

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]

[00:00:35.5] RP: Welcome back to the Creative Empire Podcast everybody. It's Reina and I have Christina here.

[00:00:39.4] CS: Hey guys.

[00:00:40.1] RP: And we have our very special guest, Ashley Beaudin, and Ashley is the leader behind ashleybeaudin.com formerly Fire & Wind Co. You've seen all the cool stuff she's been doing in Imperfect Boss Campaign, she's a copywriter, she is a movement maker and a general encourager of people, I would say. I don't know if that's really a title but we'll just go with it.

So welcome Ashley, we're so excited to have you.

[00:01:06.4] AB: Thank you, thank you. I'm so glad to be here.

[00:01:08.1] RP: So tell us what I missed, tell us how you got here and what you're working on now?

[00:01:12.7] AB: Okay, sure. How I got here, I guess I'll start there. I have been doing online community building and online business really since 2012 and ever since my first online community, I have really had a heart to come alongside women and empower women and whatever that looks like and so that's looked different over the communities that I've built but

that heart beat has stayed the same to see women really come alive in the truth of not only who they are but the things that they can do.

And so I would say you really covered it all. I would say that the biggest thing that I think that I am is the heart encourager for women. I want to encourage the heart in women who are leading businesses and for them to know that sometimes it can become so easy to get caught up in an insane amount of pressure and hustle and we can lose ourselves in that process and so I just like to be that cheerful voice to bring them back.

[00:02:16.7] RP: Yeah and what I love about the work that you're doing too, is it's encouraging but also very real. It creates space for vulnerability in a lot of ways and I think maybe just talking a little bit more about The Imperfect Boss Campaign is a perfect place to start. So can you tell us how you, I don't know, came to the idea of The Imperfect Boss Campaign and what kind of impact it's made?

[00:02:38.5] AB: Okay, yeah. So I love social media campaigns. I love using social media to create movement and to mobilize people into a moment that can change them forever and so I knew that I had been wanting to do another social media campaign. I was just sitting on my bed one day and I thought, "I want to do one called #TheImperfectBoss," and I, as someone who has been an online entrepreneur, just felt like, "Man, sometimes I am going through social media and I'm just feeling like everyone seems to really have it all together, and I really feel like I am struggling and if I feel this way, then I must not be the only one."

And so, it came from the part that I wanted to prove a point that it's not perfect and it's not always romantic and it's not a million dollars every launch and so to peel back the layers of what it really looks like, not only to empower women to own where they are and to see their imperfections as a part of their story, but to also just prove the point that if I can do it, you can do it too and if she can do it, we can do it and it's not for the elite or the special or the pretty or the loud, but that is for every women.

[00:04:00.4] CS: Reina makes fun of me because I've been obsessed with the word resonate lately. When I saw every iteration of your campaign I've seen, it just resonates. Not just resonates but reverberates through the community. It catches on like wildfire and so it's been

really fun to watch that happen and then also it's a very organic feeling and an organic movement and it is for all the reason that you are talking about is that it's got this vulnerable quality and the fact that you are embracing your imperfections is so huge.

That's not always easy for people to do is admit that they're not perfect and to admit that they've messed up and they've made mistakes and so the mark of a true leader is someone who can not only say, "Yeah, I messed up," but also say, "And I learned from it and here's what I learned and here's what I'm going to change." Instead of blaming someone else for that mistakes, it's all on you and that's a hard burden to carry for a lot of people.

So I know that you didn't just wake up one day and you started this movement and even at this for a while. So what's that been like for you to bear that burden as a leader of almost like an accidental movement or on purpose movement or however? I know you meant to have it happen but maybe did you mean for it to happen as big as it did what did that feel like as it was going on and what was it like to be the leader of that?

[00:05:23.3] AB: Yeah. I think as I was planning for it, because I have done two rounds now but in the first round, it was a May and...

[00:05:31.7] CS: Yeah, I meant like the first round when you didn't know that it was going to be a thing, what did that feel like? Because so many of our listeners they're just starting out and they feel like they really want whatever it is that they're doing to be a thing. They want it to be successful. But then I think I would love to hear about your perspective from both sides of it.

[00:05:51.9] AB: Well, I feel like this is something that has happened to me a lot where I'll get an idea of the cusp and I'll be like, "Let's just try it," and I've had ideas that really didn't go very well and then I've had ideas where it's almost like it feels like a spark moment. Everything is coming together and just seems to be aligning and it almost seems magical and for me, that almost always exist in an expression of community and bringing women together. And so that's my thing. It might not be the same for everyone.

But I think when I was planning the first one, you're right, I didn't know how it was going to go. I did know that I have had experience in bringing people together. I knew that it was something

that I was really passionate about and so my intention going into it was — because really my intention going into The Imperfect Boss the first round was not let's make a million dollars or let's be the next big thing but my heart was like, "I want to make a statement and I want to invite people into a new way of thinking, and I want to see if I can change a life. And if I can change one life, then maybe this will be successful for me," and of course, it went onto impact more than one person and to impact many and that's the...

[00:07:09.8] RP: Okay, you're so humble, first of all. I'm just going to stop you right there because I remember I was in Mexico when this happened and my mastermind gals who are in different circles than the creative circle that I would consider you to be in, where everyone was talking about it and we were drawing it on the beach and we were talking about how each of us had experienced "Imperfect Bossness" in each of our lives and it was such a bonding moment and we talked about you and how you are a movement maker.

Can you talk more concretely? I know you can, I'm just going to push you on how much of an impact you did make.

[00:07:40.4] AB: Okay, we'll talk about the second campaign because that is the one that just happened. So in the second campaign, I had thousands of women take part. I would say probably around 2,000. The nature of Instagram I guess is that, I think we see a lot of different things, is that it just catches wind. If you see it, if people start seeing that everywhere then they're like, "Oh my gosh how did I miss this train? Get me on," and so it builds into the momentum and there begins to be stories of women who are able to admit things that maybe they never admitted out loud.

Or I have heard stories of women who would go through, just scroll through the hashtag and they would just start to cry or they would suddenly feel like a weight had been lifted off of their shoulders because there had been this mounting pressure of perfection that suddenly feels broken and so yeah, I would say that is probably some of the effect and some of it, I'll never know then that's the type of the beauty it is I guess.

[00:08:45.7] CS: Lawn guy, real life. Imperfect Boss, I have a lawn guy.

[00:08:53.6] AB: Yeah in real life.

[00:08:54.4] RP: In our earlier interview we had a roof guy on top, just banging on the wall. Okay, cool. Can you talk a little bit about how you mobilized your influencers in that campaign? Because I know you had a lot of really diverse people that were part of your inner circle.

[00:09:11.1] AB: For The Imperfect Boss campaigns, I put a lot of energy into my body's influencers and finding people that would resonate with the vision of The Imperfect Boss and see if they would lend their voice and so I hunt the people down. I go on Instagram and I search. It's almost like a hobby, like searching for people who I think would really resonate with the message and I have a pitched email that I use and it makes — the pitch email basically shares the vision that I have, and then acknowledging them and honoring them for the influence that they already have and asking them if they would help lend their voice to the movement and kind of like, "This is why and the impact I think you could make."

And I would say that I get a good return on the pitch emails. Not everyone responds but I never take it personally, which is I think a huge thing when you are pitching, especially if you are pitching a lot. So in the last campaign, I pitched over 200 influencers and I had 130 I think and so that's a lot.

[00:10:16.2] CS: That's a lot and it's so funny to me because it looks so organic and accidental and to hear you say how strategic it was behind the scenes is really interesting.

[00:10:27.2] AB: I'm very intentional about it and actually I'll tell you a little story about one because I think it's fun. So one girl, because I intentionally reached out to a few different industries, creative coaching, artists, health and wellness, fashion bloggers, and I had reached out to a fashion blogger that I had no connection with, I don't know if we had any of the same friends or anything like that and she kind of wrote me back with a valid question.

It said, "You know, why should I do this for free when people pay me to do this?" And I feel like the biggest success in the planet because I wrote her back and I said some strategic thing, like I think part of it would be that I can position her in front of a different audience but part of it is I just wanted to share with her that if she would share her imperfect story with our audience she

has no idea how many lives that could change in her own audience. But also all those that would engage her many different audiences because of the campaign.

And she ended up writing me back and she said, “Okay, I’m in.” That was a success because I felt like I could be a lawyer or something and then she ended up being one of the most active influencers and I think the opportunity transformed her maybe more than she’s anticipating and so I think what I really also learned from that though is that when you’re pitching and when you’re creating a campaign like this, or even if you are just pitching for a podcast or a guest post or anything like that, to be bold with it and to know what you’re going to say if you need to back it up.

[00:11:55.6] RP: I love that and you are very connected in that way, so I so appreciate that about you.

[00:12:00.4] CS: I’m actually a big believer in faking it until you make. Not lie, but Amy Cuddy power pose, right? If you don’t have the website that you want, what needs to change? Do you need to make friends with someone who is a graphic designer and exchange coaching services for that? I’m having a total déjà vu moment right now. This is so weird, anyway that’s never happened to me. That’s so weird. I feel like we’ve been on this call before. Anyway, I don’t know if we should leave this in or edit it out? I didn’t know.

[00:12:32.6] RP: I think we should leave it in, this is Imperfect Boss situations happening right now on the Creative Empire Podcast.

[00:12:38.4] CS: Yeah, so I am a big believer in a few pitch and you don’t know the answer, it’s just coming back with a confident responses everything and in what I do, if I am not confident then my clients are certainly not excited to work with me or happy. And part of that is knowing your stuff obviously but part of it is making a decision for someone and so for you to go to that blogger and say, “You should be a part of this,” and make that decision for her and then make it an easy decision that sounds like whatever beautiful copy you used, I’m sure it was great.

So whatever you did there, it obviously worked but what are some other experiences that you’ve had now that you’ve reached out to so many different people? If somebody else wanted to

emulate your success and reach out to them for, whether it's a movement or a product that they are launching or anything really, if they wanted to become known as a leader in their field and do that by reaching out to other influencers, what kind of advice would you give to that person?

[00:13:36.9] AB: Yeah, that's a good question. I would say a couple of things. I would say number one, be really intentional about the influencers that you want to work with. I would say don't just pick influencers because everyone is using the same ones but really look at people's brands and messaging to figure out if it really aligned with your product or what you are trying to do and then secondly I would say, it really does come down to really having a really strong pitch.

So not only making your vision clear, but making it easy for the person to respond and knowing what it really means for them or what's going to happen after they respond to that email and putting something in it for them even if it's monetary or if it's exposure, kind of determining what that's going to be. But don't just send an email and say, "I really want your help," and it's not clear if there's actually anything in it for them.

Also please, please make it personal. Don't send a mass email, do not use people's names. Really speak to the heart of people while also kind of infusing your personality into it. I think a lot of people when they try and write pitches, they're just thinking like, "I'm just trying to make something happen." But people will connect with your personality more than anything else and so if you can put in a joke or if you can put in something that you like.

Like I always put in something in my pitch emails about donuts or cupcakes. Just because everyone is like, "Oh I love donuts. I could be an influencer for this girl." So finding things that can create those connections. So I would say those two together and then being very organized on your end when you are working with influencers, making it really easy, the entire process being in consistent communication with them and being thankful at the end of it.

[00:15:18.5] RP: I love it.

[00:15:18.5] CS: Yeah, that's great advice.

[BREAK]

[00:15:23.0] RP: Hey guys, Reina here. So we want to hear from you. A couple of months ago we got together in Atlanta and had our very first meet up but we're going to be having our first online meetup. We're going to be focus group style. We want to ask you questions, how you think that the podcast has benefited you, if you have any suggestions, anything like that, we want to hear from you.

So November 29th at 11 o'clock eastern time, we are going to be getting together. If you want any more information, go to creativeempire.co/focusgroup, and we can't wait to see you there.

[INTERVIEW CONTINUED]

[00:15:59.8] CS: I would say the number one thing that drives me up the wall is well, aside from not using my name or making it personal is, if anybody approaches me and it's very disorganized that's not something I want to put my name next to and it's an easy thing to clean up, right? You have Boomerang, which can schedule the emails for you, you have VA's now that are filling up Reina's Heart Centered Biz Bosses group or Savvy or wherever.

I mean really, you can get someone, you can give them that gift of a task to do a job possibly and they can take care of that for you and really keep things on track and organized. So I love that you mentioned that aspect of it because I think that's the part that we struggle with but it's also something that's very easy to control, right? It's easy to control reaching out to people in an organized manner. It's not so easy to control what they'll say back and the life of the movement that it will take on, right? Hopefully it takes on that really boisterous life that you saw with your campaign.

If somebody is out there and they would like to get involved with a movement, what's a good way for them to get involved and maybe use those hashtags or connect with the influencers? Maybe it's not their movement or their product that they are looking to promote but they just want to maybe meet some people, if they're really shy and they're afraid to reach out to people, they're afraid to bother people, what are some things that you would say to that person and say, "It's okay," or what are some encouragement that you could give them that would maybe some

advice as to how they could approach other people that are participating in the campaign with them?

[00:17:29.2] AB: Just generally, I think, if you're not necessarily that comfortable or necessarily I'll go in and brazen online that you can always pick one or two people that become your people during the campaign. I used to always use this technique when I used to run Twitter parties because sometimes I would find that more introverted types of people in Twitter parties they would become so overwhelmed because there would be so many people. They'd be like, "I don't know what's happening."

I would say just pick one or just pick two people and you only interact with those people during the Twitter party because then for you, it becomes more about creating connection with that one person or those two people instead of feeling overwhelmed by everyone that's responding and all the interaction that's happening and so you can also apply that in campaigns whether it is on Instagram or whether it's on Twitter or wherever it is. Just ask yourself or maybe it's someone you know a little bit, maybe it's someone you've really wanted to know for a long time and just try and put the effort forward to create connection with that person during that campaign.

[00:18:32.2] RP: So good, and I think that you speak to this all the time that connection is more valuable than masses of people who don't really know you that well.

[00:18:40.5] AB: Yeah, absolutely. I'm all about connection.

[00:18:43.9] RP: I think that you're one of the best people at just random acts of encouragement. Just popping onto Facebook groups or just in general to text, you've texted me just to pop into my feed and say, "Hey, how's it going?" And just be encouraging and an encouraging spirit. But I'm wondering when people need this stuff, and maybe just going back to The Imperfect Boss campaign, what are some of the themes that you saw where people are being vulnerable and the things that maybe people were admitting for the first time but other people resonating with it too?

[00:19:18.1] AB: Yeah, I would say that some of the themes that came up consistently, one of the top ones would definitely be around a fear of failure and a fear of not feeling good enough. I

would say in terms of an internal fear of imperfection that it so comes down to that, this fear that I am not going to be good enough or that I am not going fail or that I have failed too many times already and then externally, I think that a lot that come up often are usually around life circumstance.

Women who have kids or are afraid to have kids and how that will impact their business as well as maybe those who are single and feel like, “Oh my gosh, I still live in my parent’s basement and all these other successful entrepreneurs like they have homes and wrap around porches.” So I think there’s a lot that come in that and I think that a lot of those are coming from things that we might see on Instagram or we might see as a standard and when we feel like we don’t fit into that standard or we don’t fit into that box, that that it actually makes us imperfect.

But in reality, those things don’t necessarily make us imperfect, they just make us who we are and so the beauty of that, of people bringing forth that kind of success in the campaign is that it’s almost like in a way that all of these stuff that we thought was making us imperfect or making us misunderstood or making us feel like we don’t belong, we suddenly start bringing it out and we realized that those things aren’t actually saying that we’re flawed or that we’re not good enough but those are just the things that make up who we are.

[00:20:49.3] RP: Yeah, totally. How do you encourage people or how can you teach other people to encourage others when somebody else is being vulnerable?

[00:20:58.6] AB: Yeah, this is a big thing I’ve noticed as well because when the campaign is happening, it’s pretty good the connection that happens which entrepreneurs is really amazing. But if someone pushes their content to Facebook during The Imperfect Boss, I find that a lot of times I’ll look at their post and people on Facebook that necessarily aren’t a part of the campaign are so uncomfortable with that level of vulnerability and there becomes this thing where it’s like, “I want to fix that for you,” or, “I’m uncomfortable that you are vulnerable so I need to make it better.”

And I think that’s one of the worst responses that you can have to someone when they’re being vulnerable. I think the best response and encouragement you can give someone when they’re being vulnerable is to sit with them in that moment and to just be with them in the moment. Not

to try and fix it, not to try and make them better, not to try and be like, “Oh it’s okay,” like pat them on the back idea but to just bring that voice is for.

Like, “I’m with you,” or, “I can understand how that feels,” or, “I know how that feels,” or, “I have been there myself,” and then even taking it up a notch, the way that I bring encouragement always is not necessarily seeing people by what they’re saying or seeing people even by where they are but seeing the greatness and potential in someone and speaking to that even if it is something that they don’t believe about it yet. And so for example, if someone is sharing a vulnerability about how they have amazing business but they don’t feel like a good mom.

And I can look into that person and I can see that they have an incredible story to tell or that they’re creating a standard for their kids or that they are a better mom because the life that they have poured into their business and I can encourage them out of that place because I can see the potential and greatness in them and I think that that’s a practice where you begin to cultivate eyes to see people as they really are not to see them as they are presenting themselves but to see them as they really are.

[00:22:53.0] RP: Preach Ashley! Man, you are fired up right now. I love it.

[00:22:56.1] AB: Oh yeah, this is my jam.

[00:22:58.6] RP: This is your jam. I love seeing you in this space because you are usually really soft spoken and then you get really fired up and it’s such a cool thing. It’s a really cool thing. Can you talk about becoming a movement maker? I think this is on the horizon for you. This keeps coming up for me, this keeps coming up for other people — wink-wink — and just, how could you collaborate with somebody like me to create campaigns that isn’t just The Imperfect Boss?

[00:23:26.5] CS: You are talking about hiring someone like Ashley, or hiring Ashley exactly?

[00:23:28.9] RP: Yeah, I want to hire Ashley.

[00:23:31.9] CS: Yeah, okay so how do we...

[00:23:34.0] RP: To create a movement.

[00:23:35.4] CS: How do we hire you to create like the movement of the century on Instagram?
No pressure.

[00:23:40.7] AB: Right, yeah no pressure. Well I think anyone could do it. Like The Imperfect Boss isn't necessarily like one in a million, but that anyone could take that message, that's underlying in their business in transform it into some type but social media campaign or a movement that it transforms your business into not just a business, not just a service provider. You know, "That woman is doing something like she's going somewhere and wants to take so many people with her."

So yeah, I've been playing around with offering this as a service and working with women who want to take their message to a whole other level to transform their business into a movement and change lives at the same time, by helping them figure out what kind of campaign can they create, how can you take that underlying message and transform it into a moment that you can invite people into you? How can we help you take all that good stuff in your business and really get from just a moment or a few moments start together into a movement?

[00:24:47.3] CS: I love that this word, this "moment", keeps coming up because I never thought about it that way but you're right. We literally don't have time to just be on Instagram all day but what you are doing is you are, you're creating these moments in people's lives and I feel like that's where the resonance is coming from is these little glimpses, these little clips.

So yeah, can you talk more about what it's like? Let's break that down and really look at it because this is again, all together it looks like a huge campaign. We've talked to you now, we've realized there's a strategy and an intention behind it all. It wasn't just accidental, contrary to what I thought. So can you talk a little bit about how you intentionally create those moments?

[00:25:32.1] AB: Yeah, so basically I would say that if you're going to do it successfully it comes down to three things. Number one, it comes down to a vision. What is your vision? We'll use that same language, what is your vision for the moment that you wanted to take people into?

Because really what you're doing especially social media campaigns, what you are really doing is setting up or carving out space and time to create this moment than inviting hundreds or thousands of people into it, and then allowing this moment to be like, "This is the moment you get with people how are you going to use your message or how are you going to use what you do or your gifts or whatever to give them an experience that changes them forever?" And so having a vision for that is one of the most important things.

The second thing is I think in our age is having the visuals to match that vision. I feel like visuals can tank things faster than we know. And thirdly, just that the community aspect. Working hard behind the scenes before something like that goes live, before you put something out in the public eye. It's seen who are the people in your circles that you can work with, that you can build upon relationships, who are the influencers that you want to work with, who are the friends that you can take along with the ride or collaborate with? I would say those three things are the biggest things that go into the planning of something like this.

[00:26:54.7] RP: I just want to speak encouragement over you Ashley, because you are somebody that I look up to because you really do visioning and execution so beautifully. When I talk about skyscrapers versus builders, you are both of those things. You see this ginormous vision and then you are able to execute and keep organized all these different moving pieces and I admire you so much for that.

I'm really good with execution stuff but I fail at or I struggle with the visioning stuff. You do both really, really well. So just a piece of encouragement for you there and the fact that you do this with such an open heart and you do this to encourage other people that they're not alone.

[00:26:54.7] AB: Thank you.

[00:27:39.3] RP: Yeah, of course. Can we give somebody who's listening, who is newer in their business, a way that they could be either encouraged or encourage others like right now in the space that they're in? If they're feeling like, "I'm alone", or "I'm failing" or "My business isn't taking off", or whenever one of those things that your Imperfect Boss starts feeling, how can they feel encouraged or go and encourage others?

[00:28:03.0] AB: Well I think that's the perfect question because I think I taught myself how to do this a really long time ago like 10 years ago where I would as I woke up and I had a discouraging day, I would say to myself, "Ashley, you feel discouraged now, so go out and encourage someone because the next time that you need encouragement someone is going to be there for you." And so, if you are having a discouraging day or season of life in business or whatever, use this as a moment to go out and encourage someone else because I can guarantee you that you're not the only one in the situation that you're in.

That there's many others who feel the exact same way that you do and so you get to turn this moment of discouragement almost into a message and you can, say you just struggle and you're feeling like you're just failing at everything and so many launches aren't going the way you think or something like that, you can use that as a message to all those out there who feel the same way, who feel like, "Oh my gosh, I can't seem to get it together in my launches and no one is signing up for my courses," or whatever and saying, "I'm in this with you, and this is the truth over you. That we're not defined by these things, we're not defined by the results in our businesses." And so that really can pull you out. It can pull you out of discouragement in a powerful way. I've seen that over and over again in my life.

Also, I just want to encourage you that if you are in a discouraging spot whether in life or in business that this is not forever and that there will come new seasons. There will come better days. There will come more breakthroughs, and so don't let this stuff settle on you as heaviness. Don't let it dictate your future because this is just a moment and it's going to pass you and you are going to be awesome and your dreams are going to come true. So don't settle down, don't set up camp, don't move your kids into that discouragement land; it's only temporary.

[00:29:52.2] RP: I love this and I love you. What does your creative empire look like?

[00:29:56.6] AB: Yeah, I think that at the end of the day, my creative empire looks like almost like if you can imagine with me a city and anyone who comes into this city, there is just such an amateur in the air that it doesn't matter what they were feeling before, when they come in they suddenly become so aware of their greatness that it's all they can think about from now on.

[00:30:17.2] RP: I love that.

[00:30:17.6] CS: And where can everybody find you and this greatness that you are talking about?

[00:30:22.3] AB: Yeah, you can find me on my website, ashleybeaudin.com or I also hang out I guess on Instagram @ashley.beaudin.

[00:30:30.8] CS: Can you spell that for everyone?

[00:30:33.2] AB: Yeah, well I think you know how to spell Ashley, but my last name is Beaudin.

[00:30:41.4] CS: Thank you so much Ashley. That was so encouraging and we were thrilled to have you on the show. For all of you listening out there, go build your creative empire.

[END OF INTERVIEW]

[00:30:51.0] 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]