

EPISODE 100

[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]

[0:00:35.5] RP: Hey guys, welcome to another episode of the Creative Empire Podcast. It's just me and Christina here today and we're talking on this jam session about selling. You guys are always asking us questions about how we can sell better and also about pricing but we're going to really try to focus our attention on what it means to make that sale.

Christina, you know that Christina talks a lot about the legal side but she also talks about the selling side as well. Christina, talk to us about what your philosophy is in selling.

[0:01:05.1] CS: Yeah, for sure. For those of you who don't know, I kind of have split up my business lately so I have christinascalera.com that focuses on making the sale and selling and then my law firm is now operating under a different website, has those resources still so that hasn't gone away but it's just kind of split and it's because one of the things that I, and you saw it too clearly. One of the things that's really a void in the creative world is sales and selling.

Everybody talks about Instagram, everybody talks about Facebook ads, everybody talks about marketing and, you know, all the fun kind of flashy stuff but nobody seems to want to talk about sales and selling and I think it's because, or at least my experience with sales and selling before I had my own business was like dealing with multilevel marketing, having people pitch to me and it felt really gross and swamy. Or you know, those cheesy commercials that you see on TV.

You know, when I heard the word “sales”, that’s what I was thinking of, like door to door sales people, really pushy people that were forcing me to do something I didn’t want to do and then making me feel guilty afterwards that I spent money. That’s obviously not the experience that I want any of my clients whether they’re sales or legal or whatever clients to have and I know you don’t either. So I think that starts in a very different way with a very different foundation than someone who is approaching sales with this very aggressive stance on they have to make the sale at all cost.

[0:02:30.8] RP: Yeah, for sure. For me, in my industry and I see this in the creative industry as well, we see those people who are kind of flashing the big number and I don’t know how you feel about that but I know that at the beginning of my business, I was very triggered by that, thinking, “Oh my gosh, how did they do that and how do I make that happen for myself?” And what I’ve learned is that when we have this sort of desperate mindset, it never goes well right?

We kind of turn into this weird people that we don’t recognize that are pursuing leads in a really icky way and are like spamming our customers and not to say that any of you guys are doing this, but I just want us to check what it looks like and to show you that there can be a really different way.

So just to start, what does good selling look like, Christina?

[0:03:20.5] CS: Good selling to me — that’s a great question. There’s no one right way. Some people are freaking out when I say that and other people are like, “Phew.” There’s really not one right way so you can’t get it wrong and you also I guess in a way can’t get it right. I guess the way you get it right is by hitting your sales goals. Obviously you’re the expert at setting goals and figuring out how to break those sound to meet them.

For me, what I found was that I am not a super sales-y person but I like talking to people. I like having breakfast with people, I like looking forward to meeting with someone or just getting to know them at a conference or something like that. So it kind of evolved organically out of that and I realized that the more that I could give to them, the more connections I could offer them to other people that would be helpful to them, the more value I could add to their life, the more likely they were to want to work with me.

And at the time I didn't have anything they could buy or purchase from me but they wanted to and that was when I realized, "This is how you sell." It's not getting on Facebook and yelling into the void, it's not asking people to buy something that they're not interested in. It's meeting people where they're at and creating products for what they need, that fills the gap that they have.

[0:04:40.7] RP: Yeah, one of the times — yeah, for sure. I think that for me, just to give like a real concrete example of this, one of the times that I ran a program, I had a limited number of seats and we had a target, a sales goal and had kind of this plan to do it via email marketing and run Facebook ads and do the funnel thing and all of that stuff that you guys typically hear about. We saw that, we did it and then it kind of flopped.

There were a lot of missteps that happened, first of all because we were just learning that process, but also because I feel like it didn't feel really aligned with how I wanted to sell. So, instead of concentrating all of the rest of our time during our open card to do that, I just switched tactics and said, "Okay, let me just jump on the phone and get back on the phone with people who I've connected with who I know this can serve them really well," and just did like private invites saying, "Hey, I think you'd be a really good fit for this, what do you think?" And not like force people into buying that thing. Just to say like, "This is how I feel like this could really help you." It sounds like, Christina, that's really been successful for you as well.

[0:05:49.8] CS: Yeah, obviously I shifted not my business model I want to say but when I opened like kind of the doors on the selling and teaching people how to sell well, since I've done that, I have not launched like a public product. I've only offered it to my list and even then it's just been kind of like a PS type of thing.

The reason for that is because it really is about meeting people where they're at and giving them, as you're saying, you know, calling them up and saying, "You know, this is a really good fit for you. I know you're on the fence or you may not have even noticed this email that came into your inbox but I know that you're struggling with XYZ and this is why I created it. I had this with you in mind while I was creating this product and I want to let you know about it."

I think that's an easier conversation and an easier call to have than just constantly putting out ads on The Knot or putting up Facebook ads, spending a ton of money in a way. I say it's easier because you're just talking to somebody that you know or somebody that maybe you don't know so well but they're acquainted with you, they've expressed some kind of interest, they've gotten on your list or something. That is also potentially more scary because you don't have anything to hide behind, right?

Sometimes we can tend to hide behind this big marketing campaigns and when it doesn't work, it's not our fault, it's the marketing campaign's work, there was something fault with the campaign. It's a little bit more painful I think and a little bit harder when we're doing these direct outreach sales kind of emails or calls when somebody says, "No, I can't afford it, no, it's not a good fit for me, no I can't do it, no I'm not interested." Because there's no marketing campaign, there's no advertisement to hide behind.

[0:07:34.4] RP: Yeah, and I think that this is such a good conversation for all the service-based people that we have listening and for the product based folks, you know, you might be thinking, "Okay, well I need more products than just — or I need to sell more products and just like 12 or something," which is what like service based people are typically trying to do.

Just as a word of encouragement for both sides of the house right? I think that there are great ways of being generous, of great ways of being a sales person without feeling like it has to be a particular way. I'm sorry, go ahead.

[0:08:08.3] CS: Yeah, let's go through some of those ways.

[0:08:10.4] RP: Yeah. So I just wanted to mention really quickly that in the Heart Centered Biz Bosses group that I lead, June 5th through the 9th, so Monday through Friday next week, we're running a series called *Selling With Generosity* and if you go to sellingwithgenerosity.com, there's more information about that and you get all the stuff you need. The whole point of selling should not be to force somebody into a sale. That feels not good.

So let's talk about like the ways what, I guess, what generosity could look like, Christina. What are some of the ways that generosity might manifest in your business?

[0:08:46.1] CS: I think the most obvious is putting up some kind of lead magnet or freebie, free content right. You guys all have blogs and blog posts and maybe you feature, if you're a service based business, maybe photos of like a wedding you did recently or some kind of client you worked with, if you're a product based business, you probably have some sort of blog post about how to use the product or what to use the product with.

Or, you know, some kind of complimentary thing. A perfect place to add value to the audience is to give them something that maybe took you a little bit longer to complete than a blog post, right? Because that can typically create in a day. Maybe this is something that you built over a week, made into a pdf or made into a video or create an audio clip or just somehow provided that reader with an enhanced experience with your brand and at that point, you give them that in exchange for the email address.

So you're being super generous, giving them something they really want, they can always unsubscribe, it's super easy for them to do that but at the same time, they have gotten whatever that valuable piece of content is.

[0:09:49.7] RP: Yeah, for sure. I think that you know, whenever we create content for the intended audience rather than just to serve a purpose that we have, that feels generous to me when I feel — Go ahead.

[0:10:03.9] CS: How do you pick that out? Because that's where a lot of people get stuck.

[0:10:08.0] RP: For sure. I think it's different for every industry, I could be wrong but like, what are the things that your clients are typically asking about? I think that that's the best place to start and saying okay.

[0:10:18.1] CS: What if you don't have clients yet though?

[0:10:21.0] RP: Good question. What are people Googling? I feel like it's kind of guess work at the beginning but it's like a mixture of Googling and asking people. When I was starting my

coaching practice, I literally had no idea how to explain coaching. I just asked people, “What questions do you have about coaching and what questions can I answer for you?”

Even though they weren't my ideal clients, I got really, I think I've talked about this into other episodes. Getting tighter and tighter in my messaging and getting closer to the people that I wanted to serve and hitting on the things that they wanted to know more. How about you?

[0:11:00.8] CS: Yeah, I went through Facebook groups. So I found people that had small to medium Facebook groups so Heart Centered Biz Bosses would have been a perfect place for me to look. Savvy Business Owners at the time was fairly small, it had like maybe 2,000 or less members in there.

Something like The Rising Tide Society Facebook group wouldn't have been as helpful potentially. I was just looking in the thread and I was looking at what are people having problems with in general that don't relate to my business and then I would go, there was a feature that I'm sure I've talked about because I love it, I use it all the time for market research.

I went into the Facebook group and in the upper right hand corner above “add members” or whatever, you can choose — there is a search function so you can search a phrase that you might use in your business. So if you're a calligrapher, you might search “logo design” or “calligraphy”. If you sell like your photography prints, you could search “photography prints” or “photo lab” or something like that.

You know, I think using that tool was super helpful for me as well as Pinterest because Pinterest auto fills in a lot of words for you sometimes if you start typing an inquiry and then if you go ahead and search that inquiry, the pins that show up at the top are the most repined, the most liked because they're rewarding the ones with the most engagement. It's kind of like the way Instagram works now. You know, that was two really helpful outlets when I didn't have an audience and I was looking for products or services to offer to someone.

[0:12:30.5] RP: Yeah, what if we just did like a brain storm of different industries that we might be talking to in just a couple ideas for content or freebies? Would that be okay?

[0:12:40.7] CS: Yeah, I love it.

[0:12:42.3] RP: Okay, let's go with branding. What about would like be a freebie or some kind of content that their audience would really appreciate?

[0:12:51.6] CS: Are we talking about brand design or?

[0:12:53.8] RP: Sure, yeah, let's do like visual brand design.

[0:12:56.1] CS: Okay. I think there's like so many different...

[0:13:00.8] RP: Totally. We're just making it up right now.

[0:13:02.6] CS: Yeah, I mean, at the essence of brand design is creating an identity around your business so I would look at what — like, why are people trying to create an identity, what is so valuable about having an identity? Well one, it sets you apart from your competition, it sets you apart from anybody else in the industry and it defines your style and presumably how you're going to be treating that client or that purchaser.

So if I were a brand designer, I would probably go into, I think like Lauren Hooker has a free Facebook group for Elle & Co. I'd probably go into that and I would look and see where brand designers are struggling and then I would probably try to find Facebook groups that had — think about who is buying brand design, right? That's probably not your mom and her friends. It's probably small business owners that are getting started and want some kind of identity. I would probably go into some kind of newer entrepreneur circle, whether that's in person or online and I would see what they're talking about.

They might be talking about how do I stand out from my competition? How do I — I know something with photographers that's really hard right now is everybody looks the same, everybody's filters are looking the same so how do you differentiate yourself from other photographers or from other brand designers, or from "insert industry here". How to differentiate yourself from whatever?

[0:14:26.9] RP: Yeah, like a freebie that you can share if you're like a photographer, one that just came to mind is, you know, if you're a family photographer, "What kind of outfit should I wear for my family session?" Or, you know, "What are some things that I should know as I'm planning my wedding?" if you're a wedding photographer or something like that.

Something even as simple as just like a pdf or like an eBook or something like that could really be valuable and super generous for somebody who is brand new in the game and they happen to stumble upon you right? You're just adding to their lives so that they don't have to Google the heck out of something. This content might live somewhere else and that's totally okay. You put your spin on it, you add your pizzazz to it so that you're really creating a ripple for them.

[0:15:15.6] CS: Yeah, a lot of people talk about pain points, that's a good point. Maybe it's more like a scared or anxiety point too.

[0:15:23.6] RP: Yeah, for sure.

[0:15:25.0] CS: A good example is I have a group of my sales consulting clients here with me, I'm actually recording from Gulf Shores, Alabama, we're on this retreat, it's really amazing, I'm looking at the ocean right now. I'm so lucky. We're going riding horses later today and it is not clear to me what time to show up, what to bring, what to wear, if we're going to be grooming the horses beforehand or if we're just going to get on and ride. How long it all is?

I know it's like roughly an hour but does that include the ride and tacking up or not? I wouldn't say that I'm like scared about the experience, I've been riding horses for I don't even know, like 20 years. But I'm very anxious because I have this group of women that I'm here supporting and leading and then it's like, I don't know this thing.

[0:16:09.5] RP: Such a good point, yeah.

[0:16:11.3] CS: So if that person, or just to have a one page document that took the anxiety, that took like the, I don't know. This is unknown to me. If they took all the unknown points out of what I was inquiring about.

[0:16:22.8] RP: Yeah.

[0:16:23.6] CS: It would have been such a better experience. You do this all day every day, the stable runs all day every day with tourists and whatever, they take it for granted that you should do this or you should do that. We do the same thing in our businesses.

You know, as a coach, you coached probably tens of hundreds of clients at this point but they may be working with a coach for the first time.

[0:16:49.3] RP: Yup.

[0:16:49.9] CS: They don't know what to expect. Just even giving them a list of what you can expect with working with a coach or working with a brand designer. If you have a product-based business, giving that confirmation email and not just saying, "Your order has been confirmed", but telling them but telling them what happens now or how to use the product, just taking that unknown out.

[0:17:10.4] RP: I love that, I think it's so good to have a really good sales process that also integrates great customer experience, right? That's what you're talking about. There is a quote that I just read the other day and this is probably like a re-pin kind of thing but a confused person doesn't buy. If somebody is confused about this service that you're offering or what it includes or how to show up like your horse example.

People aren't going to buy that, and so how can you clear the thing up even if there is a really simple industry standard of like this is what other photographers do, of course this is how I should show up. Your client doesn't know all those things, right? Your potential client isn't immersed in this industry, whether it's branding or photography or products or whatever. I think it's important for us to meet the client where they are rather than meeting them where your peers are.

Often, I see people marketing to their peers who are not the buyers and you need to think about the people who you're actually going to be taking money from. So how can you create a customer experience, not even — I'm not saying like after the sale, I'm talking about before the

sale because that's where it really starts and if you go back to the conversation we had with Tara Gentile about the client journey, right? This is exactly what we're talking about, you're not selling them when you're selling them. You're selling them from the very beginning of that interaction including the opt-in, including the emails, including the casual conversations that might be happening to the lead up of the actual dollars sale.

[BREAK]

[0:18:47.4] 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 workbook". We will deliver to you 50 of our most potent powerful strategies and proven tactics to getting our businesses visible, booked and profitable.

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]

[0:19:31.4] CS: Yeah, I think, and this is where a lot of people get stuck is because they're like, I'm doing everything and nothing's happening. "What am I doing wrong? What am I missing?" I feel really fortunate that I went through this for a long time and it was very frustrating and disheartening. Because if I hadn't had that experience, I wouldn't be able to empathize and I wouldn't be able to talk about it so well.

So what changed for me is I did something that I was really excited about and this was all accidental, right? In hindsight, I can see this but I went from doing something that I thought I should do to something that I was actually excited about. I went from trying to be like the zen yoga teacher, which you guys, if you guys, if you listen, I'm super type — I don't want to say I'm type A, I'm probably actually type B, but I'm very driven.

So sitting for an hour and telling someone to just breathe and fill in to their back body like that wasn't me, that wasn't something that I was interested in doing at the core of it. But when I switched over and I realized after blogging and doing this graphic design stuff and whatever that these creatives needed this lawyers, it was something that I was really excited about and it just — they could feel it, when they talk to me, they could feel it when I talk to them, when I added value by giving them some kind of information or resource that they needed.

You know, if you're feeling stuck and you are not getting sales, if you're not getting clients, take a look at things, see if this is something you're actually excited about or if you're just doing what everybody else is doing and getting the same kind of lacklustre results as everybody else in the same boat. When you shift and you look at it and you say, "I want to be really excited about what I do, this is what I'm really excited about, this is what I'm going to put out in the world," that's when things change, that's when you start getting clients and sales.

[0:21:21.9] RP: Amen to that. I feel like you are speaking my love language of following the fun. I think that often, we get into the habit of looking at the market, right? Looking at what's out there, who our competitors are and then feeling like we have to do it a certain way and you're saying like break out of that and do what feels good to you and do what feels fun for you.

I think that when we are more aligned with the thing that we're offering, whether it's the way that we're offering it or the service that we're actually offering or the product that we're creating and instead of trying to force it down somebody's throat, it feels so much simpler to sell it because we're like yeah, this is super great and I know it's going to help somebody or it's going to improve somebody's life or whatever it is.

And for me, I feel the most lit up when I'm selling something that I know will really help somebody and there's nothing better. It's so much easier to talk about the thing, whether it's a program or one on one coaching or the product that I am selling, it doesn't feel like I am peddling something. I just feel like, "Hey I'm really able to help you with this thing," does that feel right?

[0:22:27.4] CS: Yeah, it does. But I am curious to know, what happens when it's so right for someone and for whatever reason they just can't do it. It's too much money, or they don't have time, what do you do and how do you handle that?

[0:22:40.1] RP: Yeah, I probably have a different approach than other people. I just show up for the sale and say, "Hey, I think we're a really good fit. I think that this is how I can help you what questions do you have, and who else can I send you to if I don't feel like the right fit for you?" I'm not committed to the sale. I don't count a sale until the contract's signed and there's a deposit made.

And I think that whenever I have celebrated too soon or prematurely, that's when I'm way too over invested and then I don't make the sale. So I try to detach from the numbers, I try to detach from the thing and just do the work that is necessary to get there. So that's how I show up for it, but it might be different for other people.

[0:23:23.6] CS: Yeah, it's interesting because I think one thing that we haven't mentioned directly is that both of us really sell without selling. We just have conversations and we just talk to people and I think that's just so much more effective than, like I said, getting out there and trying to hit a sales goal. It is one thing to have those numbers in mind but it's another thing to feel like that's the only thing that you have to offer or to do because that's very self-limiting.

It's kind of claustrophobic to me to say like, "Oh my gosh I haven't had this many clients in so many days, I've got to do this," and that's where the desperation comes in and, again, it goes back to talking to people. People aren't stupid. Maybe they cut you off in traffic and they do stupid things but they're really at the core of it, I really don't believe that most people are truly stupid. So they can see and they can sense how excited you are or how desperate you are.

If you're feeling desperate you need money and you need to make a sale, the hard reality is that you might just have to do something that can pay the bills in the meantime whether that's a part time job or some freelance work that you are really excited about that you get super easily on Upwork or something until you have that bare minimum and I think what I see a lot of and this conversation is deviating, but I feel like it's important to say. I feel like what happens is we live beyond our means, and we don't feel like we're doing that.

It feels natural and normal to go out every Friday because our friends are going out with us. It feels natural and normal to have two houses because that's what everybody else in our office has and so sometimes we have to take a hard look things and say, "No I really do want this. I really want to be a wedding planner, I really do want to sell mugs online, I really want to do this thing," and look at what you can cut back and sacrifice in the meantime and then focus only on selling not on whatever courses you can buy on Instagram.

Because you guys all have it innately in you. It's something that's harder to do because for whatever reason you don't feel like you can sell, and that was made for a long time that I think that's why I'm passionate about talking about selling and teaching selling now because I had a conversation, we both have the same coach, I had a conversation with my coach and I remember probably like, this was six months ago or something.

I said, "I am just horrible at selling. I just suck at it, I can't make the sale. I just don't know, I can't close on these things and these courses. I am just not selling them," or whatever. "I'm just not good." That is the story that I had in my head that was the story that I told myself and it was the excuse that I needed to make myself, to stroke my ego and make it seem like, "You know what? Some people just aren't good at certain things, I'm just not good with selling."

She's never really been harsh or mean or anything, but this was the closest she got to and she's like, "If you can't sell then why are you in business?" Because it's true. If you can't make money then what kind of business do you have? And so that's not to scare anyone or it's not to intimidate anyone. It's to basically talk about the reality, which is that if you invest in ten courses it doesn't necessarily move you any closer to that first client.

But if you go out there and do so I would love to hear more about if you do what Reina did, Reina started a business before she even had a website, before she took a course, before she did anything. So can you talk a little bit about how that looked like really how that looked? What did you say to people, who did you email and more importantly how did you feel reaching out to people that you maybe hadn't talked to in two years?

[0:27:18.0] RP: Yeah, I think this is such a great conversation. I feel like something that Cash Moyer just recently wrote about is coming to mind and she talked about this concept of like you don't necessarily have to have the ideal client at the beginning and we talk so much about idea client, ideal client, ideal client and I'm remembering how my first clients weren't necessarily ideal but I didn't know that. I didn't know that they weren't the perfect dreamy clients for me.

But I was able to serve them and they served a purpose for me and I was so honored to have them and I think that we have to sort of keep that in mind. So the first 20 people that I served were one-on-one, one off calls and trading literary dollars for hours or dollars for recommendations or hours for testimonials and I was really trying to get my foot in the door, trying to get better at my craft and also learning the art of selling.

I remember in those first 15, 20, 30 calls I had a pitch template. I literally had a conversation-base shaped, if I dig into my notebooks I'll probably find it that says, "This is how it would be," and for me at the very beginning I had to learn to speak the words of the dollars that I was trying to bring into my business because it feels really freaking scary to say, "My services are \$300 for this package," right?

And so if that feels icky to you and you're leaving money on the table because on the sheet of paper it says \$300, but instead you're like, "Well for you because I know that you're in this particular circumstance of your life I'm going to give it to you for a \$197." You just left \$103 on the table and you know that your service is worth this time, this money, this dollar amount and you have to give that even exchange. I remember what it felt like to not want to say that dollar amount but it was written down and I had to say it.

So that was literary the thing that I did. I got on a lot of these calls, I did a lot of free coaching and then I did the pitch at the end. The pitch was just a practice and so get as many of those practice rounds as you can and once your more ideal clients come along you'll feel more comfortable to do that sale. I think also remember you're not — I think going back to that selling with generosity concept, it's not about how they can help me as a coach. It's about me being able to help them.

So whatever product or service industry you're in, there is something that you can help them with and so really thinking that through and doing it differently than your competitors, I think that's going to be the best way to differentiate yourself in a competitive market and one of the things that we haven't talked about at all, Christina, and I wanted to pick your brain about this is the follow up especially for service based folks. If you get on a discovery call or a sales call or some kind of other non-connection call maybe an in person meeting, how do you follow up? How do you close that sale? Or let's just have a conversation about what it might look like.

[0:30:32.1] CS: Yeah, so honestly a lot of the selling that I do and you guys have a whole resource of free episodes that you can go back and find out how this has worked, but it's been a conscious effort to develop the relationship before the sale happens. So through blogging, through guest posting, through joint venture partnerships, collaborations, webinars so that I am seen as the expert and that's who they turn to for this product or this service.

So the follow up for me actually is a lot of like, "Oh, you're interested? Great, here's the contract, here's the invoice and here's what it would look like. Let me know if you have any questions," and then I follow up usually if I hadn't heard back or if it's been a while I just say, "Hey I noticed you haven't opened the file," because I can see that in HoneyBook or, "Do you have any more questions? I haven't heard back from you." Or in the case of sales consulting there is a deadline because I have to fill certain spots that start.

So they have a deadline and so if I haven't heard back from them by that deadline, I say, "The deadline is coming up, are you still interested? It's cool if you're not," and I'm very casual about it and if it's the case of a product because I don't have physical products but I obviously have a lot of digital products that I sell on my store. In the case of a product — Oh sorry I totally skipped, when I get a "no" with the follow up that's gold to me too because I'm like, "Why? What happened? Where did I lose you along the process?"

And that's not exactly the question I ask. It's more like, "Can you tell me why you're not going forward with this? Was it this, this and this?" Because, like you said, the follow up is crucial. What happened and how do you improve that for the future to remove that objection from future purchasers? But with the products that is something you should be retargeting either through Facebook ads or some kind of landing page that they get to somehow.

Or just reaching back out to people that clicked on a link in your newsletter because you can see that even if you have MailChimp, which is the free version of pretty much any email provider. If you have MailChimp you can look and see who clicked and you can reach out to them personally and just ask them why were they interested and is there something that you could answer for them and if they say, “No I am not interested anymore,” that’s someone who you could have a conversation with and say, “What happened and why aren’t you interested?” So it works even if you have products. You’re way more sophisticated than I am.

[0:33:00.1] RP: Well, I think with different things it’s different like with my one on one we have a system and we have a day after three day and ten days follow up sequence or seven and 10 day, sorry I skipped one of those, and making sure that they feel cared for and we answer questions or make referrals or send a contract. I feel like often what happens when people don’t make the sales because we’re not asking for it and look inside yourself and ask yourself. The past five inquiries that have come in if you’ve had five inquiries that come in, have you asked for the sale?

[0:33:38.8] CS: Oh my gosh, this is so good.

[0:33:39.7] RP: Have you said that, “This is the way that you’ve worked with me,” and I think a lot of the time we don’t because we’re either scared of the no before it even comes and I think that if we can ask for it we give them the opportunity to be a big girl or person to give you the no and then we can deal with that no. But yeah Christina, you got really excited about it. Tell me about that.

[0:34:00.7] CS: Yeah, I see it a lot and this is why I couldn’t sell and I’m dealing with this with a client right now. We’re afraid to ask what we want and it’s not uncommon. It’s something that we suffer with a lot and so for her, she finally started noticing it in little things. There was maybe three pieces of food of whatever, this dessert left and she didn’t want to take it because she was afraid that somebody else would want the last piece or the last few pieces, and so she was afraid to ask for that and take what she wanted.

So start to notice it in little things because if you are doing it there, if you're afraid to ask your partner or your friends or something for what you want like you're afraid to ask them to go out on a Thursday instead of a Friday even though that Thursday would have been better for you and you know Friday is better for them. If you're afraid to make that ask of that in your personal life it's translating and it's in your selling too. You're probably not asking people for what you want, which is to work with you.

[0:35:04.5] RP: Yep, absolutely and I think there's a lot — We could do a whole other episode about money mindset too. Because money mindset, I try to tell my husband about this all the time and Dave is like, "Wait I don't understand why you're feeling down about yourself." I'm like, "Well, because this doesn't feel good and I'm feeling anxious about our finances or our business stuff," and he's just like, "It's just business."

I'm like, "No you don't understand, my identity is tied to the dollars that come into my business," and I hate saying that, but it feels true right now and not that we're stressed like now but it's happened in the past and I think every level, every up-leveling, every investment that I've made feels like an emotional chain tied to that. Does that make sense?

So yeah, I feel like selling is one of those things where we have to constantly work on our money mindset. Constantly be willing to receive that money and before we even try to shut ourselves down because a part of us believes that we're not enough if we're not following up.

[0:36:07.0] CS: Yeah, I used to think that the money mindset was just junk. I just would ignore it all the time and I'm finally coming around to it like, "Okay it's not as woo-woo as I thought." Some of these stuff that I've heard, I'm like, "I'm not doing that," right? There is this woman that she opens up her bank accounts on her 10 different laptops every morning and surrounds herself in her living room and prays to her something.

[0:36:32.5] RP: Wait, how does she have 10 laptops? Let's talk about — no let's not.

[0:36:36.0] CS: No, I think it's her laptop and her phone and her tablet so she's got all of her — I don't want to say who it is because she's a really famous personal finance money mindset person and I'm sure it works for other people but it doesn't work for me to meditate and do

affirmations over my computer and what's on the screen. But maybe that works for you but yeah, money mindset doesn't have to be woo-woo. It doesn't have to be that intense either.

It could just be something like listening to — so personal finance podcast have been so important for me and they've changed what I've done because it took me a long time to realize that just like learning how to do graphic design or learning how to shoot a wedding or how to pose your subjects or how to plan a wedding or whatever it is that you're doing, that is something that you learn. You didn't graduate from high school and you knew how to do that.

Maybe you graduated from high school and you know how to do that, but you didn't just graduate from third grade or middle school and you knew how to photograph a wedding. You had to teach yourself that thing and so we take it for granted because we have been dealing with money our whole lives, we got allowances, we worked, we had a lemonade stand, whatever it was, but if no one has ever taught you and you've never learned personal finance and how to budget and how to take care of yourself, that's something that you actually have to learn. It's not just something that you can get or you can buy an app and it will budget for you. That doesn't happen.

[0:38:02.6] RP: Yup, absolutely. I think it just like, you have to kind of — it's like a personal growth thing and for me, money mindset has been like a thing that I didn't want to do and I think we just have to continue to work on it.

[0:38:16.6] CS: How do people work on it through selling though? You said you have a free resource, I'm really excited to see it. I haven't even seen it, guys, yet. I'm really excited to see it because secret, we record this ahead of time, and it's launching soon.

[0:38:29.9] RP: Yeah.

[0:38:31.8] CS: It's sellingthegenerosity.com.

[0:38:33.7] RP: Yeah, sellingthegenerosity.com is the way that you can find it and so Hailey Dale and I are collaborating on this project and we're bringing a really cool list of 35 experts who are coming in and teaching us their little chunk of the selling world. Different things like working

with influencers, creating freebies, sales funnels, speaking gigs, how do all of these pieces mish-mash into your sales process. We're not trying to inundate you with information that's not what we're trying to do but we have 35 little bitty five to 10 minute videos that you can watch and pick and choose, kind of Cicis Pizza style, like buffet style videos and just like take what you need right?

It's happening in the Heart Centered Biz Bosses group June 5th through the 9th and it's going to be super I think power-packed in terms of like the great content. We've asked a lot of different kinds of people who have different businesses, both product and service, and we're trying to just make, selling feel good for you, it doesn't have to be like a used car sales type of feel. So we're just trying to make it fun and simple and I hope you can join us. Sellingwithgenerosity.com is where you can find it and obviously you can find Christina's stuff...

[0:39:55.5] CS: How much is it?

[0:39:56.9] RP: ...at christinascalera.com for The Sales Ally and she's got a lot of cool resources, it's for you as well. I think selling is a huge part of building your creative empire. What did you say, Christina?

[0:40:10.1] CS: How much is Selling With Generosity?

[0:40:12.1] RP: It's free.

[0:40:13.7] CS: Oh! Okay, cool.

[0:40:14.6] RP: Yeah, it's not a course. It's free. Come join.

[0:40:15.9] CS: That's awesome, I'm really excited to check that out then, I will definitely be watching this because it's really just interesting to see what everybody else is talking about.

Thank you guys so much for listening and I hope you guys all go check out sellingwithgenerosity.com, it sounds like an amazing resource and I'm excited to see it. You

guys go out there, you sell, you build your creative empire, you take care of yourselves this week, we'll talk to you soon.

[END OF EPISODE]

[00:40:40.0] 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]