EPISODE 98

[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.

[EPISODE]

[0:00:35.0] CS: Hello, welcome back to another episode of The Creative Empire podcast. I'm Christina here with Reina and we're doing another jam session. Today we're talking all about accountability, which is something that we need in each and every one of our businesses. A lot of you probably have felt the pull of when you haven't been held accountable and maybe you're wondering how to keep yourself accountable.

We don't have one way, we don't have two ways, we actually have nine ways that you can implement and hold yourself accountable in your own business to get things done, to make the money that you need or want, and to fulfill the purpose and the drive and the desires that you're wishing to fulfill both in and out of your business.

So, let's get started.

[0:01:17.7] RP: One of the reasons why I think this episode is so important and just the topic of accountability is so important is because if you don't — you might set all the goals in the world but the accountability is a thing that allows you to get to those goals, right? We wanted to break all of these down because you might hear this tag phrases that are coming out and you're like, "What the heck does this mean? How does that actually apply in my business?"

Let's just run down this list and talk through if you need any of these or how to implement some of these.

[0:01:48.7] CS: Yeah, for sure. Number one is holding yourself accountable. Self-accountability is the obviously, not necessarily easiest, but it is the most obvious one and it just really involves reading some kind of discipline within yourself. Whether that's a discipline to remember something or plan something and you know, eventually to execute it. I think that one's pretty self-explanatory, what would you like to add? I know you have a lot of…

[0:02:13.1] RP: I would say that there is a personality type that would probably have more self-accountability and feel very self-motivated and so a lot of people will be like, "Just do it," the people who are very driven and focused, that's really easy for some people. Whereas for somebody else, it might require external motivation that isn't necessarily self-driven.

We all have it to some extent, you know, we've gotten to this place in our lives right? It requires some kind of self-motivation and self-regulation but at the same time, we might need some external accountability too which is what the rest of the list is.

[0:02:51.8] CS: For sure. If you are looking for some external accountability and you know, that you're the kind of person that maybe has a lot of big dreams, big ideas but isn't the greatest at executing them, let's move on to the reason number two. Or I guess I should say, accountability tactic number two is getting some kind of partner into your business. Whether that's, you know, you're a wedding planner and you have a partner or obviously us, we're partners with the Creative Empire Podcast.

Or just some kind of internal business partner who is — your both responsible for getting the work done. There's days when I don't want to work on the podcast for sure, or things I don't want to do. I don't want to wake up at midnight and fix some mistake that's gone wrong, but I know that I have that accountability and that responsibility and if I don't do that, I'm going to be held accountable because that's what Reina expects of me and vice versa. Having a partner can be really helpful.

[0:03:50.1] RP: Yeah, I'm super mean. No, I'm just kidding.

[0:03:53.3] CS: Not at all.

[0:03:54.3] RP: But I think you're right. I hear this a lot in couples that — I'm sorry, people who are married and also have businesses that if they are both tied to the business in a lot of different ways or even like, you know, not married people too but I think this could play out in a bunch of different ways. When you are held accountable, you know what you're expected to do and when it needs to get done because somebody is waiting for you to get that thing done.

If I don't deliver something for Christina, it's not going to happen, it doesn't get delivered and then our audience ultimately suffers.

[0:04:27.2] CS: For sure. That brings me to the next one, which is your clients or your customer. That's really three and four. Obviously depending on the type of business model you have, you either have clients or customers, maybe you have a little overlap. So three and four are really geared towards those people. The accountability that they have, or that you have towards them I should say, is if you don't deliver what you promised or what you say you're going to deliver, you don't' have a business anymore and you don't have clients, you don't have customers.

So if you want to be held accountable, sometimes the best thing you can do is to get some customers, get some clients and so what I mean by that is a lot of the courses that I sell are pre-validated and some days I do not want to create that course module. I just don't want to go through with it, I don't want to add the design, I don't want to do whatever it is that I need to doubt I know that at the end of that, there's a customer, or the example that Reina just gave. There is an audience sitting there, waiting for us to deliver that product.

[0:05:32.4] RP: Yeah, for sure. I think this is also true for things that aren't necessarily like a deliverable but it could add to the client experience. Right? Or customer experience. So doing things that will enhance the overall thing. How does whatever we do or not do impact the way that our clients, our customers ultimately feel about our bigger brand can be a thing that ultimately changes the way we show up in our businesses.

[0:06:01.1] CS: For sure. If you are looking for maybe a little different, maybe you don't have clients or customers yet, you're just getting started, that could feel really hard. One of the best things that you can do is move into number six and number six is creating some kind of

accountability through joint venture relationships and there's sometimes called JV. So joint venture, JV, it's the same thing.

These JV relationships are what can take your business to the next level. An example, let's look at some examples of JV and relationships, right? I kind of got my start or big break, whatever you want to call it by doing a JV webinar series with the Rising Tide Society, I got a huge audience, I had content so it's a really nice JV.

But if for whatever reason, I had just chosen not to show up that night when they had promised this audience of whatever, 1,800 people that had signed up for it, if I had just chosen not to show up or didn't feel like it that would have been pretty devastating for my potential business and you know, maybe some of the people that were waiting and certainly to the JV partner because it's not a good reflection of them.

So one of the best ways that you can build an audience, get those clients and customers and the accountability there is to have JV partners first.

[0:07:19.2] RP: Yeah, and JV partners might sound like really scary and like kind of confusing. It can just literally mean like a collaboration. It could mean like a peer who has also a similar audience, who has a similar focus and you can guest blog for them, right? Or you can, what's it called Christina? Instagram take overs? Is that what it's called when people go on other people's platforms like that's a form of like, a small form of JV right?

The other thing too that's probably less seen and like maybe you're not even at this place in your business that you want to do these things but you could go pitch to somebody that there are this other ways of connecting with people. I would say like try things out. It's okay to not stick with one the entire time of your business I guess is my point here.

[0:08:12.1] CS: Yeah, for sure. I don't think that this strategies are independent of each other. In fact, a lot of them are really complimentary, right? Doing the JV's to get the clients, you know, we already talked about having a business partner, right? Sometimes your business partner can reach out and know more people and connect you guys for JV opportunities. Reina does that all the time with guests on the podcast.

Your clients and your customers can create some kind of accountability to yourself by forcing you to create work systems and work flows and processes that you maybe have been delaying. Because even though the client's not going to see it and it doesn't directly affect your relationship with them, it does make your job easier and then in the end of the day, it does indirectly affect how well you can survive that client. So these are all intermingled, interrelated and certainly can be overlapped and combined or however that looks for you.

[0:09:06.9] RP: Yeah. To kind of go off of your workflow, brain space, right? Where another form of accountability is team members. People who are on your team, on your payroll, who say, "Hey, you said you were going to give this thing done, I needed in order to do my next thing, where is it?" This happens all the time for me with blogs. I am usually about four weeks ahead, Rachel might correct me, it might be like three or two.

Or it what might be just right before the deadline and if I'm busy, I do need that accountability to say, "Hey, I know this is on your calendar but did it get done?" Because I know that I'm holding people up if I don't get it done. So, what are some other ways that you use your team for accountability Christina?

[0:09:51.2] CS: I mean, that's the main one. They really hold me accountable and, you know, I think the financial investment that I make in each and every team member is what also helps because regardless of whether or not I utilize that person's skills or services that month, I'm still paying their retainer.

So if I am just too tired to get something to Sarah and she's not able to fulfill something that she needed to do or Lauren, my graphic designer, if I don't provide her with an outline for maybe an opt-in or like a course bonus or something like that? She can't create it right? she's not a mind reader, she's not a business strategist, she's a graphic designer.

She needs that Google Doc or whatever it is that I send to her in raw format to create the PDF that you guys eventually see. So, you know, I'm paying for her regardless and I think the financial aspect of that is very motivating. It's also so much work at the beginning, right? You kind of front load the work and then all of a sudden, your inbox starts getting filled up with things

that are done. It's almost why delegating, to me, is addicting because you start to get better and better at explaining less and less in the beginning so it doesn't even take that much time anymore and then, you know, your team is fulfilling the work.

You know, again, if you don't have a team yet, it could be maybe like an intern underneath you, I don't necessarily think that's free help though. But I think if you are considering ways to keep yourself accountable, consider hiring either a coach or a team because I think those are, if you just know that spending money is going to help you stay accountable, then those are the two ways that you can spend money that are going to give you not just an ROI but also make sure that you execute and get whatever it is that you're dreaming about accomplished.

You know, if you're just starting out, again, a team doesn't have to look like a whole team. It could just be a web designer, it could be a logo designer, it could be a strategist or a coach. But you know, I really feel like, coaching, I messed up and we really have 10, we really have a list of team. So I think the bonus one that I didn't originally write down in this list that we're talking about is our coaches and masterminds.

Obviously Reina is much better for us talking about those kinds of things but, you know, maybe the team member that you choose for yourself isn't necessarily a graphic designer but it is a coach and the coach is going to help you get through whatever block you have around the product or the service that you're trying to get out there.

[0:12:28.5] RP: Yeah, I think too, I mean, coaches, consultants, strategist, whatever the title is for the person who helps you draw out whatever is already inside of you, right? I think those people, you make an investment in them and you choose to show up for that investment and for this person's time that you're investing in.

It means you've probably done the homework because you're spending a lot of money with them or you are showing up for the calls because you don't want to show up late and you've wasted time and money with them. I think all of this things, you have to be part of the process to actually gain something, not only the ROI but some progress in your business as well. I offer paid masterminds and I know, Christina, you do too. One thing that I wanted to mention is that masterminds don't always have to be paid.

There are peer led masterminds that are also super effective and really well done and I think as long as you have super clear boundaries and you know exactly what it is that you want and the kind of people that you want in it, it's entirely possible to be part of something that's really effective. My kind of bonus tip for like peer-led masterminds, I think we have a blog post about this that we'll go put it in the show notes.

But I think one of my biggest tips for starting a mastermind or being part of the mastermind that's peer led is to know what your exit strategy is, not because you need and exit strategy necessarily but if and when you grow out of this mastermind to know that it's not personal and that it is business and that you just need to know that there is a way for you to not so awkward turtle-ly get out of the agreement.

[0:14:06.7] CS: Yeah, and know what you're committing to beforehand, right? I've had quite a few people approached me about joining their mastermind and I'm so thankful to be a part of the one that I am, but you know, it's okay, you don't have to join every mastermind, you know?

Choose the one that you're in carefully and then ignore the rest, very politely say, "Thank you so much for the consideration but I just don't have time." Because one of the mistakes that I made was not doing that right? I want it to be a part of everything and get to know everybody and one of the things that I had to do is exactly what Reina said is have those awkward turtle moments and kind of back out of the commitments that I had made because I was just overwhelmed and it was taking up too much time to be a part of several different groups.

[0:14:49.5] RP: Yeah, and it actually doesn't serve the group when you're not part of it, right? I've been in that space where I'm like, I think I'm just past the point of being able to get something out of this and also because I'm really too busy and no one likes that. You as a person who is kind of re-nagging on it and the group is also not benefiting too.

I think it's always good to have the agreement or the understanding of how not awkwardly people can leave.

[BREAK]

[0:16:33.4] 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. All you have to do to get this totally free resource is head to creativeempire.co and click on "free work book". 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.

[EPISODE CONTINUED]

[0:16:01.2] CS: Yeah, for sure. That's a great point that I actually hadn't thought about, probably we'll talk to you later about. I've never created an ivory plan, it's always just kind of, "Christina, you haven't been there for like 10 weeks, what's happening?"

[0:16:15.4] RP: Yeah, and I think no one expects for that to happen. It's like signing a pre-nup, right? At the beginning of your marriage, "Why would I want to do this?" It's just up to protect yourself, it's a business, a pre-nup is not a business but you know what I mean. It's kind of like foreseeing the possible end and I think it's a great thing to let our mastermind buddies go and do cool things and flourish or one of them has gone back and taken a corporate job.

It just really depends on people's life circumstances. right?

[0:16:46.6] CS: Yeah, for sure. I mean, all really good points. If you aren't a part of a mastermind, you can always create one. If you — the way that I'm actually in the one that I found now and the one that I was invited into and I finally said yes to was because I just put it on social media. Was feeling really lonely one day and I was like, "Everyone's a part of a mastermind and it just hasn't worked out so far and I'm not a part of one."

Lauren Carnes with an E, Lauren Carns without an E is my graphic designer. But Lauren Carnes with an E reached out to me and she's such a connector, she's definitely a good

example of your social glue and she connected me to the mastermind that I'm in. I just felt really fortunate but, you know, kind of found it totally by accident. Either ask for what you need, I think is the lesson there or just tank it, right?

If there's nothing out there that fits you then find the people that you want to learn from and it's okay to be selfish, it's okay to find the people that are maybe a couple of levels above you and, you know, you want to learn from them but maybe you can't afford the mentoring. Start a mastermind.

[0:17:53.5] RP: Yeah for sure. So number eight is our community and our peers. So I think Christina, tell me what you think that looks like for you?

[0:18:02.1] CS: Yeah, for sure. I think that we have a certain esteem among our peers and that's what a lot of people in their business want to accomplish. You don't want to be known as the curmudgeon in the industry. You want to be known as someone who is funny or has a good product or is really good at sales funnels or is just whatever your unique value proposition is in that industry or that market. It's important for you to, in my opinion, to own that and to cultivate that among your community and your peers.

So maybe you're known for your online courses and you just go through a period where you know it's good for you. It's how your business makes money and support your family but you are just over it. In that case maybe leaning on your community and knowing that you are the course creator or the sales funnel strategist or the lifestyle coach or whatever it might be remembering how important you are to that community for those services or for those products can sometimes be helpful just thinking about your peers and how they lean on you.

[0:19:11.3] RP: Yeah also too, yes to all of those points and I want to say that one thing we can hold ourselves accountable to in terms of our community and peers is our integrity, our values and how we represent ourselves and I feel like there are times where we have to make tough choices for businesses and one of the moments that I keep coming back to are what would I be really upset about if I look back and my friends, my peers said that I was out of alignment in terms of my integrity?

And I think about this often in terms of affiliate type of relationships. I think about this in terms of transactional relationships where I might have some kind of financial gain and for it, if it feels icky. That's accountability in it of itself. It's not like getting stuff done accountability but it's an accountability of like my values if that makes sense.

[0:20:07.0] CS: Yeah for sure, definitely. I think the peer and the community also could be, you could look at it the other way and you could say that I'm going to create a community or I am going to create a peer group or something. So for example, I think the Rising Tide Society is a great example of that. I mean you guys all know about it by now but it just was a community that was created out of a common core purpose or mission and the founders of that were held accountable to that community.

It's shifted and grown and changed as it should, like every organization encounters those changes. But at the same time, if the community that you're seeking isn't out there make it. Then hold yourself accountable to it. Hold yourself accountable to a community of photographers by doing weddings and photographing and saying you are doing a proponent of what you are proposing to do.

So if you're a little timid and you're not ready to get out there and shoot all the time, maybe your community is of beginner photographers and you're just open and candid about that and cultivating that community and leaning on them for support. So I think it can go both ways as far as the community and peer relationships. I guess the accountability that creating some kind of mission specifically around philanthropy and your business.

So Reina is obviously a big proponent of this. I do a little bit as well but not like her. She's the master I feel like. So sometimes having an outside purpose is really helpful.

[0:21:43.9] RP: Yeah, for sure. I am not the master of this. I'm still learning. We are still doing this in the process and I feel like it is a driving factor. I can't just close up shop today even though I want — I don't want to. Even if I was having a bad day and wanted to quit, it would probably not happen because I am motivated by not letting people down.

[0:22:12.2] CS: Well and a very specific group of people too, right? All of the kids that are going to be benefited of the school that you've a third of the way built.

[0:22:20.9] RP: Yeah, I think we're close to 50% at this point. I am just so encouraged by all of the work that people can do to leave a legacy and this is one of the things that I don't have very many things that I can be like, "Yeah," like a stake that I put in the ground and this is one of those things that I think our community can be really proud of. We did it together and it was so important for all of us and the people that we spend money with me, people who are part of community and donate, people who buy products and we have created collaborations for our Pencils of Promise School and all of those things, those motivate me because I really want to keep supporting the bigger picture mission.

[0:23:05.7] CS: Yeah for sure and just the fact that and you don't have to do this directly. I think where accountability comes into this is you have a lot of affiliate links. So even when it's a slower client season or you're not taking on as much or you're taking on a lot, it's not really affected because the content that you are pushing out still has those affiliate links and all of that revenue from the affiliate link is going right to Pencils of Promise.

So even if you don't have any clients or customers yet, you can maybe hold yourself accountable to writing those blog posts and getting some Amazon affiliate links where the revenue that you make from recommending a couple of books or type of Staedtler pen or something, all of that revenue can go into your philanthropical cause. There's things that you can do at any level of your business.

[0:23:59.7] RP: Yeah for sure and just as a side note, my Amazon affiliate is not very much. It's like pennies. So if you don't have a big list and you don't have a lot of content that you're pushing out that has these affiliate links, you're probably not going to make a salary on it but I think it's definitely possible to be able to fund a cause that is important to you in small ways because every penny counts at the end of the day.

[0:24:26.8] CS: For sure. What would you say, Reina, is the difference between lacking accountability and making an excuse?

[0:24:35.1] RP: Tell me more about that; lacking accountability and making an excuse.

[0:24:38.9] CS: When you see someone who's lacking accountability what do they look like and when you see someone who's just making excuses, do they look any different or do you think it's one in the same?

[0:24:49.6] RP: I think that the central thing that makes it different is whether or not there is fear involved. Often when there is some kind of resistance it's because we believe that we're not good enough for that or there is something that we don't know how to do or there's somebody else that's already done it like the fears that come up and I think when we feel those pieces of resistance, we just don't pursue them.

They start as ideas and we're really excited and then we get started and then it just dies and I think we're in the creative field, there's a lot of people who are starting things. There's a lot of people who are starting that fire, the ignition but don't ultimately end up driving the car or they don't ultimately do the thing that they said they were going to do. It's just half-baked projects and I think some of it could be just lack of accountability.

But I also think it's excuses that I just have too many things to do and no, you need to scale that and say, "Okay what is the most important thing? What am I most scared of? Or what am I most excited about?" And chase those things. Because one, completed project is better than 25 half starter projects. There's so many reasons why people cannot get things done, you know?

If you go back to the Gary Vee sort of mentality like you got to hustle it out to have the thing that you want. I am so in that camp of yes, you do have to work hard in order go get the thing that you want, you don't want to kill yourself over it but there are sacrifices to be made, there are things that are hard to do and you still got to do them. There is nothing in this world worth having that's not worth working for.

[0:26:35.9] CS: Yeah, for sure. You know, to make it a really elementary example, any time I hear someone and they're like, "Oh, I just didn't have the time, I couldn't get it done," or whatever. One of the things that always come to mind is when, I was a little boy crazy towards the end of high school and then college and whatever.

You know, whenever I had a crush on someone and they were interested in me, if that person wanted to go out to lunch or something, I sound like the biggest dork right now, this is giving you an idea of what a dork I am.

[0:27:06.9] RP: I'm loving this example, keep going.

[0:27:11.6] CS: I'm like a little girl with crushes in this example but it was true, you know? If a guy texted me or if he whatever, was interested, suddenly the test that I had tomorrow, the pressing paper that was due. Whatever it was that was "Important", with a capital I, went out the window and this guy was there, right?

I think that's just a very elementary example but hopefully it's something that each and every one of you can connect with if you've ever had a relationship or can't remember the beginning of your relationship and how you put that person first because you were just so excited or enamored or whatever the emotion was that you were feeling. It's really interesting to see how we can rearrange our priorities when something is exciting and really enticing to us.

[0:27:59.5] RP: For sure, in that example too, it's so interesting because the competing thing, not the boy, the competing thing has like, is time bound. Something was due or something had to happen and often, what happens in entrepreneurial life is that we put this boundaries on ourselves and then we set really unrealistic expectations of "I'm going to get this like five major projects done. I'm going to create five enormous paintings," when you know that like one could take a neighborhood of I don't know, five weeks or something like that.

I'm just making a number up because I don't know anything about painting. But we set all of this crazy expectations on ourselves that they're not courses that we're taking in college. They're not exams that we have to turn in. I think we have to give ourselves a little bit of grace but also like negotiate with ourselves, we actually need to get this thing done, which is what I think number one, going back to our original list, which is like self-accountability. We have to start the engine and then actually get to the finish line.

[0:29:01.6] CS: Yeah, for sure. For those of you out there that are just thinking it's impossible, you feel overwhelmed, you are not holding yourself accountable for whatever reason, we're just really here to encourage you and hopefully give you some inspiration as to maybe some different ways that you can hold yourself accountable, how you can get stuff done, how you can start moving things forward in your business.

Even if it's just one step a day right? Get whatever you can out of the way, go back to the minimum viable product or service that you can create, get it out there and those little bits of accountability, whether they're external or internal within yourself or your organization, your company, get those in order, just try them out to the best of your abilities and hopefully you see some growth.

[0:29:46.7] RP: Yeah, we want to hear from you, what are those goals? What are the big picture things that you want to actually accomplish because keeping him in your head is nice but like saying it out loud is social accountability? Speak it.

[0:30:01.9] CS: We didn't even include that. I guess that's the community peers one, it's like putting your goals out there for the world.

[0:30:07.7] RP: Yeah, I mean, psychologically tested right? When we say things that we're going to do, people hold us accountable to them. No matter whether or not we have an audience, that could be telling our partners, telling our best friend, telling our coworker, whatever. So I think just announcing it is important too.

[0:30:27.3] CS: Yeah, for those of you out there, go announce your thing, especially to us, we actually do read your emails, hello@creativeempire.co and we will see you for the next episode. Go build your creative empire.

[END OF INTERVIEW]

[00:30:42.0] 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.

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