

EPISODE 70

[INTRODUCTION]

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

[INTERVIEW]

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

[0:00:41.5] RP: Hi everyone.

[0:00:43.6] CS: Today, our guest is one of my favorite people in the creative industry, Davey Jones. Hey Davey, how are you doing?

[0:00:52.1] DJ: Good, how are you guys?

[0:00:53.3] CS: Good. Yeah, super happy to have you on.

[0:00:56.4] DJ: Yeah, I'm so excited to be on today. Yeah, this is something I've been looking forward to for a long time. I know it's been rescheduled, so I'm pumped to be here.

[0:01:04.6] CS: Davey is one half of Daveyandkrista.com where he and his wife Krista Jones focus not only on supporting creative entrepreneurs through amazing design and coaching, but also through really helpful tools that are going to help your business grow and succeed.

You can find him over at Daveyandkrista.com but Davey, today we're talking about transitioning your business and your life. Because you have weathered some really big transitions and

you've done it quite well. So if you guys don't know, Davey originally was a teacher and then one of the founding members of the Rising Tide Society and now he and Krista are out on their own.

I would love to talk to you about some of those transitions. What that's felt like and looked like in your life. Because, as you know, a lot of creative entrepreneurs are going through plenty of their own transitions whether it's going from a nine to five career to a creative career to a part time or maybe a side hustle even.

It would be great to just get your perspective and I just want to say thank you so much for being one of the first two guys that we've had on the show too. Because I am a big fan of men in the creative industry and I just don't feel like there's enough of them out there or enough of them that are at least peeking their heads out from behind the creative corners on the internet. So that's awesome. I'm so glad you're here today.

[0:02:22.0] DJ: Yeah, it's been fun learning to be a guy in this industry, for sure. I mean, definitely one of the things — I'll start by saying, I think there's more of them out there than we realize, right? I think we focus maybe a little bit on a specific aspect of, or part of the creative, or segment rather, of the creative industry where maybe we see fewer guys but you know, the more you look, the more you find for sure.

It was interesting just kind of getting started in this industry and following Krista and having a lot of women as initial kind of people to look to and figuring out how to do Instagram, yeah, things like that. Super interesting. Instagramming about bouquets, you know, for whatever reason I just find it doesn't come as naturally for me. So that was definitely a process.

[0:03:04.0] RP: Is that a learned skill for you, Davey?

[0:03:07.0] DJ: Yeah, for sure. Just trying to find my voice. I mean, I'm also a high school lacrosse coach. I'm the varsity coach of the high school that I taught at actually and I remember when I started making this transition from teaching and getting involved in the business.

I had always been involved on some level, but more like, way more behind the scenes. Finally taking things like social media and more seriously and you know, I had a couple of my lacrosse players I'd see around in the of season and be like, "Jones, what are you doing? You know? What's with the pinks and bouquets and you know, always cheery stuff?"

So it was definitely one of those things where I had to kind of grow into my own voice and it just took a lot of practice. But yeah, lots of transitioning over last year. I feel like that's something that's been on my heart, especially lately, but something that I just feel like I've been prepared for a while now. My background I think is pretty eclectic and I think some time in college it really was, when I learned that life doesn't move in a straight line, you know? That really nothing moves in a straight line. You can't find any straight lines in nature right? You know, everything's sort of spherical, if that's a word.

My background actually, in college I was a theology major and that I moved from theology, I graduated in the degree in theology but I moved from theology to education, ended up with a masters in multicultural education. Worked with Young Life, which is like a non-denominational church ministry, got into coaching, which really was what led me to teaching. Taught high school English in economics, which are two relatively different subjects, right? For a couple of years.

Yeah, at the same time helped Krista build Krista and Davey Jones Photography and Design and finally a couple years after she was able to go full-time, I was able to go full-time as well. At the same time, Rising Tide was getting started and so leaving to go do Krista and Davey Jones Photography and Design and then finding more of my time filled with Rising Tide Society and then now a year later kind of moving on from that and getting back to maybe some of the things that I initially left teaching for.

Just being an entrepreneur, following some of the dreams that Krista and I had for our businesses and working for ourselves and each other. It's been — there's been a lot of transition.

[0:05:12.9] CS: Yeah, I think that you have to be a teacher before you become a wedding photographer. Is that like a thing?

[0:05:18.4] DJ: I think you had another guest on here that was a teacher before becoming a wedding photographer as well.

[0:05:24.4] CS: I know Amy and Jordan are.

[0:05:27.1] DJ: Amy and Jordan.

[0:05:28.3] RP: Maybe Courtney was? Was Courtney a teacher?

[0:05:30.1] CS: I think Courtney may have been as well. Yeah, I can't remember for sure. But yeah, it seems like there's a lot of teachers that turn into wedding photographers, which is really cool.

[0:05:37.5] DJ: Yeah, but what's interesting in looking at everybody's background, right, is it ends up being way more eclectic than you would ever think it would be, right? We think okay, well a lot of times wedding people ask, "Did you go to photography school?" "No, we're self-taught," and you know, the more people I talk to, the more entrepreneurs I talk to it's like, "Hey, what was your background?" And they're like, "Oh, it was in architecture, you know?"

It's cool how I think God wastes nothing. I think that's something that really resonated with me from Jeff Goins book, *Art of Work*, and you just kind of instead of shine away from your background and your experiences, you know, really leaning into it and I think there's backgrounds and those varied experiences that really teach you how to be a successful entrepreneur.

[0:06:16.7] RP: Yeah, I appreciate that because I feel like entrepreneurship isn't a straight line, right? You don't go from elementary school, middle school, high school to this next thing. I feel like most people kind of happen upon entrepreneurship and it's a mish-mash of all of the skills that we've gained through childhood through actual trained education, maybe some courses, but truly, it's a lot of our experiences that are kind of compiled on top of each other and then we learn more from there.

[0:06:45.0] DJ: Yeah, and I definitely think that's something that you can lean into and find confidence in. Because I think that's something that a lot of entrepreneurs are, you know, they're almost scared to admit they did something else before they ended up doing whatever they're doing now. It's like, "Okay, well, I lack the expertise to really talk about like what I want to talk about, along those lines." But then you realize like everybody has these varied backgrounds and you can become an expert in something and, you know, I just think it's a source of confidence.

[0:07:12.0] RP: Something that's really funny is that my husband's actually applied to get his MBA and one of the programs he's looking into is entrepreneurial something or other. And I'm like, "You don't need an MBA to become an entrepreneur, but about okay whatever."

I just think it's really interesting, the path that people take to get here and I'm curious if somebody was transitioning from one thing to another — maybe teacher to photographer or traditional job to calligrapher — what kinds of things would you recommend that they start looking at before they make that transition?

[0:07:43.1] DJ: Yeah, I think surrounding yourself with good people is always a good — I mean it's a good life thing to do. Especially if you're transitioning to photography, I mean, the biggest impact or some of the biggest impacts in our business and the photography business early on was going to do mentoring with other photographers that we looked up to. That maybe shot a style that resonated with us or had a voice that resonated with us.

We seek that kind of stuff out consistently. I'm sure as a coach that this is something that you probably enjoy gearing which is like you have a coach I'm sure. Somebody that you meet with and it's just something that I think should always be a part of your business. But, you know, especially early on going in and talk to somebody who is doing it well and saying, "Hey, how'd you do this? Who should I be following? Who should I be learning from?"

But yeah, I mean, I think it's funny and I see more and more articles about like how you can go get you know, an awesome job in marketing and without going and getting an MBA. I just think that's the — education, actually, I feel like they're the ones that are five or 10 years behind the times. Krista learned to code pretty much all on her own and with the help of a friend who is a developer but she learned some of that in school but it was all stuff that was outdated.

It was all stuff that when she went to her internship that she was working on, she couldn't actually use any of those stuff she was learning. Go find people who are doing it well and are paving away and ask for help.

[0:09:01.3] RP: I think that's so important but sometimes the professional education isn't what is necessary but the more experiential, "dip your toe in the water, maybe just dive into the water", experiences can really form the way that we see the world and how we can become like fully fledged entrepreneurs perhaps.

[0:09:20.6] CS: Yeah.

[0:09:20.8] DJ: Yeah, go do it.

[0:09:22.7] CS: I mean, I'm so fascinated by your story Davey because I always think of you as an expert and I feel like you gained your — I mean, you're clearly incredibly intelligent but it feels like you gained your expertise very quickly and I know that's not necessarily true, but it sounds like to me that you spend a lot of time maybe resources, money, time, investing in yourself, in your education and not necessarily through the traditional means of you know, you didn't go to like an online university and take a course in marketing. You just literally got out there and interviewed people like Jeff Goins, which was totally amazing.

So if somebody's looking to build expertise in their industry, how can they do that if maybe they're not Davey Jones yet and they're just getting started?

[0:10:06.4] DJ: Just go out and do it. I'm a big proponent of that. Go out and do it and seriously, I talked to, and I definitely did this. I feel like it wasn't till college that I learned that I think we grew up with this linear mindset, you know? The whole moving in a straight line thing but in addition to that, we think, "Okay, we have to learn or master this thing and then we can go out and do it."

There's double movement there, it's not only are you learning and mastering something but you're learning and mastering through going and doing it. Every entrepreneur that I've ever

talked to, they got to where they are at right now by going and doing it and that might mean making mistakes along the way, but you have to do it.

You have to get through that, that's just part of the process, you know? Nobody just walks on to a stage being the man or being the woman. It's people who have been and weathered those ups and downs and those transitions. You just got to go out there and do it and seek people out. Don't wait for people to come to you, and along the way you're going to have people who you thought would resonate with you and don't. Or people who say, no, they don't have the time to talk or what not but you just go out and you continually find people who are willing to share.

[0:11:14.2] CS: Yeah, okay, so I'm obsessed with this word right now, *resonate*, and it's actually — I'm creating a line of things, I don't know what I'm going to call that yet but around this word because it's so important for us to resonate and that's something you've been able to do really well with your blog articles and, you know, just the way that you conduct yourself in the industry and your webinars.

How have you found, if someone doesn't, first of all, they don't know how to resonate with an audience, what are some things that they might do to connect to that audience and to really get their message, not just heard by their audience but also felt I guess? Because you're really good at that.

[0:11:50.6] DJ: Yeah, I think it's just a matter of listening and then asking questions. That's a, I think, I feel like a pretty common question, "How do I know?" You just go ask. Then again, going back to just doing; there are plenty of times where I'm so glad I hit publish, thinking like, "I'll write something and then I'll let it sit there and I'll be like no, that's stupid, I'm not publishing that," whatever.

You know, I'll come back to it and finally Krista will be like, "Just hit the button." So I hit the button, I published it, and it resonates with people and people are like, "Man, this is great, this is what I wanted to hear, thank you for providing this." You know, had I never hit publish I would have never known, you know? Then there's other things, to be clear that I've hit publish on and there's nothing, there's no interaction, there are no shares.

[0:12:31.2] RP: And you thought it was just awesome.

[0:12:32.5] DJ: Yeah, I thought it was awesome. I thought it was going to kill it. That's just how it goes you know? If I stopped after the first time I hear crickets, I would have never got started to begin with. I just think it's a matter of really listening, asking questions, yeah, building relationships, it's the same thing right? Listening and asking questions.

[0:12:52.5] RP: Yeah, I think listening is such an important part about being an entrepreneur and I'm curious what you mean by "go and listen" because there are so many things that we can listen to that there are sometimes, it just becomes noise and it's just too much input. So what do you listen to?

[0:13:07.3] DJ: Yeah, that's a great question because there is a lot of noise out there and you know, I'm a big believer that you shouldn't let everybody speak into your life, you know? There's some wisdom in figuring out exactly who to listen to and what to listen to. I think it goes back to, for me at least, finding people in my life who could guide me to the places that I should be, that I should be listening. So just surrounding myself with people who have wisdom in that, you know? Finding other people who are doing it well and there's a bunch of different ways you can get feedback you know?

One thing that we're actually doing is we'll send out a survey in our newsletter and we'll just say, "Hey, what do you want to hear about? I'm publishing on this stuff and on search engine optimization but, you know, sometimes we sit back and okay, you can go 10 levels deep with something like SCEO, as you can with any topic right? How many levels deep does the average entrepreneur have time for and is relevant. Instead of trying to figure that out on our own, we're just going to send out a survey to our newsletter.

It doesn't matter how small of an audience you have, right? Because if there are people out there and they resonate, your message is resonating with them, right, you want to find more of them right? You can ask if it's one other person, go ask that one other person, serve that one person well and they're going to turn to their friends, see we're like them and say hey.

Jones is providing this great content that's hitting home for me. You might like it too you know? You don't have to have a big audience to ask a question or run a survey or you know, what not.

[0:14:36.1] RP: I so, super resonate with that and I am always the believer of that you should create content for the people that you have currently, not for the others that you could attract and the firmer the foundation, the people that are closest to you, they're going to be your biggest advocates. They're going to go out, like you said, to grab more people and bringing them to your tribe and you know, it grows from there.

[0:14:57.6] DJ: Yeah, for sure.

[0:14:59.8] RP: So what are some other transitions? If you were writing a transition manual for somebody, so one of the things you said is to find your people and then to listen, what other things, what other pointers would you give to somebody who is looking to make the transition. Maybe it's financially or kind of mindset wise or just creating an actual structure, I don't know what that would be, but what's helped for you?

[0:15:24.0] DJ: Yeah, transition can be sort of, it can be a scary thing, transition involves a lot of change, it's certainly not easy, it's all a difficult decision to make. I mean, sometimes transitions, it's something really easy to like to notice that you need right? If things aren't going how you want them to go, if you are unhappy then it's easier to notice maybe that you need to change.

But it's also, you can be doing something good all right? Simultaneously not be called to that. I think that's where it gets difficult, you know? Because that's sort of a slow burn like when things are good, you know, you have this stirring that maybe you're not called to be doing whatever that thing is, that's one of those things where it's easy to justify where you are by saying, "Well, you know, I make a decent living or things are pretty good right now or if I just stay a little bit longer or maybe, "I've stayed 10 years, I might as well just devote the rest of my life to this."

I think that's when transition gets you know to be a little bit more of a gray area and I think we talk about, you know, you read books and you hear speakers and they talk about transition as this glorious thing. All the things that we say about transition are true. It is an opportunity for

transformation for sure, right? Because it is difficult. You're facing some adversity and some obstacles and uncertainty.

But at the same time we often talk about it from the other end you know of the tunnel. For me right now especially I think, you don't hear a ton about it, from the people who are within it you know? It's difficult, lots of uncertainty, it doesn't matter how good your plan is. I was talking to my friend Michael recently and he's like, "Hey, man, it seems like things are great you know? It seems like you're booking clients and this and that," and I'm like, "Really? Because I haven't changed out of this clothes for like three days. My head is full of too many ideas right? That I can't reconcile my to do list feels like it's eight miles long and wide. It's one of those things where it's not as glamorous sometimes as taking leaps and chasing dreams, sound.

[0:17:25.3] CS: You bring up a great point, which is that you only hear really from the other side of a transition. It's like the people that did really well, they write a book about it and it goes on to be on the New York Times bestseller and then the people that maybe the transition didn't work out as well or didn't work out the way they hoped, you don't hear from them ever again. You don't hear from them on that topic.

It's really true, it's like, I feel like we get a very one sided view of what that transition is and even if you're feeling pretty good in your business, I think we're all going through daily transitions even whereas business owners, we have to decide, are we going to spend more money on blogging or are we going to put that money towards whatever, social media or Facebook ads? We're constantly having to pivot and reevaluate.

That's why I like being a small business owner is because I'm so agile compared to some of the larger businesses I've consulted for or worked in. I think it's really amazing not only that you have Krista there to bounce ideas off of and to support. But, you know, you guys make such a good compliment to each other in that she focuses on a lot of the design and the photography and then you're really there to help her build that platform and I mean, just talking to you, I know you give amazing business advice. So I can only imagine the great advice that she's gotten.

As you're transitioning, do you find that it's helpful to build a platform a little bit before you go? Or is it something that you do after you leave and build from the ground up so to say?

[BREAK]

[0:18:52.9] 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 and click on “free workbook”.

We will deliver to you 50 of our most potent, powerful strategies and proven tactics to getting our businesses visible, booked, and profitable. So if you would like to have this in your business for totally free, you can grab that at creativeempire.co.

We'll see you there.

[INTERVIEW CONTINUED]

[0:19:36.9] DJ: That's really interesting, you know, one of the things that's been a huge influence I think over the last year is the book *Do Over* by John Acuff and if you haven't read it regardless whether you're in transition, it's great if you're in transition but it's even better if you could read it if you're not and just be prepared, be more prepared for one.

But he talks about your career savings account and he says it's made out of four different things and I hope I get this right: Character, skill, hustle and relationships. It's this idea that you're always either contributing to or withdrawing from that career savings account, regardless of whether you're in transition or not and so you can be investing in relationships and skills, you can be hustling and there's different seasons for that for sure, especially when it comes to hustle and building character, right?

So no matter where you are, the contributions that you make to that account are always going to be helpful later on. Regardless of whether you are transitioning from something that's similar or completely out there from what you were doing previously and so you can definitely always be working on those things, right? It's always nice, I think, if you can leverage a platform that you've already built but the relationships that we built there in our time with the Rising Tide

Society, those still exist. That's actually how I met both of you, right? Well actually, no. I met you Christina at Creative at Heart last November.

But still, I think our relationship moved forward a little bit through my time with the Rising Tide Society and then Reina, I think we met through the Rising Tide Society and the great editorial content that you provided and here we are and I get to, a privilege to be a guest on your show. So I don't know if there's any right way to do it as far as platform beforehand or during or whatever. Again, I think my default answer is just go do but as far as these other things are concerned, what John Acuff says about that career savings account I think has been definitely true. You can always be developing skills, hustling, building character, and building relationships.

[0:21:35.6] RP: One thing that you eluded to a little bit earlier was about the transformation and having a plan for it. I'm curious what things went into your plan if you did create one? I'm guessing you did, I'm very much type A that way but some people do want to just take the leap and there's so many Pinterest quotes about "take the leap and the net will appear" and I truly believe that when I left my job but I also created a plan around it, right?

[0:22:01.9] DJ: Yeah and it's always more fun. You can say "take the leap and the net will appear" after the net appears, you know? But during it, you're wondering sometimes, "Where is the net?" So yeah, we definitely went through a disarmed process. I think our announcement probably came a shock to a lot of people but for us, it wasn't something that we took lightly. It's something that we thought about and we prayed about, that we sought advice and counsel from those closest to us.

It was something where we wanted to go do something. It wasn't that we were unsure about what we wanted to go do. Although I think that's going to morph and transform as time goes on just as anything does. So we definitely went through a discernment process there and I've always admired Mary, Jesus's mother and I'm a good Catholic I guess, but one of the things that I like has stirred my soul this past year. It's something that Mary says after her encounters with the angels at the beginning of Mathew and Luke, but at least Luke.

It goes something like, “She treasured these things and pondered them in her heart,” and I think about it and how often do we ponder those stirrings in our soul? How often do we sit there and quietly? And I don’t know how much time I’ve made to do that in the past but this past year is something that’s, again, going back to this word “resonate” but just that is something that stirred my soul and so thinking about opportunities that come along.

I think this is good just in general as you try to figure out something and I don’t know about you guys but I have this problem where I’ll think of a business idea, I’ll go and see if the URL is available and then I buy it. So I pay way too much money buying a business that I will never do but it’s those ones where there’s something in your soul, there’s something and it’s just a little stirring at first and going back to it and maybe breathing some life into it and seeing if it has any legs.

I think it was just one of those things where Krista and I thought, “Yeah, this is something that we really want to go do,” and that was enough. Going back to I think there’s always reasons not to do something. We can justify staying put, it’s so much easier to justify staying put than it is to take the leap.

[0:24:21.9] CS: Yeah, you taught economics. You know all about sunk costs and that you don’t get that time back and we rationalize that in our mind. You’ve mentioned it earlier, we’ve stay in this job for 10 years, you might as well stay for another 10 years but really you are just wasting 10 years. If you spend a \$100, and you know more about this than we do, but the sunk cost thing is like oh, hits the nerve.

[0:24:43.8] DJ: Yeah, people will create a self-cost bias all the time and again, I believe God waste nothing and so if you make that decision, you might say, “Hey I’ve spent 10 years here” and you might be tempted like, “Okay, I might as well do another 10.” But if you move on, I bet that God uses that time and that experience. Even if you think it’s a waste. Even if you think it has nothing to do with what you’re going to do. God is going to use that time and something is going to come of it.

It’s going to be beneficial in some way. I really do believe that, and so I think paying attention to that a little bit more, those things that stir our soul a little bit and I have friends that they dread

Monday. I mean not that everybody was like, “Yes, I get to wake up early in the morning tomorrow,” after a day of sitting on your hind watching football but they dread Monday and so that means like what? You spend probably 50-ish weeks out of the year working 40 plus hours. A lot of my friends are very successful in whatever they’re doing and so they are spending more than 40 hours a week working.

So you’re going to spend thousands of hours doing something that you don’t want to do, doing something that you dread, you don’t get that time back. I just want to yell at you, you don’t get that time back and I don’t want to be Sisyphus. I don’t want to be just rolling the rock up the hill so that it rolls back down and then roll up the rock back up the hill and it rolls back down.

I don’t want to be like that and so you might as well go make the most out of it. I mean full circle back to what we’re talking about, about transition, is we see the people at the end of the tunnel. We see the people who has successfully transitioned and they go through all these stuff to get there and I think it’s the same with stories. Everybody has their favorite story.

By far, the best stories are the ones where the protagonist goes through the wringer. He’s knocked down, he’s beat up, doesn’t know why they’re doing what they’re doing but at the end has transformed into something and so we always look at the transformed version and we’re like, “Yeah, I want to be like that.” But I think there’s very few people who are willing to go through the obstacles and the challenges that that protagonist went through.

And so I think over the last year it’s just been challenged by people in my life, whether they realize it or not, to go out and take a beating. Go out and put yourself out there and if you fail, whatever, get back up and keep going and so I don’t know, I think a lot of that has played into us taking the leap and going through this season of transition and who knows? Who knows where it goes?

[0:27:14.0] RP: Totally and you know what? It’s really interesting because what you are saying and the word that I keep coming back to is the stirring and if you’re in this place where there is something more, if you’re in a moment in your business and your life, if there is something more than what you’re experiencing right now, it’s really scary to look inside and look at what that

stirring actually is and I'm thinking about my friends who have been in really challenging relationships and want possibly out but to admit that is scary.

Or to possibly leave your pension job and pursue something that you're truly passionate about and so that's really scary. So this transformations, they're not like, "Oh I'm just going to, next day, I'm going to quit the thing that I've been doing for so long and just go and do it" but really, it sounds to me like first step, look at that stirring and what's possible from there, is that what I'm hearing?

[0:28:05.7] DJ: Yeah, absolutely. Just fanning it a little bit. Breathe in some life into it a little bit and seeing where it goes and I think there's plenty of times where they are these fake stirrings. It's with every URL that I buy of every company that I will never start but by looking into it and realizing and sitting on it for a week, a month, six months, a year whatever it is, if it doesn't go away there's probably something there, and that's why it's so important to surround yourself with good people.

I think one thing that I've been blessed with is to be surrounded by good people in every aspect of my life and I think a lot of times, not even by my own doing just fortunate in going to those people and saying, "Hey, what do you think about this?" But taking some time to yourself and not telling anybody about it but just pondering it and then going to specific people and saying, "Hey what about this?"

I think something that we do is we come up with an idea. We immediately get on the horn with somebody and we're like, "Hey, I've got this idea. What do you think? Yada-yada," and that person often is like, "Okay, what? Wait" and you even hadn't thought it out and maybe it fanned out or maybe you'd go for it and a week later you're like, "No, I don't want this anymore". I think it's important to take some time and ponder it, you know?

[0:29:19.5] CS: Yeah definitely, and I just think it's so ironic that we're having this conversation about following those stirrings, because just to give you guys a little bit of background, I stalked Davey at the Creative at Heart conference and was like, "Hey, we should do a podcast" and I was literally no one. I was just a member of the Rising Tide Society and was like, "Hey, we

should do this thing. It would be great,” and he’s like, “Yeah, we’re pretty busy,” and he was super kind and super sweet.

But he was like, “I’ve never met you before” and he never said that, that’s just me being insecure but he was actually really, really sweet and kind and generous about it and he’s like, “Yeah, that’s a good idea like maybe we’d do this thing” that I am offering and we tabled it and threw the idea back and forth and that was actually how this podcast got started is because I just had that, “Ah I have to do this. I have to talk to people, I have to have these conversations”

And then obviously for logistical reasons, Reina and I got involved and it had nothing to do with Davey or the Rising Tide Society.

[0:30:13.9] RP: Thanks Davey for turning her down. No, I’m just kidding.

[0:30:16.0] CS: No, it was nothing like that. It was really benign. It was just, “Hey, Reina and I have this really great connection” because Reina had taken that stirring and followed it to her calling to talk to people and connect with people because she’s so extroverted and we just had a 45 minute coffee chat and that was how I got to know her and from that, we just had these great conversations and that was really how we decided to go do the podcast just ourselves because we could talk forever.

And so we were like, “why not?” and so it’s so ironic that you’re talking about this and how it was like, “Just follow it. If it’s such a strong calling, just go for it because there’s something there and you may not know what it is and full disclosure, I don’t feel like I still know what our purpose is with this podcast but I know that it feels good and when we move in the direction of that, it feels really good and it feels really fulfilling and so personally, I don’t really have a purpose in doing this.

I don’t know what it’s been like for you as you transitioned from career to career but you know, I have to say I just love what you said about following it and if it’s something that you just can’t get out of your head you have to do it. Chris Guillebeau talks about this all the time like people asking how do you write a book and he writes books all the time and he said, “I cannot write it. That’s the only way I know how,” and so if you cannot do something, it’s time to do it.

[0:31:41.9] DJ: Yeah, for sure and imagine if you came and you're like, "Davey, we should start this podcast" and we weren't in a place where we can start anything at that time but a couple of things from that conversation is A, I got to meet you and so immediately I knew okay, this is somebody I want to work with and we got the chance to work together back in January when you did a legal series on everything that you could possibly need to know in starting a business.

So awesome opportunity for us to work with you back then. But then additionally, what's awesome about the story is like — okay, so I wasn't hot on the podcast idea back then but it's still something that you pursued and here you are, you and Reina doing this podcast. You guys just hit your hundredth review, people love it, you guys seem fulfilled by doing it and you're putting out great content.

So it goes back to I think just going and doing it and the same thing with purpose. That's definitely something that resonates with me and I think it's something that I'm glad that I admire that you came out and just said it. It's because I feel like people are scared to say that kind of stuff.

[0:32:46.4] CS: Oh I was scared.

[0:32:47.0] DJ: They're like, "Well you know, if I don't have my why then people aren't going to take this net" but you just got to go out and do it and that stuff is going to become clear to you and there's probably, my sense is that you can probably intuit what your why is even if you can't articulate it yet, and that's okay. All that stuff is going to come just by you going and doing it and so that's awesome. John Acuff I think again and Do Over. I don't think he's quoting anybody else.

I think this is him but he's says something about great lives are very rarely made in great comfort and that's something that again, yeah, that's gold right there isn't it? It's one of those books. If you haven't read it, go read it definitely.

[0:33:27.3] RP: I think that's five books so far that you've mentioned.

[0:33:29.9] DJ: Yeah, John Acuff is one of those guys too. I mean it's more than his book just being awesome. It's super relevant, it's almost pastoral even but he's also one of those guys where I wish we could hangout. He seems like he's a great dude so lots of good stuff coming from him. But I love that. I love what you're saying about just going to do it and knowing that this podcast is something that you want to do and you and Reina hooking up and getting it done.

[0:33:58.1] RP: So for your last piece of advice, we always like to asks our guests, what would you suggest if somebody is starting out, how would you encourage them to create their own version of their own empire? What would that look like for somebody who's starting out?

[0:34:13.3] DJ: I think the biggest thing is to surround yourself with the right people and that could be my advice for any aspect of life but especially, I mean not especially business, but definitely business as well. The people that we allow to speak into our life have such a great influence and impact on us, and a lot of the ideas that you might want to chase if you're a new entrepreneur might sound crazy and they might sound crazy to you and they might sound crazy to everybody else, but it's often out of those crazy ideas that something awesome happens and it's often out of those — no small idea ever changed the world.

People who dream big go and change the world and so if you have people that are speaking into your life and then guiding you and pushing you to other people who you need to talk to or you need to connect with or you need to build a relationship with? I think that's like one of the single biggest difference makers in my life and certainly in my business and of course I'm blessed to have Krista, you know? She's chief, among all of those people, been probably the biggest or it had the biggest impact on my life as an entrepreneur for sure.

[0:35:20.0] CS: Yeah, if people have this crazy amazing ideas, how can they work with you and make them come to life? Where can they find you?

[0:35:28.6] DJ: Yeah, so they can find me in a couple of different places. One on social media. My handle is usually @daveytjonesy. You find that Instagram there. Snapchat, I've been really bad with snapchat since the whole Instagram story thing has come out

Disclaimer there, and then also at Daveyandkrista.com, you can find us there and then we also have our photography website kristadaveyjones.com. That is really yeah, that's where you can find me.

[0:35:54.4] CS: Yeah, well thank you so much Davey, you are certainly a role model to me and a mentor through your writing and your content. So I have so enjoyed having you on here and I know Reina has too. For all of you out there looking to make a transition or maybe you're thinking about it, now that we've had this talk, go over to daveyandkrista.com, give him a ring or a drop on the line, make a comment. What am I trying to say here?

Go say hi to him, give him some great comments from the interview and we look forward to you joining us again for the next interview here on My Creative Empire Podcast. Thank you so much, have a great day.

[END OF INTERVIEW]

[00:36:33.0] 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]