

EPISODE 95

[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]

[0:00:35.4] RP: Welcome back to another Creative Empire Podcast. We have me, Reina here and Christina and today, we have Becki of Whippy Cake on the podcast.

[0:00:44.4] BC: Hi. Hi everyone!

[0:00:46.2] RP: She's a professional stylist turned self-confidence promoter, you'll find her on her YouTube and her blog and she has lots of beauty and style tutorials but she is also a huge self-confidence promoter.

Becki, we're so excited to have you and we can't wait to hear your story.

[0:01:01.8] BC: Thank you for having me, I'm excited.

[0:01:05.5] RP: Absolutely. Tell our audience a little bit about you. I know Whippy Cake but some people might not. So tell us about your journey?

[0:01:13.4] BC: I know, I definitely get, what's a Whippy Cake? I'm a Whippy Cake. Just to get the disappointment out of the way, I don't bake or sell any kind of food or cake. It's just a nickname. I am actually a stylist, I've been a stylist for 12 years now and that's very relevant because it's influenced my small business journey. I don't know how far would you like me to go back? I mean, do you want me to just kind of go into how I originally started my blog?

[0:01:43.6] RP: Sure, sounds good.

[0:01:45.3] BC: Okay yeah. So it's actually like my husband's favorite story because he plays this strong role in it but when I was a new mom and I had my first son and I was just adapting to being at home, I had previously worked quite a bit and I'm a doer and I love to be active and involved in stuff.

So I was having a hard time adjusting to kind of having the slow pace mom life at home and so I started picking up some of my creative roots and was crafting quite a bit. My husband was like, "I don't know who Michael is or his friend Jo-Ann, but they're taking all of our money." He was like not too keen on me spending all our money on craft supplies and whatnot.

[0:02:30.7] RP: I just figured out what you just said, that's hysterical. Michael's and Jo-Ann.

[0:02:33.9] BC: The craft stores. He was kind of the one that originally was like, "You should just start selling the stuff that you're making," because I was making all sorts of randomness. Stuff for my baby but also I was making these tiny little cupcake charms out of polymer clay and I was like rolling them and baking them in the oven and everything. Super creative status right there.

So instead of client cupcakes, I called them whippy cakes and I made this cute little charms and necklaces and earrings and stuff for three months and then at that point, I had like a hundred followers. So I was like, "Oh my gosh, I can't change the name now. I'm so famous." The name stuck even though I didn't really make the cupcakes for very long. Then, just everything that I was making kind of evolved. I did Twilight paraphernalia there for a minute. Like T-shirts and really nerdy jewelry. Oh man, I can't believe I fessed up to that.

[0:03:32.5] CS: That's awesome.

[0:03:33.9] BC: Yeah, then it involved like I ended up having my first daughter and I started making headbands for her and the headbands, I felt like they originally put me on the map because they just took off. This was back when Etsy was just getting started, it was before

Pinterest, it was before like everybody in the world was like a professional photographer and so good photos just wasn't a thing.

There's a much longer story on my headband journey in and of itself but doing the handmade business really taught me a lot about the importance of branding and having like cohesive coordinating collections and really great photography and a clean professional blog and what not. Through that journey, I started capturing the attention of other businesses who really liked what I was doing with my photos and stuff.

I used to just take a selfie on my crappy phone. This is seriously seven, eight years ago. I'm talking crappy, crappy phone. Photos and I would use those as my product photos on Etsy. Then eventually I learned like, "Oh, professional photos work better in terms of selling." Like people would always buy the headbands that had good photos. So I started using my styling background. I would style these awesome photoshoots, everything from the backdrop to the models and other brands started reaching out to me to basically do the same for them.

So I got in a commercial styling and all the while I'm sharing pictures of my products and my styling tips and everything on my blog. So I'm simultaneously building the handmade side and the blog side and then it just got to the point, I was also doing a lot of small business conferences and blogging conferences just because again this is when Facebook barely came out outside of the college campuses and then even Instagram was pretty new and so.

I got approached by a couple of different conferences to come and speak and talk about branding. I mean, all different things like how to grow your social media, how to brand your photos, that sort of things. So here I am running, I had like 13 seamstresses, I'm shipping hundreds of orders a week on my headbands plus I'm doing photoshoots for like pretty big brands like Coca-Cola and Barbie and whatnot.

Then I'm running my blog and it's just so — it was so overwhelming and I also kind of felt like who am I, what am I doing? What do I want to be doing? That was the first — it was a period where I was like, do I really see myself making headbands for life? I just felt like I was a slave to everything and everything stressed me out.

So many growing pains, but I got to a point where I knew I had to pick and choose things. I couldn't keep going the way I was going and so although I really loved the creative side of designing and making headbands and even the photo shoot part, managing seamstresses and managing like supplies and inventory, all of that, the customer service emails, it just stressed me out and I knew that it wasn't something that brought me joy and fulfillment whereas with the public speaking and the consulting and what not. I could visually see a difference in my clients than just feel that weight off of their shoulder as they're getting help.

The help that I desperately needed when I was going through those spaces of growth. So yeah, it just kind of clicked to me that I needed to close down the business even though I was literally at its peak, it was thriving. We could not make headbands after that and I mean, everybody was just shocked and could not believe I had the guts to just shut that down, but I did.

For like two years, I still got emails for people like, "Please bring back your headband." I think I occasionally will still get comments on my blog and stuff. But yes, I close it down and I was kind of like, "Great, I really hope I get a client or something. I've been busy ever since." That's kind of what I'm into this days is mainly focused on creating content for the people who put me here right? My audience and my followers, and creating tools and tips and what not that are useful to them.

Then also, I do a lot of traveling and public speaking and I would say, the second pivotal change from quitting the handmade side of my business was incorporating the self-help side because I have a beauty blog and it became pretty evident to me after being a stylist for 12 years that you can't just slap makeup on somebody and expect them to have like complete confidence and then it's solved. There are two parts to that puzzle and I felt like my content was very incomplete.

Just telling people to go spend an hour on their makeup and an hour on their hair and then no hours, no time on themselves, like their personal development and so I'm just trying to do my part to help people remember that there's more to developing yourself and your self-worth and your self-confidence than just shopping, and clothes, and hair and makeup. Even though I'm a beauty blogger.

[0:08:38.7] CS: You know, yeah, I love your story for so many reasons that I would love to talk about. One is that a lot of people in our audience have trouble figuring out which direction to go in. They feel like they have to pick a direction and you didn't, you know? You just kind of let it organically happen and go off in different ways and then another thing that I was noticing is, your story actually sounds a lot like Laura Roeder's.

Are you familiar with her? Before she had met a girl, it's like a giant SaaS platform, right? I think she was a graphic designer, a web developer or something. She at some point had this like thriving business, it sounds like your headbands, and just had to cut it off. That's another part that our audience and I mean anybody that I know that's been in business long enough struggles with, right?

It's like, "All right, I have this thing over here, it's working, it's making money but I really want to do this other thing over here," and so many people don't have the courage to shut that down because that's like a huge income hit. But you did, Laura did and I mean, that's an exceptional thing to do, that's not the norm.

I know those are two big different things but like, was it purely just the overwhelm, the burn out? Because, you could have sold it, right? You could have probably sold off the headband part. What was it about just shutting it down that felt like the right thing to do?

[0:10:00.4] BC: A lot of people mention, "Why don't you just sell it?" For me, the headbands people call them Whippy Cakes and they also called me Whippy Cake and I just — I don't know, I didn't trust anybody else to go out there and to do not as good of a job but to care as much as I cared.

I didn't want somebody to just buy it just so they have something, a platform or a way to just make money off of my idea and this and that. There wasn't a way for me to guarantee that anybody would care about the customers and about the designs and everything as much as I did. I just didn't do that, and that was one of the reasons why I didn't sell it.

[0:10:36.3] CS: Yeah, that's like the true meaning of branding, right? Not a logo but that right there.

[0:10:41.9] BC: Yeah, I didn't want to "sell out", if that makes sense. I mean, not saying that other people who sell their product are sell out's but for me, it was just such a part of my history and who I am, I just didn't want to turn it over to anybody else. Also, it wasn't like I was disappearing. Then I had this conflict of, "Okay, if somebody's out there selling Whippy Cake headbands and I'm out here speaking on behalf of Whippy Cake and doing a blog on behalf of Whippy Cake, what if these two brands that go in completely different ways, or whatever?"

Yeah, I am a little bit crazy and I definitely don't run off of logic, I'm married to an accountant, obviously the whole Michaels and Jo-Ann story and we could not be more opposite and he is very logical and can see things from like, "Here's the best return on investment and here's how you could run this practically."

I am very intuitive and very, I don't want to say emotional like I just cry all the time but very sensitive. I think relationships and people will always matter more to me than money, not that — I want to make money, don't get me wrong, but I don't want anything I do to be motivated by that aspect. So I seek for ways to be smart business wise and financially, but I never let that take over my initial purpose.

That's kind of what ultimately helped me make my decision; you said like, "Was a burnout, was it just not happy?" I think anytime you're doing something. I mean, to run a business, especially when you get to the point where you're doing it full time, it becomes one of your kids. You think about it all the time, when it's not doing well and it's sick, like you just can't sleep and you're anxious and shaking all the time.

Anytime you're going to invest in something that much, that deeply, that emotionally and sacrifice a lot, if you really want your business to do well, you have to sacrifice like fun vacations and girls night out and all of these things temporarily. Basically, you just can't sacrifice, you can't do what it takes for something that you're not passionate about and that you don't feel a deep connection and sense of purpose for. I think that's like what it boil down to me for the headbands.

[0:12:59.7] RP: I love what you just said there because I think there is a lot of sacrificing that happens. I don't think you necessarily have to struggle or, you know, whatever. But I think there's a lot of sacrifice that is involved in building a real business that you can't just sort of go into it half hearted and expect for it to work, we really do have to go all in, at least in part of your life, right?

Especially if you're in a nine to five, you can't do that. Or if you're a stay at home mom and you have like very limited hours, you can't do all the time but in the times that you can. Can you speak into that a little bit more?

[0:13:34.6] BC: Yeah, absolutely, I love what you said, "not all the time." Because there's definitely different phases. When I first started, I wasn't doing it 10 hours a day or anything like that by any means. My kids have grown, you know? When did I officially start? In like 2009? So it's been several years and my kids are older and they're in school and whatnot.

You can't just have that full-time attitude towards your whole day. It has to go towards the time that you have committed to it. I love what you said in terms of like full-time in what you have available. Because most of us don't have the opportunity to just start our business and be able to commit our full day to it. Especially like when I got started, I had kids and they were little tiny babies.

So I was working in an hour here when they were napping. Sometimes at night when they're sleeping and so, the full time commitment, it needs to be when you have that availability. Having — this is something that took me years to figure out and to master, but you need to look at your day and figure out the times of day that you're going to be able to be the most productive.

If you have a full-time job, obviously it's going to be afterwards and whatnot. But you figure out those time slots where you're able to work and then you just commit 110% to those times. You let — those are your sacred hours, you don't let anything else interfere and it's just like, I would say that you get out of it what you put in. There is a period of time where I would be tired and I just wanted watch Netflix or I just really wanted to go to this movie or whatever and I just wasn't willing to sacrifice as much.

Well, my business didn't grow as much and I think that when people asked me, I think there's two different perceptions that I love to address in terms of blogging and influencers and small business owners. I think there is one aspect where people just look at us, me as a blogger or whoever, they look at the social media and the blogs and they see the brands that they're working with and they just have this attitude like, "Oh well, they're bloggers, so they just get whatever they want and people just send them stuff."

Or there's kind of this cavalier resentment that it just happens for us and it's just like overnight, we became sensation or people just started doing stuff for us. I just want to address head on like there is no red carpet. There is no anything that people are just handing over happiness and success and, you know, monetization on a platter. Every follower, every customer, every tool, I've fought really hard for it and in all the communications and engagements that I've had with my fellow business owners, every single one that is being really successful, has fought tooth and nail, has cried for hours has lost lots of sleep, has sacrificed vacations and trips and time with family.

I think I just want people to realize that. We're not just like taking selfies on our phones and then, yay we're millionaires! We worked so hard and we're willing, I think that's what makes the difference between people who take it and are successful with it and people who just dabble in it. So people who are willing to not even compete with other people but dominate. They're not worried about anybody else because they are so focused on taking themselves to the next level and they're willing to sacrifice those Netflix hours and that sleep and everything else to be super successful.

[0:17:16.4] RP: I love that, because what you just said there, to me is the definition that I carry for myself for what I think creating your empire means, right? Clearing out the clutter, doing what you do best, and then focusing all the attention and love and all the passion that you have for something and not worry about the rest of it, and working really hard towards it. I so appreciate it.

[0:17:38.8] CS: I think it's important that we talk about this too in our creative community and blogging and all kinds of different places because unfortunately, I mean, the largest demographic, even of our audience or of anything, right? Is beginners. I think part of it is that

everybody hears the message, “You can do anything you want, you can do it, it’s so great, it’s wonderful, you’ll work for yourself,” and like I’m in Colorado right now working from the road and that is really cool but it’s so much work to get there, right?

Becki, it’s like you said, you didn’t just wake up and you have a million people that read your blog every day. It was years and years of building up to that point where maybe you didn’t go and spend the time with your kids that you wanted to or you didn’t take care of yourself in a way that really felt good. So unfortunately, there’s a lot of really positive motivation out there, which I’m not saying is a bad thing, I think it’s actually really good.

But at the same time, there has to be some kind of counter where people get a real life look of what it takes to actually build the kind of business that they’re looking at. right? A lot of people want to have these million dollar courses that they launch and sell or six figure businesses. That’s definitely something that could happen, but you have to weigh it against what you value and if you’re willing to make that sacrifice like we were talking about here. So I’m really glad that you did bring it up as far as this isn’t just all sunshine and rainbows, there’s challenges.

[0:19:10.0] RP: There’s tough love to be had here, right? It’s not just Instagram fun, it’s a lot of hard work that goes on behind the scenes.

[0:19:16.2] BC: Yeah, I would say, the fun part of it, the glamorous part of it, the like, “this is so cool, I can’t believe this is my real job part of it” is probably 10%. I mean, I’m a beauty blogger and I probably wash my hair once a week. Not probably, I shamefully only wash my hair once a week and I only put on makeup and get dressed and wear cute things if it’s for church or a photo shoot or a meeting.

The rest of the time I’m too busy, I don’t have the luxury of just getting ready to look cute for fun, you know? People don’t see that. I try to keep that dialogue open and show the real side and the blogger side of things on my social media. I know there are other people out there who are like way to prideful who don’t show any of that realness to a degree. But yeah, I don’t know, I feel like the more committed you are, the more badly you want it, the more you’re willing to — I don’t want to even say give up, because it’s like for me, it’s a temporary sacrifice to be able to work at it and to do what you got to do.

Yeah, like you said, just know, it's not all sunshine and rainbows. There is so much, if it feels easy then you're doing it wrong, if it feels easy, you are not pushing yourself hard enough, you are not thinking outside of the box and when it feels hard, when it feels like you've messed something up, five times, 10 times, this sounds so cliché but just think of all the people who came before us.

Like Thomas Edison and the light bulb; what was it? Like a thousand failed attempts? and I tried to launch certain things or announce certain things and whatnot and I just felt like it was such a humiliating fail and I can't believe whoever saw that or nobody signed up. It's just like, I am learning to not punish myself and go crawl under the rock and hide that fail or whatnot from the world because any time that you keep doing it and you keep perfecting it and trying to improve it and make it better and more useful, that is not a fail. That is the opposite. That is one step closer to what it is that you're working towards.

[0:21:25.6] CS: That's so encouraging. I think we all forget that people who are influencers, people who are at the top of their game have also failed that they've had missteps. So it's really encouraging to hear that.

[0:21:37.4] RP: I was actually going to step back a little bit because you talked a little bit ago about your intuition and how you let that guide your business a little bit. We haven't talked a lot about intuition on our podcast and I'd love to hear from you, obviously we want to make money and that is very important, but you said that people are more important and you really trust your intuition. Can you speak to that a little bit?

[0:21:57.3] BC: Okay. So like I said, I'm a very emotional thinker and think about people quite a bit and...

[0:22:05.0] CS: Yeah. What's your Myer's-Briggs, if you don't mind sharing?

[0:22:07.4] RP: I was just thinking that too.

[0:22:08.7] BC: My what?

[0:22:09.7] CS: Your Myers-Briggs.

[0:22:10.8] BC: I have no idea what that is.

[0:22:12.7] RP: You'll have to take it. It's called MBTI, it's the Myers Briggs type indicator and it's like a 16 personality assessment.

[0:22:21.0] BC: Oh wait, I know what the 16 personality is.

[0:22:23.9] RP: Yup, it's the same thing it's like mine's ENTJ.

[0:22:29.3] BC: Okay yeah. I am a campaigner, I think. I actually just did this like seriously a week ago. So I know what mine is. I swear, it's a campaigner. But yeah, like very intuitive, it was like, you know the part where it's like logical, it was like 3%. It is so embarrassing. But yeah, very intuitive and you know, emotional and...

[0:22:54.2] RP: ENFP?

[0:22:54.8] BC: Yeah, ENFP. Does that sound, right?

[0:22:58.7] RP: Yeah, it says enthusiastic, creative, sociable, free spirit who can always find reason to smile.

[SPONSOR BREAK]

[0:23:05.7] 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 thepalmshop.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 podcast 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 thepalmshop.co and using code “CREATIVEEMPIRE” to check out and claim over \$450 worth of bonuses.

[INTERVIEW CONTINUED]

[0:24:02.9] **BC:** Oh fun. That sounds like me. Yeah, I’m the campaigner personality. Anyway, so I already forgot where I was going with that.

[0:24:12.4] **RP:** We were talking about intuition.

[0:24:13.3] **BC:** Oh okay, yeah. Dealing with people, which is what you do, especially as a stylist and working with customers and clients one on one, it started to become evident and there is like a handful of clients I am thinking of specifically. But essentially, I was spending hours and hours with this girls and was spending tons of their money on new clothes and makeup and just teaching them, pairing outfits together, teaching them makeup tips and all this things and it just like, the anxiety and the self-loathing and what not was not getting any better with them.

That’s when, for me, the light bulb really clicked. I’m not actually really helping if I’m not really helping them all the way. Having that whole emotional side of, “I don’t want to just sell makeup. I don’t want to just sell makeup. I don’t want to just sell tutorials, I don’t want to just get paid a lot of money to work with sponsors to make tutorials. I want to actually have an impact.”

Especially when there is so much trash out there telling people how to value themselves and how to dress and what to look like in order to be socially acceptable and so I felt like that was my “higher purpose” and I am a very religious and spiritual person too. I’ve had a lot of experiences, even from when I was a little kid that kind of indicated and told me that I was going to be a leader of sorts and that I needed to set a good example to people. So I just knew that having an opportunity to be able to reach people, you know, outside of my neighborhood and

my city was a really big responsibility. I didn't want to take advantage of that or take it for granted or waste it.

So I felt like, for me, my higher purpose or that intuition side was, you need to take this platform and use it to do something good to balance out some of that trash and some of that negativity in the world and to give women and girls a rock solid tool and a place where they can feel comfortable and feel safe and not feel judged or attacked but also to have concrete tips and steps that they can do to feel better about themselves, not only on the outside but on the inside too. I call it "make up for your mindset".

So yeah and it's not like self-help. When you say self-help that's an eye roll, it's a cliché. It's not like a money making thing and I just have to trust in myself and also trusting God that in doing the right thing that I would still be taking care of financially and that I would still find that monetization success and whatnot in my business if I just focus on helping other people and doing and following that inspiration to what people need to hear from me.

[0:27:05.3] RP: I love your definition of what leadership looks like, that you don't just stay in the thing that you started, which was like the beauty and the styling and all of that and go deeper with it and you found your higher calling in that. Because I think a lot of people do stop there. They stop at the superficial stuff because that's what sells and you've taken to the next level, trusted your gut that this would be a good choice, and went all in and I think that that's your sweet spot. That's how I see you and I think it's such a great thing that you have done.

[0:27:39.2] BC: Yeah and I will say too that there's a couple of things with that. I feel like when you're working towards something that makes sense, if it's not right it will almost confound your growth and your progress and your creativity. When you are doing something that you aren't meant to do and I experience this, I've tried to chase the things that made sense. I have years and years of experience of growing social media and small business and YouTube.

I was like, "I'm going to do these e-courses," and this was in January of 2015 and I just felt, I don't want to say dark but I just felt so down and I had no reason to. I just had a killer successful year, this is actually January 2016. So I was like lamenting about 2015 and just like, "What am I doing?" and I couldn't figure out like, "This makes sense to do e-course but why don't I feel good

about it?" and so pay attention to that page and tune to if you feel negative. If you feel that you can't think clearly, there's not a clear path, then it's probably because you are going down something that's not meant for you.

Another thing too is with, I don't know how you worded it but focusing on that intuition — I lost it, I'm sorry. I always think of five thoughts at one time and some of them are really fleeting and they only last for a minute. But ultimately, I'm just saying that you've got to trust yourself and trust in what you are good at. I truly believe that all of us have something very specific even though a lot of us have the same talents, some are really good DIY-ers, some are really good at beauty influencers and this or that.

Even though there's hundreds and hundreds of beauty influencers, there's something super unique about me and my whole life story and experiences that have culminated it into something that's specific for a specific group of people that they need to hear, and it's the same for you and everybody else out there. You all have this very unique thing and these unique talents and experiences that are going to make you special to the people that you reach and knowing that and trusting that is scary.

I will say, like I mentioned, self-help is not a popular thing and you said just because something's not a money maker too, that's not the only side of it. Sometimes it's unpopular and if it's what you feel strongly about and passionate about, I would just say to have the courage to do that thing even if it's not popular, even if it doesn't make you money or it doesn't make sense or people think you're crazy like when you shut down your super successful headband business. But have the guts, have the courage and have the commitment to yourself to stay true to that and to be willing to continue to share that.

[0:30:37.5] RP: So good, one thing I was going to say is that your story is resonant for me because you've been down a lot of different journey paths and our generation is so brought up to believing that you should follow step A, step B, step C and then go linearly and a lot of our journeys in the creative world don't follow that path. They are zig zaggy and they don't look like anyone else's that have come before us.

So I know I felt this way, where I didn't know where I was supposed to go and I didn't know what my "higher calling" was or what I was supposed to do when I grew up and I know a lot of our listeners feel that way. Maybe they're like a photographer but she doesn't know what makes her special and I think we can't copy somebody else to find out what's special about us. Do you have any encouragement there to help them figure out what's special?

[0:31:33.4] BC: Yeah, absolutely. A couple of things, I love what you said, "It's not linear." It is absolutely not. This is not an accounting degree where you have to complete specific courses and some people backtrack and some people left for a while and they go right and that is the only way, I feel like, to actually evolve and progress and to find out what you are doing and what you should be doing.

I think also getting trapped in fear or self-doubt, because I had multiple periods where I was like, "Oh my gosh, I am a joke! Am I making cupcakes or Twilight shirts here? Who am I? What is Whippy Cake? And this is so embarrassing. Oh my gosh, you're changing again. Oh my gosh, now you're doing self-help? Oh geez just pick something and stick to it!" You know? I used to go through this whole dialogue of inner hate, essentially and then I realized that my whole life has been like that and I think everybody's whole entire life is like that.

That's part of my self-help message, I am always talking about being a girl in progress because if we were meant to have it figured out from day one or if that was even a possibility, I feel like we would have come out of the womb fully clothed speaking multiple languages with a job and our own mortgage payments, but we didn't. We were kind of a mess, we were pooping on ourselves and drooling and if you're no longer pooping and drooling by yourself, I think you've made some serious progress and you should be happy about that.

And so I don't, I actually love telling people that I made nerdy cupcake charms and Twilight T-shirts and that I will probably have a different facet to my business than if a year from now, five years from now. Because if I don't, if I am still doing the exact same thing in six months or a year then I've haltered my growth. I have, me personally have stopped my progression and so don't get hung up on that or think that that makes you less of a person or anything like that.

And that stupid saying, “The jack of all trades is an expert at none,” it’s 2017 baby, you don’t need to be an expert at one thing. You can be a novice at multiple things and be very helpful and useful to people who haven’t even stepped out of their house in a month. So don’t let people tell you that you have to be a certain way or you have to have a certain amount of education or have followed a certain path to be successful because you don’t.

[0:34:09.6] RP: Amen to that.

[0:34:10.8] CS: Yeah and I love what you’re saying, as a lawyer who does intellectual property and there’s so many copycats and everybody wants a legal solution to it, they want me to go out and get them like the bad guy or something and my first response is just, keep innovating. Be a leader in your field, go in these different directions, embrace all the different avenues that you are talking about because no one is going to copy you if you are like the cupcake maker with the Twilight and maybe some T-shirts and beauty blog.

That is too much for them. Their interests are not going to overlap with yours but you will have that unique subset of followers in that niche. Where I see problems is where people are like, “Oh I want to be a wedding photographer and I’m going to do it exactly like everyone else. Oh no, someone is copying me. How do I legally fight back against them?” I’m always like, “Oh no, how about we find a niche? How about we open up that line of communication with your followers and with your potential clients and find that unique thing about you?”

But it’s so scary and I think that I love that it’s such a testament to where you are with the headbands that you left that and then you’re not afraid to embrace all of these different qualities and creative pursuits that you enjoy and I hope that out of this episode, if you don’t get anything else I hope that people will have permission to go and pursue all their different passions. If you want to be a calligrapher and a photographer, do that. If you want to do styling and have a blog about food, do that and not to overwhelm you but to let that infuse in is what I am taking away from what you’re saying.

So if someone is just starting out, if they’re maybe struggling to figure out what their message is to the world, is there anything that you’ve done? Have you ever written a mission statement down or have you ever stated? How did that look for you?

[0:36:04.8] BC: I think where I was struggling the most is when I was just micro focusing or hyper focusing on everything and I think like what you said about copycats and whatnot, I went through a period especially with the headbands, I had people buy my headbands and then duplicate it exactly. The colors and everything. They didn't even had the galls to change the colors and I hyper focused on it and guess what? I missed out big time and that's what I tell people when they come to me.

And they talk to me and they complain about hyper focusing and I say, "Okay, you are victimizing yourself right now and you are hurting yourself right now, not them. You don't need to worry about what they're doing. If they're copying then they're limited. You're innovating and if you focus on innovating and being creative then you are not limited, you are unlimited and you can't do both. You can't micro focus on what's going wrong, or who's copying you or how to grow your business and still be creative and still be innovative.

Because the copycat thing stems from anger and fear and they get to be and those basically biologically you are omitting oxytocin when you do that and if you don't know about oxytocin, it inhibits your creativity. It slows down your immune system or it increases your aging. Basically it makes you sick, it makes your metabolism slower and it makes you get fatter. It makes you age more and it makes you not be happy and creative.

So focusing on that negativity is not only just sucking up a lot of your time that you could be doing something awesome, but it's physically harmful to you and it slows down your ability to be innovative. So when I learned that, that became one of my biggest tools is when other people would stop and complain and throw themselves a pity party because they are copied, I put on my gangster pants and I go figure out a different way to be awesome or could be helpful.

[0:38:09.4] CS: I love it. That's awesome.

[0:38:12.1] BC: I would say — well I did come from the hood in Glendale so. But another thing too is, in terms of like let's say that all you care about is photography or all you care about it calligraphy and you don't want to incorporate something else to make you unique. I don't think you even have to because I really believe that the experience is half of the puzzle. Your skill and

your service is part of it but the experience that you provide for your customers, nobody can have the emotional connection that you can have.

Nobody can make people smile the way that you can make them smile because you're unique to you and so remember that. That it's not just your service or your skill set or your tools that you have to offer. You have yourself, your life experiences and your ability to connect with your very specific customers and audience. So keep that in mind too and then in terms of people who are just feeling really lost and they don't know where to start or they need tools and whatnot for reset.

I think that having a routine or incorporating some form of personal development into my daily and weekly routine has made a 110, 200, 300% difference for me. So I do things like affirmations and I remember when affirmations is something that people made fun of in movies like, "I like myself. I am a nice person." But there is, again, biology to that when you say things you are telling your mind what to do and you have the control, nobody else.

So if you tell yourself, "I'm talented," or, "I'm a fast learner," or whatever and you repeat that and you say it and you think it out loud, you are making physical changes on yourself in your body and your life. So affirmations are huge. Journaling — journaling is not only super therapeutic but also is a huge catalyst for creative thought and ingenuity. So if you want to problem solved and you want to overcome things, just journal and don't journal with rules.

Just start writing, you can talk to a person sometimes like my journal entries are like a prayer that I'm writing out. Sometimes is venting because I am too embarrassed to complain about this stuff to an actual person and have them think I am terrible. So journaling is huge and then I think a third and super massive key thing is learning. I continually get education, whether it's from podcasts or audible books like I have an Audible account.

If you are paying more money for things like Hulu and Netflix and not investing in things like Audible accounts or Creative Live classes then there's some imbalance there and then I also take, like I mentioned, Creative Live classes, there's Skill Share, Atley and YouTube that you can learn — I think you can even learn how to do a full Phlebotomy, like draw blood on YouTube now.

[0:41:16.6] RP: That's crazy.

[0:41:18.1] BC: So I just stay educated and sometimes it could be a five minute book inserts. Sometimes I just binge on quotes on Pinterest, whatever you've got to do, but I make sure that I am consuming information as much as I can. I have a hunger for it and it keeps me growing and it keeps me learning and most importantly, it gives me perspective. It forces me to look outside of myself. The universe does not revolve around me and when you think that way, you are going to be so limited.

[0:41:49.7] RP: Yeah and they say that the fixed mindset versus the growth mindset, right? The fixed mindset is where you are like, "I'm good. I don't need anything," you just stay put. That's the cap of your success but when you have that learning, growing mindset there's nothing that can stop you and I love what you said too about there's lots of platforms. So you don't have to go to a conference, you don't have to spend a ton of money in order to learn something or meet people.

We have podcasts; I mean, Christina and I make a lot of effort into bringing incredible people like you so that we could hear from your stories and there's lots of other podcasts out there obviously and there's other platforms like YouTube where people are sharing lots of valuable content for free and we can continue to invest in our learning that way.

[0:42:37.6] BC: Exactly.

[0:42:38.6] CS: So what is the future of Whippy Cake and Becki? What does that look like for you and as much as you could tell us, or as much as you know or are willing to share what does that creative empire that you're building look like?

[0:42:52.3] BC: Well like I said, I do a lot of public speaking and I noticed and I don't know if I did this on purpose or subconsciously, but I almost have these two separate audiences. I have people who come and hear me speak and I incorporate some self-help on my blog but I'm not showing clips and videos from me speaking. So I have a goal this year to make sure that the

two match up. That my followers on my blog and my YouTube channel are seeing behind the scenes and hearing me speak at these different places.

And then when I go and speak and every single time I have moms come or grandmas or a sister and, “I just wish my sister could have been here and I just wish that so and so could have heard this,” and I mean like last year I think I spoke at 22 different events and they’re always gone a lot and I don’t know if I could have been gone any more than I was but I feel like I need to be talking to more people.

So I’ve been working on and trying to self-publish my own book to essentially be able to talk to other more people that if I can’t go and talk to them personally, I want them to be able to have like those moms, I want them to be able to buy the book and take it to their sister or whoever it was that didn’t get to be there.

[0:44:15.3] RP: That’s awesome. I’m so excited. Do you know when it’s coming out?

[0:44:19.0] BC: Well, like I mentioned, anything worth doing is super hard and I have had every obstacle that you can have, I’ve had. But I felt really strongly about self-publishing because I don’t want the message to be any different than if I were to stand there in front of you or in front of 500 people and say it and so I was hoping to have it out by Christmas; that didn’t happen. So now I’m hoping for spring? April? I don’t know? We’ll see.

But yeah, that is something and the cool thing too about the book, I will launch it on Amazon and hopefully and eventually in Kindle of course and then hopefully and eventually on Audible, but I’m also working on a personal planner. I call it a “Plan Her”, it’s so cheesy, I don’t know why I’m so cheesy. But it’s not a calendar planner. It’s something where you can go in — every section has something different that you can work on.

Like remember how I said “make up for your mindset”? If you’re investing 30 minutes a day or an hour a day on physically looking good then you need to be investing at least 10 minutes or 30 minutes a day working on yourself from the inside so that you can feel pretty on the inside. So there’s things and sections or prompts and whatnot for affirmations and journaling, different

things that I have already mentioned and then some other really fun aspects that direct from the book.

But it could be very creative; you can DIY the planner as much as you want or you can just use it and write on it and keep it super simple and basic. But I think it is something that I can grow and be attached to and need in terms of finding my center or whatever every single day so I don't get lost. Because there's so many things out there trying to suck you in and distract you from who you are and what you're doing and so I love having something that keeps me grounded in me specifically.

[0:46:11.3] RP: So good, I think that's necessary and I don't know of anything else that's like that.

[0:46:15.7] BC: Yay! Good. That's what I want to hear. I want to be in it, creating things that aren't out there yet that there's a need for.

[0:46:23.0] CS: Yeah and where can people find you on social, on the web, where are they able to find these products?

[0:46:29.6] BC: Yeah, I try to make it very easy. Everything is just @WhippyCake. So my blog is whippycake.com and my YouTube, I'm Whippy Cake on YouTube, @WhippyCake on Instagram, Facebook, Twitter, Pinterest and I'll be launching on my own site. So if you follow me, you can subscribe to my newsletters and emails.

I don't send out weekly messages or anything like that, I feel like I only like to bother people if it's something that's going to be useful or helpful to them. So maybe once a month if I'm very ambitious. But that of course I will be sending an email out whenever it launches and I will be doing lots of sneak peeks of it on my social media and stuff too. So that's a great way to find what I'm doing.

[0:47:13.4] RP: Awesome, it's going to be epic. Well, thank you so much for coming on the show. I was so excited to talk to you because all of these things that we just talked about in terms of like the makeup mindset stuff, makeup for your mindset, I think that's such a cool

concept and that we haven't really talked about that on the podcast. So thank you so much for coming on.

[0:47:34.5] BC: Yeah, thanks for having me. I appreciate it.

[0:47:37.1] RP: Absolutely, for everyone else out there, go build your creative empire.

[END OF INTERVIEW]

[00:47:43.0] 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]