

**EPISODE 81**

[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]

**[0:00:35.3] RP:** Welcome back to another episode of the Creative Empire podcast. It's Reina here, and I have Christina here with me. Today we are talking with Ashlee Proffitt of [ashleeproffitt.com](http://ashleeproffitt.com). You probably know her, so she probably doesn't need the full introduction, but she is such a wonderful woman, creating intentional, strong, and genuine brands for fellow creative entrepreneurs, and she does design and consulting in her work.

I got a chance to meet Ashlee at the Creative at Heart Conference in July last year, and I just love Ashlee.

**[0:01:06.4] AP:** You're so sweet.

**[0:01:08.0] RP:** Such a great spirit, and I am so excited to introduce Ashlee to you here on the podcast. Ashlee, welcome!

**[0:01:14.7] AP:** Thank you for having me. I'm so excited!

**[0:01:17.3] RP:** Absolutely. I didn't give the formal introductions, will you give us like a flyby view of what path have you gone on to kind of land where you are in your business now?

**[0:01:28.0] AP:** That's a book. That would take a long time. I went to school with the purpose of majoring and getting a degree in something that I could do from home. How long ago did I

graduate from college? 2006? That's a long time ago. I went to college with the intentions of "I want to be a mom who is able to stay at home with our kids." I loved art, and I said, what career paths could I go in that direction?

I started with graphic design, and I've been doing freelance work since then, since I was even in college. I had a short stint with — I worked at a print company and so I would say — this is just a side note to any graphic designers out there — if you can spend even a few months interning at a print shop, that is to your benefit, to see how the print process and all that works. Anyway, that was just an extra note.

I graduated from college, I actually got married in college, and we had a surprise pregnancy right after I graduated! So the plans all along were for me to work for a while in the corporate world, have a design job somewhere else, and then later work from home, but all of that kind of shifted really early.

I've been working for myself for a while. I would say around 2004, 2005, I started taking freelance work. Because of the blessing of the internet world and the blogging world, so many of us women can have these creative businesses from our home, which is a huge blessing and sometimes a curse. I've been navigating that journey of business ownership and graphic design, and what it looks like to, honestly, to love people well.

That's my big, giant mission. What does it look like to love my clients well, what does it look like, more importantly, to love my family well. That looks like a lot of different things, and we can touch on this I'm sure, but loving my clients well looks like doing really good work. I want to be a great graphic designer, I want to be a great frame developer, I want to do great work for my clients.

Those are little things, but yeah, that journey has had lots of ups and downs. At one point, I designed wedding stationary. I loved that. I loved working with brides; I loved the creative process in that. I loved that when it was over, it was over. I hated the high stress of that. Sending out a box of wedding invitations with the fear that there was something wrong with them every time. I just couldn't handle the stress of that.

I think around kid number three, I gave up wedding invitations and that whole world, and that's just an example of how my business has evolved. I've done lots of different things, but still within the realm of a creative business and graphic design. Today, I'm solely a branding designer, and I offer only one package. Really streamlined, and we can talk more about that, but yeah, that's what I'm doing right now and trying to love people well.

**[0:04:27.6] RP:** So good.

**[0:04:29.0] AP:** That was all over the place. I don't know if that was even remotely helpful.

**[0:04:31.7] RP:** No, it's so helpful, and the thing that I'm like really just awestruck about is that you went to college hoping that you can build a business and work from home. How intentional is that? I never thought of that kind of thing so...

**[0:04:47.1] AP:** I think I came from a single working mom, and I had friends, little girlfriends growing up, whose moms were home, and I think I just knew I always wanted to be a mom. There was a joke growing up that I said I wanted to have 13 kids, which praise the Lord I changed my mind on that, but I think it was knowing early on what my values were in regards to what did I want my life to look like, and kind of moving in that direction.

Now, there's always going to be twists and turns, and we get the flexibility, and the opportunity, and the gift to make changes along the way for that, but all along, I knew that was the end goal. That looks very different, obviously, there are no kids with me today. Even though I still have a four-year old. We can talk about what that practically looks like, and I missed the mark a little bit on that one for those early years.

I think early on I just knew, hey, this is what the end goal is, and how can I make that happen? At the time, there was no such thing as what we know it to be today, of all this creative businesses working from home, that didn't exist. Etsy didn't even exist yet, and Etsy was really — Etsy and then a handful of bloggers really paved the way for us women to be able to do what we're doing. For many of us to be able to do what we're doing today.

I'm grateful for that, because I think I took the most random design jobs. I was like doing logo designs for landscapers, and you know, business cards, and I love so much more what I'm doing today. I didn't know how that would play out, but the end goal was always the same.

**[0:06:22.2] RP:** Cool. There are like 25 different things that you said just a second ago that I feel like we need to pull out, but the first thing that I wanted to ask you about is you started talking about what does life currently look like, and maybe what did it look like when you were starting?

**[0:06:37.8] AP:** Yeah. Right now, I work two days a week, two full days, and those are very intentional two days. Tuesdays and Thursdays I have zero children in the home, and I block out that chunk of time. I try not to answer my phone, I try not to schedule anything beyond work appointments and work duties during those two days.

I'm not great at this. I mean, we're all human, sometimes I just fail a lot, but the goal is to really time lock my time on those days. Spend an hour doing this, spend an hour doing this, and I found that when I stick to that, I'm so efficient. I can get more done in seven hours than a lot of people get done in a few days' worth of work, because I know that when the kids come home from school, that's it, I've got to shut it down.

I work two days a week. On Mondays, I actually, I was interim children's instructor at our church. For the last year, I've been pulling lots of different duties. Monday's I'm at our church office, which is crazy, and thankfully that season is coming to an end. We finally hired someone, so that's really awesome, but I think the way that my week is setup, I have a little bit of flexibility to "Okay, hey, I do have some free time on Monday, so I can help out with this thing for a period of time."

It wasn't a forever solution, but I was like, "Hey, I am available, and I can do this." The way I kind of structure my week enabled me to do that. It wasn't already too full. That's Mondays, and Tuesdays and Thursdays I work as hard as I can, and furiously as I can, and then Wednesdays and Fridays I've got my daughter home with me half a day.

She's now four, so she's in preschool half a day. It's like a prekindergarten thing that, in the state of Florida, is free. Isn't that amazing? I know. Every day, half a day. She is there until noon, and then we hang out. That isn't always pretty. Sometimes there are work that didn't get done on Tuesday that gets squeezed into you know, the afternoon on Wednesday, but the goal is always the same.

The goal is working to fit it on Tuesday and Thursday. It should never flow into the evening, and it should not flow into the weekend. Like I said, that's not always perfect, but knowing what your ideal week, and your ideal life, you want it to look like, helps create some boundaries and parameters around the decisions that you make. What you choose to take on, how much work you choose to take. Deadlines that you set for your clients, those sorts of things.

Even like, the goals that you make. It is unrealistic for me to say I'm going to do X, Y, and Z if I only have time for X. Really knowing what my ideal week needs to look like just helps me to know that realistically, I can only take one client a month. Realistically, that means that I need a very streamlined client process, so that's why I only offer one package. Realistically, that means I have to be very disciplined about making my to-do list the night before, because I don't have time to deal with it the next morning.

It's a little bit of a crazy season in that I'm pushing a lot of work into two days, but that won't be forever, and I'm in this season right now where I see how quickly those little years go by. For all the moms who are listening and trying to work during nap time, just know that there will be a season where that ends. It feels like it won't ever end, and then when you come to the end of it, you're like, "My gosh, my baby is now going to kindergarten, and what am I going to do with myself?"

I cried so much last week, and I'm not that sappy mom. My husband and I are looking forward to being empty nesters. We're just not those people, but for some reason, just the thought of how quickly that time went, it just is like, you think it won't end and then it does. That's not to induce any guilt on anyone, that's just to say, well what do you want to accomplish right now? Knowing that there will be a season where you have more time. Already, I can see that next year I'm going to have a lot more time when she's in school full-time.

I don't know if that's helpful, but that is what life looks like right now. The early years of me trying to parent and work were very difficult. I would even go as far as to use a very strong word and say tragic, because I spent almost every day trying to squeeze work and mothering into every square inch, and so I would be answering emails with babies at my feet and it just — all that did was like, leave me resenting my children and resenting my work.

There was not a place for anything, and there was so much mom guilt wrapped up in the fact that I — wrapped up in my heat that led me to believe that I couldn't ask for help. I kind of hit a breaking point around the time my daughter was crawling, because I couldn't just sit her somewhere and make her stay. I had to actually be a mom, and so I finally reached out for help and it was amazing.

I said, "I wonder if I could commit to a chunk of time, and see how focused I could be, and how much I could accomplish in that amount of time." Instead of being just scattered for an entire day, and then getting to the end of the day and feeling like you just didn't get anything done, and hating yourself for it. It was really life changing. It meant that on the days where I wasn't working, I was able to fully devote to my kids, and that helped me to regain some of that original value of wanting to be home with my kids.

Because now I was able to be creative with that time, instead of only viewing, for instance, if we were saying Wednesdays, of only viewing Wednesdays as like, "Okay, I can't wait for them to take their nap so that I can work." Instead I was — nap was great if it happened, but really, it was like planning fun things to do with them. Even if that meant cartoons. I'm not saying you have to be this homeschool mom, but just being intentional with them. It brought back this renewed passion for being a mom, and at the same time, it brought back this renewed passion for my work. I loved it, and I was able to be creative.

Then there's like the extra bonus of being able to communicate to your kids what a blessing work is, and I had missed that also. Work is a blessing. It's a gift, and we sometimes don't view it that way. Especially moms who thought they originally quit work to be at home with their kids, that gets all twisty in our brains. I think if we can remember that work is a gift, especially when it's contained within some boundaries.

Work is a gift in that I can take my kids to Busch Gardens, I can — our family is on a really tight budget, but my job allows me to pay for extra fun things like season passes to amusement parks. I can communicate that verbally with my kids, and they can understand that and say, “That’s why Mommy’s working.” That’s not the only reason, but it’s just a tangible thing that a child can understand.

Yeah, working — I don’t want to leave it at just the monetary thing. I am quick to communicate to my kids that my work is important because I’m blessing other women. I’m empowering their creative business, I’m pouring into these women and helping them not make the mistakes I made. Those are very serious talking points that I have with my kids now that they’re a little bit older. Why does mommy love the work that she does? Not just Busch Gardens tickets, although those are awesome.

**[0:13:59.1] RP:** Yeah, what are some of the subtle shifts that you were able to take, because I think we see the before and we see the after, and that’s really clear, and you know, we understand the before, we’ve all been there. We’re in it right now, and then the after is obviously something that we’re all striving for. Whatever that looks like, whether you have kids or not, or you know, you just want more freedom in your life to travel, whatever that looks like.

Taking those steps, and figuring out how to get there is kind of a mystery, and definitely scary. What were some of the things that you did to make that transition?

**[0:14:31.1] AP:** The first thing that comes to mind, and I don’t know if this is exactly what you’re looking for. We’ll try to get there, but the first thing that comes to mind is my husband and I, at least at the end of each year, we do kind of like, how did this year go? I would say that needs to happen more frequently than once a year. We were kind of always having that conversation, but for marriages that don’t have those conversations frequently, I would start. Even at the end of this year is a great time to have that conversation.

If you’re not married, it’s even more important, because you don’t even have, yeah. It’s just important for all of us to make sure that we’re assessing how it’s going, instead of just keeping going in a specific direction that may not be working. We’re always having a conversation, is this working, is this not working? I’m a very solution-oriented girl. If something isn’t working, I’m

willing to risk something else not working at the expense of at least trying. I know that sounds crazy, but I'm okay if the next solution isn't perfect either, but I can't stay in one that I know isn't working.

What that looks like is the conversation would go something like this, "Honey, you're working too much. I know. I'm also tired, and I'm frazzled, and freaking out, and the kids are angry, and I'm resenting them." You know, the conversation is very candid, and then, "Okay, well what is the solution? How much work do I actually want to be working?" And so that would be, I think that would be the first step. The first step is a conversation in assessing how it's going, the second step is assessing how much do you actually want to be working?

The early days when my son Asher was — okay, I had a kindergartner, and I had Asher, who was two, and then a brand new baby. Those days I wasn't even working probably 20 hours a week, In my mind, that wasn't a goal. I think in my mind, 15 to 20 would have been like the max. If I'd had that conversation then, I would have said, "Okay, well where can I fit it?" Either I need to pull three hour chunks of time each day through the week, or I need to do two days, or something like that, but what happens when you actually name what your goal is then you can actually be able to work towards that.

If it's a certain — if your family is dependent on your income, then that, the hours might be reversed with how much money you need to make, and I think that's a whole other conversation, but being realistic about do you actually need to make that much money, or are you trying to fit a specific lifestyle?

We were in a position where our family didn't need my money, or my income from my business, but it was incredibly beneficial because we were living very tight. Anything extra, like going to a restaurant to eat, was coming from my business, and so we had a goal at the end of each month that we wanted to hit financially. I think the small steps in between are conversations, and then just small solutions.

I remember the first time I asked for help, it was on a very small basis. The step was so small that I had her come into my home, because I couldn't bear the kids being not in my house. That was just my decision. Honestly, that worked fine for a chunk of time, until they were all so big



and making so much noise all day that — again, if I hadn't had some type of conversation where we said this isn't working, there's a potential that would still have been going on.

It wasn't working. I'm quick to say, "Hey, this thing isn't working, can we move in a different direction and find a different solution?" I do think either, some kind of accountability partner, if you are married, you should be having this conversations with your spouse. Even if he has no interest in your business. He will have an interest in your business if you have these conversations with him, and that's a mistake I made early on too. Not including him into that. It felt like I was already on an island, and then it felt like in our marriage I had this other world happening.

Anyway, that's my own personal value, but I've seen it make a big difference, and even in my health, in running a business by including my husband into that decision. If you're not married, I think finding a girlfriend who is even remotely close to you, I don't even think she needs to be in the business world, but to run things by. Once a quarter, even once a month, like, "Hey, I'm struggling with this, will you help me think through it?"

[BREAK]

**[0:19:00.5] CS:** A name that I think is way too long to pronounce, it's like Sw33t, whoever you are, thank you so much for your great review. She says this is the best start to her mornings. "It's a podcast series that is such an awesome variety, and features so many talented and interesting people. I'm so happy a friend referred me to them because they truly help motivate me each morning, and provide a lot of great insight and resources. Also had the opportunity to meet these lovely ladies in Atlanta, and they are genuinely as great in person as they are on these episodes."

Oh, it's Carly! Hey Carly. There you go, we really do read these, and even if I am a little bit slow to pick up on who you are, please let us know who you are when you're writing this, what you like about our show, and feel free to go on over to iTunes to do that. Thanks guys.

[INTERVIEW CONTINUED]

**[0:19:48.5] RP:** So good, I think you've brought so many points up, and like I feel like I've had that conversation with my husband when I've been resentful to have that conversation, and like it becomes a problem, and right before it blows up, we're like, "Okay, fine, we have to have this conversation," but thank you for encouraging us to do that.

One other thing that I keep hearing from busy moms is like, this thing that we expect ourselves to have like 10 clients, and you're only setup for like, one. From the get go, we're setting ourselves up for failure when we don't have the capacity or the systems in place to handle that kind of load, and I see people with like, really long to-do lists, who are super overwhelmed, and maybe have the clients, or want the kind of clients to have that revenue, but how do you manage like, the monetary expectation versus the time expectation versus I don't know, like our identity. Does that question make sense?

**[0:20:44.6] AP:** I think something that's really heartbreaking to me right now is to see — I put myself included in that, so many moms chasing after so many business empires, almost, and that's only created because we can see what other people are doing right now via social media, and the reason that it's heartbreaking is because of that whole thing that I've said in the beginning about seasons.

Because right now, she is in a season where she does have a legitimately limited amount of time, whereas there may be another woman who is single, or she's just married, or maybe she doesn't have kids, or she's older and she doesn't desire kids, or heartbreakingly is not able to have kids. People who are in different seasons, no matter what they are, the woman who is working another full-time job trying to get to a place where she can quit her full-time job.

All of those are different seasons, and what we're doing is comparing where we are right now in trying to keep up with somebody in a different stage, and it is impossible. I can't compete with someone who has 40 hours on their calendar. I just can't. I think coming to that realization and saying, "I can't and I don't actually want to," not wanting to and not being able to are okay, like none of those things determine anything about me.

I'm running a really successful business right now, and it's more healthy than it's ever been, and I'm more flexible now than I've ever been. I think that's the first thing is hey moms, it's okay for

you to take a step back right now, not fully. It fuels you, I understand that, I loved my business in those early baby years, and even yeah, even in the hard seasons, I loved it. I'm not saying don't do it, I'm saying be realistic about how much time you have.

Be honest about that. The other detriment to almost all of us creatives is that we are overly ambitious with how much, how quickly we can do a task. We're not realistic about how long things take, and I am the worst at this. I will put on my planner, design the collateral pieces for a client, and I am assuming that that's going to take me one hour. I can go down a rabbit hole of designing, and not get out of that for eight hours.

I think being realistic about how long tasks actually take, and that takes some very practical systems in place, like evaluating your time for a good chunk of time. Maybe for a week you're actually just noting and journaling how long things take you, very practical, things like how long does it take you to answer email?

Some people are slow writers. Some people are slow responders, and just being honest about that so that you can set yourself up to say okay, these are the tasks that I have to do in order to run my business, and this are the things that I want to do, and then these are the things that maybe in the future, if I have more time, I can revisit. But I think being realistic about our time is going to let us end the day feeling encouraged, rather than defeated.

What you said, like these lengthy to-do lists, it's built out of a desire to compete with somebody that they have no business competing with. That's a whole other podcast that you can have. If we're just looking at seasons, you can't compete with someone in the — there's that quote, I'm comparing the beginning of my story with her middle, or I'm in the middle of the mess and I'm comparing it to the end — you just don't know also what's happening behind the scenes, her business might be falling apart.

My example for that is when I had a bunch of speaking engagements one year, and we equate that with being like "she's on fire and she's got it", I had a bunch of clients, I had all this big product line, I was doing way too many things, and I wasn't doing any of them well, but from the outside, it looked like, oh my gosh, Ashlee's business is booming. I remember going to an event with my husband, it was for my husband's job.

Someone came up to me and said, “Oh my gosh, Ashlee, your business is just doing so well,” and I actually thought in that moment, I was like, they have no idea that I didn’t pay my taxes this year. What it actually takes to run a business. The things that nobody knows if you’re actually running your business well. It’s like all based on these periphery outlier things that don’t actually make a successful business.

Nobody’s going to see the fact that I’m going to love my clients well today by several different emails and nitty, gritty business work. That is — sorry, I just so boxed you.

**[0:25:22.2] CS:** No.

**[0:25:22.8] RP:** I think it’s awesome.

**[0:25:23.6] CS:** Yeah. It’s something that it’s been a resonating topic that’s coming up more and more frequently. It shows me that there is at least a need or a desire in the industry to talk about why that’s important, and maybe discuss it and flesh it out, so I’m glad you’re doing that here today with us.

It’s so true. Just because it looks like you’re doing all the things, and you’re a leader of this, or speaking here, or doing that, it doesn’t necessarily equate to sales, right? I’m totally guilty of this. My partner is quick to point it out, and when I go to somebody’s website and I’m like, “How are they making money? This is awful. I can’t even navigate on their website, and it’s not mobile-friendly,” and all this other stuff.

I’m looking at them and judging them, and then on the other end of things, they are just like killing it, they’re just making such a profit that it’s crazy. Then on the flip side, then we have a lot of people in our industry who you know, it’s like you say, are all over Instagram, all over the speaking engagement circuit, all over everything, and look like they’re really on top of things, and behind the scenes, it’s so true where you’re just like, it’s expense after expense, and you know, all those things cost time. They cost money. They cost effort and your resources.

Just because you're at a speaking engagement, that means that today you're not working with clients, and so you're not bringing in income possibly. You may have traded that exposure for time, and so all of those things do come into play, and so it's — I guess I don't have a question for you, Ashlee, so much as...

**[0:26:51.8] RP:** Well, I have something. No, it's fine. Something that I also wanted to say, too, is that it's not just business. That it might have a detrimental effect on your personal life, that your marriage might be crumbling, or your health is not well, or that your kids are really resentful of your business.

All of those things play into us having a business, and those life things carry over, and I think that, Ashlee, you're just like a really good person to talk about this, but you live life and do business in a way that you really just want life to happen. You have people in your life that also support you, not just your husband, but also business friends and personal friends as well I'm guessing.

When we named this podcast, we named it Creative Empire, and I'm listening to all of these conversations, and for me, internally, I think we ask the question, "what does your empire look like," because it's not just about business. It might be like, "Yeah, I want to build this amazing business that everyone recognizes, that's like Oprah," or it could just be that you want to have a business that supports you being able to go to Busch Gardens, and your kids are loving you every single day of that because you're home, whatever that looks like.

I think there's nothing wrong with it, and you know, we really want people to define what success looks like for them, what their creative empire looks like for them. Whether it's in the future or now. I don't know if that's resonant for both or either of you, but I'm really curious to see like, what your take is on that.

**[0:28:11.1] CS:** Yeah, I think exactly, again, going back to the very beginning, knowing what your end goal is. In what you just said, your definition of success is what matters, not what's someone else's definition of success. Her definition of success isn't better or worse than yours, it's just what you define success looking like in your life, in your business, in your family. What does that look like?

For sure, my business is not the most important thing. It isn't. What happens is even though I've said that all along, there were for sure lots of seasons and lots of time where it became the most important thing, because it was all I was thinking about, because I was so frustrated I wasn't able to do the things that I wanted to do, and so I think that's a great question, "What does your creative empire, what do you want it to look like?"

Another way to ask that, I think at Creative at Heart, Katelyn James talked about what is her vision for her life when she's 80, and I know Lara Casey talks about that a lot. So what do I want the end to be? Do I want it to be where my kids were like, "Mom, you worked so much that I never saw you? This is so lame. It's just lame." Or, "Mom you were always on your phone because you were actually," if they could see into my heart, "you were preoccupied that someone else is smarter, wiser, prettier, more successful." Even though there's a real human sitting right in front of me, and those are daily struggles.

But I think knowing what you want the end goal to be like helps you make decisions. It gives you a framework for making decisions. So can I take on that extra client right now? Well, this is my capacity, does it fit within that? Probably not, and so you send out the email list that says, "Actually, I am booked until March," and then you are so surprised when they say, "Oh okay, well let's book it for March."

We assume too much, and we don't have a process for making decisions, and I think knowing what you want your creative empire to look like, what your definition of success is, will help you make those decisions, every day decisions, because this is a different — if I switch gears for just a second, the idea of balance, and people ask that for all the time.

How do you balance, how do you find balance? And balance is a forever of like, seesaw. You can't stay perfectly balanced. It's always shifting. So right now, my kids are at school, that doesn't mean I love them less. That doesn't mean they're less on the priority ranking. It just means that right now I had to shift a foot so that I am working today, so that my overall priorities will happen and play itself out. I think the only way you can keep shifting and not fall off the seesaw in the wrong direction is by having some type of framework for making decisions every day.

**[00:31:04.1] RP:** So good, and I keep hearing you say “loving people well,” whether it’s your family, or your clients, and that seems like the goal. The end goal is to love people well, and it sounds to me like you’re on the path to really doing that, and teaching us that it’s okay to make mistakes, and to be in the mess, and not do it perfect all the time.

**[00:31:23.7] AP:** Yeah, I think if you have an expectation that maybe you’ve got to figure it out perfectly right now, you’re just really setting yourself up for failure. Likewise, what works for you right now won’t work for you in six months, and so it’s a constant saying, “Okay what’s working, what isn’t working,” and making changes, and not being afraid that making changes means you failed or messed up, or have ruined your business.

It’s just yeah, putting our hands over our eyes and our ears, and pretending that there are not problems is not really a way to deal with that. So yeah, I don’t even know how I got there, I’m sorry.

**[00:32:00.8] RP:** No.

**[00:32:01.8] AP:** Oh, owning the mistakes. I am first on to say I am the biggest mess most of the time. So yeah, I have made probably all the mistakes you can make, and I am happy to share those anytime.

**[00:32:13.2] RP:** Well, what a great thing to hear those, because I think people see the perfect life kind of thing all over the internet, and we’re feel inadequate when we’re looking at it. So the fact that you’re saying that is really powerful. Thank you so much for saying that. Now that we’ve talked about what your creative empire looks like, tell us where can people find you, your work, and just where people can connect with you online?

**[00:32:33.3] AP:** Yeah, so I am over at [ashleeproffitt.com](http://ashleeproffitt.com), and you can see my branding work there, and I have a blog that has died right at the moment, and that would be a great example of me having to let something go in this season. So for the past six months or so, we took a complete summer away from work, my husband and I. We travelled for the entire summer, and so because of that, I had to make some decisions about work when I came back for the fall.

So that meant I wasn't doing a Christmas product line that is really, really valuable to me, but I had to say no to that, and I also had to say no to the blog right now, because I had just other work. It's okay, guys. It's okay. I mean I love writing, and I love blogging, and so that was a hard no for me, but it wasn't a no forever. It was just a no for right now. So I'm at ashleeproffitt.com. I hope to be blogging again there soon, at least for the New Year, and I am on Instagram.

Same thing, Ashlee Proffitt, you can find me almost anywhere. It's Ashlee Proffitt, and then I just launched a really special project for women who have experienced pregnancy or infant loss, and that's over at themorning.com. So I've been working on that, another reason why the blog got put on hold. So yeah, that's where you can find me.

**[00:33:48.7] RP:** Awesome, and will you spell your last name for us, your first name and last name for us please?

**[00:33:52.5] AP:** Yeah, so Ashlee Proffitt.

**[00:34:00.0] RP:** Awesome, well thank you so much for being on the show Ashlee, we loved having you, and for all of our listeners, go build your Creative Empire.

[END OF INTERVIEW]

**[0:34:10:6] ANNOUNCER:** Are you ready to build your own empire? For more information, show notes, downloads, and tips on how to do it, head to [www.creativeempire.co](http://www.creativeempire.co), where you can find out more about this week's episode, and the two lovely ladies behind it all, encouraging you to build your own creative empire.

If you enjoyed this week's show, it would mean so much to Reina and Christina if you could take two minutes to go to iTunes and leave a review. It's a little thing that makes a big difference for the show.

[END]