

EPISODE 101

[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]

[0:00:35.8] RP: Welcome back to another episode of the Creative Empire Podcast, it's Reina and Christina here and today we have Jaclyn Mellone of jaclynmellone.com. She is the mindset and marketing mentor and she helps women become successful entrepreneurs from the inside out. She also is the cohost of the All Up In Your Lady Business Podcast.

Welcome Jaclyn, we're so excited to have you.

[0:00:56.0] JM: Oh, thank you so much for having me. This is so exciting.

[0:01:00.5] RP: Tell us what's been going on with you? You had a brand that was really well established and now you're shifting into jaclynmellone.com and making that your official home. Tell us a little bit about what's going on?

[0:01:12.9] JM: Kind of crazy, right? I compare it to when I was 18 years old and I decided that I no longer wanted to be Jackie that I felt like a Jaclyn and it was this really big shift on the outside that is still the same person and it's just like Jaclyn felt right, you know? Now I've been Jaclyn for a long time.

That's how it was with this. Chasing Dreams and Littles, which was my brand, like is my life. That's literally my life right? I have a four year old, I have a baby I can't call him a newborn anymore but he's still a baby, an eight month old and that really describes my life, right?

It describes the life of a lot of my clients, but over the past year and a half in growing this business, I realized that the brand didn't represent the work there that it was actually doing and it's hard to let go of something like that, especially when it's so near and dear. But things happen this year, kicked off and I had my team in place, I had my team at home in place too and I was ready to just like hit the ground running and do all these things. Something didn't feel right.

I really took some time to explore that and I think in the past I would have just pushed through and ignored that, those little intuition but I didn't. In doing that and in talking to clients and friends, I realized that this needed to happen. So I have shed the brand, shed the company name and I am me, I am Jaclyn Mellone and kind of building this personal brand.

And that's funny because from the outside, it is a big change but on the inside, when I told my clients and I told members of my group program, everyone is like okay, like nothing is really changing. It's really just how I'm marketing myself that's changing. Having that, by narrowing down the thing, I'm helping with mindset and marketing, that actually gives me more ideas on how I can create and help people.

[0:03:17.7] CS: Yeah, and knowing a little bit about your story, I feel like a lot of what you've accomplished is kind of accidentally on purpose. You've very organically grown your presence online and your partnership with Jessica. You know, that's what I love about what you've done is it's been very organic it seems. This sounds like a really natural organic shift.

What are some of your reservations, though, in making this change? Do you ever feel like anyone won't take you seriously, that you've changed a lot or is there anything that's coming up for you where you feel maybe like you're a little bit of an imposter or something like that and the sphere?

[0:03:56.3] JM: Oh my goodness, I think every big growth point in business, from getting off the ground to every step along the way where you're really getting outside of your comfort zone or offering something new or really just taking yourself to that next level. I always hit those. I always hit that resistance, that I call it my inner mean girl. But that imposter syndrome where

you question yourself, you doubt yourself, you think about how other people are going to perceive it and absolutely.

I mean, I think the reason why I didn't do it sooner is because it's almost easier to hide behind a brand right? To put myself out there and say that I'm the expert at this rather than saying, "This is a community and this is what we do." That in and of itself is vulnerable, you know? Could I have started with this? Probably not because I was not ready for that then, right?

It needed to get to this point but still, making that change. When you have 13,000 followers on Instagram, switching over and saying now I'm going to be this new name, that's pretty terrifying. Are people still going to want to follow? Still wanting to be authentic. For me, in making this shift away from saying "my brand is all that helping moms" I still — the thing that help me say like okay, I can do away with the brand but still be me and still have that core message, right? Of there are moms out there and I want to be able to be that example and saying, "You can do this," right?

It doesn't have to be what my whole company's about, but I can still picture me holding my baby in the Facebook group picture, you know? I can still post different things on Instagram and tell that behind the scenes and be authentic for the life that I'm not working full time and be true with that message without it being the whole brand.

[0:05:54.8] CS: Yeah, well it's fun because you are able to bring in that picture of your baby, sitting at the beautiful workspace, that's on your website right now. It's fun because people don't — I mean with you, it's very obvious that you have kids and obviously you had a whole Facebook group and movement behind what you were doing but, you know, it makes it more relatable because there's so many women out there that do have children or are trying to have children and you know, they tell themselves that they can't do whatever it is that they think they want to do or that they want to try.

So they tell themselves they can't be marketing experts, they tell themselves they can't have sales, they can't work on something because for four hours in every evening, they're consumed with their kids. So, to make things a little bit easier for them so that maybe they realize this is something that they could do, what are some steps that you took when you were in the very

beginning and learning about this online world. Someone that's new to this whole game, how might they benefit from learning how to overlap their personal and their family life, especially if they have kids?

[0:07:02.2] JM: That's a good question. I think it looks different for everyone, right? There are certain entrepreneurs out there who do have families but that's not part of their brand and it's not part of their messaging and that's okay, that makes sense. I don't think that just because you're a mom, that has to be front and center with everything that you do. That's probably for all characteristics, right?

Whether you have kids or don't have kids, whatever your lifestyle is. Sometimes it makes sense to have it integrated and sometimes it doesn't. But I do think you need to know those boundaries of what is important to you and if you do have a family and you want to make sure you're working with people that are going to be comfortable with that. That's something you need to weave in there or certain boundaries.

One of the women I'm working with, she is interviewing for a position in a virtual assistant type capacity. Was struggling with like, "Okay, do I get on the phone?" There was an interview and like, "Do I get on phone? They want to talk today but my kid's home. Should I put it off till Monday when I know I have the coverage?"

She was able to be like, "You know what? If it's not a good fit, if having a family friendly environment isn't a good fit then it's not the right fit for me." That takes so much confidence to get to that point to say, but that's how you're going to build a business, it's actually going to make you feel good.

[0:08:21.9] RP: Yeah, Michelle Obama took her daughter to an interview, right? If she can do it, we can do it.

[0:08:27.5] JM: Totally. If Michelle can do it, yes.

[0:08:31.0] RP: Anyway, totally distracted. I think that you're right though. I'm a mom and I don't lead with my child in most of my branding and I think what we're talking about here like big

pictures, branding. Whether or not we feel authentic to who we are and how we show up and if that's what we want to share with the world.

But I think what you've decided is this is great, this is like a new chapter of this business that's — you've been doing this kind of work already, it's just under a different visual brand, I guess and I think you're on a really cool path. So we were really excited to talk more about it. Well I guess, the next question is, what does mindset and marketing mean in terms — like how did they intersect?

[0:09:14.4] JM: My background is really in marketing, right? I helped my dad start his real estate business and did his marketing and then I left and did marketing for actually several online entrepreneurs, which was funny because at the time I didn't really even make that connection and so coming into online world like marketing is what help propel me into even having a business, right?

That I was kind of naturally able to stumble into some of these things but the mindset is a piece that I had in my favor, that I didn't even know was one of my secret weapons, right? Christina said earlier that a lot of what I've done has been accidentally on purpose and I think that sums things up so well. Because I look back and I'm like a little bit woo like just like a tiny bit woo.

When I think about that, I look back and I'm like, "Wow," I usually don't think about manifesting right? That's something new that I'm kind of exploring. But I look back and I'm like, "Wow, I got free upgrades to first class to fly from New York City to Barcelona." I've always been like lucky and I think a lot of that is the way my brain is wired and my mindset.

So coming into the online world and leading with my marketing but putting out that positive energy, just love attraction, woo woo stuff, I met Jessica within a month and we started a podcast together, that blind faith, whatever you want to call it, is what has led to so many opportunities for me.

Over the course of the last year and the half I've gone from it being accidentally on purpose to really exploring what's behind that. I would realize I could tell two different people, a great marketing strategy for them to execute but if they didn't have that belief in themselves and what

they were doing in the world around them, that it wasn't going to work. That there was a disconnect.

That's where I started kind of combining this whole idea of having the right mindset along with the marketing strategy because, especially with creative entrepreneurs, it's really freaking vulnerable putting — like when you're selling something that you made yourself, your own service, your own time, it's not like a Pepsi commercial. There's a lot of emotion behind the marketing, you can't escape it. I think it's hard to separate the two.

[0:11:36.1] CS: Yeah, making the decision to have a personal brand is, in some ways it's an easy decision, right? Because then you're only building one brand. We just got off the podcast with Mary Beth Storjohann and she's got Workable Wealth and Work Your Wealth as a podcast and at her own name and brand out there, right?

She's been building up two, right? In some ways, it's easier just to concentrate on the one and build that up but then you are, because you're the face of the brand, there's like its own unique set of challenges. I like to think of it as like if you choose your personal brand, I think it's easier in the beginning, harder later on.

Marie Forlio, clearly is not just like Marie Forlio anymore, now she's got this whole team of people and like the question comes up like, "How is the integrity of the brand change, what does that mean, is it still a personal brand?" I think it's definitely a personal choice because then you have somebody like let's just take LearnVest. What's her name? Alexa Von Tobel is the one who created LearnVest, I don't know why every reference today has to do with personal finance.

[0:12:37.1] JM: I'm impressed.

[0:12:39.8] RP: Christina's like a wealth of random knowledge.

[0:12:43.2] CS: Well and then, she had a really easy time selling LearnVest. I think it was to like to Intuit or something because it was not a personal brand like she was so inter related. She had her own radio show on SiriusXM and all this other stuff. You knew that it was Alexa Von

Tobel behind LearnVest but then when it actually came to D day to sell the business off, she was able to do that because it wasn't, in the end, a personal brand.

Obviously, it takes a lot of momentum and from a legal perspective like a lot of investment of time and resources to build up that separate distinct brand. It's really interesting because you've already done the hard part, right? Chasing Dreams and Littles, you already did the hard part of building up that brand and then now you're starting with your name kind of fresh but you have the advantage of having that whole platform behind you too.

So I think that's really cool. When did it become obvious to you that you needed to become your own personal brand and not just create like a separate, like a new Chasing Dreams and Littles, whatever that new title would be for what you're doing now, which is like the mindset in marketing?

[0:13:48.3] JM: It became obvious right after the first year. It's funny because the turning point and I will say, the reason I became obvious is because I had spent — all right, just perspective here. I had a baby in June of 2016 and then in the fall, he was three months old, I was really starting to like ramp up, getting back in growing the business. right?

I just kind of held the egg and kept things going over the summer and I decided to not hire a nanny because I couldn't bear it, he's just so freaking cute, I couldn't put him down. But I was able to build my team because I wanted to grow, I had big ideas but like, "You know what? I can outsource this and I could still be home with the little guy and he's happy and I can multitask and we can make this work."

This is when I really started integrating this whole idea of mindset and marketing together and the great thing about already having an ongoing group program is that I was able to just already start doing it. You have an idea and you already have a group of a captive audience. So I started doing that, started working this into my one-on-one calls but I never thought about changing the umbrella, right? This was all just happening underneath.

I had mapped out a 90 day plan after the first of the year and I was just having a really hard time with the content because I wanted the content to really focus on this whole overlap of mindset

and marketing but I'm like, "How did this fit? How do I tie it in to being a mom business owner?" It felt like a weird connection and my co-hostess on the podcast, Jessica Stansberry is amazing at SEO and is like always on the front page of Google and I'm like, "I want to start like getting these strategies, I want to do this too. How does that even work?"

Nobody's searching for "I need help with my marketing and I happen to be a mom". It just started to kind of come up the surface of how do these things connect? I'm really passionate about helping moms but I can tell you, as soon as I let myself go there and was like, "Okay, this just doesn't fit under the brand anymore but I can do the work I'm doing and kind of breakthrough that resistance."

As soon as I accepted that, floods of creativity and aha's and I'm like, "Now this makes sense," but it was really hard to get to that point. This was no like a couple of hours of thinking, over the course of many weeks here.

[0:16:18.6] RP: Yeah, I love what you're saying here. I think a lot of what we do is like driven. The conversations that we have are driven around strategy and what's logical and the woo thing comes from our intuition. Something you have said over and over in this conversation is like, "This doesn't feel right. I was having resistance, there's like a weird connection," and all of those things are our intuition saying, "There's something out of alignment and I don't know what it is."

It's our job to slow down and say okay, this isn't feeling good anymore. What's my body, my brain, whatever, telling me to do and what's the direction? Maybe it's not even like "oh you have to actually actively change your direction", or it is. In your case, that's what it definitely sounds like.

[0:17:03.9] JM: It's so true and the more that I've allowed myself to be in touch with my intuition and my woo and I've been meditating more and journaling more and it's funny how when you're able to let yourself explore that, the things that come up and the self-awareness really that it creates is pretty powerful.

[0:17:24.5] RP: Let's dive in to mindset a little bit? I know you worked with a lot of creative entrepreneurs who are giving of basically themselves, right? They're creating something that

they are literally doing with their hands or coming from their brains. It's a vulnerable space. Tell us a little bit about what the imposter does. I know you called it "the mean girl", tell us a little bit about what that looks like?

[0:17:48.8] JM: The funny thing is, on the surface, these women, myself included, right? I think all of us that's listening, we struggle with are pretty confident. I'm not talking about people that are wallflowers, that are shrinking violets that they would never be entrepreneurs to begin with, right? Just putting yourself out there to start a business takes so much and your passion and everything all together. I give people so much credit for even getting to that point.

But when it gets to that point of like okay, now I need to do this thing that's outside of my comfort zone and whether that's a onetime event like a launch or just like a recurring thing, I feel like at each point, we're struck with this and sometimes, I'd say actually most of the time, people don't even realize what it is because it shows up in different ways, right?

You say the word fear and you're like, "Well I'm not like afraid to sell things that would be nice to sell it, you know? I'm not terrified of getting on Facebook Live, it just feels like comfortable." You kind of make up these little excuses and stories that go along with it. A lot of times it's showing up as perfectionism or my favorite, procrastination. But it can show up in so many different ways.

So really taking that time to — and that's where I say like self-awareness. That comes from journaling or meditating or working with a coach. Something like that that's going to help bring some of that stuff into perspective. Because, often times, it's not showing up as the thing itself, it's showing up as, "Well, maybe you're just making yourself so busy that you never have time to even realize that's going on or you're feeling super guilty all the time."

One thing I've caught myself in is, and this happens every time I do a launch. I'm in the thick of it, game is on, I like need to be showing up and putting my all in and I get this rush of creativity for a new project, a new idea and me saying this doesn't, on the surface, look like this is a mean girl issue or an imposter syndrome. It's distracting me from the thing, right? It's fear disguised as opportunity.

Right when I need to be performing at my best and like, “Oh, what about this other thing? That’s a great idea, I should go research this,” and now I’ve learned to capture those thoughts because a lot of them are really good, but maybe not for that moment.

To capture that and to set it aside because it is, it’s a distraction and it’s just showing up in that way. I think the first step is really just figuring out how it shows up for you. That’s easier said than done, right? This is something that I think we’re always kind of discovering new ways this could be happening for us.

[0:20:30.6] CS: Yeah, I love that you just noticed that about yourself because I think that’s something that happens to a lot of people, that was something I had to find out the hard way too. You’re in the middle of doing something or you just sold something and you’re like, “All right, now what can I do next?” Instead of looking at whatever you just did and saying, “How can I make this better actually?” McDonalds doesn’t go out and they’re not like all right, let’s create a new product this week,” every single week. They’re just trying to figure out how to sell more of what they’ve already created.

[SPONSOR BREAK]

[0:21:01.8] CS: Have you guys seen my new website over at christinascalera.com? It’s kind of hard to believe but it’s a template. You guys could get the same exact one by going to the palmshop.co and grabbing one of the amazing sites that Davey and Krista have dreamed up for you. They’re all optimized for maximum conversions to make it that much easier to turn strangers into clients.

If you use the promo code “CREATIVEEMPIRE”, you’ll get access to a secret set of resources and podcasts that Reina and I have created just for you purchasers. You’ll also get a \$100 to spend at my store and a 20 minute one on one consulting call valued at over \$150. If you want an amazing new site that all of your peers are raving about, set it up in the next hour by going to the palmshop.co and using code “CREATIVEEMPIRE” to check out and claim over \$450 worth of bonuses.

[INTERVIEW CONTINUED]

[0:21:57.9] CS: Yeah, I love that and I love that you're noticing how that's — I think you said it was fear disguised as opportunity. That was so brilliant. You know, can you talk more about other places where you've seen this imposter syndrome pop up in your life and how that's affected you or maybe like this, the moments that you're able to capture it and really benefit ultimately?

[0:22:22.0] JM: Jealousy and really, when I catch myself feeling envious or overly critical of certain people or different products that are out there. That's usually my indicator now to be like, "Okay, why? What is that bringing up? What is that triggering in me?" Because there's usually something there and it may not be the obvious thing on the surface, right?

It's not necessarily that — I think speaking is a great example for me. One of my goals is not to travel all the time and be a speaker. But I would like to speak a couple of times a year. When you see that and you're like, "Oh like that," you know? "I wish I was part of that," and I never even put myself out for the opportunities. So to dig deeper really, "What is it about that that is causing me to feel that way?" and peel back the layers and it could be anything. It could be any number of things but usually it's not the thing on the surface but it's worth recognizing and acknowledging and not staying in that place of negativity.

[0:23:24.6] RP: Yeah because it's easy to get into that space of negativity, right?

[0:23:27.9] JM: Reina, I'm sure this is something you work with your clients with all the time.

[0:23:32.1] RP: I love this, this is my little sort of — I love this stuff. No but I think you're so right that whenever we are triggered or we have judgment against somebody else or something that they're doing it's because there is something lacking in us and we recognize that and so if you're noticing it, it's probably you. It's not them, it's you, right?

And often I think too this comes up for me and I've had it recently and I've had a couple of clients who come to me with this is that they will start working on a different project than the goals that they set because they are seeing other people launch something or somebody else doing something, and I'm looking at myself and other people saying, "Actually this was a Q2,

Q3, Q4 whatever goal, and it's not for right now and I need to focus on what's in my lane and this is what I committed to because I strategically told myself that something else was coming down the line at some other point."

So I don't know, I think that whenever there is a little bit of that FOMO it's because I think that it has to happen right now and that we'll lose that opportunity and yeah, so it's just a little bit of that scarcity mindset stuff, right?

[0:24:44.4] JM: Yes and just having that trust that it will happen. A friend of mine, I don't think she would mind me sharing this story, but a friend of mine had the opportunity to go to Amy Porterfield's house. My friend was working on something important and Amy was in the middle of a launch but this opportunity presented itself where she could drop the important things she was working on and go meet Amy Porterfield at her house but it was a busy time for Amy, so what would have come of that? I don't know, and she turned it down.

How many of us would turn down that opportunity to meet one of our idols in this industry or something like that? And that could be any different person for whoever is listening, but she's like, "I know I will have that opportunity again," and that was like, "Wow!" and you know what? I believe it too. I really think that she will but that kind of abundance mentality of like, "It will happen again. This isn't the right time."

And not operating from that place of fear of like, "I just need to drop this really important thing that I am doing to go meet with someone while they are working on something really important because this seems like a really cool thing. That FOMO is hard to get to that point but when you do, it is a beautiful thing.

[0:26:04.4] RP: Yeah, it just reminds me of my friend and she was a guest on our show, Jessica Rasdall. She was asked to be on the Oprah Show and she turned that down. Like talk about FOMO, right?

[0:26:17.6] JM: Right, oh my face right now.

[0:26:22.7] RP: Right.

[0:26:23.3] JM: Pick the jaw up from the floor.

[0:26:25.6] RP: Seriously and so if she can turn down Amy Porterfield, if Jess can turn down Oprah then we can turn down something else that's happening for us and remind...

[0:26:39.1] JM: It could mean a couple more months to launch the thing, right?

[0:26:42.1] RP: It will be okay, yeah.

[0:26:44.1] CS: Or have a kid.

[0:26:46.7] JM: Yeah.

[0:26:47.2] CS: I've got emails probably when I'm in the middle of a launch, I get a lot of emails that are like, "I really want to do this but I just found out I'm pregnant. I don't know what is going to happen." So I feel really bad, and Jaclyn I know this is something that you've dealt with a lot, you know, the moms that want to do whatever it is that they're pursuing creatively but then they feel like they have to put it on hold to have a kid and maybe they do, but it doesn't mean that the industry isn't going to be there for them when they're ready to return.

So yeah, I feel like that's a huge opportunity as if you are lucky enough to have children to go ahead and take advantage of that if that's something that you want to do. But yeah, tying this into the marketing and the mindset stuff that you are moving towards, what are some of the opportunities that you're looking to create for yourself and how are you going about doing that?

[0:27:38.3] JM: So I love working one-on-one with clients which is something that I took time off from when I had my son because it just didn't make sense and in this world of building passive income and this and that, I love the opportunity to just go deep with someone and I realize that being able to build a marketing strategy but to weave in this mindset stuff that is going to come up.

So we cannot only build the strategy but we can actually get it executed too, and especially having the support system, I remember when I was first launch my group program, The Incubator, Reina during my launch was there for me as a coach and I think every day I was like, "Reina!" Because launches are an emotional rollercoaster and whether it's your first launch like that one to this day when I launch, it's still, launches are emotional, right? You are putting yourself out there, there are all these twists and turns.

[0:28:35.1] RP: And you're invested.

[0:28:36.1] JM: So being there to support. Totally! So yes, I love working one on one and putting this out there officially, but I think I'll always work one-on-one on some capacity because it inspires me, it fills me up and all of that but I do have some group programs and courses in the works that I'm excited about too. So a little bit of a mix, but I think it's fun to combine this idea of mindset with marketing. My Facebook group name that I changed to is called The Know, Love, and Trust Tribe.

It's a plan, know, like, and trust and building that with your audience is usually how we use it but for the Facebook group and for Instagram, I like the idea of this plan where it's building that know, love, and trust with your audience but also with yourself because in order for you to show up and be that person for your tribe, you need to be able to know, love, and trust yourself too.

[0:29:33.8] RP: Oh let's hit on that, that's juicy. So talk to us about, I mean, in your bio we talked about going from the inside out. So in terms of the inside, how can you self-develop or reflect in a way that really is empowering or powerful for women to build themselves up?

[0:29:52.2] JM: I think it's really important, like we talked about a little bit before, just to know what kind of business you want to have and what do you want your weeks to look like and I like to start there and then build on, "Okay what are your strengths?" and I am kind of addicted to taking all of these Myer-Briggs and how to fascinate and the Strengths Finder. BUtI love how this tests and tools are able to really help us get that self-awareness because that's a pretty powerful thing.

And I think knowing those things about ourselves, having that mirror perspective or that outside view to say, “Okay, these really are the things that I’m good at,” and I’ll be honest in my own transformation, this played a big role in it. One thing that kept popping up for me was forward thinking or innovation and I realized that I wasn’t giving myself enough opportunity to play up those strengths in the business I had created.

That’s where being able to have more offerings, or to be able to work more intimately with people and put that into their businesses is a way that I can take full advantage of my own strengths and when you are coming from that place, the confidence just exudes out of you and that’s where I think is that, if I was to try to go out there and be like, “I am going to be a Facebook ad strategist,” right? That will really be a really uphill battle for me because that’s not naturally how my brain works.

I’m not overly analytical. I hate numbers and learning that and the techy side and the analytical side of it will be so against the grain for me. So even if I worked with the best mentors and paid thousands of dollars for coaching and training, I still wouldn’t be great at it. It would still be this really tough battle for me but if I focus on the areas that come naturally to me and my marketing background and just having the emotional side of things and that’s really what comes naturally to me.

The emotional side of one, yourself but also with marketing you don’t really think about it but it’s the emotional side of your audience and being able to tap into that and really think how can you connect with your audience on that emotional level, because most buying decisions are emotional. So that whole psychology and that’s where I think the inside out and with mindset and marketing is getting yourself on an emotional level but also your audience, your tribe.

[0:32:28.5] CS: When you’re talking about getting to know your audience and your tribe what are some of the things that you’re doing? How are you listening to them? This is a question that we get a lot actually. I don’t know why, but a lot of people ask us, “Is this a good business idea?” As if Reina and I are like the queen and queen of business ideas or something.

But what are you doing as far as listening and how are you observing? How are you deciding to be active and a participant in those conversations and then are you getting any product ideas from that kind of involvement with your tribe or with your audience, whatever you want to call it?

[0:33:05.3] JM: Yes. There's so many different ways to do this and some of it can be, when I first started I started an Instagram account. I had no business plan and I don't know if that's the recommended route, but I had started and the beauty of it though was that I was able to really take three months and get to know my audience and listen, and engage. I think that that strategy, and this doesn't matter if you're just starting out or you've been in business three years.

I think taking that opportunity to engage and listen on your own social media, knowing the accounts that your ideal clients would be following too, so part of this is a guessing game right? You're going to start with, "Who do I think my ideal clients are?" and then you want to dig into the research. So whether that's social media and your own channels, whether that's if you have a list or if you're able to access different Facebook groups. I love putting a survey out there and asking some of those questions.

I'm actually doing that myself right now, which is cool because as I announced the transition, I said, "Okay, well I am going on this journey now of re-exploring my own ideal client, and I want to take my audience along for that ride but it's me." So I'm including them in it but I am also sharing behind the scenes of different strategies and tips. So it's a fun parallel, but I think if you do have that audience to already ask, asking them what their struggling with in the context of what you do and building on that.

I am a big fan of Ryan Levesque, am I saying it right? Hopefully I am saying it right. But I think he has a book, *The Ask Method* and he walks through so many different strategies that really just give you context. One of the things to do in a survey is to ask if they're willing to get on the phone and explore the topic more with you and the cool thing about that is one, if they put their number in then you reach out to them to have that conversation. But two, it also allows you to know those are the people that are responding that are the most interested.

They are the most invested. They're willing to get on the phone with you to talk about this thing so then you can weigh those answers more than just the other generic answers that are coming through. So learning that psychology behind it is so fascinating to me but there's also some really passive or I don't know how you want to say it, ways to look for feedback and I would say Amazon is one of my favorite places to do this.

So if there is a book that you know your ideal client loves, to be able to go — and it's in context to what you are doing, to go and start reading the reviews and seeing the language the people are using and this is raw market research data, right? These people don't know that they are being interviewed for anything, it's just how they're commenting on how this book inspired them or where they were before they read the book and that type of data can be really eye opening and being able to pull out from there and say, "Okay so if they are saying that," and trying to think about the emotion behind the words or where they are coming from with things. I think it's a really neat trick.

[0:36:20.7] RP: I love that. That's such a cool idea. I've never done that actually.

[0:36:25.1] JM: Well now you have plans for the afternoon.

[0:36:28.3] RP: Right, I will be scrolling Amazon for the rest of the afternoon.

[0:36:31.9] JM: Every Brené Brown book, what are people saying?

[0:36:36.1] RP: I love that you know that about me. But yeah, you are absolutely right and I think that we need to ask people what they're interested and how we can help them in gathering that information. I think also another thing too that's coming up over and over for me as I am listening to your stories is, just start. Because at the very beginning, you didn't know that where you are right now is where you would have gotten and without having started, without having done the research you wouldn't had had this path.

[0:37:06.1] JM: So true and yeah, I will tell you I had to this idea for an Instagram account before I started and I didn't open it up for three weeks because I couldn't think of a name and then I ultimately decided on a name just so I could get it started and literally within 60 days I

changed the name. But it was just to be able to get it started and 60 days later, I already had 2,000 followers.

So those two months and in those 60 days, I was on the phone with my followers. I created a challenge for them so I had some on email. I literally had no idea what I was doing. I had them send me their emails and I was emailing them individually from Gmail. I didn't have them opt into anything but I did a 14 day challenge with 15 people and I was just sending them emails every morning.

So really no clue what I was doing, but having that type of engagement level and being able to create content and get feedback and during those 60 days, I met Jessica. We ended up putting a plan together to start a podcast so just by getting started without really knowing what I was doing and just trying things was everything. That really laid the foundation for everything to follow. So I know it's easier said than done but yes because that action is going to bring the clarity.

[0:38:36.2] RP: So good. Such good content. I think that when we get into the scary parts of business we sometimes don't know where to turn and sometimes we don't know why we're holding back or resisting or whatever and I think it takes a lot of reflection and a lot of emotional maturity to go there and to be able to say, "Hey I don't know what's happening," or, "I'm scared," or whatever and having that tribe can be a really important part. At least for me, it can be a really important part of the process.

[0:39:05.3] JM: So true, yeah we're not all lucky enough to have a coach to lean on but having friends and even just exploring different books and podcasts, right? Listening to podcast is really what got me started on this whole journey because I was able to see other people doing it and get ideas and get my podcast education, if you will. I didn't take action for six months, which I do not recommend to anybody. But yeah, this is such a valuable thing to have in this day and age. I wish that I would have discovered podcast a decade ago.

[0:39:40.3] RP: I mean that's why we all do this, right? You are a podcaster, Christina and I do this so that we can really encourage people who are at the beginning stages of their businesses

and we wouldn't do this if we didn't find that education is an important part of how we've built our businesses.

[0:39:55.6] JM: Absolutely.

[0:39:57.3] RP: So well, we can continue to talk about fear and mindset forever probably but if you were looking back on the beginning stages of your business, whatever the initial name of it was that you changed, what advice and encouragement would you give yourself as you embark on building your creative empire?

[0:40:16.7] JM: Oh, I love thinking back and doing that. I would say to surround yourself with the right people and that looks different for everyone, but I call it the Tribe Trifecta. You have your own audience that you are building, right? That's usually how we think about a tribe, but you also have your peers that are surrounding you and you're able to lean on for support but you also have your own mentors that they're ahead of you that you are able to reach out to for guidance.

And if you have those three things you can accomplish anything. But that kind support on all different levels with audience to sell to, someone to guide you and friends to have your back, I think that is the recipe for success in whatever business you're in.

[0:41:07.8] RP: You need to create a graphic on this. I don't know if you have yet, but it needs to happen.

[0:41:12.3] JM: I don't think I have. All right, challenge accepted.

[0:41:15.4] RP: Done. Awesome, well thank you so much for coming on the show. Where can everyone find you both online, website and your socials?

[0:41:25.5] JM: All right, so website is jaclynmellone.com, Facebook group is The Know, Love, and Trust Tribe and on Instagram, I am @knowloveandtrust and my personal account is @Jaclyn_Mellone.

[0:41:39.8] RP: Awesome, thank you so much for coming on the show. We love chatting with you and hearing about the process of transitioning and for everyone listening, go build your creative empire.

[END OF INTERVIEW]

[00:41:51.0] 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]