

EPISODE 71

[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]

[00:00:36.5] CS: Hello and welcome back to another episode of the Creative Empire Podcast. I'm Christina Scalera, joined by Reina Pomeroy.

[00:00:42.4] RP: Hi everyone!

[00:00:43.3] CS: And today, we are joined by Maura Chamness. Maura, would you like to introduce yourself to our audience and just say hello?

[00:00:51.7] MC: Sure, I'm so excited to be here! Thanks for having me guys. I'm Maura Chamness, I am a product stylist and brand photographer for mostly online entrepreneurs who are ready to upgrade their photos to match the brand they've worked hard to build. So I help hone their style, which is my favorite part, and then create a styled stock and product photography that really brings their work to life online.

[00:01:17.6] CS: What's the best aspect about what you are doing right now?

[00:01:20.3] MC: I think that my favorite part of the work that I am doing right now is really getting to know my clients, and their business, and their business goals. That is the really exciting part, and then being able to translate that into styled photos that they can use to create a home online or their store front online. That's what gets me excited, taking their brand vision and their goal, and then translating that into photography.

[00:01:47.3] CS: What are some of the things that you are struggling with that if you could just, maybe wave a magic wand and have a solution, what are those problems that you see in your business right now?

[00:01:58.4] MC: Well, I guess if I had a business fairy godmother, she would just show up with all my dream clients like, right here, all ready to work with me. So I would say like my biggest problem right now is just converting the inquiries I do get into clients, and I'm not sure if I am not putting myself out there enough and getting enough inquiries, or if I'm losing them in the booking process, or what the disconnect is. It just seems like the clients I do book are dream clients, but I feel like I lose a lot of them in the inquiry process.

[00:02:31.8] RP: I want that fairy godmother.

[00:02:35.1] CS: So Maura, what does your inquiry process look like? I'd be interested, if I am a potential client, I come to your website, maurachamness.com, what do I see? Where do I go, what can I do once I get there? Explain to us that don't have, maybe a website that we're driving or something, what does that look like for us as your potential client? What does that feel like?

[00:02:55.6] MC: Okay, so you'll go to my website, and there's the homepage and the about page, and then there's an info page, and that walks them through their pain points. If you have trouble finding stocks that match your brand, or you've tried to take your own product photography but it's a big headache, and then it goes into telling them what I do and how I could help them in the types of photography that I do. Then at the end of that info page, it outlines my packages.

So there's intro packages for someone who doesn't want to spend a lot of money, and then there's a custom package that they would inquire with me about, but has a starting at price, and then there's a social media content creation package. So they go there, and they see the starting prices for all of their packages, and they click through and fill out my contact form, and they send me information. Who they are, what their business and website is, and which package are they interested in. Then I left a blank spot where they can just tell me a little bit

more about what's going on in their business, and so that's the first interaction I have with them is when I get their inquiry through email.

Then I write them back and tell them — I usually checkout their website, and do a little light stalking, just so I have something to talk to them about, but I write them back and just tell them, “I understand that this is what your problem is, I would love to get on a call with you and we can talk about which package, or how we could tweak this package to be perfect for you”, and most of them would get in a call with me, and then on the call, we just talk about who you are, and what you're doing, and what kind of photos are you looking for and why.

During that, we just go over their package, I guess, their requirement, and so if it's a clear package like a social content creation package, then they already know the price. That's what it is, and they can say yes or no or I need to think about it, and then I follow up with them later with the invoice, and the contract and stuff. But if it is a custom package, I'm like, “Okay, this sounds great. It sounds like you need this or you need this. Let me work something up for you and I will send it over”. Like the finalized pricing, and then we go through the same process after that also.

[00:05:03.2] RP: Quick question, are the people who are falling off the face of the planet, are they falling off because they feel like the price is too high, or what do you feel like the disconnect is, or maybe you don't know?

[00:05:15.1] MC: Well, I've been better at sending follow up emails, and it's given me more of insight into why they're not booking, and so some people are, “This is out of my price range”, so I am getting a lot of my prices are too high, and then one girl was shopping. She was looking for other people, she was interviewing more than one photographer, and I never heard back from her about why she chose someone else, or if she even did.

Some people also said that, “I really want to work with you, but let me call you in October. I am doing my research now so I know what to expect, and I am saving up”. They're really excited to work with me, but they want to work with me later. So I also get some of those responses too.

[00:06:00.4] RP: Cool. One of the things that I wanted to ask you about is who is your ideal client? Your stock photography is beautiful, it's clean, it's bright, and lots of colors intermix, so

who are you specifically targeting? I am wondering if it's matching the people who are signing up.

[00:06:15.6] MC: Right, so my ideal client is an online entrepreneur who does most of their business either online, or they have a web-heavy presence. Like even if they were a product photographer and their stuff is in a shop, their website is their main hub for telling people what they do. I work with both service based businesses and product based businesses, and so sometimes, I feel like it's hard to talk to both of those kinds of businesses at the same time.

But it's not like they're right out of the gate entrepreneur. They have already established their brand, they know what their brand is, and they've maybe worked with a couple of people before, or they've tried to do their own thing and they can't get it quite right. Like the lighting is not good enough, or it's just really frustrating, and it's like the people who are on step two of their business, not step one. They've conquered step one, they know what they are looking for, but now they just need someone to help them implement it so that it matches what's in their head.

[00:07:11.9] RP: And who's inquiring with you? Is it step one, or step two folks?

[00:07:16.4] CS: Yeah, and I'd like to know where they are finding you, too.

[00:07:18.7] MC: Okay, so they seem to be finding me in a lot of Facebook groups. I only had one person who found me on Google search, which was surprising to me, but they all seem to be right there on the cusp of step two. Even if — I've had a couple of inquiries with someone who this is their second business, but this is their step one of their second business. They already know what they're looking for, and so I feel like I'm there very close.

It's maybe their half-step before step two or something, or they're right there on the verge and they're just getting ready to jump, and so I feel like that's where I am catching them right now, does that answer your question?

[00:07:57.9] CS: Yeah, definitely. I'm wondering, do you have anybody in mind that you would like to work with that you're not currently working with? Like, you see people on the internet and you're like, "I feel like I could really help this person". Maybe their social media feed is dark, and

they have a lot of followers, or they don't have a lot of followers, but they have a great product or service. Do you see anybody like that?

[00:08:18.1] MC: I'm trying to think of a specific example.

[00:08:21.2] CS: Yeah, you don't have to give us a specific example. What I'm kind of getting at, Maura, is you created this business for a reason. You saw a market need — which I love your style and the business, I think it's a great idea — but I'm just wondering, instead of letting people come to you, what if you went to them when you saw that they could benefit from your services. Is that something you've done so far?

[00:08:44.2] MC: No, I haven't specifically reached out to anyone and been like, "Hey, it looks you could use help with your photography. Do you want to hire me?" I haven't done that yet, no.

[00:08:54.8] CS: Why not?

[00:08:55.9] MC: That seems a little bit scary. I don't know, and I also feel like I'm insulting them or something like, "Hey your photos are really ugly, do you want some help?" I know that I would obviously go about it in a more polite manner, but I don't know why I haven't done that.

[00:09:11.6] RP: I would totally be receptive to that.

[00:09:13.9] CS: Yeah.

[00:09:14.4] RP: For Maura to come to my website and be like, "Reina, I love your brand, but honestly, you could use a facelift" I would not take it as a... yeah.

[00:09:23.1] CS: Yeah, I don't even think you need to say it in such a way. I mean you could just say, "Look at all these value that I provide" value, value, value, all the time I am saving you. If you tried to do this on your own, here's what you would get instead, like a stock photography subscription where everybody else is using the same photos. Instead, you get these great custom photos, and it's only this much money per month.

If you tried to do it yourself, it would cost you this much time, this much money. If somebody approached me — and I get approached like this all the time now, somebody did this with their VA services, and I've been looking for someone to take over my email, and I don't have the time to go out there and search end on end and end. This girl just came in, she followed through, she showed me her value, and then reached out to me obviously while doing so.

I was like, "Oh my gosh, this is exactly what I've been looking for!" So I don't think you necessarily need to go about it in a way where you're putting their stuff down. It could be just something that they're struggling with now, and you have the solution for that struggle.

This is for Reina, I think what you said that's really key is that that sounds really scary, and so I'd like to dive into that, because I think you're missing out on a huge opportunity. But our goal is not to put you in a situation where you don't feel comfortable, right? It should feel a little bit uncomfortable, but not scary.

[00:10:42.8] MC: Right, and I guess that is my first reaction is like, "Ooh that sounds a little bit scary" a little bit nervous, but honestly, I have not thought about it, and that makes sense. If people are in their step two of their business, or phase two, and they're so busy. Like, maybe it's on their one hundred million long list of to-do items, but they just haven't made the time to look for me. Then I could see how if I just showed up in their inbox, they would be like, "this is meant to be", like this is a sign or something like that. So I'm really glad you pointed that out. I had not thought about just reaching out to them personally.

[00:11:20.6] RP: Yeah, and taking that initiative is a huge thing. So one of the things that I was thinking is that if you can create a case work, rather than — and Christina, I know you get all these emails all the time too, is that somebody who hasn't researched me, and has sent me a really blank template email that's not appealing to me, but if you can pull some ideas together and say, "Here's what I'm thinking on how we might be able to work together".

It's not like a pitch, but just a way to say, "I appreciate you, and here is how I envisioned how we might be able to work together if this is a need in the future." It definitely is a possibility. I like it. I think that your step two people are a little bit busy. They have team members, but they don't even see that that's a need right now.

Another thing I wanted to bring up — so maybe accountability on that piece, like Christina brought up, and then the other thing that I wanted to come back to is your process of people who are on the cusp of one and two, right? Those people need to be warmed up, keep them as warm leads, and have them in that pipeline. Keep in top of mind, or have you be in top of mind for them, so that when they are more firmly in step two, you can reach back out to them and say, “Hey, how’s it going? Is there a chance that we can work together?” Not in those words, obviously, but just stay in their focus a little bit.

[00:12:36.2] MC: Okay, so like keep going with the follow ups, like maybe after they say “not right now”, follow up in a couple of months or on some other like, frequency?

[00:12:46.0] CS: Yeah, and you could even automate that. I mean, there’s probably a Zap for it, but there’s certainly a function in Boomerang where you could just set the date, pre-write the email, and then it goes out to them. Maybe copy yourself on there or something, so you know you sent it, if you forgot, it was six months before, but yeah, I definitely think there’s a way that you could do that and do it well.

One of the other things that I just wanted to ask you, because I am really big on selling value before you start to sell cost or price. I see what, I am looking at your photography packages, and I am seeing what I get. I am not seeing the value that it brings to me as a business owner. I know there is an inherent value in having a beautiful social media feed, but just really quickly, I would love for you to tell me three reasons why your images are so valuable for someone who doesn’t have the time or the know how to do what you know how to do.

[00:13:38.3] MC: Okay, I would think the first value is that your photography will attract the right people, and so sometimes it’s hard to...

[00:13:47.9] CS: And why is that important?

[00:13:49.3] MC: So that you can attract your ideal clients, and they trust you, and they see a consistency between your product photo or your website, your branding photo, and the content that you are delivering or the product that you are delivering. I feel like especially in this online

world, the quality of photography really shows people the quality of your work, whether it's a physical work or a service. So I feel like the quality of your photography just speaks for itself.

But then also, you don't have time to take your photos yourself, and you don't have hours to spend scrolling through a stock photo site just to find the right photo, because there is a lot of photos out there, and some of them aren't quite right, or they're close, they have the same colors, but not the same style that you are looking for. I mean, who has time to do all that? It's such a time suck. You can easily spend way too much time doing it, and you can easily spend way too much time fiddling around with your camera and trying to get your own photos done.

I've talked with people who aren't even listing things in their shop, because they're procrastinating taking the photos of the product. The products are ready, they just aren't out there, because they don't want to take the photos of them. So I really think that saving you time and communicating your value are the biggest things that my photography would help in your business.

[BREAK]

[00:15:13.5] RP: Hey everybody, it's Reina here, and we wanted to tell you about something really exciting that is coming up. So I have Christina here with me, and we're just going to talk to you about what we've been thinking about. So, hey Christina!

[00:15:24.5] CS: Hey guys, hey, Reina.

[00:15:26.8] RP: So you guys, we've been doing this podcast thing for a while, and we've been loving it, and you have been responding with reviews, which we love, and comments in our Instagram. We just want to ask you a few questions about what's been working for you with the podcast, and how we can support you better. So Christina, tell them about our focus group.

[00:15:47.9] CS: Yeah, what we have decided, is rather than assume you need something, or send you a survey that it's hard to pick up the emails and answer them and all of that, we get it. We're busy too, what we've done instead is we've created a focus group. It's going to be a live focus group that we are hosting on November 29th — that's a Tuesday — at 11 AM Eastern. So I

know day light savings time will have come on by that time, so it's going to be Eastern Standard Time so that we're all in the same time zones. So 11 AM, November 29th.

All you have to do is head on over to creativeempire.co/focusgroup, and on that page, you'll have all the details. You can sign up, you can join us, you know exactly where to go, and you can also sign up for the recording in case you can't make it live and give us your feedback. We really do want to hear from you. The show isn't for our benefit necessarily, it's for your benefit. We want to hear what you need, what you're looking for in the future, how we can make this the best experience possible, and of course, this is all free. So take advantage of it.

You know, Reina and I created this as a resource for you guys, because we didn't have a resource like this that we felt like we could rely on as we started our businesses. So please take advantage of this, please come to our focus group if you are so inclined, and we will love you forever.

[00:17:09.4] RP: And also, who knows? Christina and I love dispensing a lot of information. So if you are there, we might be able to give you some mentoring too. No promises, but we might be there long enough to do that.

[00:17:20.9] CS: Definitely, it's not just a quick one and done session. So this is your time to connect with us, and to really interact and have the same kind of experience that our guests do on the podcast. So we would love to see you there.

[INTERVIEW CONTINUED]

[00:17:36.2] RP: I love that. I think that — just hearing you talk about both product and service based businesses, you might want to split those out, just in consideration. Because I know lots of product based businesses who have this need who don't know who to turn to, and there's plenty of service based businesses who need very branded-to-them images, where they could come to you and find that you do both, so just a thought.

[00:17:57.2] MC: Okay, so logistically, how would that look? Would it be like people come to my website, and I have an info page for a product and an info page for a service?

[00:18:06.4] RP: Yeah, how would the process look different for you?

[00:18:08.8] MC: Well, it's what I am trying to get at, it's like wrap my head around splitting it into two things. I could see how I could write a blog post about product photography, and write a different blog post about custom stock photography, but on my website, do you think it would need to have two separate sales pages, or even two completely different websites, or am I over thinking this?

[00:18:32.3] RP: What do you think, Christina?

[00:18:33.0] CS: I actually would break it up a little bit differently. I would either break it seasonally, because most product based businesses operate seasonally, where they release collections. So you know, you have a quarterly sale, or a big sale in August or September to shoot holiday products, and I would just push that at that time, and then I would focus — let me finish this thought and then I'll ask you, but otherwise, I would be focusing on the service based businesses, because they are the ones that could see the ROI pretty quickly.

And so they can start implementing it right away. Service based businesses are just a little bit more agile than product based, obviously. There's no turnaround time except for that to render the service. So I think it would be interesting, but what I need to know from you is what brings in more income, the product based businesses that you work with, or the service based clients?

[00:19:25.9] MC: Right now it's about a 50-50 split. I do feel...

[00:19:30.6] CS: Then let me ask you this one. What's more scalable? You don't have to know why, but what feels like you could maybe delegate some things if you had more clients on one end or the other?

[00:19:42.4] MC: I don't know, because product photography is style, like I still have to do the prop shopping and do the style consultation, so that feels like it would be the same for both businesses. I don't think I could delegate my photography part right now, but I would be

delegating more of my business tasks. I think I focus on more on product photography first, because I felt like that was like, they already knew that they needed photos.

Sometimes, I feel like service based businesses, they are getting by with using stock, or they're using people photography, or if they're a coach or someone, they're using their own headshots, and so they don't always need custom stock photography. Sometimes I feel like the product based business is an easier sell because they know that they need photos, but...

[00:20:33.6] CS: I guess the final question around this topic that I would ask is what's more fun to you? Which one do you enjoy more?

[00:20:40.5] MC: I like them both. I think that the service based businesses don't know how good they could have it if they use me. In a way, I feel like that's where the world needs more help or something, and that they could have really great looking sites, and websites, and cohesive Instagram feeds, and they just don't really know that it's an option, that they could have it custom done for them. They think that pre-done for them stuff is the only answer.

[00:21:11.0] CS: Yeah, and I don't think that they are mutually exclusive. I don't think you have to choose one or the other, but I do think that if you did choose one and niche down to that, went full force with it, it would be interesting to try that for three months and see how that changes your business, and then obviously — and I am leaning more towards the products, because just me seeing the blue ocean over there, I feel like that's an area that people haven't really capitalized on.

There's a lot of Etsy courses out there about how to take photos for your shop, or product photography for beginners, but I don't really see that as something that is being outsourced often. I feel like that's a huge market need, especially for the kind of clientele that you are talking about, versus the service based businesses, who they may want shots of themselves in there. Especially if they're a coach, or the business is them, and so they're more likely to work with a local photographer.

With that being said, your work is gorgeous, and I do think that it's possible for you to go after those service based businesses. I just think it would be interesting to see what would happen if

you only focused on one or the other for a three-month stretch, particularly — and I know this area is later — but depending on what upcoming holidays and sales you might see.

Marketing to those businesses in a way that not only gives them the value that you just talked about. So those three really valuable traits, the consistency, the quality of their products, and then the lack of labor involved because they are using you, but also, how timely and relevant this could be for their businesses, to just get rid of this as they prepare for a really busy holiday season, whatever that looks like in their business. Christmas, Valentine's Day, Fourth of July, whatever big pushes they have where you just take that off their plate for a really reasonable cost.

I mean, this doesn't look like, based on the prices you're charging right now, it doesn't look like it's much more to use to someone who is an expert, a.k.a. you, versus a photographer that's maybe good at taking photos, but isn't a stylist as well. So I would be interested to see what happens there. Do you think that is something you could do, is focus on providing — maybe niching down for three months and seeing how that goes, or how does that feel?

[00:23:28.6] MC: Yeah, just you describing it makes me feel relieved that I could- I don't have to choose one or the other, but I could focus on one for three months, and then focus on a different one or the other one later and that already feels more peaceful that I can just focus on one. If I timed it so that I'm promoting product photography during the season when people are getting their collection back from processing, and then ready to take photos of it, that would be high season for product photography.

Then during the other seasons, I could just reach out to more service based businesses. Really focus on that, and I guess I was just thinking of how to promote my business 100% of the time instead of dividing it into sections, and so I really like that idea. I think I can do that.

[00:24:19.7] RP: And I just came up with a random idea too, and this might not even work, but like, what if you were the one person to do stock photography for launches, right? Like for somebody who's re-launching, or launching something for product — just a random thought before we move into something else.

[00:24:36.0] MC: That's a good nugget.

[00:24:37.1] RP: Right, it's fun. I don't think anyone is doing it, but I don't know how you would market that, but just a thought. So the other thing that I wanted to talk to you about is how are you using your personality in your business? Your photography is gorgeous, but I feel like it could get lost in translation with every other stock photographer that's out there, and that's not what we want. We want you to stand out in some way, shape, or form. So how are you conveying, or how would you like to be known in terms of your personality or your brand?

[00:25:05.6] MC: My personal nature is that I am not very glammed up, and I know that a lot of photography out there is using a lot of gold, and really — Kate Spade, and really preppy-type stuff, and so if I could convey more of my personality and not — like, "I'm your friend who makes you laugh, and I'm kind of quirky, and kind of dorky, but I really value design, and aesthetics, and stuff like that", if I could blend both of those things into my personality profile that people get to know from me, that would be ideal.

I know that I get quiet in the Facebook group, or I disappear on Instagram when things get busy in the office, and so I am working on getting some systems in place so that I can just automate a couple of those things. Yeah, I guess I just want to be the friendly professional. You can easily talk to me. I'm very relatable, I am super friendly, but I'm not so loosey-goosey that things don't get done.

I am very organized and follow up with all the bullets. I am a big fan of lists, and bullet points, and spread sheets, and so I don't know if there is a way that I could mix those two together. That's what I would want people to know about me.

[00:26:20.4] CS: So you have Reina-and-Christina-disease where you take everything too seriously, and people sometimes wish you would loosen up. You know, it's totally normal, and the fact that — you and I worry about this too, right? Because I am a lawyer, I have a high fiduciary duty to take care of my clients under a law license and everything, and Reina is a certified as a coach.

There's a heavy burden that we bear — and happily — but at the same time, I can't speak for Reina, but I know sometimes I feel bad being silly and showing my silly side, because I'm afraid of what people will think, that I am a bad lawyer. That I don't take myself seriously, that I don't take my client work seriously, and that's not true. But first of all, I think it's a gift that you do work in a decidedly admittedly creative field, unlike legal stuff, which I have to struggle to make a creative aspect of my life, but I would use that as a gift.

What someone said to me once, and I wish I could remember who said it to me, but they basically said don't worry about being silly or goofy, because you're so serious all the time, and you're so organized, and you have these lists. I am a list maker too, that's going to come out. I'm literally looking around my office. I'm just surrounded by lists, and everything is organized now. So you know, if I'm silly, the other side of me — which is like all of the stuff that you were talking about with you, I could relate so well to this — it's going to come out.

You might be silly, but it's in an organized way, so your Instagram is still organized. Your website is still clean, and bright, and easy to navigate, but maybe it just means like, being silly with your friends at a networking event. Maybe it doesn't mean Facebook. Facebook and Instagram are really challenging for me. I got overwhelmed very quickly on this platform, and in fact, that's why I've outsourced my Instagram for the most part.

So what would it look like to you if you could provide yourself with some outlets to be yourself in the creative sphere? What would that look like in-person that's working? Would it look like virtual coffee dates? Reina does that all the time. What are some things that you would feel comfortable doing, maybe a little bit outside the comfort zone, but things that you could expand to in the next month or so?

[00:28:25.3] MC: Well, this is something I've been working on, just trying to find ways to network that fit with my personality, and that I don't procrastinate. So I have found that one-on-one coffee dates with me are so much more fulfilling and beneficial in reaching out to people than going to a networking event in person where it's like, me and 50 people in a room. I do much better one-on-one, and so I really have been focusing on my coffee chats and having more of those.

A lot of good collaborations have come from those. In a way, I feel like I'm also leveraging those to people who are in Facebook groups, and when they see — if I am not always in the group, and I always ask them “How can I help you, and how can you help me”, and I'm like, “If you see anyone looking for brand or product photography, tag me”, because I am not good at checking the Facebook groups.

But now, I've had coffee chats with all of these people, and we've actually become real friends., so they will shout me out, or even send me a text message and be like, “Hey, someone just wrote this. Go get it!”, and so I feel like that's a great way. I wish I could expand on that with the coffee chat, like instead of doing more one-on-one coffee chats. I don't know how I can grow that in another way, but so far that's been the one that's like, networking to just like, Instagram comments or Facebook group comments. The coffee chats have been the most beneficial to me so far.

[00:29:50.8] RP: Yay!

[00:29:51.9] CS: Yeah, I love Reina's social glue strategy. So if you guys haven't listened to that episode, let's link to her. It was with Adrienne, right Reina?

[00:29:59.9] RP: Yep, Adrienne Dorison.

[00:30:01.1] CS: Yes, so we'll link to that in the show notes, but Maura, I'm curious to know if you've ever joined any kind of mastermind, or smaller group, whether it was paid or unpaid, it doesn't really matter.

[00:30:13.1] MC: I have been in a couple of mastermind groups, both paid and — well, one of them was part of a course. It was an online course, and then they put the students in smaller groups, and they were good. That one was good, and the in-person one that I did here in Houston was really helpful in some ways.

I now have two separate accountability partners, and those — I guess I felt like when I would go to the mastermind, like ours would meet every other week — we would have things that we want to do, but when we went our separate ways, we wouldn't do them. We would come back,

and no one did anything. We would all be there in the same boat, and then we'd make a new plan of action, and then no one would do anything. So I found that the weekly accountability partner has really been the key to my masterminding, which is good, because we can bounce ideas off each other. They can be like, "Uh, I don't think you should spend money on that. Why don't we spend money on this." It's like having a business partner.

But I wouldn't be opposed to trying another mastermind that maybe has a little bit more built-in accountability, versus just like a group of people who got together and made their own. Like maybe there needs to be more of a leader, or accountability adviser, or something like that. I'm not sure.

[00:31:25.3] CS: Reina is the queen of masterminds, do you want to say anything, Reina, yet?

[00:31:29.2] RP: Sure, I think that there's a lot of value in masterminding in general, but I think there's a huge amount of value when there's a leader in place to really hold you one-on-one accountable, and then to your group as well. They are invested in you, because you have invested in them, and it creates a two-way street rather than just like this loosey-goosey big group that gets together. So I find for myself, that has been one of the biggest pushes in my business in getting really good tangible feedback from the coach, and also from the rest of the group as well.

So it's been really cool, and also when that's the case, my coach is always part of the mastermind. So we get to ask her questions about her business, and it's just nice to be able to see higher level than where I am, and people who are at my level as well if that makes sense.

[00:32:17.3] MC: Yeah, that sounds like it would be a step up from the kind of masterminds that I've been a part of so far.

[00:32:23.3] RP: Well, let's bring you back to accountability, so what are some of the things that we've talked about that you might want to think about taking action on, and let's commit to something before we get off this call.

[00:32:33.3] MC: Ooh, I like it. Okay, I definitely like the seasonal approach to promoting towards different ideal clients. So I am definitely going to work on — when we're recording this right now, it's almost the end of the year, and so I definitely will take that into consideration as I work on my marketing plan for next year, for 2017.

[00:32:54.4] CS: Yeah, and don't be afraid to make holidays, Hallmark does it all the time.

[00:32:59.9] MC: Oh, just make up one.

[00:33:01.0] CS: You know what I mean, the off-time season isn't a huge deal, but now it is. So if there are certain things where you always see sales happening, start to take notice of that at least. If it's like, a Veteran's Day sale or whatever, these are all things and opportunities that you could capitalize on. It doesn't have to be for Macy's.

[00:33:01.0] RP: Hallmark holidays.

[00:33:23.1] MC: Yeah, okay, so I am going to work on the seasonal approach to attracting the different business-type business owners, and then also the reaching out to people who I think could benefit from my service. I will come up with some sort of template, not send a template email, but for myself like a checklist of, "How can I help you? This is what I see going on in your business, and this is how I think that our work together could benefit you and provide you value." So I think those are my two. I feel like there was a third one, but I don't have it written down. Those are the two that stuck out to me, yeah.

[00:33:56.4] RP: That's okay, those are two good ones.

[00:33:59.3] CS: Yeah, I would continue — and maybe it doesn't happen today, or this month — but continue to put it out in the universe that you would like to join a mastermind. That is actually how I got involved, fortunately, with a great group, and it was just because I mentioned on Instagram one day that I would just love to be a part of a mastermind, and I didn't have anybody. So Lauren Carns actually reached out to me and let me join hers, and everybody else in there was so sweet.

But it just happened because it was something that I really wanted, I believe, and I put it out there for the world to see. So if that is not something you want right now, that's fine, but it just made me a lot of coffee dates and a lot of virtual coffee chats, and there is nothing wrong with that either. I am a huge fan of that, and it's obviously worked very well for Reina and her clients, and so I would encourage you to keep pursuing opportunities to at least meet and chat with as many people as you can.

Not just for the sake of your business, but also just for the sake of learning more and keeping yourself feeling fulfilled as an entrepreneur. So I don't know if that's going to be a mastermind for you, but it's just something to think about if an opportunity comes up. It might be a sign or something.

[00:35:05.9] MC: Yeah, okay. I'm definitely going to keep that on my radar.

[00:35:09.5] RP: I feel like we could talk to you forever.

[00:35:12.0] CS: I know, and I really do think that you have such a unique offering. Your style is so different, and the way you presented it is just gorgeous.

[00:35:22.0] MC: Oh, thank you!

[00:35:23.2] CS: Yeah, we would love to follow up with you and see how these implementations have gone in a couple of months, and what's changed since this interview. So thank you so much for coming onto the Creative Empire Podcast. Everybody out there, go build your creative empire.

[END OF INTERVIEW]

[00:35:40.0] 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.

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