes, you always look at somebody else and you think, "They have it all together, they're doing it this way, they've got it all figured out." But in every creative entrepreneur I've talked to, we all feel the same way and so it's just, I think that in and of itself is so encouraging to know that we all have those doubts and grace is an amazing word to use. Just, yeah giving yourself the grace to do your own thing and whatever is right for your particular situation.

[BREAK]

**[0:16:33.8] 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 business 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 CONTINUEUD]

**[0:17:16.9] RP:** I know that when you have reached a certain level of success like you have, it's probably hard to find people who kind of get where you are. I'm wondering what tips you've used to cultivate your tribe and not feel super alone in the journey.

**[0:17:34.6] VM:** Yeah, that has been such an important piece, finding those people, yeah, to call your tribe, I had the great honor at speaking at some of these events like a Stationary Academy, which is now the Society for Creative Founders and Amber Housley's Inspired and through networking with a lot of these, and Reina we met there at Inspired and that was so amazing. I feel like through these events, really networking with some of these other women. I have a group, we say we're the squad, our squad and it's really amazing to be able to find that and foster that and really be able to talk about those difficult things.

**[0:18:16.0] RP:** Yeah, because it's not always sunshine and rainbows at any level.

**[0:18:19.1] VM:** It's not, no. At any level, that is so true.

**[0:18:26.0] CS:** You've accomplished, I mean, so much but you do it with physical products, which is so intriguing to me because physical products are hard. I have digital products, I have courses. I haven't done physical products because they're a beast I've heard. One that's very fulfilling at that, but what are some things that you might say? Since we have someone who finally does physical products, I have to ask you, if there are calligraphers or some kind of



graphic designers and something like that, they want to get into a physical product, where do they start? What are some of the resources that are out there now, maybe your book? But, you know, what are some of the resources out there that they could use or get off Amazon or courses they could take that would really be beneficial for them?

**[0:19:07.5] VM:** Yeah, I would definitely recommend and I just mentioned them previously but the Society for Creative Founders. I think Jennifer Faught has done an amazing job of bringing this community together of makers and designer and she has so beautifully balanced the educational side of it where there's just tons of resources and manufacturing partners and all of these things. But then also the community aspect too where you're among your people but there are other makers and people that are really interested in producing physical products and I would definitely start there and yeah, just check out that community. I think there's a lot of resources there that are great.

**[0:19:50.7] CS:** Yeah. As far as, I mean, you're talking about like printing materials and different kind of resources within that community that they may be able to find?

**[0:19:58.4] VM:** Yeah, definitely. The courses that are available for really figuring out sort of the core things too of what that business is going to look like and your core and your brand and she just really takes this comprehensive look at what a product based small business would look like to be really effective.

**[0:20:21.2] CS:** Yeah, I'm actually a member of it. It's a great community.

**[0:20:24.7] VM:** It is.

**[0:20:25.7] CS:** I'm not just saying that. Jennifer just has such an eye for detail and of course has driven that home all the way with that. But if you are just getting started and maybe you have your Etsy shop, when do you think is the right time for someone to move off of Etsy and onto their own platform, something you've done really well? I know the website design company you have, I never know how to say their name, Aeolidia, whatever that is. Yeah, they do a good job of transitioning people but they're also very expensive nowadays.

What are some tips that you have for somebody that may be looking to recoup some of those cost that they're losing on Etsy?

**[0:21:04.3] VM:** Yeah, I think that the whole idea of jumping from Etsy and the whole Etsy conversation is another one that's really been at the forefront lately. It almost goes back to what I said before about sort of the rules or breaking the rules or fitting what works for you. So for us, we still have an Etsy store and that we have left up. Of course most of our businesses have moved to our Lily & Val website. I think there are things that you can do as an Etsy store to just build the brand and for me, I think that that's a much better conversation to have as opposed to do I get off Etsy completely?

**[0:21:46.2] CS:** Yeah.

**[0:21:46.5] VM:** It does not have to be like black and white thing. But I think that it boils down to the biggest thing that somebody can do is build your brand off of Etsy. To me, the worst thing is if somebody has your product and somebody ask them, where did you get that product and they say, I bought it on Etsy and that's it. That to me is not a good situation but if you're an Etsy seller and you really have connected emotionally with your customer and you're doing this brand building type things, that will still be translated on even through your Etsy store. So that they really connect with you and your company and your brand.

So that is the biggest tip I think when it comes to knowing when the time is right to either get off Etsy and some people do that and that's completely fine too, it really just is brand building to me because the last thing you want is that Etsy stamp and nothing else.

**[0:22:44.8] RP:** Yeah, I think that's spot on. Cathy Olsen, I don't know if you've talked to her recently but she's talking about doing her job where she helps people who are on Etsy, build that kind of brand and the name for themselves and I think that that's such an important point and as a non-product person, I wouldn't even have thought of that. That's such a good point. I hear a lot of people who say, "Yeah, I got that on Etsy." That doesn't help you as an Etsy owner.

**[0:23:10.5] VM:** It doesn't and with all of Etsy's changes too, their algorithm changes. At the end of the day, your business is in the hands of somebody else and I think it goes back to what we

were even saying in the beginning about a strategy and putting yourself in the driver's seat of your business and part of doing that is protecting that and making sure that you're building your brand in other ways so that it's not just solely in the hands of someone that is not you. I do love Cathy's idea too, I think that that is an amazing. Yeah, she's done such a good job with that.

**[0:23:46.6] RP:** Yeah, I can't wait to see how it turns out. I was going to ask you about, what has been the creative transitions in your business? Because you've seen so many stages and seasons and I'm curious, what creatively has shifted for you?

**[0:24:01.1] VM:** Yeah, that's a good question. I think creatively, the transition to offering things other than chalk art is pretty much the obvious transition to me but a big one, and one that I really, I struggled with it a lot and found a lot of pressure. Because you've become so known for something and then to sort of put out there that, "Well this is sort of an off shoot of that," and creatively going through what that will look like.

Yeah, so that is still in process and being developed. I just released a craft paper collection this fall and that was sort of another step in that creative transformation where I love the rustic aesthetic of chalk art and just trying to come up with ways to keep that aesthetic but just something a little bit different that's fresh and innovative. That has probably been the biggest creative transition.

I would say another one is, and this is still in process too, it's going from being a very art work driven company to being a gifting company and really taking art prints and stationary that is the bulk of our business but thinking creatively of how to transition that into some of new sliced out products and gifting products. Not just solely artwork driven too.

**[0:25:28.2] RP:** Yeah, that's so cool and I've seen a lot of the products on your site and I'm just obsessed with all of them. I can't wait to see what's next for you with that. I actually have a funny story, I was in Ocean city Maryland for a wedding and I popped in to a little boutique and I happened to see your work, I'm guessing it was a licensed piece and I was like, "I know who this is!" It was just really funny and I was talking to the cashier about it and she said that she followed your work on Instagram. It was just really cool to have that very personal touch of

somebody really appreciating your work and the fact that she also follows you and just, you've built a brand out of your work which is really cool.

**[0:26:06.5] VM:** That's really sweet and that means so much to me because of my background is marketing and so the branding aspect of it is just something that I really consciously try to work on. So that really means a lot, thank you.

**[0:26:20.2] CS:** It's great to be able to personally connect. Someone asked me, I was interviewed on another podcast the other day and they were asking me who my role models were and they were people like you who just did what they wanted to and they've achieved this great level of success to me. And they're like, "That's really weird. Usually people say Oprah," and I was like, I don't know, I look at artists like you or Emily, with her planners, basically the people at the national stationary show, which that was just a dream come true and I got to go to that and it was just so fun to see everybody.

When you have accomplished so much and I don't know if you felt this, I'm not trying to project or anything but when you accomplish what you wanted to and you're like, "Oh, I need bigger goals." Where do you go from there? Or if that has happened, I'm assuming that's happened but that's a big assumption.

**[0:27:12.8] VM:** Yeah, you would be correct. I do tend to sometimes a milestone will happen let's say and then I kind of don't savor in that. I'm like, "Okay, well what's the next thing? Where's the next thing?" I think a lot of us, we all do that I think. So sometimes I think we need to just revel in the accomplishments or the milestones that we hit because yeah, I do tend to think, "Okay, well what's the next step? What's the next step?"

Yeah, I think that you need that skill for sure to be able to be forward thinking. Yeah but sometimes I can go a little bit too far and you also need to think, "Okay, yeah, give yourself a little pat on the back. You've come a long way."

**[0:27:55.8] RP:** Yeah, I think it's so important to actually appreciate that moment that you're in or we're constantly chasing for the next thing and we're just a hamster in a wheel, right? It never

ends up being enough because it's like, "Okay, now on to the next thing." You don't get to celebrate that.

**[0:28:14.1] VM:** Very true.

**[0:28:14.9] CS:** Yeah, when you were first starting out, did you ever think that, like did you feel like you had achieved where you are now or did you think it would take longer? Or what did success look like to you when you were starting out? And to us, we love you, you're obviously very successful to us and we love your products, but was that what it looked like to you when you first started out? Or have you exceeded that?

And then, you know, I guess I'm looking at it from the eyes of someone who is just starting their business and thinking this only happens, this is a unicorn thing, this isn't something that can happen to me. Where is the story behind Lily & Val where maybe this was something that you dreamed of and you weren't sure if it was going to happen or not?

**[0:28:57.0] VM:** Yeah, absolutely and you're so sweet for saying that and I definitely had, have that entrepreneurial bone in me since a very young age, that was my dream really was to own a business. My dad is a small business owner and I grew up with that and in school even, in elementary school, I would do my American girl crafts out of the American girl magazines, and I would take them to school and sell that.

**[0:29:32.8] RP:** That's awesome.

**[0:29:34.4] VM:** These wrapped pencils and I made a newspaper at one point, it took that to school to sell it. So I think that I've always had that creative entrepreneurial leaning. It's like, yeah, it's totally a dream. I didn't necessarily think that it was going to look like what it looks like. Like I said, my background is in marketing and advertising and that is really what I knew and I went to school for that.

I think if you would have asked me four or five years ago, at the beginning of this process, I would probably say, "Well my dream is to be this advertising executive or this person doing his marketing and all of that." So those dreams definitely shifted in the form of a hobby that came

along. But yeah, it's definitely a dream. I feel so fortunate to be in the place that I am and the time that I am that we all are in with social media and with just the opportunity that's available there with Etsy and even having these national retailers and people that are taking notice of these small businesses and we're really in a culture right now of the Indie brands and boutique brands or just have that voice now and I just feel grateful every day to be living in that time.

I firmly believe that it can happen to anybody to see those dreams come true and you know, maybe they might not look exactly like you play them out to be but we just start living in such an exciting time where the possibilities really are endless.

**[0:31:16.4] RP:** Yeah, I think that's absolutely right on. When I talked to you before, you were talking about your background being in advertising and there was something about radio back in the day that you were a part of and...

**[0:31:28.4] VM:** Radio sales.

**[0:31:30.2] RP:** That's right, that's right. Radio sales, and everyone has a job that maybe isn't perfect for them. Or maybe somebody who is listening right now is in a job that's like not at all right for them. But there's always something to take from those experiences, right? there is something that we can learn and I'm wondering what encouragement could you give to somebody who might be feeling a little bit stuck or maybe creatively stuck to help them gain courage to go pursue their creative empire?

**[0:31:58.9] VM:** Yeah, I think it goes back to almost not looking at everybody else, again. I think that that can be very discouraging and it's very easy to look at the place that somebody else is in and then automatically feel defeated by that. It can look differently for everybody and I think that not being discouraged in a place that you're in or thinking that, "I need the perfect situation, I need to perfect situation to start." Or, "If only this was happening or if only I didn't have this job that I'm in right now." I think that we put a lot of barriers for ourselves.

So I would say whatever place that you're in, just start. Start even something small, do something that truly fills you up and makes you happy and that there's no strings attached, there's no pressure attached. I think sometimes, especially when you're driven, we

automatically put pressure on ourselves right from the get go that it has to be perfect or it has to be exactly the way that we're planning it out to be. So just take away that pressure, have fun, I think that's such a big thing. Have fun, relax and great things will come from that.

**[0:33:14.6] RP:** I think that's so good. Just start guys, build your empire and just start.

**[0:33:18.7] CS:** Where can people find you online?

**[0:33:21.3] VM:** Yeah, my personal Instagram is @valeriemckeehan and we are also on Instagram @lilyandval and lilyandval.com is my website and all of the products are on there and yeah, I would love to catch up with everyone on Instagram That's pretty much where I spend most of my time, on social media.

**[0:33:42.0] RP:** That's awesome. Well thank you so much for joining us Valerie. It was such an honor to talk to you. Christina and I really your work. We admire you so much and our audience has requested you time and time again, so I know that they're going to eat this interview up. So thank you so much for being here.

**[0:34:01.1] VM:** thank you Reina, thank you Christina, this is really awesome, I just really appreciate it so much. Thank you.

**[0:34:06.3] RP:** Absolutely, thank you so much for listening to this episode of the Creative Empire Podcast and go build your creative Empire.

[END OF INTERVIEW]

**[00:34:13] 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.

[END]