

EPISODE 90

[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]

[0:00:36.4] CS: Hello, welcome back to another episode of the Creative Empire Podcast. I'm Christina Scalera joined by Reina Pomeroy and today's guest is Rachel Rouhana of Haute Chocolate Stock Photography. You guys have definitely seen her work, it's all over the internet. I use her, personally. I'm a client or a customer and we're really excited because Rachel's done something really neat, pretty novel in the online world and she's cultivated a dedicated Instagram following and grown her membership site like crazy, which is something that I know a lot of our listeners are really excited about, you know, potentially pursuing a membership site, looking at the opportunities there.

So, Rachel, welcome to the show.

[0:01:15.7] RR: Thank you so much for having me, I'm so excited to be here.

[0:01:18.7] CS: Yeah, we're so excited to have you. Can you give our guests a little bit of a fly by background?

[0:01:24.7] RR: Sure. Like Christina said, I started a Haute Chocolate. It's been around for almost two years now, which has just been an amazing journey. I create styled stock photography for women entrepreneurs, bloggers, and creatives.

The reason why I started it was because I saw a real need in the market for chic and stylish and high quality images for women business owners. But at the time when I started, there were really only a couple of sources on Etsy or Creative Market and you could buy stock photography but what I was seeing was there just wasn't enough variety and that it was also expensive to buy one image at a time.

You know, as we all know as online business owners, we need tons of visual content for our websites and blogs and social media and so I started thinking, "What if there was a membership site that was kind of a similar thing to Shutterstock and some of the larger stock photo sites where you would pay a membership fee and just have access to a ton of beautiful images, but that was created specifically for women and that was affordable?"

Because I didn't think that these sites were affordable and, you know, I was just kind of starting out my business too. I didn't want to pay astronomical prices for stylish and pretty stock photos. So that's kind of where the idea where the style stock library came in and I ran with this membership model because I really wanted to provide new and fresh and beautiful photos on a consistent basis to my members.

That's kind of the jumping off point and just the response has been amazing so I think that it really did hit that sweet spot of people really needing this type of services.

[0:03:05.5] CS: Yeah, what kind of photography were you doing before you got into the styled stock membership site?

[0:03:11.5] RR: Actually it's really funny because I was not a photographer. I actually decided that I wanted to do this before I even knew how to operate a camera. Before running the styled stock library, I actually had a graphic design business and I had taught myself graphic design and I was creating invitations and party printables and then I saw this need for creating feminine stock photos and I thought to myself, "Well, if I could teach myself graphic design, I could probably teach myself photography as well."

I literally had no money really to invest in learning so I just started Googling and watching videos and practicing. I practiced so much. So many photos that no one will ever see the light of day

because I just kept at it and started learning how to use my camera in manual mode and just did it. Really taught myself and spent a few months, like a few good solid months practicing and learning before I launched it.

[0:04:07.4] RP: That's so inspirational, Rachel. One of my personal goals for this year is to learn how to do some kind of photography. I really suck at a camera, so your story is really inspirational. I also think that you pinpointed a big need. Not just there is a need for stock photography and like buying one image at a time, but that business owners need lots of images at a time and we need it for different platforms and we need things to look visually interesting.

So I appreciate the fact that you found a hole and you tried to fill it with your art. Some people maybe don't have the skill set in order to do something or they want to do something, they want to pursue something but they're not quite there yet and they have a lot of imposter syndrome around like, "well I'm not quite good enough to be able to sell all that service".

But you said, "I can do it and I can sell it and create a membership site," which is like, for me, it's like a monster of a task and you're doing it beautifully and you're supporting it with a really good business model. So I just want to applaud you for not stopping if you had that fear.

[0:05:11.2] RR: Thank you. Yeah, I mean, I definitely did. I definitely had that fear around it but I just kept telling myself, you know, that I felt like this was something really important that I wanted to bring to the market and that I wasn't going to let that fear stop me and that I was just going to learn and continue getting better.

Honestly, I feel like very single month when I create new photos. It's not like I feel like I've mastered it by any means. I'm constantly trying to learn and improve my skills and I think for all of us, it is that journey and you're never going to go into a business feeling 100% prepared, right?

You shouldn't let that stop you, I think you take on as much as you can in that time and then even in our photography process has really changed and we keen to trying to up level and create even higher quality photos. If I had have started where I am right now and said, I want to create this beautiful productions, it would never have happened. So I think you just start where

you are and then you just know that you're going to continue to put in the time and the effort to grow your skill.

[0:06:17.2] RP: Very cool. You said that you've been in business for about two years, could you tell us a little bit about of like maybe the stages? You told us a little bit about the journey but what are some of the stages that you saw in different struggles or wins that you saw at each stage?

[0:06:30.1] RR: Yeah, I mean, the style stock library is almost two years old but before that, I had been running a business for about three years. The graphic design and the party principle business, I think doing that really allowed me to kind of hit the ground running with the stock photography. Because I already knew how to build a website, I already sort of knew how to build a community.

One of the big mistakes that I made when I was doing my graphic design business and I had an Etsy shop was that I had 6,000 customers and no email list. I didn't know the importance of having an email list and so when I started this styled stock library, that was the first thing I did before I even launched I put up a landing page and I started telling people, "Hey, get like a free sample of photos," and I launched to a list of about a hundred people, which wasn't huge but it was something.

So one of my big priorities in building the styled stock library, and I know that it's been a huge to my success has been building up my email list because I learned my lesson from the past three years of not doing that. So I think that that really helped, just kind of having that background of having run and operated another business, sort of knowing what I needed to do things pretty quickly and I think that's why I've been able to kind of it has taken off and it's done really well in a relatively short period of time.

But yeah, I focused on building the list, I focused on building a community. I've always been really obsessed with quality and making sure that my customers are really happy. So just listening to them and getting feedback and learning what my customers want has always helped me grow.

Really being open to sometimes hearing things that you don't necessarily want to hear from your customers, but just using that to spring forward and create better products, create more value for them. So I think all of those things have helped.

[0:08:24.1] CS: Yeah, where is the coolest place that you've seen your work so far or the coolest blog or Instagram feed?

[0:08:29.8] RR: Oh my gosh, so recently, one of the coolest things — I don't know if you guys are familiar with Natalie McNeil? She is pretty big and amazing female entrepreneur and she had used, she launched an online magazine and there's a picture of Richard Branson on this magazine and she used one of my stock photos to display it for her launch and so I was like, "Oh my god, this is like incredibly exciting."

[0:08:54.1] RP: Yeah, that's pretty cool.

[0:08:55.2] RR: I think that was one of the coolest ones that I've seen lately. I'm like, "Richard Branson in my stock photo, I never thought that that would happen," right?

[0:09:02.3] RP: Yeah, it's so cool to be able to recognize people's work and say, "Oh my gosh, I know who did that," and to be able to see like the fact that Natalie featured your art. That's really cool.

[0:09:14.5] RR: Yeah, and she's someone who when I started out, I've always kind of listened to her and thought of her as someone who I really looked up to and was really amazed by all the work that she's done. So to see her magazine and the headline of Richard Branson on it and it was just a really cool experience.

[0:09:32.9] CS: Yeah, for sure. You keep saying "we" a lot. So it's not just you, you have a team behind you I'm assuming?

[0:09:40.5] RR: Yeah, I've started building a team and I have someone who actually is my sister who is our membership coordinator and, you know, she's been really helpful in looking after you know, the day-to-day emails and things like that so that I can kind of take a step back and be

more in the creative director role and the business building role, which is where I really love to be.

I also have a production assistant who helps me with the photo shoots, so she does a lot of the shopping for props and putting stuff together. Then the two of them, so what we do is we will shoot usually one collection per day and they sort of help me to keep things all together because I'm styling and photographing and doing all of that creative work and they're kind of like, "Okay, here's the next shot that we need to get," and they keep me on track for that.

That's my little team, I also have a graphic designer who creates our exclusive graphics packs that we have in the library which are you know, icons and digital papers and things like that. I don't do that myself. I hire that out and she's also fantastic. So very slowly starting to build out a team, so that is why I say "we" because I actually do love having a team and I feel like it's just been one of the keys to my success in terms of growing the styled stock library and not taking everything on myself.

Because that's what I did for a long time and I finally reached a point where I was like, "Okay, if I'm really going to do this, I need to spend that money and need to invest in people and I need to focus on the things that I'm really good at."

[0:11:16.5] RP: Can I ask you a little bit more about that? What was that moment like when you decided? When you went from like not having any help to deciding, "Oh my gosh, I really do need somebody."

[0:11:25.7] RR: I mean, I think you know, I was just feeling completely overwhelmed and stressed and it was losing the fun of it and I kept thinking, "Why am I doing this? Why am I doing this to myself?" Also, I started realizing that I'm holding my business back and I think that I need to do everything and I'm scared to make that commitment financially to someone else. Then I realized if I don't do this and I don't go all in, then my business is not going to grow and I just had to make that mental shift of seeing it as an investment in my business and becoming kind of you know, kind of becoming the CEO, right? And not doing those things that I don't need to do that other people could take off my plate so that I could focus on the growth and on the creative side, which is really my zone of genius if that's what you want to call it. So it was that mental

shift of just saying, “I stay small or I can start to really think big and just go for it and figure out how I’m going to make this work.”

[0:12:31.1] RP: Love that.

[0:12:32.1] CS: Yeah, I mean, managing it or starting or managing a membership site is not small feat. I mean, I think that’s why Reina and I have not done it yet because it’s a lot of work. What made you decide to do a membership rather than continue selling on Etsy or maybe some of the other business models that we see for stock photography?

[0:12:51.5] RR: Right, I think part of it is I looked around and I saw what other people were doing and I said, “How can I do something that’s unique so that I don’t have to really compete with them?” Then I thought — and also, just the need of having the continuous fresh new photos and I thought, “How can I best serve my audience? How could I deliver this to them in a way that makes sense for how they need to use this photos?”

The membership model just kept coming back to me as one of the best ways to do that and I definitely was scared of the tech side and just, how would I put it all together? And I think people see it as this great model because it’s saleable which it definitely is. The thing is that you have to commit to providing that value month after month. I was definitely afraid of that but I said, “I really think this is the right model for how I want to get my images out there and how I want to serve my community.”

So I just had to make that commitment that yes, I’m going to launch new collections every month and that I’m going to be creating value every single month and I think that’s really the question that you have to ask yourself before you go into this type of model is, can you make that commitment? Because you can’t take a month off, right?

I mean, you can definitely batch your work but you also need to know that you have to have that content created and that it’s going to be released on a regular basis and that might not be every month, it just depends on the type of membership site that you have but you just have to know that creating consistent value for your members, that’s going to be your number one job, if you’re running a membership model.

[0:14:30.5] RP: On the other side, you know, for you as a business owner, it's hard to — well, the reason why I haven't done it and for all the people that I talk to who have membership sites, the hard part is like having to bring people on and then some people leaving, right? You're constantly selling. I wonder what your experience has been, because a lot of people see the membership model just as used just as you have described it and there's a lot of work involved but they're committed to that process and they don't see that there's a selling component to it. There's a retention component, right? Can you speak a little bit to that?

[0:15:04.0] RR: Absolutely. I mean, it's a delicate balance when you're running a membership site where you do have to be selling all the time but you also need to think about, "How do I retain my current customers?" People start to forget that second part is that you have to focus on the retainment part of it.

For me, I think that one of the ways that I've done that is through my mailing list and just being able to have that platform to tell people when new collections come out and you know, sometimes that's enough. It's not like a hard sell, it's just, "Hey, look what we've done this month," and that's enough to get people in.

Yeah, it is a challenge because it is ever green and it's constantly open. So it's like, how do you create that sense of urgency to get people to make the decision to go ahead and sign up? I've done that in a few different ways. Like when I first launch, one of the big things that I did was I created a special launch price and I ran that for about six weeks I think and so that helped me to get members in right away because I was like, "You know, here's the launch price, it's going away after a certain time." So you're creating that deadline which you would do in like a regular launch or anything like that.

Then what I've also done is I have actually started taking collections out of the library every month and so that's also helped to create that sense of urgency of, you know, "If you want this, here's your last call to be able to get them because they're actually going to be removed and archived." So for me, that has been one way where I've been able to do that.

Again, that's all through my mailing list that I am letting people know about this different promotions and things that are going on. I don't generally discount. We do like one big sale a year which obviously you know, that's a very obvious way of getting people into the membership. But you do have to be, I think, pretty creative in the ways that you are promoting because people need to have that incentive to make the decision.

So yeah, I've done it in some very different ways, whether it's pricing going up maybe? I've also increased my prices as we've added more images to the library and things like that. So that's always been one big incentive, whether it's collections going to the archives or it's, you know, telling them about new collections that they just can't wait to get their hands on. There is constantly that sense of having to promote. Like I said, some of it is more of a hard sale, some of it is more of a soft sale.

I also send out new free images every month to my mailing list so I like to just do that because you know, I love to create value, but also it's great for feedback to see what kind of collections people are more excited about and that type of thing. So in a membership model, you do have to have like a really good pulse on your community and what they want. Then on the retention side, you have to be just creating value for your members every month, that's the biggest thing. They have to give them a reason to stick around, right? Because why are they going to continue paying you unless you're creating value?

Also, sometimes people do leave and at first it was hard, it was like, "Oh no!" Every single one who left I was like, you know, "They hate me." That's not it, right? One of the best things that you can do if you run this model is definitely have an exit survey and find out why people are leaving and that's something that we do and it gives us tons and tons of valuable information.

A lot of time it's just they're pivoting, they're changing directions in their business or they're saying, "You know, I have what I need right now and I'm going to come back in three months or six months." That's happened a lot. So I think just always having a great relationship with your customers even if they do leave because we've had so many comeback.

[0:18:51.0] RP: Awesome.

[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. 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]

[0:19:36.2] RP: My next question is, where do you find inspiration to do collection after collection? You know, month after month, you’re delivering new content, new value and you’re doing free pictures and stuff like that. So how do you make sure that those images are fresh and they look new and different every single time when you’re the creative director behind all of it?

[0:19:55.2] RR: Yeah, I mean it’s definitely a challenge to create new and fresh content every month, but I love it. It feeds my soul. So I know I’m doing the right thing and I just try to find inspiration through honestly, I look at fashion, I look at interior design, I go to stores and I see what are these new collections that they’re putting out? What kind of patterns and textures and colors are coming out this season?

So a lot of that really inspires me. Like I could see like I don’t know, a pillow and I’m like, “Oh, this is beautiful,” and you know, a collection starts coming together in my mind of how I would want to create something in styled stock that would kind of be the essence of that. It’s really, I love the creative process and so I find that as one of the most challenging but also most rewarding parts of my job.

But yeah, I try to look out outside my industry and I would recommend that for any creative is really — and even when I was creating party printable’s and things like that, I would try not to

look at what other people in my industry were doing but I would look at but I would look at what's in fashion, what's in home styling and I look at a lot of lifestyle bloggers and what they are doing to see what kind of photos are resonating with their audience and how can I incorporate that into stock photography.

So really it is just about thinking "how can we do things in a fresh new way?" That's definitely one of the challenges as a smart kid is starting to become more saturated and really wanting to stay relevant and new and so yeah, I think that you can find inspiration in almost anything and for me, I love to just go out and I like seeing store displays, seeing how they've got everything styled and that will just spark an idea and then we go from there.

We create a Pinterest board of colors and textures and things that we want to incorporate and then we start sourcing out props and things like that. So we have a creative process that we go through but sometimes it starts with a very loose theme. Like, "Oh you know I want to do greenery this month," and then we go from there.

[0:22:03.7] RP: Yeah and I think a lot of people that we've talk to, they have this conception that they have to have a product or something that's totally built out before they launch. Did you have several collections? Did you launch it as a pre-sale? What was it like when you first started and you were just getting, as you're talking about, the inspiration for your collections? Did you have all of these collections in mind when you launched or was it a full suite of stock photos?

[0:22:29.3] RR: I think I launched with a hundred photos, so it wasn't a lot.

[0:22:32.5] CS: That's a good bit.

[0:22:33.7] RR: I mean it's a good amount.

[0:22:34.5] RP: You're like, "No that's not a lot." I'm like, "That's a lot."

[0:22:36.4] RR: I saw, it was probably four or five different colored ways that we had in there and what I had. At the time, it was just me but it was about 100 photos and really I launched with the promise of and at the time, I only had an annual membership and I said, "I'm going to add

new collections every single month. So, yes, there's a 100 photos in there now but every month you're going to be getting something new," and that was enough for people to sign up.

I think that if you are launching a membership site, don't get too caught up in having to have tons and tons of content in there already. I think if you have a couple of months' worth of content and then you just know that you're going to be adding and you let your audience know that every month they're going to be getting XYZ, I think it's just setting that expectation and following through with it so that people know exactly what they're going to get.

Don't feel like you have this fully stocked everything before you launch because I definitely didn't. I mean I had ideas and I had an outline of the types of collections I was going to add, but I didn't have four or five months' worth of content already created.

[0:23:48.6] CS: I'm going to ask the elephant in the room question, what is to stop somebody from going into a membership site, downloading everything and cancelling it?

[0:23:57.2] RR: That's a really good question. So that is one of the reasons why I hesitated doing or having a monthly payment option because I really didn't want that and I didn't want to do download limits because I just wanted it to be simple for people. I just didn't like that model, I wanted people to have access to everything and I didn't want them to feel like, "Oh I can only download three images with my membership. So I started off doing just an annual for that reason. I thought, "if I can get people to commit to an annual plan then that's great."

Then I started getting a lot more questions of, "I'd love to sign up but I really just don't have the money upfront to put into an annual." So I said, "Okay, I'm going to try a monthly membership for a few months," and I did that and what I found was most people didn't only sign up for a month but there were some who did and I just didn't like that feeling for myself and also for my other members because it just wasn't fair to them that somebody could sign up for a month and download everything.

So what I do now is a three, six and a 12 month plan so that's helped to alleviate some of that because at least people are in there, they are paying upfront for a three month access and then

also by archiving or retiring older collections. You get more collections, the more committed you are to becoming a member.

So it's going to be a little bit different for everyone in terms of how they structure it but yeah, it is a fact of life I think for people who have a membership model. You have to really just look at your numbers and see what's happening and figure out what kind of model is going to work best for you.

[0:25:36.0] CS: Yeah, it's funny because everything that you're communicating today I didn't know. But being a customer and using your membership site, it's all things that I've enjoyed about using it. It's the simplicity, the ease of use, the accessibility, and then just how everything is straight forward. So whatever you're doing is working and it's been fun to watch the new collections come in and what are some things that you are looking forward to in the next year or so, with the new collections or with the business or anything else that you're working on?

[0:26:09.5] RR: Yeah, well I think it's always exciting with the fresh new year and a new perspective and so my team and I were really, really focused on how are we going to up level our images? How are we going to create higher quality and more versatile images? How are we going to create things that are new that haven't been done before in the market? And I'm just so driven by creating so much value for my members and so that's my barometer for everything, for every new collection.

It's like are people going to be able to use this? Are they going to be able to use it on different platforms? And so that's the kind of questions I ask myself when I have ideas in mind and we're taking our production, I'll just say this, we're taking our collections and production level to the next level this year. We have some really cool ideas in mind, which I will be sharing more about and I'm excited to share more behind the scenes and use Instagram stories to really show people what it takes to produce these beautiful styled stock photos because it's not as easy as I think people think that it is.

[0:27:20.0] RP: Well I know that it's not. I suck at this stuff. But I wanted to comment that you have so many collections. So on your stock library page, I know that you have the collections broken out, they have really cute names and you get a glimpse of what you're about to get

yourself into and you have so many different options. So many different things that people could possibly want for their different brand.

Just because one collection doesn't speak to me because it has way too much blue in it and mine is different or whatever, you can still find something in a different collection or in probably five different collections. I think you're doing a really great job of, I mean you're so excited to see where it goes next and you're up-leveling even more, which is so cool. But there's something for everybody and I really appreciate that.

[0:28:08.5] RR: Thank you. I think so and I really try. I know that not every collection is not going to work for every member but what I try to do is just say every month have that variety in there so that they'll find at least one collection that works really well for them and then they know that more is coming, and like I said, just keeping a really close eye on what you're audience wants. So doing surveys or actually I'm going to be getting on the phone with members.

That's something that I am going to be doing this month and I don't know why I have never thought about it before but I'm going to call people and just see, ask them these questions. Because if you're not listening to your audience, you're just out there creating, you're not creating the best product. It's easy as a creative to get into your own head and say, "Here's what I want to do." But when you're running a business, it's not about what you want to do, it's about what your customers want from you.

And so you just have to really listen and create what they're asking you to create and obviously with your own twist and you're the professional so you're going to take it to that next level. But that's what I always try to do and I've taken a lot of feedback from my customers and my members from the last few months and hopefully these new collections are going to be a reflection of that.

[0:29:23.7] RP: I just want to highlight something you just said, "you are not the focal point of your business" and you think is the focal point of your business. I've been listening to a lot of Donald Miller lately who talks about who the story brand and he just said, and this has stuck in my mind, "Harry Potter is your customer and you are Dumbledore," right? You're the guide to

Harry Potter and so you can't be Harry Potter, you are the guide and I love that you just positioned it that way.

Because I think you're so right. We often think about ourselves so much as like, "I'm making the decision. I'm the CEO, I can do whatever I want." But ultimately, the person who really does control the ship is the person who's buying the things that you are putting out there or else you're putting stuff out to crickets, which is what we fear, right?

[0:30:08.3] RR: Right, exactly. So it's just having that conversation all the time. Like it should be just ongoing and getting that feedback and that's another reason why I love Instagram because I find that I can get that quick feedback from people. I can put up a photo and I can see what is the response, are people excited about this new collection? Am I getting crickets?

So I love that we have social media and that we can engage with our audiences so much easier and then to just go beyond that and do surveys, and like I said, even just get on the phone with your clients or customers and find out what is it that they truly want and give it to them.

[0:30:48.4] CS: Yeah. I'm sorry, I took a moment and I was perusing your library and I noticed that you added Instagram quotes too. That was so smart.

[0:30:56.6] RR: Yeah, I'm all about making things faster and easier. Like, "This is what I want, this is what I know my members want," and so we have pre-made Instagram quotes and graphics and it's just about, for me, it's making it so that this whole visual content creation thing is so much less stressful because it can just hold you back. I remember writing blog posts and then not having that perfect image to go with it, and I wouldn't publish the post, right?

I don't want that to happen to people. I want them to be able to knockout that website in a couple of days or write those posts and publish them or be present on social media because they have the photos and the visuals to put up there really easily and it's not something that's holding them back from sharing what they want to share with the world.

[0:31:49.0] RP: One more thing that I really wanted to make note of is that I think you are one of very few stock photography folks who use women of color in their collections and I really want to

applaud you for that. I'm getting emotional talking about this because I never see people who look like me and not that I'm black or African American or identify that way, but still at the same time, they're not minority photos and I think that it's so cool that you're using hands that don't look like the standard hands that are typing on a keyboard. I just want to applaud you and appreciate the fact that your audience probably likes that too.

[0:32:27.5] RR: Thank you. Yeah, well that was another thing that I may be wasn't as sensitive to it and then it was brought to my attention by my members and they were asking for it and I was like, "Yes, of course I can do this. Why wouldn't I?" Now you know this whole issue of more diversity and stock photos has been coming up more and it's definitely something that myself and my team are really trying to incorporate, and it was just really, it was listening to my members telling me, "I want to see women who look like this," and trying to incorporate that in what we do. Awesome.

[0:33:02.5] RP: Well, tell us, right before we wrap up, we love to ask the question, if you could go back to day one and you can encourage yourself, how would you encourage yourself to build your creative empire?

[0:33:13.5] RR: I would say, don't overthink things and just start one step at a time. I know every time that I've ever over thought and I would just get paralyzed by fear and by over analysis and consuming too much information, not taking action. So just do it. Just take it one step at a time, map it out, figure out what you need to do and then knock those things off your list, one by one.

[0:33:42.3] RP: Yeah, I feel like you're speaking directly to all of us right now. Thank you so much Rachel for being on our show. Tell us where everyone can find you and where everyone can find your stock photography?

[0:33:53.3] RR: Sure, so it's hautechocolate.ca and that's where you can find my website, you can find out more about the styled stock library, and you can also sign up for free stock photos.

[0:34:08.5] RP: You're really active on Instagram too?

[0:34:11.1] RR: Yes, it's @RachelRouhana, that's my Instagram handle and that's kind of where you'll see the sneak peeks of what's coming up and hopefully this year a lot more Instagram stories and behind the scenes.

[0:34:23.5] CS: Can you just spell your last name? Well, your first name and last name because Rachel is sort of hard sometimes.

[0:34:28.6] RR: Sure, it's Rachel Rouhana.

[0:34:32.3] CS: Thank you. Thank you so much for coming onto the show, this has been so enlightening and it's just been fantastic to talk to you and you guys can't see it but she literally lives in a stock photo. Her home is gorgeous. Go check out Rachel's work, go to hautechocolate.ca and we will all reconvene on another episode of creative empire at a later time. Go build your creative empire.

[END OF INTERVIEW]

[00:34:56.0] 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]