

**EPISODE 67**

[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]

**[0:00:34.8] CS:** Hello, welcome back for another episode of the Creative Empire Podcast. I'm Christina Scalera joined by Reina Pomeroy and today our guest is Rachel Gadiel. Rachel, if you haven't heard of her before has the podcast Femme Boss and the website, [marque.io](http://marque.io). She's way tech savvy like that and has an .io and I'm really excited to bring Rachel on because we originally met a couple of years ago when I was just getting started and we met at something called The World Domination Summit, run by a guy named Chris Guillebeau.

I just was instantly drawn to her style, she was like the super stylish, super chic woman and I felt like we hit it off right away talking about blogging and it was really fun to get to connect with her and get to know her and I was excited to bring her on so that you guys can do the same today.

Hi Rachel, welcome and we're so excited to have you.

**[0:01:30.1] RG:** Hi Christina, thank you so much for having me here. It's great to be here.

**[0:01:34.0] CS:** Yeah, for sure. You've gone through a lot of different transformations because you started out blogging, you started out, I think, focused on the style side of things and your focus has really shifted. Can you just give us a little bit of a background and some history about how you, one, changed your business and then also moved from Australia to the United States and San Francisco. How did all that happen?

**[0:01:57.8] RG:** Yes, it's a bit of a journey, I will say that. Basically I think it started way back, I guess you could say it started back in 2009 when I started my first blog and at the time I was working in a corporate career in marketing and I was really quite bored and not feeling creatively fulfilled whatsoever.

On a whim, I just decided I was going to start a blog and that pretty much changed everything. I was suddenly opened up to a whole new world that I did not even know existed. I guess you could say I come from a fairly traditional family, where the expectation was that you go to university then you get a corporate job and that's kind of the train I was on.

I had no really clue as to that creative careers existed and that I could actually do something that I was really passionate about. Blogging I guess was my first sort of introduction to all of that and I blogged for a very long time, I guess that was like the one thing I stay consistent for many years and it wasn't until about 2014 that I decided, "Right, I want to make this into a business, I really want to take this full time."

I sat on my first kind of dip into the water, was to start doing freelancing work and I was lucky, I was living in Sydney at the time and I had quite a lot of contacts that I'd built up over the years, that was a really nice stepping stone for me to start taking on clients and start my business in a really sort of organic kind of way.

I kept blogging on the side but my blog was I would say generating money at that point, it was really still I guess you could say a hobby and I loved it. I was truly passionate about it and I love writing and you know, that was all — I was very much involved in the community and it was really a passion project for me.

Then I kind of experimented with a few different businesses. One of them was a stationary line that I opened back in 2015 and that was kind of mild success but it wasn't kind of — I knew that it wasn't sort of what I really wanted to focus on. Around that time, that was when I was moving to San Francisco. My husband and I, he got actually a job opportunity over in San Francisco.

We decided that we were going to leave Sydney and move over to the US, which we did at the end of 2015. So 2016 I was like, "Right, I'm going to head first into this online business and

really try and make something out of it.” I really, I guess you could say, failed quite miserably. It wasn’t the success that I wanted and I kind of really knew that I needed to make some changes and I knew that if I was going to turn my blog into a business and I was actually going to make it profitable online business, I needed to take it really seriously and make some significant changes and that’s what I’ve been doing.

So the past year has really been I would say, laying a foundation and really learning and growing from everything that I’ve done over the past, however many years it’s been since I’ve been in the online space. I guess today, where I am, I started a brand studio called Marque where I help female creatives and new coaches create really strong brands of style and help them get their message out into the world.

And alongside that, I also have a podcast like you mentioned, which is the Femme Boss podcast. They really complement each other really well and my goal is to really help new entrepreneurs and new female creatives who are in the space and wanted to create an online business to help get their brand out there from the get go with a really strong brand that gets them noticed.

**[0:05:28.2] CS:** Yeah, I feel like I love the words that you used when we were originally talking and bouncing bios back and forth in your bio it says “Australian Digital Stylist”. It’s so fun because I try to hammer this idea home with my clients as well, it’s like, choose that unique angle, right? Own the part of you that nobody else has.

For you that’s the fact that you lived in Australia, you grew up there, you lived there, you have this unique sense of style in your own life, right? If anybody were to go on to your website, [rachelgadiel.com](http://rachelgadiel.com), and they would see the outfits that you’re wearing and it’s so unique. So I love how you’ve successfully transitioned this from an in person experience to a digital experience and now are creating that for your clients as well.

**[0:06:16.0] RG:** Oh, thank you. I guess yeah, I mean it really is a reflection of me and I do love fashion and style and that’s kind of been engraved with me for a very long time. My first ever blog was about fashion and interior design and I still love all of that stuff right? I just feel kind of me but I’ve just taken that in a different direction and applied that to online.

I really love, I guess, when you go to a website and you see someone's brand and you interact with it for the first time, you have that opportunity to create a really amazing first impression and I think because, especially today, the online space is so crowded, there are so many websites, so many new people online, so many blogs, it's just crazy.

But to get yourself noticed, having the strong, stylish brand that people will just look at and are like, "Yes, you know, that really gets my attention," I think, that's quite — it's an opportunity that people have and I really just love helping people bring that rounds to life that way. Yeah, it's really me authentically I guess.

**[0:07:19.4] RP:** Yeah, and I love what you're saying here about — it ties back to the personal brand kind of stuff, right? When we're in the online entrepreneur space, it feels natural that we all should have a brand. But even if you just backed up a little bit, go back to like who you are as a person and if that was packaged into a brand that's basically what you're saying.

It's very cohesive in the way that you show up in person, the way that you show up online, in the creative space or not and I think that that's what makes the authentic experience really a 360 view I guess, if that makes any sense.

**[0:07:55.0] RG:** Yeah, totally. I think that your brand is really, I mean, a lot of people I think just have this perception of a brand being just your logo or maybe it's just like a couple of social media graphics that you have, but it's really more than that. It's really an experience that you're inviting people into your world in a way.

Bringing that consistency through everything that you do really helps people, one, identify who you are but two, you know, because you're inviting them into that experience that they're drawing positive associations and emotional connection and that's all the brand really is.

I think that brands, people don't make decisions about whether they're going to buy something based on a rational basis, it's really an emotional response and I think with that cohesiveness, people feel like they're part of that experience and can really sort of want to work with you.

**[0:08:49.3] CS:** Yeah, what you just said is so crucial that people don't make purchasing decisions, especially big ones, right? Based on rational economic thoughts or some kind of rational analysis.

I mean, there's definitely people out there that do that, but studies have shown and I hate saying that without being able to back it up but you guys, I got to fly with it in the moment. From all the reading that I've done, it's consistently shown that people, especially when they're purchasing things like big ticket things like a brand or a car, it is an emotional purchase, right?

We can look at what we think the ROI of something is, we can look at what we think we're going to get out of it, what we think — how it's going to benefit us or our business or our life or whatever it might be. But at the end of the day, it comes down to emotional decision and so how do you think business owners can craft a brand that tugs at people's heart strings? Is it like the way that they used the fonts and certain fonts are sharper than others or words?

I remember hearing a story about how Lululemon came up with their name and you know, all thoughts aside of their former CEO, that's a different story, they did create that name because I guess they did some research and they found like the L's were aesthetically pleasing to people. The Omega symbol that they chose was symmetrical and aesthetically pleasing.

So if we are creating a brand, my question is, how do we get that emotional experience out of the brand when there's so much noise and there's so many things trending towards the same thing in this day and age?

**[0:10:28.4] RG:** Yeah absolutely. I mean, didn't know that about Lululemon but I certainly don't buy in the Lululemon because of the L's next to each other.

**[0:10:35.9] CS:** Yeah, I mean, it was — sorry, it was the only example I could come up with at the time. I'm sure there's better ones.

**[0:10:42.2] RG:** No, I know. But I was just saying, I actually think it's a mix of — I have a bit of a principle that I work by and it's that it's really a mix of three different things. First off it's your visuals. Your visuals have that opportunity to create this split second emotional connection with

someone and resonate with them or not. So that comes down to, yes, the font that you're using, the images that you're using, the colors, all of that stuff plays into it. They are your visuals.

Then it's your vision. What is the actual vision that you have for your brand? What is the impact that you want to create in the world, and what is the actual change that you want to help people with? I think once you get to the core of that, what's your actual mission and what you're setting out to do, that's really quite a crucial piece in it.

I think to go back to the example of Lululemon, their example was they wanted to help people live this healthy life but not only make them look good but that also help them build their health and wellness and all this kind of stuff. People really bought into that. The other part of it is their value, which I also think is quite crucial because this values will dictate every single decision that you make in your business right? These values are going to say, well, which collaborations are we going to do with certain people or which people are we actually going to work with or who were our clients you know?

All of this type of decisions that play out in your business that you may not even like to be conscious of but they really help shape your brand, for example, on social media, what are you posting on social media? Your values are going to dictate what you're posting on social media, what you're pinning on Pinterest. It's not just about, you're pinning pretty images or you're enjoying nice quotes, it's got to be like, you got to be quite intentional about this brand that you're creating and a brand is like a living, breathing thing that you have an opportunity to create and transform and evolve every single day.

It's really about this story that you're telling day in and day out. You craft this through your blog post, through your social media, through your website, through your podcast. It's whatever you're doing, whatever touch point you have with the world, you have this opportunity to really shape and craft your story. I think that being intentional about that from the get-go and having that cleared vision of what you're going to achieve is going to help you stand out and really create that impact that you desire.

**[0:13:07.2] RP:** I think that's so spot on, I think what you were saying at the very beginning maybe these weren't the exact words but you were kind of playing entrepreneur to switching

your mindset shift to being seriously in the business, being a professional in your business. I think that the cohesiveness, the consistency, that really plays, for me in my mind, like stepping your visibility up or stepping the messaging up to be really cohesive, that's a kind of a mark of a good professional entrepreneur, would you agree?

**[0:13:39.3] RG:** Totally. I mean, I think that you have to have that cohesive message and people need to understand what you do right. I think that a lot of entrepreneurs and especially creatives and coaches that I've seen, they're not really clear on their messaging.

When people understand the problem that you can help them solve and that you start creating your content and your brand around solving these problems for your customers then they start to see you as an expert in your field and whether or not they purchase from you today or tomorrow, they might purchase from you in six months' time when they're ready for it or when it suits them or whatever the situation may be.

But you need to be seen as an expert in your particular niche and I actually think niches are really good because they allow you to really showcase what your skill set is and how you can help people. I think that cohesiveness comes down to it and I think if you're cohesive in your messaging, your social media, your visuals and have that whole experience as being one really consistent and cohesive experience that you invite people into really helps them cement that you are the expert that can help them with that particular problem.

[SPONSOR BREAK]

**[0:14:55.7] CS:** How would it feel if someone laid out a business plan, a road map, or some kind of strategy that would get you started and get you closer to the goals that you dream of accomplishing in your business? Well, Reina and I actually have done this. So all you have to do to get this totally free resource is head to [creativeempire.co](http://creativeempire.co) and click on "Free Workbook".

We will deliver to you 50 of our most potent powerful strategies and proven tactics to getting our businesses visible, booked and profitable. So if you would like to have this in your business for totally free, you can grab that at [creativeempire.co](http://creativeempire.co). We'll see you there.

[INTERVIEW CONTINUED]

**[0:15:39.4] CS:** Definitely and, you know, people are always asking, “How do I get clients? How do I raise my prices?” They think there are some secret formula out there or there are some secret magical thing that they’re forgetting about. I think that if there is something secret or magical, it is exactly what you’re talking about, is getting super clear on your mission and really branding yourself as an expert at this one little thing and then branching out from there, right?

If we look at someone like Marie Forleo, she started out in fitness right? She was an expert of fitness. Same thing with Chalene Johnson. They were like an expert at one very specific thing that they just kind of made up. I think for Marie it was like kick boxing something and then for Chalene it was some weird exercise program that she put a name on. Now they’re out there making millions of dollars teaching people about business, right?

It’s like you said, this is a living, breathing thing and I think that’s where people get really hung up as they don’t trust their business to provide if they narrow down, if they niche down and then they forget that it is what you’re saying, Rachel, a living, breathing thing that can change and they can rebrand, they can hire someone to redo their logo. It’s not like a be all, end all, this is it when you go all in.

What do you think people can do to at least get a good start? How do you even create some kind of mission statement? Because I think that’s super important but it’s, admittedly, something that even I haven’t done yet because I struggle so hard with just nailing that down and putting it down on paper and then scarier than that, putting it out there for the world to see.

Is there something that you — is there an exercise you maybe do with your clients or is there something you could share with us about that’s helpful to create this mission statements or something else that you do in your own business?

**[0:17:24.7] RG:** Yeah, So I guess the first thing I would do is just to really write down what your big vision is. What is the change that you want to see with the world, and what would be your dream? How do you want to help people the most? Once you have that really big vision, it doesn’t really matter how big it is, start chunking that down and start breaking that down into the



actual solutions that you can help people with and really, just get clear on how you're going to do that differently than someone else.

For me, example. Yes, I help people create websites, I help people with their branding and their social media and all of that kind of stuff. There's so many people who would do that, right? But my unique difference is that I focus on the styling aspect and the styling element and I really, I focus on a heart centered women. That's my kind of key area that I focus on, like heart centered women in business and I think that it comes down to working who you want to work with.

Who is your dream client? Who do you most want to help in the world and how are you going to best connect with them? I think once you start having those ideas in your mind, it starts becoming really clear about what your kind of next steps are because once you have that foundation laid then you can start working out, "Right, okay, where am I going to hang out on social media? Where am I going to — how am I going to connect with them?" Maybe you find that Facebook doesn't work or maybe Instagram is where your dream clients are hanging out.

But it's really laying that foundation of what is the main problem that you're going to solve, how are you going to — who is this person that you'll want to help and what of the biggest problems that you can help them with and really getting into their minds about what their biggest fears are, what their concerns are, and how you can help alleviate that with the service or with the product that you provide them. So it's really getting intimate with who your current client is and then working out what kind of unique spin you can add on it.

To be honest, I don't think this needs to come — a lot of people really get stuck on this because, like you said, choosing a niche or whatever feels really daunting because you're like, "But I can help so many other people and I don't just want to focus on that because what if I miss out on these people?" I guess I have done that and for me, it was a bit of disaster because when you try and help everyone you're actually being good to no one.

If you can start building a really awesome clients who really love everything that you're doing in your specific niche, then you can grow that from there and like you mentioned with Marie Forleo, she started out in fitness and that was kind of her unique differentiator when she was just

starting out as a life coach. She obviously has evolved her business over many, many years and she's doing something entirely different today but that didn't happen straight away.

I think that you can get caught up in this big grand vision that you have for yourself and while that may be fine five or 10 years or however many years down the track, you've got to focus on what's right in front of you now and realize that you don't have to know the full story and you don't have to have everything in place right away. You just need to start somewhere and have that really clear focus and picking a niche or picking your specific clients that you want to focus on straight away will really help A, getting the first few clients on the door.

But then people will start referring you and start knowing you as an expert in your niche and once you established that, then you can grow out and then you can maybe take on more clients in a different areas and maybe you want to evolve your brand from there but just as a starting point, it's really best to have that focus and just laser in on that and be really good at that and do nothing else because that's what's going to help you get you your first few clients and start building that stable foundation for your business.

**[0:21:19.8] RP:** So good, so many nuggets in there, Rachel. So the things that I took away, well first of all, I knew we were going to be fast friends as soon as you said "heart centered" because that's my people. I always talk about heart centered and right brained folk and something that I love about you is you don't shy away from telling people how awesome you are at something. You just put it out there.

I think a lot of people when they're starting out they don't know what their thing is quite yet. So they shy away from saying, "This is what I'm good at. This is how I help people," and being super confident in that way can really attract people because we love people who are confident, right? And just the way that you show up and the way that you said, "These are the ways that I can help you and the style is the way that I am unique," rather than focusing necessarily on the brand thing.

So I think you're absolutely right when you focus, focus, focus and then just pick one. Sometimes it's not like you go and pick something arbitrarily randomly but pick a spot to start and then go into it. Can you speak a little bit more to that?

**[0:22:29.0] RG:** Totally. I mean, I think that's also the thing that can really trip you up is that because you've got all these ideas and when you're a creative person that's totally normal. You have so many different ideas and you're like — and you don't know where to start and what happens is because you have so many ideas and you never start, you're like, "But maybe I should do this?" And you don't go all in.

I think that when you go all in and you commit to doing that one thing. You're just like, "Right, I'm going to do this for 12 months. I'm going to see how it goes and I'm just going to really focus all of my energy on that and see where that takes me," and I think what you were saying before is it's really true. There's no right or wrong answer. It just has to feel good to you and something that you're really good at, right?

So for me, the style was something that I knew I was really good at but obviously that came in a lot of trial and error. That wasn't like one thing I woke up one day and was like, "Yes! I am so good at this." Because I've tried so many different things and I think that's part of the journey, right? You've got to go and explore, what feels good to you? What do you really love doing? What really lights you up and what gets you excited? And it's just really going on that exploration phase and just really getting into tune with A, what you're good at and B, how you can be of service to people and how can you really help them.

I think that's what it comes down to, when you have that service mindset in mind that you're really here to serve other people and help them, what can you help people with? What is something that you know that you're good at that you can really make a difference and help them be the best person of themselves? I think sometimes we can get caught up in that egos and thinking it's really all in our head and that I think can trip us up and it can really hold us back.

But when you come to it from a place of service and really how can I help people, I think that really changes the game and that really helps me on my journey as well. It's like, "Well I know that I can help people with this and I know that I am really good at this," so it's kind of like you've got to try things. You've got to experiment for sure but if you bring it back to that service and

aligning your skill set with how you can serve people, I think that is just a really good way of trying and shifting your mindset around it.

**[0:24:44.3] CS:** Yeah. For reference, I was a yoga teacher when I'm at Rachel. So you can definitely change and everything you're saying resonates so hard with me. Yeah, it's really funny because we go back to this word "cohesive" and Reina and I were talking before you came on is like how cohesive you are. Even though you in your own brand and in your own business you've gone through these transitions, people have followed right along with you because it's always been you. It's always been cohesive.

So even if you've changed your mission or you just tweak it or maybe keep the mission but change the focus, it's still you and there's still an audience there to buy from you, to learn from you, to engage with you now in even different mediums that you're pursuing like a podcast instead of a blog. So if somebody is, it's like you said, were to just get started on something it might be the wrong thing but at least it puts some ground beneath your feet instead of just treading water.

What advice would you have for somebody that is, you know, and one of the problems that I see and one of the issues in the industry is that, especially that we have a lot of wedding photographers, a lot of wedding planners that listen to our show, they all want to put basically in their bio description like, "I serve couples that love each other" "I plan weddings that are beautiful, memorable events," and they genuinely believe that's what makes them unique. For me, I'm like, "Well if you're not planning memorable, unique events then why are you a wedding planner?"

I think a much stronger value proposition that they could offer is something like we just had a guest on Carly Romeo, she's a wedding photographer for feminist brides, right? So that's her very unique angle and you're an Australian Digital Stylist and I think it's very clear when you go to your website what kind of style you have. It's not this swoopy calligraphy style. It's a very fun, forward, modern style but still different than the other modern styles I see out there. So what are some things that people could do to start thinking about their unique angle, as you called it?

**[0:26:59.5] RG:** Well I think they could maybe look at, like you said, maybe it's picking a niche on the people that they're working with, or maybe it's a certain product that they offer. So maybe it's a niche kind of service that no one else is doing that they can do differently. Or maybe it's even the locations that they offer. Maybe they only do destination weddings or whatever it is, choose some kind of focus.

I know that a lot of the bigger photographers, just because I followed them from my blogging days, they're very much focused on creating a really beautiful experience for the wedding. So they would go all out on styling them or creating these amazing experiences and I don't think that every photographer does that. So maybe it's not just about your service offering.

Think about what product you can offer as part of your service and how can you make that new and different and exciting and really get the people that you want to work with excited about what you're offering. Maybe it's like that you do, I mean, I don't really know the industry that well so I am just rattling things off the top of my head but...

**[0:28:09.8] CS:** Yeah, I think it's great. If somebody came to you and they were looking for — I guess, if one of our listeners is out there and they're like, "Wow this is what I need. I need a mission, I need a focus," how could they end up working with you and what might you help them with and what direction might you propel their business towards, together?

**[0:28:30.1] RG:** Totally. So I guess I'd really start with that foundation for their business. What is their mission, what do they want to do in the world and what gets them excited? Because I think if you don't have work that's aligned with what you're really passionate about, that makes it that much harder to sell. So I'd get really clear on that foundation first and then I'd work with them on creating what kind of their brand, what their brand looks like.

So it's their website but also their social media and any other of their brand touch points. Maybe it's their email communications, maybe it's their business cards, maybe they're doing shows or events or things around that, just this whole experience that they are creating and how are they going to make that unique and different and that value proposition that separates them from every other photographer in the space and I think there's a lot of clever ways you could do that.

I was just thinking maybe you could run events, maybe you could have a small event session prior to the wedding where the family comes or something and that is something that you offer that no other photographer's doing and that's an opportunity for you to do family photos or something like that.

**[0:29:32.5] CS:** Oh my gosh, I actually love that idea. I know that's just kind of off the cuff but that is actually a really good idea. I'm glad you said it and I just wanted to pause and highlight that because it's true. One of my friends got married last year and she has no photos of her family that aren't like people posing for prom. So that's really good. So their mission, maybe their brand, and then creating some kind of unique experience. Is there anything else that they may incorporate to differentiate themselves?

**[0:30:04.1] RG:** Yeah. Well definitely their visuals will come into it. So I think that, especially photography, I mean they've already gotten a head start because they are really good at taking pictures, right? So you have a huge opportunity with that. You can style shots, you may even want to do some shoots that are not of real weddings but really to highlight the range that you can offer your clients and your customers and to craft these stories around experiences that you can create for these brides on their wedding day and how you're going to make that special and different for them.

And I think it's really about what's that spin, what's the unique angle and how can you show that visually? Because that's what people are going to really emotionally connect with. So when people come to your website, what are they going to see? Are they going to see images of beautiful brides maybe having this retro picnic or something or are they going to see brides who are in this deluxe candy store and choosing sweet treats or something?

What can you do that's fun and new and different that no one else is doing and totally own that space? And photographers I think have this amazing opportunity as I said because content and creating those beautiful shots is something that they are already good at. But it's just about how can you take that to the next level? How can you change what you are doing in your visuals to make people pay attention, because they will?

If there is an Instagram account and I think Instagram is huge for wedding photographers — if there is an Instagram account that is doing new and different style of shoots that no one has ever seen before, people are going to pay attention. So I think that's the biggest opportunity that they have in their visuals and how people start beginning to see what you can offer them as a photographer and I think also it comes down to bringing your personality into it as well.

Because I guess that's what I've done in my brands and everything that I've created is that I've stayed transparent in what I am doing, and like you said, my brand has evolved and that's totally true but the whole time I've really stayed and tried to be honest and authentic the whole entire way through. So it's not like I am being some random person just changing my mind. I am actually explaining to people what I'm doing, why I'm doing it, what my mission is, what my values are, and so people can always connect with that.

I think that is the same if you're a photographer and maybe you are changing directions but you're still you, right? You can still infuse your personality and your transparency and bring that authenticity into everything that you do and maybe think about you as a person and what makes you different. Maybe you have some cool hobby or something that you could totally highlight and showcase as part of your story and just bring elements of you into it.

Like it doesn't need to be this totally staged thing, it is still you and at the end of the day you're going to show up and shoot someone's wedding. But how can you bring your personality into it and really just highlight what you're really good at but also telling a story that people are going to connect with and really fall in love with you?

**[0:33:07.6] CS:** For sure. Telling the story and looking at what you have created now as a digital stylist with your now years and years of experience in this industry, blogging, creating content, what do you see looking ahead, when you are looking at your own creative empire, what are some of the things that you see yourself focused on? What do you see yourself building?

**[0:33:27.3] RG:** What my dream is to build?

**[0:33:31.6] CS:** Sure, yeah. I mean, in five years from now, what would you love to see as part of your own creative empire?

**[0:33:38.8] RG:** Well I really love working with female entrepreneurs. I am so passionate about supporting women in business and really helping them create this freedom based lifestyle that supports them and their role as women and society. So whether it's they want to start a family, whether they want to travel or whatever it is, that's my big passion and that's my big why and I'm really want people to realize their potential and leave these lives that they're super passionate about.

So I guess in line with that philosophy, I mean, my big dream is that I hope I can expand my podcast and really turn that into a bigger new media company. I mean, my big dream is that I want to have a magazine out of it and, you know, see where that takes me. But I would love to have a magazine, have a media company where I can really help inspire, empower creatives and female entrepreneurs to really live a life that they're super passionate about and really excited to get out of bed every day.

**[0:34:36.3] CS:** Oh my gosh.

**[0:34:37.9] RP:** That's a beautiful dream.

**[0:34:38.8] CS:** Love this. I love the magazine and the media publishing company. That's like a whole other episode how we could talk about how beneficial it is to look at your business as a media company rather than a digital stylist or, you know, a wedding photographer or whatever. Yeah, this is fantastic and I mean, that would be amazing to see come to light. I really hope it does happen.

In the meantime, where can people find you, how can they work with you, where do you hang out on social media, give us all the details?

**[0:35:08.2] RG:** Sure. You can find my brand coaching and styling business is [marque.io](http://marque.io) and you can also find me at [femmeboss.com](http://femmeboss.com). So that's where I hang out on my podcast and my blog, and I really share a lot of information for marketing and mindset tips for female entrepreneurs and you can also find my podcast in iTunes, which is the femme boss podcast.



I mainly hang out on Instagram and you can find me at @FemmeBossInc.

**[0:35:38.7] CS:** Yeah, they're definitely beautiful visual so I would encourage all of you guys to check them out, I think they're different than what the average listener is looking out on Instagram for sure, in a good way. I would encourage all of you guys to check out Rachel's stuff. Thank you so much for coming on Rachel, it's been fantastic to talk about you and to you.

**[0:35:58.3] RG:** Thank you.

**[0:35:58.9] CS:** Yeah, thank you. I hope all of you guys are able to go out there, take this knowledge, take everything that Rachel's given us today, it's been so generous of her to provide all of this information and go build your creative empire.

[END OF INTERVIEW]

**[00:36:13.0] 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](http://www.creativeempire.co), where you can find out more about this week's episode and the two lovely ladies behind it all, encouraging you to build your own creative empire.

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

[END]