

**EPISODE 74**

[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]

**[00:00:35.6] CS:** Hello, welcome back for another episode of the Creative Empire Podcast. I'm Christina Scalera, and I'm joined by Reina Pomeroy.

**[00:00:41.3] RP:** Hi everybody.

**[00:00:42.3] CS:** And today, our guest is Luisa Hammett of Peaches to Pearls. Hi Luisa.

**[00:00:46.6] LH:** Hello, thank you for having me.

**[00:00:48.6] CS:** Of course! So, Luisa is an incredibly successful blogger, and she's also based out of Atlanta, but what Luisa is really amazing at is fostering connections both on and offline. So I would love to just have a little bit of background, how you got into Peaches to Pearls, because I know it was a really organic journey for you. So maybe you could just give us a little bit of a history of the Peaches to Pearls blog and what you're doing now, so that we can give the listeners a little bit of context.

**[00:01:18.0] LH:** Absolutely. So I actually started my blog three years ago, and it was during graduate school. So as a creative outlet, I was taking these really hard metabolism, biochemistry, these really nerdy science classes. So I wanted something to just have a creative outlet, where I could tell people what I'm learning - and my master was in nutrition, by the way -

and so I felt that I wanted to teach people about the food and the science behind it and how we can make our life better.

So my blog was actually called “Let’s Make It Better”, and it was talking about just making life in general better with food, with fashion, and I really focused on finding affordable fashion, something that is perfect for a student or a new grad, not necessarily something super expensive that you see with some bloggers. Which is great, it works for them, but realistically most of us can’t afford a new Dior bag every couple of weeks.

So I try to do stuff like that, and then it just evolved into Peaches to Pearls. I thought people weren’t remembering “Let’s Make it Better” blog. It was like, “That’s cute”, and people weren’t like, “Oh wow that really sticks”. So one summer - the summer after I started it, I started in October - I was brainstorming. I was like, “Okay I need a name that’s catchy and cute, and just describes me as a person”, because I am very feminine and very southern.

So I thought “Peaches to Pearls”, we’re going to cover food to fashion, and that’s how Peaches to Pearls came around. Once I switched to Peaches to Pearls, it just took off and people responded very well to it. They were excited about it, they could relate to it, and people remembered Peaches to Pearls and they would say, “That’s so cute!” and “Oh, adorable Georgia girl!”, so it really stuck, and then I just really started focusing on it’s a lifestyle blog and that’s the beauty of lifestyle, I could cover anything, but its food and fashion. I tried to stick to that, and that is something that I find very important when you are blogging is sticking to your brand. Not stepping outside and then slowly becoming a sellout, just because you want to make some money. It’s important and almost critical in my opinion when it comes to the blogging world to stick to your brand. So that’s how Peaches to Pearls came around and I’ve loved it.

I’ve met so many wonderful people through it, like these lovely ladies, and I actually teach a workshop on blogging now because of it, and I speak at different conferences now. So it’s definitely something that I encourage everyone to give it a shot.

**[00:03:45.6] CS:** I’m going to ask the 10,000 pound gorilla question in the room, how do you make money blogging? Because I think that’s what a lot of people want to know.

**[00:03:54.5] LH:** Absolutely. I get asked that question all the time you know? Like, “You just put these pictures up, like, where does the money come?”. I will be honest, there is more money in fashion than there is in food. When it comes to food, people usually want to pay you in food which I’m fine with, because I love food, but food unfortunately doesn’t pay the bills. So in the fashion world and some food, for example, if you go onto my Instagram or on my blog, you’ll see sponsored ads. Or you’ll read through my blog and it will say, “Today’s blog post is sponsored.”. That means they paid me to do that. So what it is, is once you get to a certain level, once you get to let’s say, I recommend wait until you have at least 10,000 followers to start charging. You can start charging people to use your platform, because you are reaching 10,000 people. That’s 10,000 more people that this brand wasn’t reaching. So you deserve to get paid, because you worked really hard to start that brand and that platform.

So I think it’s important to sell yourself that way. So what these companies will do is they’ll be like, “Hey Luisa, we want to be featured on your blog and on your platforms. We’ll give you this amount of money”, and if it fits my budget or what I’m working with I’d say, “Absolutely, let’s do it”, and that’s how I make money. Also there is forums, I mean there’s different apps and different things, Like To Know It, and you can jump on different things like Blog Meets Brand, and then they’ll pay you for affiliations. So those are good ways to get money through blogging.

**[00:05:22.9] CS:** That’s great. Thanks Luisa, and you know, just taking a step back, maybe if someone is not being a blogger just for the sake of blogging, and they are just looking, maybe they have a business so that maybe their coach or a calligrapher or a photographer, they are looking to start a blog, what are some reasons why they might want to have that blog and how can it help their business?

**[00:05:43.7] LH:** Absolutely, that’s a good question. I think it’s almost become essential for businesses, especially small businesses, to have a blog. For example, photographers. They need to showcase their work. I know when I was looking for a wedding photographer, that’s probably the biggest amount of money you will spend on photography, I looked through blogs. I was looking for them to see their work in a realistic way.

That way I could see different types of weddings they’re able to showcase. So I think by creating a blog, you’re giving a more realistic view of your work. Another example is my friend, she is a

small business owner and she is a graphic designer. So she'll blog and talk about different things, like "What I've learned in a year of graphic design", but it just draws real people to her and it also showcases your personality. Some people will just fall in love with you by reading your blog post and want to work with you.

So at the end of the day, you're helping your business by developing a blog. Then there are tons of statistics out there that now the US consumer is more likely to buy from a blogger than they are from a magazine ad, from something else they see on television, because you're relatable. So as a business owner, you need to create a blog to showcase your work, and that's how I see it. It's that relationship.

**[00:06:59.0] CS:** Yeah, definitely. I think blogging has been essential to my business obviously. I offer services. I am not a blogger. I don't make any money off of my blog but it does, it increases the SEO. So now I am showing up organically for the search term "creative attorney", or a calligraphy contract, and so that's been really helpful, and it's all because of the blog. But when I was just starting out, and I mean even up until recently, Reina knows the struggle well.

I was in her mastermind this summer. It was really hard to create consistent content. My solution was to outsource, it but not everybody has, maybe they're not making enough money in their business yet to do that, or they just don't want to do that, and by outsource it, I mean I still look at it. It's just a lot easier to edit than to write it. But what can someone do if they're not ready to maybe outsource their writing, what can they do to have a consistent blog or a consistent presence? Because I think we both agree that consistency is really important when you're blogging.

**[00:07:54.5] LH:** Absolutely. I think consistency with sticking to your brand and consistency with posting are essential to a successful blog. I can't tell you how many people I know that are like, "I'm going to start a blog", and then they start and then they're like, "Wow, that was a lot of work!", and they go, "You know what? That wasn't for me.". Like, there's thousands of bloggers out there that gave it a shot and it wasn't for them.

That's fine, it definitely isn't and that's what I tell people. They go, "Wow, blogging is so cool, you're so lucky, you get to do all of this stuff!", and I'm like, "Yeah but it's also a lot of work.", and once you start blogging, once you start editing your own pictures and taking your own

photography, food photography, you see that you pour a lot of hours into blogging. But I will say, blogging, unlike a lot of things in life, what you put in, you will get out, and it's very rewarding.

**[00:08:35.7] CS:** That's so true.

**[00:08:35.9] LH:** So you work hard on it, you will see results. That is something I can almost promise, because it's just you work hard on it, people will respond, and people will fall in love with you. So to answer your question, I'm naturally a very organized person. So it came pretty easy to me, but it is hard when life starts getting in the way. When I started my clinical internship, I was working over 40 hours and I was like, "I didn't have that free day like I did in graduate school."

So I had to figure out a way that it will work for me. So I tell people if you are working or a working person, you do have an eight to five, treat it as a little side job. So you get home, take a break, and then dedicate an hour or two for blog time. For some people, it actually helps them relax because it's them being creative, making jokes on their blog, doing stuff like that. Definitely keep an agenda book or even on your phone, just something where you make it your goal.

Okay, on Monday I'm going to blog, on Wednesday I'm going to blog, and on Friday I'm going to blog. Google, in order to recognize you, you have to blog at least three times a week.

**[00:09:35.8] CS:** Oh, really?

**[00:09:36.7] LH:** Yes, that's what I was always told. So three should be your goal.

**[00:09:43.1] RP:** Obviously this is in my brain.

**[00:09:48.8] LH:** Yeah, and three, people are like, "That's not that bad", three is a lot!

**[00:09:52.2] RP:** Three is a lot!

**[00:09:54.8] LH:** Yes, three is a lot. I try, you know if I have a good easier week, I try to do five, but the best thing too is if you are working lady, do it the night before. With WordPress, you can

schedule them. You could even spend the whole weekend blogging, like if it's something you really want to pour yourself into. You know blog the whole weekend, and then you could schedule them out, and then schedule out your post throughout. There is something for Twitter called, it was called who, I always forget the name...

**[00:10:21.3] CS:** Hootsuite.

**[00:10:21.9] LH:** Hootsuite, yeah. I recently started using it and that is amazing. You can schedule five, ten Twitter posts to use. So just being organized that way. Instagram you can't schedule it; that is something you have to maybe set an alarm for and there are other apps that will set an alarm for you, but that's something that you have to take the time to post.

What I do is I open up my agenda book and I take a look at my week. I see which days I'm going to be able to blog, and then I write down what the blog post is going to be about. So for example, this week, Monday was a Greece look, so it was from Greece. It was my last summer look on the blog so I made sure I had those pictures ready, ready to go for Monday's launch. Yesterday was a recipe so I had to make sure I had all the recipe pictures done and then today, I don't remember what today was but then you start organizing that way. So I am probably more organized than that.

**[00:11:14.3] CS:** She's very organized, I've seen her.

**[00:11:16.4] LH:** You have.

**[00:11:17.1] CS:** And you have the planner to plan all these out too.

**[00:11:19.4] LH:** Yes, I do. I am a visual learner, so I have to write things down. The phone thing just does not work for me. I have it here, and I also love color coordinating everything so like for example, for this month everything was blue and green. So all of my blog stuff is blue and green, and it's just a mental thing. Whatever works for you. And I use stickers and everything, and I am the kind of person when I have a task list, I have to write it out and I have to cross it out. Even if I already did it, there's just something about crossing out everything I did for today.

**[00:11:50.1] RP:** There's brain chemistry that talks about this.

**[00:11:53.1] LH:** Right, and my husband started noticing it, and I think he thought I was a little crazy. He's not like me and he was like- if it's Thursday, I'll put out what I cooked Monday, Tuesday, Wednesday and then cross it out and he was like, "Why do you waste paper like that?" it's just like, I did it. I cooked Monday through Wednesday and I crossed it out. It's just a mental thing so that's something I recommend though.

You would be surprised, even if you're not a visual learner. If you start writing down your blog post, you almost feel like you're going to be held accountable for that for yourself.

**[00:12:26.4] RP:** I love it.

**[00:12:26.5] CS:** How do you come up with the time to take all of those pictures?

**[00:12:28.9] LH:** I'm sorry?

**[00:12:29.3] CS:** How do you have the time to take all those pictures?

**[00:12:31.5] LH:** I just figured it out right now, yeah, you just have to work with your schedule. If you really set aside, and the more pictures you take, the faster you are. So what I do to speed things up is the night before I think about props, I think about what look I'm going for. Food photography takes a lot more than, you know, time than people think, because food doesn't always do what you want it to do.

For example, the chia seed pudding I did yesterday. I thought, "Okay, I know I want to use this, this, this, this" and so you have to visualize everything ahead of time for time sake. If you have all the time in the world, go and play around with things, but I'll schedule a time, and that's why staying organized, I knew I had to have those pictures ready by Tuesday for my blog post so I took them the day before. Sometimes I'll take it a week before, and I'll take five different recipe pictures together and then I spread them out throughout the month so that's another thing that helps.

**[00:13:28.0] RP:** Yeah, I have a bigger question around how you schedule stuff too, and what does life look like as you transitioned into a really well known blogger?

**[00:13:36.6] LH:** Oh that's a good question. So now I will say, even when you know you become a little more successful on blogging, nothing's promised. Some months are much heavier than others when it comes to collaborations, but staying positive and staying active will definitely get you more opportunity. So by getting on Instagram and posting consistently, people start looking at you, and more and more brands are recognizing the importance of working with bloggers.

So that's why I promise you, you stay consistent, keep working hard, brands are going to notice that. Interact with the people that follow you. These people are so sweet, and they're so real, and they actually listen, like, I'll have people be like, "Oh I did that recipe you did months ago!", and I was like, "Wow, someone actually created my recipe!", and it still shocks me, but my life right now, I finished my Masters, I've finished my internship, I am finally a registered dietician as of last week.

So I have the time right now to focus on these projects, and I find that the more active I stay, once a couple of times a week, I will get an e-mail saying like, "Hey Luisa, we saw you here. We want to work with you.", and something else I've noticed stay firm with your prices because it's so easy to be like, "Well you know that's an easy \$100, I could do that" that's not what you're worth. You tell these brands, "No, I'm sorry I worked really hard, I have to pay a photographer". Or "I have to do this. This is my price" and sometimes they'll be like, "Okay, we'll do it" and that still shocks me when people are like, "Okay we have the budget" and I'll be like, "Aha, you see?", and other times they'll be like, "I'm sorry, we just don't have the budget", and it's like, "Okay, well that would give opportunity to smaller bloggers to work with that brand."

**[00:15:20.4] CS:** That's such a great perspective. I love that you're so conscious of that and I have watched how you've consciously curated the collaborations that you've done. You've turned down a lot. We have joked about it, like the funny things that the people have come to you with, and they are not on brand with you, and you have to say no because it's ridiculous to have that on your blog. I don't know if you're willing to share any of that.

**[00:15:42.8] LH:** Oh yeah, we could talk about that. Right, I tell Chris- Christina laughed so hard when I told her that KY Jelly or whatever that is, yeah and I was like, “Uh...”

**[00:15:53.8] CS:** And they offered you a good bit of money, right, and then it’s not...

**[00:15:56.7] LH:** Yeah, it was like, I think over \$1,000, and not to dis on KY or anything, and if that’s what your brand is and if that fits into your brand, go for it. That’s awesome if you’re that comfortable with it. But yeah, KY, a tampon brand came to me, and you know, I’ve seen girls that are so clever where they put it in their bag, but the KY- I am married, so I was like, “What should I say? Me and my husband are having steamy nights where this is what we use? No!” People would be like, “Oh Luisa, TMI!”

**[00:16:31.1] CS:** Yeah.

**[00:16:31.7] LH:** But you know so...

**[00:16:32.3] RP:** It’s just not on brand, and I think that you knowing your brand is just important for everybody to figure out what it is that their brand says, and if KY is in alignment, like you said it’s just good.

**[00:16:43.0] LH:** Yeah, go for it, yeah.

**[00:16:45.7] RP:** And this is bringing up a whole bunch of questions about like, how do you decide when it’s a good collaboration? I think that’s where you’re going with this, but how can people make it so that collaborations actually come to them, or they can reach out with confidence? Because you are talking about pricing, talking about alignment, talking about, I don’t know, even timelines of when things get done. Because it sounds like the work that you do is seasonal or it’s appropriate for a certain time of year or whatever, and I guess my question is how do you do the logistical pieces of being a blogger?

**[00:17:17.1] LH:** Well, that’s a great question. So one thing is when you are starting out, and again, I think when you’re under 10,000, I think 10,000 is a good place to start.

**[00:17:25.0] CS:** On Instagram or any media?

**[00:17:26.4] LH:** On any of your social media platforms Even if it's unique views; any of your social media platforms, if you have 10,000 on Twitter, you could start charging for tweets. I don't think you'd make as much as you would per say on Instagram or Facebook. I've read many articles, awesome bloggers that are much more successful than me, they've said for every 10,000 followers charge \$100. So if you have 2,500, you charge \$250 and so on and so on, if you have 25,000 followers you charge.

So that's a good rule of thumb, because people ask all the time, there's nothing out there that tells us, "Hey bloggers charge this much money", so we just feed off each other. So that's a really good rule. But in the beginning, you can reach out to companies, like let's say you really want to work with this boutique, and you could just be like, "Hey, I'd love to feature your boutique, and in exchange for a piece of clothing, I'll feature you on all my platforms", and give them all your numbers.

You'd be surprised how many people are one, flattered that you reached out to them, because they don't know how to reach out to bloggers, and two, that they want to work with you. Sometimes I remember in the beginning, I'd be like, "Oh my gosh, they want to work with me!" and they'll send you stuff. Once you start charging, I would say stick to people that fit into your brand. You were asking like, how do you figure out who's your brand? Describe yourself in three words.

Describe your brand in three words. If that company doesn't fit into those three words, move on. Just be honest with them and be like, "Thank you so much, I appreciate the offer, but at this time I am not taking on collaborations." if you want to be just straight out. Me personally, I don't feel comfortable telling someone, "Sorry, your stuff doesn't fit my brand". I just say, "At this time, I'm going to move forward, but thank you so much" or "I am going to pass.", I always say, "I'm going to kindly pass on your offer, but thank you so much!", just being polite. No one has ever responded ugly or anything, so don't be afraid to say no. That's what I am trying to say, does that answer your question?

**[00:19:26.1] CS:** Yeah, definitely, yeah.

[BREAK]

**[00:19:29.9] CS:** Do you a business that serves other businesses? We would love to feature you as a sponsor on our podcast. Each week, our episodes reach thousands of listeners, and they are hungry and eager for the solutions that you provide. If you would be interested in advertising with the Creative Empire Podcast, we would love to have you. All you have to do is jump on over to [creativeempire.co](http://creativeempire.co), that's [creativeempire.co](http://creativeempire.co), and learn more about becoming a sponsor and getting your services and your products in the hands of our thousands of listeners. We're so excited about what we can do for you!

[INTERVIEW CONTINUED]

**[00:20:06.6] RP:** And so when you send numbers and stuff like that, is that in the form of a media kit? Or do you send- do you have something ready for people when they inquire?

**[00:20:15.3] LH:** Absolutely, it's a media kit, and even if you don't want to make a media kit, you could- sometimes what I would do is I would be like, "Here are my numbers, Instagram 20,000" and then I would link it to my Instagram. So they click on it and they say, "Oh wow, this is your Instagram feed, it's pretty." Facebook, Twitter, Pinterest, but if you want to save time on that, drop a little money, and they're not that expensive if you work with a good graphic designer. Make a media kit, and your media kit helps you so much too, because I'll send that to companies and they'll never respond.

They'll be like, "Hey, we want to work with you" and I'll be like, "Here's my media kit, you could take a look at it, see if it fits for you.". Sometimes they're like, "We're going to pass", and that's fine, but the media kit should one, talk about your blog and your brand. Just you know, "Peaches and Pearls focuses on women in their early 20's to late 30's", that's my focal group, but also talk about yourself as a blogger. Like, "Luisa is a dietician. She loves fashion, blah, blah, blah", and then your statistics.

Put your Instagram and all your numbers, because you're selling yourself. This is you being like, "This is everything". You could even put brands. On my media kit, I have testimonials. So I have

brands that I have worked with that say, “We really liked working with Luisa. We saw great turnout after we’ve worked with her”, because you are sending this to someone that essentially wants to work with you, and you want them to be like, “Yep, this is our girl. We’re going to work with her”.

**[00:21:39.1] RP:** Luisa, I think you need to have a product that’s around how to create a really compelling and beautiful media kit. I think people will buy it.

**[00:21:46.6] LH:** Okay, let’s do it.

**[00:21:48.1] CS:** I know, I am always trying to get Luisa to make products and offer one-on-one coaching and mentoring.

**[00:21:54.7] LH:** Yes.

**[00:21:55.8] RP:** I mean that could just be a really quick project for you, and people are going to buy it.

**[00:22:01.5] CS:** Yeah, she’s really good at this, if you guys can’t tell already.

**[00:22:05.0] LH:** That’s so sweet.

**[00:22:05.7] CS:** Yeah Luisa, I am wondering where do you start though? Because a lot of our listeners don’t have 10,000 people, and that number just seems really far away. So if someone is just starting out, and maybe just their mom or their sister reads their blog, and there’s no one else reading their blog, what are some things- I know that three times a week, that would definitely help, but what are some things that they could be doing to build that following in the meantime?

**[00:22:30.2] LH:** So like in social media following?

**[00:22:32.5] CS:** Or even like their blog readership.

**[00:22:34.3] LH:** Okay, that was a good question, Christina. So what I would say is I remember when I started out. I was like, “Man, I’m never going to get 10,000”, but once you hit that first thousand, it just takes off. So stay positive, that’s the biggest thing. Don’t compare yourself to other bloggers that are much bigger than you. They worked really hard to get there. You’re going to take that same exact road to get there, so just stay positive. That’s the biggest thing I can tell people.

You know with loot giveaways and everything, people saw these huge numbers change, but those- I think really just died. So now you have to work hard to get those numbers on your own. The biggest thing that we talked about is consistency. Post during peak hours. This is talking more of social media than blogging. When it comes to social media, posting at peak hours. I always tell people just an easy way to remember it is before 8 AM and after 8 PM.

Those are the times people are sitting on their phones scrolling. They are waking up, they’re going to bed reading everything, but also now, if you switch to the business Instagram, it tells you when your readers are most active. So pay attention to that. Definitely interact with people. On your blog, on your Facebook, on your Instagram, make people know that you’re there, that you’re a nice person, that you’re listening to them, and people will slowly just start coming because it just attracts people to that.

And on your blog, really promoting that post on social media. Social media is your best friend when it comes to blogging. Really promoting that and joining groups. There’s ton of groups on Facebook you could join where it’s like, “Hey I posted about this, go check it out”. That’s a good way to get your numbers up, but the biggest thing is staying consistent. If you post every day, you’ll get a couple new followers.

And using hashtags. A lot of people will be like, “Ugh hashtags”, and they’ll make fun of them because there will be a gazillion of them. Hashtags are a directory. They help people find you. So if you don’t put those hashtags on there, they may never see you. But there’s been times I have found- that’s actually how Shelby, the photographer and one of my best friends found me. She looked up Atlanta Bloggers - that’s a hashtag I always use - and she was just scrolling through, and she just fell in love with me, and it’s mutual now! So it works out! So I definitely think that using hashtags is another really big thing.

**[00:24:57.3] CS:** Yeah, I have to agree, and one of the other things that stands out to me is that you are so consistent, and you don't use excuses, and Reina actually just released a course with Jessica Rosedale about dealing with haters in your business. So people that are maybe not as supportive of you as you would like, or outright not very nice. One of the things I know that you've dealt with is that English is your second language.

So your blog is incredible, and then on top of that, sometimes you noted - to me at least - that there's sometimes where you can't think of the right word, or maybe the grammar is a little bit off because Finnish is different. So how do you deal with those instances where you maybe make a mistake and somebody notices, or maybe if you just make a mistake and you have to deal with that, how do you fix those mistakes on your blog and how do you deal with them?

And if there are any haters out there, what are you doing to just keep doing your thing and know that you are doing a good job?

**[00:25:55.2] RP:** I'm so excited to hear your answer.

**[00:25:57.1] LH:** Well that's funny, yeah. English is definitely my second language, and I say things, like the most recent thing I said- and I'll say it to my husband, and he'll be like, "I'm going to start a book of these things, Luisa.". I said, "You know, you just got to take it with a grain of sand", and he was like, "Luisa, it's salt, not sand", and I was like, "No, that's the same size!", and he's like, "No, that's just not a thing. You don't say that." But yes, haters.

Haters move anywhere you go. I feel like, just life in general, there's going to be haters. Just like there's bullies. We've all been there in the work world, but when you make yourself vulnerable on social media, there is going to be people that one, will make fun of you or say mean things. Fortunately, I haven't had too many people be mean. I think that if you are a positive person and you make that clear on your Instagram and your social media platform, you just attract nice people. But people have been mean.

Like one person on- I think I spelled, instead of spelling dessert, I spelled desert and I was like, "Ugh, one little letter!", but they wrote- because I have it to where I don't have to approve

comments anymore, and they wrote, “You should really invest in a spell checker”, and so I got on there and I was double checking everything else like, “What did I spell wrong?”, and it was one thing, and I’m like, “Man, people are so mean!”.

But to me, I just deleted the comment. I changed my word, and I moved forward. You have to do that, and I recommend that. I’ve seen girls being made fun of on Instagram, and it’s really sad, so just don’t listen to it. That could be a fake person, that could be, what do they call them? Troll, you know?

**[00:27:33.2] CS:** The trolls.

**[00:27:34.8] LH:** Troll, yeah. So just stay positive, because there are way more good people on Instagram than there are bad people. One time, I posted something- and when you’re into nutrition, or when you’re in the science field, you also put up information where people are going to argue with you. I put up a thing about protein and broccoli, and she got on there and was like, “This is not true, blah, blah, blah” and I just came back with her.

I was like, “This is true, maybe I didn’t word it properly, and I’m happy to change that”. So I went back and I changed it, and everything was fine, and then you just move forward. That’s the best advice. And you know, kill with kindness. One thing I always say is don’t ever fight back with them, because you will accomplish nothing. Just delete it and move forward, or just say, “Hey, I’m really sorry you feel that way, but this is what I think, and this is my degree, and this is what I do.”, but don’t be ugly back. Be the bigger person and I promise you, you move forward and you’ll forget about it.

**[00:28:31.6] CS:** Yeah.

**[00:28:32.0] RP:** It’s really interesting that you have this perspective because well, first of all, I really appreciated your commenting about if you are nice out in the world then the nice will come back to you, and the people that are attracted to that will come back to you. I’m also giggling over here because English is my second language as well.

**[00:28:46.6] LH:** Yay!

**[00:28:47.7] RP:** I get idioms wrong all the time! English is just hard!

**[00:28:51.8] LH:** It is hard!

**[00:28:53.3] RP:** What does beating around the bush mean? Or like what do you mean “beating a dead horse”, why are we beating all these things? It drives me bananas. So anytime somebody gets an idiom wrong, I’m like, “Yes, I totally understand that!”, like that was getting on top. I just was cracking over here because you said that.

**[00:29:08.4] LH:** Because you can relate, yeah my sister and I, so we use that as our excuse. Well, English is our second language, because the other day she was like, “You know it just happens every full moon”, and she meant to say blue moon, and me, I corrected her. I was like, “Sissy, I don’t think that’s right”.

**[00:29:22.8] RP:** Yeah, I hear that. Oops, well that’s all right.

**[00:29:26.3] LH:** It happens to all of us, yeah.

**[00:29:27.1] RP:** I would understand it without me getting it right, right?

**[00:29:29.4] LH:** Right, absolutely.

**[00:29:30.9] RP:** Anyway, just to come back to the haters point, there’s haters out there who are wanting to see you fail for whatever reason, and we can’t run our businesses and run our blogs fearing those out there. Christina and I, when we got our very first four-star review, I’m like, “Really? This is such a bummer!”, because we wanted to have an awesome track record, and one person who was unsatisfied with this very silly thing, it’s just like it is what it is.

And we talk about this off air, but we always think back to that one person who was mean to us. That one person who had that negative comment for us, where there’s like, 300 other amazing comments that people are really excited about the work that you’re doing. So do you have any

tips or tricks or anything that would feel encouraging to somebody who might have gotten maybe a negative review, or just had something not so nice to say about you?

**[00:30:25.5] LH:** Absolutely. I would say one, if you're feeling really down, go back and read those hundreds of nice comments. Go back, and you'll remember a picture that stuck out to you where everyone was like, "Wow you look so cute, you look so precious. Wow this is an amazing recipe, I tried it". Go back and read the positive ones, and forget about the negative ones. If anything yeah, like you said, it will help push you to be like, "Well you know I'm going to keep being a positive person so this doesn't happen to me again", or "I'm going to show them", like "See, I have an awesome community", and that's one other thing that you'd be surprised.

The community you do build, and this is relating to Instagram because I do feel like Instagram is one of the most interactive ones, and you start having an Instagram family. I feel like those people often come to your rescue. I've seen girls where one was ugly and you didn't have to say anything. The next person who commented was like, "Hey that wasn't very nice. Go somewhere else", or "Go bug someone else", or "Don't be like that", because people will come to your rescue. Because like we said, you create this family and they're nice people, and they see like, "Wow, she's really nice. She doesn't deserve to hear that", but that's what I would say. Surround yourself with good people that build you up, and read those comments, because we're women. Even the smallest thing is going to hurt us.

You could pretend to be all tough and everything like, "Oh, it doesn't bother me", but it will get to you. It will get under your skin, like people saying that and making fun when I spelled that wrong. Now if anything, that actually was better for me, because I triple check my blog now, and I make my husband read it. So he's like, "Thanks a lot, Luisa!". So thanks a lot haters!

**[00:32:09.2] CS:** Yeah, I think it's funny. I am actually- my office is in the basement of The Big Fake Wedding, and they have a little envelope and it says, "Open this when you get a negative review", or when someone says something that hurts your feelings or whatever, because you are dealing with a lot of vendors, and they can't make everybody happy, right? None of us can make everybody happy.

So I know some people have e-mail folders where they will put the nice mail that they get, and they'll open those up when they do get that stuff. Because if you're out there, it's going to happen. It's just part of being visible, and I actually look at it as a good thing, because if you are getting some negative feedback, it does. It means that you are visible and people are out there, they are seeing your work, they are engaging with it, and so I ultimately think it's a good thing.

But just to wrap things up, I'm curious, if someone were to go out and they wanted to build their creative empire, their blog empire maybe, what's the one thing they could do in the next hour or so that would really get them set on a good path to creating an effective blog, or a consistent content, or maybe some of the other things that you've talked about today?

**[00:33:12.6] LH:** Okay. I would sit down and I would say, okay- like if I am coaching someone, I'd say, "All right, tell me what three words describe your blog?" If three is too small, let's do five. Let's do five. Including color scheme, what five words describe you? What do you want people to feel when they come to your blog? When they come to your business's blog? Do you want them to feel educated? Do you want them to feel that they just made a new friend?

Do want them to feel warm and fuzzy inside? Now, let's go through all your social media platforms, and let's delete stuff that doesn't fit into those five words. We all started somewhere. I look back at some of my pictures and I'm like, "Ugh, those are terrible! I can't believe people actually liked that!", but if it doesn't fit with my brand, it's okay to delete things. I promise. Some people are like, "I don't know. I don't know if I could delete that picture". I do it all the time.

If I feel like something is not working with my feed. If it's taking away from the color scheme, if it's like, "I just can't get over that one hair that's sticking out", delete it. It's okay. So I would tell them do that, and from now on, remember those words and continue to post consistently with those words. People will start relating that like, "Oh Luisa's feed. When I think of Luisa's feed, it's airy, it's these pretty colors", that's what I want to hear. Because people will start seeing that, and brands will want to work with me.

Because one, it aligns with their brand and they know if they work with me, they're going to get good photography, consistent blog posting, and good people are going to come to it. So that's why it's important to stay consistent, because then, you'll be considered as an expert in that

field. Like someone that wants a picture that's airy and beautiful and bright, they'll work with me, they'll work with Shelby Rae Photographs, because they know they're going to get that.

They're not like, "Well we may get a dark picture, we don't know." That's not an issue if you work with these people, so that's what I would say, and the biggest thing I tell people is stay positive. Don't give up. If this is something that you really do want to do, don't give up. I promise that you will start to see results. We've all been there, we've all cried to our best friend and told him like, "I don't know if I have what it takes", but surround yourself with positive people that believe in you. Like Christina!

She's the chick we call. We call her our cheerleader. You need friends like that. You really do, because sometimes you don't believe in yourself, and they're really going to push you and keep you going. So that's my advice.

**[00:35:37.5] RP:** Such great advice.

**[00:35:38.9] CS:** Definitely, where can people find you to read your blog, or maybe even work with you? Are you offering one-on-one services now?

**[00:35:45.0] LH:** Absolutely, I actually started a consultation business because I got so many e-mails about it, about being like, "Luisa, how can I take my brand to the next level? Luisa, I really want to start a blog, but I don't know what to do!". This is what I help people do. They meet with me one-on-one, and so I have that little consultation business. You could find everything on [www.peachestopearls.com](http://www.peachestopearls.com). It's not the number "two", it's t-o, and then that's also my social media platforms and everything.

**[00:36:14.9] CS:** Awesome, so peachestopearls.com. Thank you so much Luisa, it's been great to chat with you today! Everybody out there, go build your blogging and creative empire.

[END OF INTERVIEW]

**[00:36:26.0] 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.

[END]