

EPISODE 92

[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]

[0:00:35.5] RP: Welcome back to another episode of the Creative Empire podcast. It's Reina and Christina here and today we have Alisha Johns from LISH Creative and we are so excited to bring Lish here to the show. Christina and I were both at the Savvy Experience and Lish was one of the speakers there and if you have followed her Instagram feed, you know Alisha is full of bright colors and she's also adept at working with great big brands and we're so excited to talk to you today Alisha.

[0:01:04.9] AJ: Thanks so much for having me, I'm excited to be here.

[0:01:07.4] RP: Absolutely. Fill in a little bit of the details, tell us a little bit about what you've been doing. I know you just moved from Pittsburg to LA and tell us a little bit more about your brand?

[0:01:17.8] AJ: Sure, so you hit a lot of it already but I'm a stylist, I'm a strategist, I'm a photographer, I wear a lot of hats and I focus on mainly lifestyle and hospitality brands and do a mix of content creation and creative and social media strategy for them. Those are brands like Dunkin Donuts, Method Home, Chatbooks and also small businesses too that are looking for website images or catalog photography, any big piece of brand collateral.

Yeah, I just moved to LA and I'm really loving it out here. I'm from Pittsburg, that's my home, and I used to work in advertising industry so that's kind of where I got my start.

[0:02:01.0] RP: That's awesome. You have such a cool background and now that you're fully in the industry, I think you're doing some amazing things. We wanted to bring you on the show because you have really just taken off recently, working with a lot of this big brands that you just mentioned and somebody who is starting out who might be where you were while you were in agency or way before then, looking at your branding, "How the heck did she get here? How did you get this big brands?" Give us a little bit of a sneak peek of what that used to look like and kind of take us on a journey?

[0:02:32.9] AJ: Sure, when I was in school, I went to Virginia Tech, I always had this vision of working in an agency and I always wanted to work with bigger brands. That was just my dream and so from then, I always wanted to position myself to do so. That's one thing that I really want to touch on is positioning and so I knew like that first job out of college and that second job like, I needed to position myself in a way that was going to allow me to work with big brands and that was going to give me the portfolio pieces I needed to continue this journey, right?

So I didn't want to take a job as a sales representative for a plumbing company or for a printer, or something like that because I knew that that wasn't going to lead me in that right direction and wasn't going to position my resume and my portfolio in the way that I wanted it to be. So I kind of held out a little longer than maybe I should have to get a job at an agency where I could work on like some of those big brand names so that when I went out on my own, I already had some of those agency names to kind of throw around because when I worked in advertising, I had worked on Coca Cola, and Dolby, and even though it wasn't my own business and my own brand, I was on a team who worked on those things.

So I was already starting that positioning and then you know, when I was out on my own, I just only showed the work that I wanted to continue to do and I think that's another really important part is just always showing the type of work that you want to continue to do and really curating your portfolio and that's on social media of course, but also on your website and other areas and like always showing that professionalism and positioning yourself to work with the bigger brands.

[0:04:23.4]CS: Yeah, I love that you said curating and, you know, it's been interesting because you've been working with other bands, not necessarily building, I mean, at this point you've built your own, right? Back in the day when you were doing this curating and you were building your own brand, it's interesting because as new people come to the industry, they just want to put anything and everything that they've worked onto their website, just to show like, "Hey, I've had this client, I've had this client."

I think there's the assumption that if they put one kind of, let's just say they're a wedding planner or a wedding photographer and they put one kind of wedding in their portfolio, maybe they have like a different editing style for a different wedding, they want to show everybody that they can do it and then they end up talking to no one. So because you were working — like Coca Cola is vastly different in its brand messaging and voice than pretty much everybody else, very purposefully.

So how, when you were working with bigger brands like that at an agency, did you curate your own voice and how did you choose what to show by still incorporating the fact that you were and leveraging your opportunities with these big brands but then on the other side of things, showing people but they all have this similar thread in common? I guess, how did you do that and maybe what was the thread that led to LISH Creative?

[0:05:37.8] AJ: That's a great question. Actually, when you work for someone else at an agency, you're not usually allowed to show like the visuals and things like that because you don't really own them and they're not yours. So that actually worked on a way that I was able to kind of name drop in a way and say like, "I worked in this industry, I have this experience, I worked with these brands, but here's what I do now."

It kind of just use that as my back story and I still use that on my about page saying like, "This is my background." It legitimizes what I'm doing, basically. Then I kind of started to carve out my own visual style and like you said, of course, when I started freelancing back when I still worked in the agency because I was doing both at the time, I was doing so many little projects that would never see my portfolio, right? Because it's that same type of thing.

It's like little things here and there, may not match your style, you're just like trying to make ends meet and start your business. But you pick the ones that resonate with you and that you want to do more of and for me, I found a spot in this really colorful world and that really came from Instagram and I think it was partially things that resonated with other people too. When I would post a colorful photo, people would really like it and seems like I like doing that too.

That took a while, it wasn't like I woke up one day and said, "I'm going to be, like, I'm going to have those colorful style." I don't really know what it was. I think maybe because I was at this agency that was doing like dark moody stuff like Coke and some of this other things, that I was like doing this on my own, I'm trying to find my own creative rhythm that I stumbled upon this colorful, candy, minimal aesthetic and I just cultivated it from there and every project I work on fits that mold, that's what I'm going to put on the portfolio and now brands are coming to me for that specific style, which I think is very cool.

[0:07:42.8] RP: I love that. I think that you're being really intentional about what you put out there so that the right people are coming to you, you continue to get the right kind of people rather than having to vet them at every turn, they're already kind of self-selecting. They're not going to come to you for dark and moody photos.

[0:07:58.9] AJ: Right, exactly. They know what they're going to get, exactly.

[0:08:03.2] RP: I'm curious about, I mean, now you are definitely an influencer and you're using your followers and your audience to, I'm hoping, charge for your services and your value. This is just such a weird question and I think a lot of people don't talk about it or are scared of it, but when do you feel like you were "qualified" to start charging for the number of followers you had or call yourself an influencer? Because I know you're really good at what you do, and I wonder what the mindset shift was there?

[0:08:34.6] AJ: Well, people started asking me for influencer services, which at the time I didn't really even know what that was. They started asking me for those services when I hit around 5,000 followers, if that's a good easy thing to understand. At the time I was just like, this is so cool to get all this free stuff. I have this other job, I do these other things like, "Oh, I'll take a free

watch, this is awesome.” And then, after a couple of free watches, you’re like, this is really actually something that I should be getting paid for, right?

I was like, “How do I incorporate this into my other services?” and actually the influencer projects were one of the things that took LISH Creative over the edge to allow me to leave my full time job because they’re worse on other projects but those really took it to the next step. So 5,000 followers is when I started getting the inquiries and after a couple, that’s when I started asking for money, basically.

I encouraged people to ask for money and I don’t mean just like be like, “This is my rate,” I mean, showing your value and so that people will want to pay you, right? So you put together a media kit to send out that includes your statistics and case studies and other work that you’ve done for other people, and reasons why your rate is what it is and that really is how you can be most successful in getting what you deserve as far as the rate. That’s kind of how I’ve gotten a lot more than maybe what the average influencer would get.

[0:10:14.5] RP: Yeah, and the fact that you’re using it really strategically rather than saying, “I’m just going to grow my follower list so that I can be an influencer, but I don’t really know what that means,” and I think that you’re saying that after a certain point, not only are you posting to just get more followers but to really be able to use it as a part of your business model and asking for the money that you deserve because you have the say-so with your audience, which is really cool.

So, media kit is a really good first step is what I’m hearing, you said numbers and stuff like that, are there any other like resources that you would recommend? I know you’re coming out with a partnership really soon, maybe you can tell us a little bit more about that?

[0:10:54.3] AJ: Yes, so I’m working with Dannie Fountain on a new education series called The Big Brand Biz Sessions, shortened to Triple B sessions and it’s going to be, it’s not an online course. It’s a new model of online learning where we’re literally walking through each step of how to work with big brands. So it’s for influencers, bloggers, small business owners on how to do this. It’s everything from pitching to pricing, a whole module on a media kit, and the cool thing

is that if you're like a beginner, you can just participate in the first module or if you're more experienced, you can just participate in the one-on pricing.

You can really pick and choose and it's going to be live workshops, which I think — live online workshops, which is a really cool way so people can ask questions and because like you said, it's something that not a lot of people talk about with the pricing and how you do this. So we really want to educate on that because when people learn these things, especially in like the influencer and blogger world, it helps everyone, right?

Because if people are doing work for free, that doesn't help anyone. It just takes away from everyone because then brands think that they can get away with that, essentially. So we want to educate really to help the industry as a whole, that's the main goal I would say, and to help people who have been wanting to do this for a long time and maybe don't know how to get started or where to begin or what a media kit is and where to price and that kind of thing.

[0:12:33.5] CS: Yeah, I think that's so smart and just coming at it from the other way, if you listeners out there haven't gotten this yet, you will at a certain point in your business, just the amount of requests that you get to, "Hey, can you just give me this shout out, can you just give me this or that or the other thing," and when I first started my business, I was like, "Oh, I'm never going to be that kind of person that turns someone down, I'm always going to promote and help other people grow their business, just like other people gave me a leg up."

And unfortunately I found myself I have to be more cautious but I can't remember the right word but I need to be very judicious in how and what I choose to promote on my channels not just from is this in line with my brand but also that's now advertising space that I'm missing out on for my own self and my own business. So I realized that I can't advertise all the time and so when I do give a shout out or when I do promote something, I have to be really, really careful about, is that going to wards my own brand, on my own income? Because if I do that for free for someone, it's almost like a negative \$400, \$500 that I just put out there.

So I think it's great that you guys are working really hard to get the word out about this and to teach people because there's just nothing out there that I'm aware of that does this and so, in this live format that you're considering or that you're not considering but putting together, is

there going to be a lot of opportunity for people to see how you grew on Instagram or maybe like what the next platforms are that they might be pursuing?

I feel like things are kind of in a lull right now. Like Instagram came out with stories and I'm trying to remember, I think it was like, this time last year that Periscope came out and everybody was like, "Oh my god, oh my god." But things have quieted down since then, where do you see a lot of people finding some momentum and gaining some traction and how can they do that with your program?

[0:14:21.2] AJ: Well, I definitely think that Instagram stories are a really big way right now to up the engagement on Instagram and using video on Instagram, I see three times more engagement on posts with video than still photos on Instagram. So that's something really important to remember.

With the program, it's going to be a series of guest experts. So in addition to what we know already, we'll bring in other people in the field that know even more than we do on these specific topics. So they can really help to have you nail down your media kit, nail down your pitch, nail down the pricing, everything that you would need to know to work with these brands.

[0:15:06.2] RP: Can you tell us a little bit about, I know I don't want you to go into too much detail because I know that you're going to be talking about this in your course, but could you tell us a little bit about like what makes a good pitch?

[0:15:16.3] AJ: Sure, I think being short and sweet is really important. Obviously, you hear that all the time and I think showing your value in a way that's not just written in an email is something that's really important too.

[0:15:29.3] RP: What does that mean?

[0:15:31.3] AJ: So I attach like a deck to a pitch or if I see someone in person, I give them like a packet of info. Not like a huge packet but like a fold out pamphlet that just is kind of like a mini media kit, right? That is like, "This is who I am, this is what I do, these are my stats, this is an

example of the work that I do and this is how I can help you.” It’s so visual, it’s really power packed with info, and it’s just something that not a lot of people do.

A lot of people just send an email, right? But, if you’re adding this like really visual piece to it that they can flip through and see your numbers and everything, that’s just a way to differentiate yourself. So it doesn’t have to be that but just I would say with a pitch is like think of a way that can really differentiate yourself, whether it’s like sending someone something in the mail or attaching something to an email like that. Or when you see them in person, doing something that isn’t just lost in the sea of emails, right? Because that’s not getting us anywhere.

[0:16:34.0] RP: Yeah, and I know Christina and I both, you know, individually and collectively for the podcast week at pitches and some of them are really great and some of them are a little bit more lacklustre. One of the things that I find really great about good pitches is that they make my life easier, they make it so easy for me to say, “Absolutely yes, this is so good, on point and differentiates the pitch from anything else that’s coming in to my inbox even if I’m busy, I’ll make room for it.”

I was just talking to a gal who gets a lot of pitches. She has a conference and she was telling me that her conference planner actually pitched her on her conference planning services and she had no idea that she was going to even going to need a conference planner but this person had researched the heck out of her stuff and said, “This is the need I see you having,” and then basically created a job for herself and she said yes.

I think that’s the beauty of a beautiful pitch that you create and need for what you’re offering and I think you do that really beautifully too. Anything else, in terms of what makes a good pitch Christina?

[0:17:37.9] CS: Yeah, I think just the personalization. When I see emails come in, “Hey can we be a guest on your show? We love this, we have listened to this episode, this detail here, that detail there,” that is so much different than the email that I get that’s like, “You should automatically know who I am and like me and why don’t you? Please put me on your show,” you know? Those emails are automatically like, I usually delete them. Usually they come from like a third party or something and it’s just not a good feeling I think for I don’t know.

Yeah, I think it's interesting Lish, because what you've done is, you know, if you were to objectively look at what you offer, it's not that different on paper, right? But then, when you look at how you implement what you do and how you've built this brand and the way that everything looks and really feels with your photography, it's so different and I think that's clear as you're talking here about pitches.

The pitch deck, I've never even considered that. I've heard of media kits before but that's still kind of generic. So like to put together a whole deck, I think that's just fantastic and if you are working in some kind of industry where maybe you've heard or you feel like it's saturated...

[BREAK]

[0:18:51.3] 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 or 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, 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. We'll see you there.

[INTERVIEW CONTINUED]

[0:19:34.8] CS: What are some things that you could do or that you found helpful in your own life that helped distinguished you from the crowd and help you really stand out? Because yours is a name that people know now.

[0:19:46.1] AJ: Well, that's a great question and thank you for saying that. It's tough, I think it's just really important to cultivate your unique style and create content that really speaks to your brand. So whether that's like blog post that really speaks to your brand or a podcast, like what you guys are doing now, that's something that is super differentiates. Things that can be uniquely yours, right?

So even if there are like two photographers that have a similar style, well maybe both of them don't have this blog series that tells a story, or they are not podcasting, or things like that. Like, think of unique ways that you can talk to your target audience. I think that's the best way because sometimes the work is similar. So you really need to reach outside and also try to differentiate the work when you can and try to stay in that zone and just create sometimes for yourself I think is really important.

I know I did that a lot at the beginning, it was just creating for me and doing photo series not for a client but just for fun and that was a way that I really developed my style and it's something that I have gotten away from with more and more client work and it's something yesterday that I worked on because I had a little bit of time and it's like I know this is really important and really honing in on your style. So that's a good step too.

[0:21:16.4] CS: Yeah, so what did that look like? I'm really interested because I totally agree with you and that's the hardest thing once you are like, "I have to do everything. How can I take time to do something for myself?" But it really does make you the person that your clients signed up to work with when you continue to do those kinds of activities.

So what are some ideas that people, not that it's going to be the same for everybody, but what are some things that you find are really fun things that you look forward to, kind of guilty pleasure activities that make you, you?

[0:21:47.5] AJ: Yeah so for me it's going out and finding colorful things around me and photographing those and when I am on a trip somewhere, it's looking up the most colorful places and finding those, that's probably like the thing I love to do most but also it's like when I have to buy these props for a client, it's like finding ways to use them in a different way for me. So yesterday I had this gorgeous floral bouquet that I used for a client. I was like, "Okay these flowers cost \$20. I need to find a way to use them again," right?

So I was like, "Okay I'm going to do a series on florals and unique usage of florals." So I literally just looked around and was like, "Okay, I have a watering can that I'm going to spray paint, I have flower pots that I'm going to spray paint. I have disco ball tumbler, let's make florals come

out of all these things,” right? So that was something quick that I was like, “I want to use these flowers, I have it today, I know I’m going to be busy the rest of this week, let’s just make some magic and some content.”

[0:22:56.9] RP: That’s awesome. Okay you just said, “Let’s do this quick,” that would have been three weeks of work for me. I would have been like, “Okay let me go get the spray paint,” that’s three days later.

[0:23:08.2] CS: Yes, 100%. But it sounds like you have a good system in place to do this too.

[0:23:14.0] AJ: Yeah, I do and the new space has helped immensely, I will say that. I was so scared to make this move across the country. I was so scared to take this risk and I will say, honestly it’s brought in more work I think. Just like being in LA and I think people really like that. This is where a lot of action happens as far as social media and people wanting this type of work.

So I have been hired more since being here and people loved the idea of having a physical space. I’ve had clients come over for shoots now, so it has opened more doors and now I just can do these crazy things on a whim and I am not in my bedroom doing these things, which is what I was doing before for the first nine months of this year, last year.

[0:24:02.1] CS: Yeah and it’s a mindset shift. It took me seeing what other people are doing. I mean I hate to admit this, but it really did. It took me seeing what other people were doing to be like, “Oh that’s something I could do, that’s not for a big corporation, that’s for me. It’s not just for a big corporation that makes a million dollars a year. That’s something that people just like me have online businesses that they’re doing,” and so then for you to go out and get a studio space, because that’s not the norm in our industry.

The norm is like how do we make the most out of it in our home and how do we bootstrap everything and how do we do this? I’m really becoming an advocate of looking outside our industry and looking at how we can apply big business principles to our lives to expand our reach and what we can do. Because I’m sure that, I mean, I don’t know? I would love to hear how your business has grown since you moved to a studio and if the investment is paid for itself

or it's on its way or? If you're comfortable sharing that, and then what other changes have you seen or how do you just feel different working in a studio than at your home every day?

[0:25:04.3] AJ: Yeah, I would say it's definitely paid for itself as far as the income that I get per month paying for the rent extra. I definitely have seen that difference already and it legitimizes my business so much more just like having that on my website is something that I include in the pitch deck now, of course, and I have had clients tell me that they hired me for that reason. Because they want to know that it is in a space that has lighting equipment and that is big enough to support and that they have the option of coming to if their budget supports, right?

[0:25:43.3] CS: And you're consistent, it seems like, because of the space.

[0:25:47.2] AJ: Right, it just adds that level of professionalism, consistency, and yes exactly, clients are telling me that it's what they want and it's something that I want to keep having. Right now to live-work, which is really interesting and it's a loft. So I have it divided like my sleep space and then the rest is just work space and office space. But it still works that way and hopefully I can make it expand to something that's even more professional, even bigger. But for right now this is perfect for what I need.

[0:26:21.4] CS: That's amazing.

[0:26:22.4] RP: I love that, yeah. That's awesome. I mean, these are things that people can aspire to and you've really grown into this thing that requires a studio space and clients are coming to you for that.

If somebody is starting out, let's say she has less than a 1,000 followers and is in a place where she wants to dream as big as you've done for yourself, what advice would you give to that girl in terms of either growing her following or the dream to work with bigger brands?

[0:26:52.1] AJ: I think, as far as a following goal and as an influencer, I think making friends with other influencers is something that is huge and that really helped me because you can support each other, you're always there and you find out about a lot of opportunities that way too. So really finding your drive as far as Instagram friends is a really good place to start and

then for a small business owner who wants to work with bigger brands, I would say you're going to have to adapt and know the space and adapt your services and find what's clicking and find what's working and position yourself. That's probably the best advice is to position yourself to do the work that you want to be doing.

[0:27:41.1] CS: So if it just feels impossible and if it feels like you have to do everything, right? I feel like as more advance business owners, we have systems in place, we have team members maybe in place, we have a studio, it all seems pretty easy. It's kind of running, we just add a little fuel to the fire and it is still challenging, but at least it is not in the startup phase where we're just overwhelmed and we don't know where to start.

So if someone were just starting from scratch, what's one thing that you would recommend that they do every single day when everybody is telling them, "Build your Instagram. No, a newsletter. No Pinterest. No, this. No, that"? How could they really hone down and figure out what's good for them and then pursue that rather than trying to do all at once? What would be something that they could do every single day?

[0:28:29.4] AJ: That's a really hard question, picking just one thing. I think that would really be dependent on their goal and who their target customer is and where they're living, if it is a target customer that is living on Instagram and that is going to be marketed to by Instagram and that's the method they want to pursue, so let's just talk about Instagram for a second. I would say engaging with the community is something that you can do every day.

So it's finding new people to interact with, building relationships with the people that you are already interacting with, it's just a really powerful place to meet new people. I can't tell you how much it's helped me and my business and even moving to LA, there are so many people here that I am now friends with because of Instagram and it feels like I already have a built in community here because of that platform.

I feel like I could travel anywhere in the US and meet up with someone because of Instagram and so I just think it's so powerful, personally and in business, and so that's something that you can start to cultivate from day one in your business and that is something that I did do and it's about creating content, yes, but also just building the relationships and leaving meaningful

comment to people and asking questions and not just going through and liking every picture but actually interacting and wanting to learn more about these people and the photos that they put out there.

[0:29:54.3] CS: So not hiring one of the bots that just says, “Fantastic.”

[0:29:57.8] AJ: Don’t do that.

[0:30:00.4] CS: Yeah, I think we can always tell those.

[0:30:02.2] RP: Yeah, I mean, I think what you are saying is like when you engage with other people, people just want to know that somebody else is reading their stuff, right? And at the beginning I felt like I was just shouting it out into the black hole and no one was going to hear me. My numbers weren’t growing in any way, shape, or form and then something happened. I don’t know if you guys experienced this, but something happened and then it started to move.

It was a slow move but it was at least movement and then after a while it got faster and faster and then there was more. I wouldn’t say a ton but it’s still moving and I think that people give up before it starts moving because they feel like they are talking to the black hole. Do you guys resonate with that at all?

[0:30:43.5] AJ: Yes, for sure.

[0:30:45.2] CS: Oh yeah and I mean that was how I got into — I mean, the bad stuff is the good stuff because that is how I got into what I am doing now is I was blogging into the ethers with literally maybe 50 people reading my blog, according to Google analytics, probably all of them robots. My first blog about yoga and health and wellness and that wasn’t working and so when I found the people, “Oh people are interesting in building businesses. I’m a lawyer, I could help them do that.” I started blogging about legal stuff and all of a sudden I have five, six, seven hundred, 800, a thousand people looking at my blog posts. I was like, “Oh.”

So yeah, I think it doesn’t feel good to have no engagement and that kind of thing and so following Alisha’s advice and just moving towards what is going to work for your target audience

is so huge and I love that you did say that, Alisha, because that's so big, people forget that just because Instagram is working for one person that they take it for granted and just think it's going to work for them too. So knowing your target audience and where they live, like you said, is so big so I'm glad you said that.

[0:31:49.6] AJ: Yeah, absolutely. I mean, I will tell you I don't recommend it for everyone, right? It's not for everyone. There are other platforms that better suit different businesses and different target audiences. So that's step one is to really establish that and know your brand and your people.

[0:32:07.6] CS: Yeah and I feel like we've learned a lot today from you about where you came from, where you're going. But if you were to start over and you were back to baby Alisha and you're thinking about leaving the agency that you're at, what advice would you have as you're looking out there and you are thinking about building some kind of creative empire on your own?

[0:32:27.3] AJ: I would say, don't be afraid to niche down. When I started I definitely offered way too many services and then have to adapt and filter and make it way more niched that it was. So definitely don't be afraid to narrow your service offerings and don't feel like there won't be a market because you're really be talking to people even more so if you narrow what you want to be offering and that's probably what I would change is like from the get-go being a lot more specific about what I had to offer.

[0:33:00.4] RP: So much resistance to that. So many people do not, I mean not me but so many people say, "I can't do that. I won't get hired for that." Well, you are not getting hired for the 25 different things you are offering so really get specific. That's not to be like tactless. I think that Christina and I have talked to a lot of people and Alisha you've probably seen this too with other businesses that when you have way too many things going on, people just don't know what to come to you for and when they get really specific, you're the person that I need to call when I have this problem.

[0:33:36.6] AJ: Exactly. Yeah I could probably even niche down even more but at the beginning, it was like just because I can do it all of these things doesn't mean that people should be hiring

me to do all these things or that I like doing all of these things and that was what really made me cut a lot is I realized, “Oh I hate doing this,” so.

[0:34:02.7] RP: Well, what I love about you is that you’ve got a mini agency vibe that you are going, right? In that you have a lot of different pieces but they are all cohesive. Whereas with a lot of people who do 25 different things, it’s like really different 25 different things and different markets that they are speaking to. So I think that there is a difference there.

[0:34:23.1] AJ: Yeah and I think asking for help sooner is probably another one. So at the end of this year, I was frantically finding people to help me finish some of these projects and I think getting these people on your team quicker and getting them acclimated and everything is the smart way to go. But it’s something that everyone always says but until you’re in the thick of it, you get kind of lost in there. But now, I feel like I have it under control but that’s another thing too to think about, anticipate the growth and have those people lined up and ready for you.

[0:34:58.6] RP: Awesome. Well, thank you so much for coming on the show Alisha. I think we covered a lot of different topics but we got down into the nitty-gritty of a lot of them. So we are super grateful to have you. Where can people find you and the workshop that you’re going to be doing with Dannie?

[0:35:13.1] AJ: Sure, so you can find the workshop at tripplebsessions.com and that’s just the letter “B” and you can find me at lishcreative.com and on all social media platforms @alishylishy.

[0:35:29.9] RP: I love that, that’s adorable. Well thank you so much for coming on the show and for all of our listeners, go build your creative empire.

[END OF INTERVIEW]

[00:35:439.0] 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]