

EPISODE 86

[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]

[0:00:36.2] CS: Hello, welcome back to another episode of the Creative Empire Podcast. I'm Christina Scalera, joined by Reina Pomeroy.

[0:00:42.3] RP: Hello there.

[0:00:43.7] CS: Today, our guest is Jillian Smith of OneTouch Events, and this is probably one of my favorite guests that we've ever had on, because Jillian and I are actually partners here in Atlanta for the Savvy Business Owners meetup. We met for the first time through Heather Crabtree, and so that was really special, and I'm really excited to have her on and share her wisdom and her heart with all of you. Without further ado, hi Jillian.

[0:01:07.3] JS: Hi Christina, hi Reina.

[0:01:09.6] RP: Hello there, we're so excited to have you!

[0:01:12.1] CS: Yeah, I feel like...

[0:01:11.8] JS: I'm so excited to be here.

[0:01:13.6] CS: That's awesome, Jillian. For those listeners out there who maybe aren't familiar with OneTouch Events, or with all the other things you're doing, can you just give us a background of what you're doing right now and then how you got there?

[0:01:27.2] JS: Sure, hi Creative Empire podcast listeners. I am Jillian Smith. I am the owner of OneTouch Events, LLC. We are based in Atlanta, Georgia, and we travel pretty much all over the country, and now the world, pretty soon. We are an event planning company, and we focus on social events. So that's your beautiful celebrations of love, your weddings. We love a great party, so we plan your milestone birthdays, 40th, 50th, I've had a 65th birthday party, and we've also started, a couple of years ago, working with corporate clients to plan sales and retreat events. That's pretty much where we are in our current business, and loving every moment of it.

[0:02:16.0] RP: Love that.

[0:02:15.9] CS: Yeah, you said world. I just realized this today when Reina told me. What's going on with the world?

[0:02:24.7] JS: The world, yes. The passport will be highly utilized starting in December. One of our corporate clients is starting to do her retreats internationally. Part of her tribe, and her goal for getting her tribe out, and just to see the world is to do the retreats in beautiful destinations. We have a few fun activities that are going to be planned in Mexico, Bali, Paris, and Morocco in the next year.

I'm super excited. It's another challenge, and I never back down from a challenge to plan an event that is not in our neighborhood, and yeah, we're about to be worldwide.

[0:03:05.2] RP: I'm so obsessed. I have my passport ready, let's go.

[0:03:07.8] JS: Yes.

[0:03:09.6] RP: I know that Christina is like obsessed with this topic, and I'm so excited to ask you about it, because it's probably the thing that your business is based on and you know, founded on, and that's all about being organized and getting organized in your business. Tell us

what are the things that are in place right now, and like, take us back to when you didn't have all of those in place, what did that look like?

[0:03:30.8] JS: Okay, I can talk about where we started. My background, I have a Management Information Systems degree, so I've always been that type A. I work through processes, work through issues in a formalized way. Once I was a consultant, and you know, just starting to learn what systems are in place, or things that should be in place to successfully just create a project that is successful, that's pretty much how I started to build my business.

Originally, it was a lot of spreadsheets. I was like a spreadsheet diva. I created a lot of templates on my own until I really got into working with a coach to understand, "Hey, you don't have to reinvent the wheel. You might bling it out, or pimp out your wheel, but you don't have to reinvent it."

Where we are today from an organization standpoint, I work with — most of my clients are, I get them involved in Base Camp, that's one of my main project management tools, and even the ones that shy away from apps, and systems, and anything that has to do with being online embraced it and loved it, because it keeps them engaged in the planning. They don't feel like "I need to check all of my emails, and these text messages that Jillian sends; I can go to one single repository."

That's our biggest win for our clients in the client experience, and then you know, now, I'm starting to — because my team is growing, we're looking at more organization tools around team management, so it's been great. Just working with and being part of the Savvy Community, and working alongside Christina, like I've been introduced to Slack. Now I'm making everybody use Slack.

[0:05:24.1] RP: I love Slack.

[0:05:25.9] JS: Yeah. One of my clients, she has a Slack channel and I said, "Hey, add me to it." Now I'm like getting a whole channel, a dashboard full of different projects just from a team management perspective, but one key thing to note is that there is not one application, or one system, or whatever that's going to solve all of your problems or all of your needs.

Just knowing what works well for your business, and not just jumping on a bandwagon is key. That's something that I trained all of my assistants to understand, so hey, what I'm saying, it may not be the gospel. Tell me another app, or give me some training on something else that maybe we implement it.

[0:06:05.5] RP: Yeah, I think too sometimes, my friend Tonya Dalton talks about this, she creates planners. I used to be the girl that bought 12 planners in one year, because I couldn't find the right one, and it had to be perfect. She talks about this concept of, maybe it's a bit bigger concept, I don't know, but she calls it planner peace. You have to just be at peace with the one that you choose, and live into it, use it, and like, you can't always be searching for that perfect thing, right?

I love what you're saying there about yes, people can bring other things to you, but you're never going to find that one thing.

[0:06:37.9] JS: Right, yeah. Been there. I have spent plenty of hard earned dollars on all of the planners. The ones that weigh down your purse, and the ones that fit in your pocket, and for me, what works well for me is good old fashioned Evernote and my Google Calendar. That is what works for me.

[0:06:55.7] CS: Yeah, you're the Evernote queen. You sent me that stuff and I was like, "I didn't even know Evernote could do this. That's amazing." Yeah, it was a struggle for me, I was just like Reina. I love stationery. I am so in love with stationery, and it was such a struggle for me to switch from a paper planner.

I still have a paper planner, because it's so fun to still write things down for me. I can't live without that Google Calendar, and I believed the lie for a long time that I was just a messy person and I couldn't get organized, and it really slowed me down in my business. I just kept telling myself, "Well, I'm just a messy person. Things will just happen, everything happens the way it's supposed to," but once I started, yeah, you're shaking your head. Once I started to get organized, and just try stuff, and fail a lot, and realized that there is no perfect system out there, but you're never going to get even close to that if you don't even try.

You and Reina have just been — both of you especially, have been such an inspiration, because I've gotten to work alongside each of you and see how your systems run, and the team that you have, and it's been really refreshing. I've just been so inspired by just how organized and how on top of things you are, Jillian. It's funny you mentioned Slack. What are some other tools that are your favorite to use, and things that you just find yourself coming back to over and over again?

[0:08:15.4] JS: Okay, yes. Part of my business, running my business perspective, I am a huge fan of FreshBooks. I've had the whole "you should change to Quickbooks, or [unintelligible]". I'm probably giving all kind of great advertising to these other products, but you know, I went through them all. Like PayPal, and Square, and the list goes on, but when it really came down to me getting organized in my finances, and I don't even know how I — who gave me the recommendation to try FreshBooks, but you know, everybody has a 30-day trial.

I started the trial and fell in love with the simplicity of it, the way that they had the integrations with PayPal. I could connect all of my business accounts to it, my accountant gave me a hug because he said it was so much easier to do my taxes this year, because I had everything together, and it had reporting, and all of those great details. That's something as business owners, small business owners especially, if you are not a finance guru or have a finance background, that can be scary. My hands are sweating right now, I know you all can't see that, but my hands are sweating just when I talked about finances.

[0:09:32.7] RP: Me too.

[0:09:34.7] JS: Being able to get a good grip on what's coming in, what's going out, in an easy to understand fashion was very important for me. I feel like it revolutionized me saying, "Hey, you know, I went full-time in my business. Am I actually making money? Am I actually making money? Am I able to pay my assistants? Am I able to pay my contractors?" That was so key to me, and just the simplicity of it all, and just automation.

Automation is key, guys and gals. Automation is your life. If you have to press a button every time you do something, that really get you organized, because you have to remember to press all the buttons.

[0:10:17.6] CS: Press all the buttons, I love it. How did you come to develop the systems that you have, either like on event days, or booking clients, and you don't have to reveal what they are, we're not expecting you to go into detail with your trade secrets, but you know, what are some things that if somebody's trying to get organized, and they're trying to figure out what processes, what systems could work for them? Is it Checklist? Is it Asana? Is it Evernote? What are some of the things that they can do to just make sure that they have a really good process and that they're not missing out on completing some things? Because you work with a lot of big name clients, and they pay you a lot of money, and they expect things to be done right the first time. How do we make sure that happens?

[0:10:59.0] JS: Right, I would start with, you know, for those that are maybe novice in your business, and I make it as general as possible, so it's not directed toward event planner. You start with a simple checklist. When I say a checklist, like literally you either get your legal pad out, get a flipchart out, your favorite note taking application, and just start compartmentalizing every activity. I will give an event planner example. If we're working with a client, categories may be you know, onboarding.

What are the key steps that I need to take to properly onboard a client once they say, "Yes, I want you to plan my event," and then going in to how do we manage like, all of their vendors? What does that look like? How are we communicating with them? Then it goes into, okay, it's almost time for the big day. Whatever that day is. If it's a wedding, if it's your birthday party, or whatever, what are all the activities that need to go into that particular timeline?

Once I created those separate categories, then it came down to okay, I can either continue creating my own checklist, or I can start the Google search, or reach out to my business colleagues or Facebook group, active Facebook group, I would say, to say, "Hey, I am now in a process of looking for a system that will generate timelines if I give some input. What are some of your key recommendations there?"

And you know, of course you may get the IO planner from a planner perspective, or if it's managing contracts, pre-onboarding with your clients that might be HoneyBook or 17hats. In the between time, what kind of project management is that? Is that Planning Pod? Is that Base Camp? That's how I went from a simple checklist to understand what my needs were, and then start doing the research in the education and the trial and error, I will say, with the different applications.

Then once I got you know, pretty much got my arsenal of apps, as I call it, together, I could say, "Hey, these are my top five that from beginning to the end of the night, the end of the evening, the end of our contract, these are the applications that our team will use as an organization to be the force to make sure that your event is successful."

Hopefully, that answers the question of how we got started, and how we you know, are continuously developing.

[0:10:59.0] RP: Yeah, people hear the word "systems" and they get like all kinds of weird — what does that mean? You're saying like start small, start with a check list, go like very simple and don't freak out about it, and just do it, because what I know for my business is that I have had so many of these processes in my brain, and they were cluttering me up. I needed to get them out down on paper so that when I had to do the same exact thing over and over, I already had that in place, or I could hand it off to somebody, and it's easier to grow that way if you have that in place.

It's not cluttering your brain, and you don't have to think about okay, what do I have to say in this email this time, because you know that it's already written and I can just change it up a little bit.

[0:14:13.8] JS: Right. Repeatable processes. It's something that I learned in college, and it's not even having an IT background. It's just something just in any industry, you want to make sure that what you create is something that can be repeated over and over again, and is easily transferrable and teachable to your team, so that you don't continue to be the team of one who knows all and does all, but it's something that's easily passed off in education. Definitely agree with you there, Reina.

[0:14:45.1] RP: You have had this wedding planning business, now you have a lot of systems, and a team, and is all of the international travel, did that start after all of the wedding planning stuff was kind of solidified for you? Or can you tell us a little bit about that?

[0:15:00.0] JS: Yeah, it's funny. I kind of fell in to business event planning, or with my corporate clients, when I started OneTouch Events, I purposely named it OneTouch Events and not OneTouch Weddings. I knew I wanted to plan more than wedding events. I didn't want to be pigeon-holed and it's not [unintelligible] just love weddings, I do. I'm a lover of love, but I also understood that there is so much in the event planning world. I do love the logistics, I do love the design, I love strategy, and that's part of like, just how I grew up in Corporate America, just being a strategist.

Part of just falling into working with my corporate clients, I had one client that reached out to me, and part of her criteria was she wanted a planner that understood the softer side of events, and it wasn't just having notepads, and water pictures, and ink pens on the table. Like I want to make sure that my attendees feel comfortable, and they fall in love with my brand, so she wanted someone that was in the social side of things versus just your standard conference manager. You know, we built that relationship, that rapport.

Anyone that's looking to get into broadening their scope of business from maybe just the social side to corporate, you want to make sure that you understand what are the strategic goals of your clients, and really be able to pivot. So even though it seems like it would be boring to work on corporate events, it really gives you even more of a skillset to work with your social clients, because you're able to see different factors of an event.

Even from a just overall, just again, scope and broadening of our skillset, the wedding season, depending on where you are in the country, and everyone, in the south, we have wedding season. There are only two really busy seasons. We may have weddings sprinkled in the summer and the winter time, but fall and spring are going to be your busiest seasons.

When you're thinking entirely long-term growth, and cash flow, and things of that nature, you might want to look into broadening your skills and, you know, doing corporate events, because that will be revenue that's generated throughout the year and not just seasonal.

[0:17:24.0] RP: Yeah, for sure. How do you find, I guess, opportunities that are different than the ones that you're currently in. Maybe it's corporate, or just a totally different kind of thing than what you've been doing? How do you find those opportunities?

[0:17:37.7] JS: Yeah. I would say part luck and part precision networking. On the precision networking side, it was more so just getting plugged in to different groups in my community. In Atlanta, we are in a huge metropolitan city, there were so many meetup opportunities where you can meet business owners, as well as those that are looking for wedding planners.

The wedding type of networking events, or bridal shows, things of that nature. But from the business side, sometimes it's a little bit harder to actually capture that clientele unless you have a lead-in or introduction. Really, the way that I tapped into was to start really hitting up some of the people that I knew that worked in corporations, and honing in on companies that I knew didn't have an internal events department.

A lot of it, I mean, really, you have to — and another thing that when we all start our businesses, we're sometimes afraid of sending out that message saying, "Hey, I'm here, and I'm ready to work," but that's what you have to do. It was — let me go and look at this LinkedIn network that I've always kind of ignored. There are some people on LinkedIn that you really can connect with and you know, make solid introductions.

On the luck side, you know, if you, not if you — I would say always pay for quality, and just my website, and making sure that I was — my brand spoke for myself before you spoke to me was key, and some of it was just that plain luck. Hey, I saw you on Google, and people always say I saw you on Google, but it took them to the website, and just making sure I had a strong SEO presence, and the right verbage. Once I did have an opportunity to sell myself to the stranger, then that's how it happened.

[BREAK]

[0:19:32.5] CS: Nicki Mear left us a review on iTunes, and she says that this episode, this show, excuse me, is an inspiring resource. She said, "Reina and Christina do an amazing job of

bringing on diverse people, which is so valuable and beneficial. Everyone is at different points on their creative journey, and it is nice to be reminded of that. Each time I listen, I end the show feeling more confident and inspired. Thank you for the time and energy you put into the podcast to make it happen.” Thank you, Nicki Mear for listening, and thank all of you out there for listening to our show.

It means so much to us that you are out there, that you are applying some of this in your life, and that you’re getting inspiration from our show. That was the whole point of starting this podcast. If you found this show or any of our shows to be inspirational or helpful in some way, please do hop on over to iTunes, leave us a rating, leave us a review. It helps out the show tremendously as far as rankings go, and since we don’t monetize the show, it’s a really great way for us to get in front of more people out there in the world. If you feel like this is a gift worth sharing, please do. We would appreciate it so much. Thank you.

[INTERVIEW CONTINUED]

[0:20:36.7] CS: Yeah, you mentioned something earlier that I just wanted to revisit really quickly. You talked about setting up a strategy for your clients, which I haven’t heard a wedding planner say before. I’ve heard a brand designer, or someone who sets up sales funnels say things like, “Yeah, let’s have a strategy, and let’s execute on that strategy and get things done for you”.

I want to highlight that because one, it doesn’t matter what kind of business you have. If you have a strategy you’re going to be successful, and then I just thought this was brilliant, because when you have a strategy in place for your client that you developed alongside with them, whether it’s a wedding, or an event that you’re planning, a corporate event, you set them up for success, because you have an end goal. You know if you have met that goal. You know, and you’re developed — the whole time you’re fostering that relationship by building that strategy together with the client.

And this is something I like to do even in my own business, not just in my consulting, but also with, obviously, legal clients is to set up a strategy and then execute on that strategy, and then it really helps them to understand what is going on. I love that you are doing that. One of the

things that I feel like would come out of that is that you not only give them an expectation, but then you also give yourself a standard by which to exceed, and so then you can exceed the client expectation, create a really great experience, and then they would go out and they would refer you to everybody that they know.

So walk us through what does that strategy look like for you, and how do you organize that? How do you put it into place, and then how do you make sure that you stay on task with that strategy?

[0:22:03.4] JS: Okay, great. So similar to what you mentioned about the end goal, I was told by my client that I always design with the end in mind. When I say design, it doesn't mean all the pretty florals and all the pretty linen. Design meaning we're designing your entire wedding planning experience. From what your wedding day is and back again to that. So part of how we strategize with our very first conversation, which I call a level-set meeting.

So really this is our time, just like even with a business client, let me understand what is most important to you — and I will stay on the wedding side here. What's most important to the two of you for your wedding planning experience, or what you were looking for in your wedding day? What is something that you've always envisioned happening, or things of that nature, because I want to understand what we need to focus on first. Because I am all about making my clients happy.

Exceeding those expectations, like you mentioned Christina, where it's I understand this is what they're looking for, and how can I heighten that experience for them and their guests. It's all about at the end of the night, that's what they remember, but getting up to that point, I do have to be, you have to be able to have some rigor about the way that you plan their events. Things that you need to think about two months prior to your wedding, we don't need to talk about it ten months prior to your wedding.

So I help them structure their planning, their thinking process, their decision making process based on those key decisions, because we have so many weddings that we worked on, so many years of experience, that hey, we know this is when you really need to book this particular vendor, and then we'll think about favors later. But if favors are number one for you, yes, let's

work on those favors, because again, we want to make sure that you're feeling good about the whole process.

In addition, from a strategy perspective is scheduling. So as a business owner, it's always important for you to establish like, your boundaries, and expectations on both sides, so that you aren't getting your text messages at 1:00 or 2:00 in the morning because they feel like you're going to respond to them. So you're setting business hours, you're setting expectations of how are we going to communicate? Is it via Skype, or another one of my favorites, UberConference, where we are able to do a conference call?

A lot of our clients don't live in the city. We don't necessarily have to meet in person. Virtual teams and virtual clients is not even the wave of the future, it's now. So being able to really plan and execute on their event in that manner is key. So, long winded answer to say that we start with setting expectations. We set what the key decisions or deliverables are. We plan time constraints or time frames around them, and then most importantly, we try to beat those. Especially anything that is a key deliverable.

And then when it comes to the wedding weekend, or the event day or weekend, they come in very relaxed, because we have planned it to a tee from the very beginning. So that's part of how we work with our clients, and yeah, the referral base is very strong, because we make such a great connection and establish a trust with them.

[0:25:27.5] RP: Yeah, we have to remember that as event folks, that they have never done this before. That they've never gotten, hopefully, have never gotten married before, or they haven't run a lot of these events before. You're the expert, and you're really directing the ship. Even if they have an opinion about something, you're directing the ship.

[0:25:45.6] JS: Right, and you know, with the directing, we've had — God, love the bloggers, but you know, sometimes they give really bad information, bad advice to our future potential clients. So I get the standard FAQ's that you should ask a wedding planner when you're interviewing and part of it is, "Will you take over my wedding?" No, I don't want to take over your wedding. It's your wedding, so I am here to enhance what you want, but at the same time be realistic.

One of my gal pals talks about me being like the real top planner. Yeah, I'm going to tell you that you can't get X for X dollars. It just doesn't make sense, and I would say it in a nice way, but it's one of those things that you hired me to be the expert, so allow me to do my job. But never at a detriment of feeling like I am taking over your event, or I am telling you what to do. I'm there as your partner and your advisor.

[0:26:44.8] CS: Yeah. Being a partner in addition to an advisor is so crucial. I know you talked a little bit about the boundaries that you set for your clients, but you know going forward and working in these workshops, and travelling around the world, all of those things that you are doing, how do you see your role changing in your business with your clients? Or does it change, or do you have more clients? What does that look like for you?

[0:27:10.2] JS: Yes, so it's taken some time, and for those that are listening that are starting their business early on, you always hear the "What does your ideal client look like? What is that ideal client profile?" It took some time, I couldn't have told you in the beginning that my client today is what would have been my ideal client. I believe any business owner works in their business.

So at this point, now I can be selective on the wedding clients that I work with, the business clients that I work with, and now that I have a team, and I have trained them on what I call the OneTouch way, they are able to take on additional projects and lead them on their own with my guidance here and there. But part of where we see OneTouch growing would be that we were bringing on more passionate — compassion is key. One of the core values that I haven't shared yet, but it's coming.

But it's really being passionate about making a difference in your client's life. And where I see our company growing is into that key set of planners that are working with different clients, either on the social or the corporate side, and I don't feel that I'll ever take myself a 100% out, but I can't be more selective because I am the owner.

[0:28:40.6] RP: I love that you touched on core values too, that's just really interesting.

[0:28:44.8] CS: Yeah, I've been in the process, and I know the listeners can't see, you all could see all of these. I have a number of flipchart, like sticky notes on my wall, and I wrote out what the OneTouch Events core values are. I've never thought about doing that. I mean, you work with companies, and they always tell you to live your core values, and I know that I have values. I've just never shared those with the world,

That is something that I've used with hiring, as well as from just vetting my clients, because I feel like — and I've told them in our consultations, you want to work with people that you like. So if you don't like me, then we don't need to work together. Hey, that's the same for you, because it just makes for a contentious relationship, and you just can't wait until the project is over if you are not aligned on those values.

[0:29:33.4] RP: Yeah, I totally agree with that.

[0:29:36.0] CS: How do you develop some of those values?

[0:29:38.6] JS: Well really most of it is inherent. It's things that you grew up as a kid and you're...

[0:29:45.1] CS: I guess, like how do you notice them, right? Heather does this great. Heather Crabtree has her mission and her values, and I'm like, "Oh my gosh, that's amazing." I guess maybe I am just not observant enough. I know roughly what I believe in, and what I want my business to stand for, but that's a struggle of mine is to nail down these values. So I am curious what's been helpful for you to help, I mean, other than the flipcharts. That looks like that's working pretty well in the background.

But yeah, what are some things that you've been able to do that were your maybe "aha moments," or situations you put yourself in where you're like, "Oh yeah."

[0:30:16.5] JS: Yeah, so part of it has just been life experiences and what I hold true to just me as a person. Me as a Christian, and me as a business owner. I've had some really great clients and I looked at what were some of the characteristics of why we worked so well together. I've had clients that if I pass them on the street, I will bump them and then keep going. Like it was

just — the relationship was so bad. Looking back on what happened, we just didn't see eye to eye about integrity.

They wanted me to lie. I don't want to lie. Just because you hired me doesn't mean that I should do, to go against what's core to me as a person, just to help you save a dollar. So it was really like looking at the interactions with my clients, with my teams. I had to go through, we all go through a system, and contractors, and why didn't our relationship worked out? Well because they weren't grateful. You know having a spirit of gratitude is important to me and I say, "Hey why not let that be one of my core values?" Because tomorrow is not promised to any of us.

And I feel so grateful even just being on this podcast. You didn't have to have me on here. I am grateful for every yes. I am grateful for every no, because you know what? We may not have worked together well. I would say that's just been my process of how I came down to what's the most important to me. What do I want my current and my future clients to say? "Hey, I really felt that they were grateful, and they had a spirit of integrity, and they worked with a smile".

When I started doing the core value process, just in my head, I was trying to make it so corporate, and use all these big words and I said, "No, we smile." If you're not smiling at a corporate event, then that's a problem. So that's one of our core values. If your team member that always has the — I don't know how real I can get on here — but if you have a face that is not very nice because you don't smile at people, yeah, you might not be great of a fit for the OneTouch team. So that's pretty much how I pulled it all together.

[0:32:27.8] RP: I love that, and one of the things I work with my clients on is core values, and a lot of people come to me and are really concerned about, "Okay, I need to have the perfect core values. They have to be perfect." I'm like, "Okay, it's never going to be perfect, because we are these imperfect beings." There's so many things that we want to put on a piece of paper or on our website to represent us wholly, and that's never going to happen because we're complex people.

But one of the things that I am hearing you say is like put it down and express what it is that you want your clients to feel, how you want to feel, and be in integrity of yourself, and with yourself, and being that authentic version, and how does that extend into your business? One of the

questions that I like to ask people is what are the things that bring you the most joy when you're working, and what are the things that make you most angry?

In those high and low points, you're going to find things that really trigger you, and actually, it's indicative of what we value. If something really pisses you off, there's something there that tells you this is really important, and there's a reason why I am getting angry about it. So the fact that you were really upset that somebody told you to lie, or implied that you should be lying so that they can save a buck, that really was in opposition of your values.

[0:33:41.3] JS: Oh yes, definitely. I mean I still have thoughts of that just like, "Wow, how did I miss that?" Miss that this is going to be that type of deal? But I won't make that same mistake again.

[0:33:54.3] RP: And another thing too that that brings up that when you're vetting a client, where you're in the process of being hired by a client, that you're intuition is probably kicking up somewhere and saying that this is not the right fit, but you ignore it, because you want the money, or you want the experience, or whatever. I think that this is getting a little "woo," but just the fact that you should listen to your intuition, because it is telling you something for whatever reason, even if you can't articulate what it is.

[0:34:21.8] JS: Right, those are two really key things that you pointed out, Reina. Once my dad — my dad is one of my biggest cheerleaders, and he's the most quotable person you could ever meet. Part of it was always "go with your gut." That's not like it's anything that we haven't heard before, but go with your gut and stick to it, and then the second is "don't chase the money." When you have passion, the money comes.

That was in the beginning, like, "Let me just take anything even though I didn't like this person. Even though I can really tell that this event is not going to reflect back on my brand, but I just need the money. I just need to book the client, make the sale." Now, as you know, you just have a more of a concentrated effort and intuition, sort of like this is not going to be a fit, even though yeah, this could pay a couple of bills, but is it really worth it? You almost feel like you're selling your soul. So definitely. That's definitely something that I would like to bring home for those that are listening.

Especially when you're in the beginning stages, where you feel like "I have to take everything," really know that you don't. Just stay passionate and stay true to yourself.

[0:35:37.1] CS: Yeah, and staying passionate and true to yourself as you continue to build your creative empire, what does that look like for you?

[0:35:43.6] JS: Oh, for me it is always thinking outside of the box and having that spirit of I want to try something new, and I want to be able to bring that back to my team and be able to continuously empower them to make their own decisions, because I do see OneTouch Events being an event production powerhouse. It's not just wedding and social events, but wedding, social, and corporate. When I was told you need to find your niche, and this might be preaching against the choir, but I don't believe in you have to find just one niche that you're working in.

Spread your wings and be open to it, and then you can find that niche that you don't like working on, or that don't bring you joy, but I didn't quit my full-time job, or resign my full-time job to do projects that I didn't enjoy. So my creative empire looks pretty badass.

[0:36:43.3] RP: That's awesome, I love that. Well one thing I would say, or you're against, is that the fact that you don't have a niche, because I think you do that in each of the three types of events, you have a very specific client. The people that you serve, and the kinds of events that you have. So even if you have different types of events, you still have a very specific area that you serve.

[0:37:02.8] JS: That is cool, well thank you for that, Reina.

[0:37:05.7] RP: Of course, and tell our audience members where they can find you, because you're such an inspiration, you're such an educator. So tell us where we can find more of you?

[0:37:15.1] JS: Yes, you can find me online. It's onetoucheventsllc.com, and the one is spelled out, O-N-E, and we're also on Instagram @onetoucheventsllc, as well as Facebook, and we would love to connect with you and just have a chat. I love to talk.

[0:37:34.3] CS: Thank you so much Jillian. It was so great to see you on here today and to talk to you. So thank you so much for coming on.

[0:37:41.4] JS: Yes, thank you so much for having me ladies.

[0:37:44.0] CS: Everybody out there, go build your Creative Empire.

[END OF INTERVIEW]

[0:37:49:7] 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]