

**EPISODE 117**

[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]

**[0:00:35.0]CS:** Hello, welcome back to another episode of the Creative Empire podcast. I'm Christina and joined by Reina and today our guest is Allie Casazza who you have probably seen because she's been on like all the cool things ever, like Good Morning America, The Today Show, Jenny McCarthy which I would love to talk to you about, I love her.

More importantly, she has Your Uncluttered Home which is an online decluttering course and she also has a podcast called The Purple Spill Home. You guys are always looking for other shows to listen to, not that we want you to leave our but her podcast is really interesting, she is so great with decluttering and with just basically organizing you.

She's also a mom so take that for what it's worth because I feel like she gets extra bonus points just for doing that. Hi Allie, welcome to our show.

**[0:01:27.6] AC:** Hi thank you so much for such a sweet introduction. I feel very flattered.

**[0:01:33.6]CS:** You should, yeah, I mean, you've just accomplished so much and I mean, you have kids, you have two different platforms that you're running, you have your online course. How do you do it all? I mean, that's like a big question but what's working for you and how are you applying this in, I guess your customers, not your client's lives?

**[0:01:50.7] AC:** yeah, you know, recently, I started my business in January of 2016 and didn't really see anything come from it until September of 2016. Very recently a shift that I've seen in my business is the magic that is delegating. Giving away anything that doesn't, just making me feel like super excited, super lit up inside to do for my business, anything that I sort of suck at and then willing to just admit, "this is not my thing, you do that" and it's really neat to be in that place because now I'm realizing that I get to hire other mompreneurs and bring them into my business.

We're kind of helping each other, it's a really neat dynamic. As of right now, my secret weapon is just delegating all the things that is not what I am particularly great at but before you know, it was really hard. I home schooled my kids, my husband worked nine to five and by nine to five it was like always overtime like more like six to midnight and it was terrible, it was so hard and I won't even pretend that things were okay.

It was like day to day, okay, what has to get done, what is the most important Tim Ferris says in his book for Our Work Week. "Gun to your head, what do you have to get done?"

It was like only that one or two things maybe for those days. Now it's like a very refreshing season of like okay, all the things are getting done because other people are doing them and I'll just be honest with you guys there, it's not me.

**[0:03:20.7] RP:** Yeah, I love that. I think it's refreshing to hear that people aren't doing all the things because we start out having to do all of those things when we're starting our businesses right? Because we got into this business because we're good at something or we want to share something with the world in your case and can you tell us a little bit more about what that looks like for what you share with your clients and your audience?

**[0:03:41.0] AC:** With what I do with my business?

**[0:03:42.9] RP:** Yeah.

**[0:03:43.3] AC:** Okay, yes. I have Alliecasazza.com, sort of like my home base platform where all the things live and what happened was, I really just started sharing my story and what

happened in my own life and in my motherhood and that turned into helping other people who want – who are standing where I once did which is super overwhelmed, maybe a little depressive.

Just really struggling, not doing anything well because you're trying to do everything and the clutter is taking over your house and you know how it goes. Mainly what I do is realistic minimalism and simplicity for women and particularly moms who want to do more and want to do it better and very well and really enjoy their kids, be present for their childhood, not end up at the end of the line feeling like "wow, I wish I would have spent more time with my kids" but actually doing that right now and living it abundantly while, and doing all the things that they're passionate about extremely well instead of kind of barely scraping by.

**[0:04:46.8] RP:** Yeah, when put into practice, what does this look like? I'm sure you have case studies of your students and like how they go from like super overwhelmed and like cluttered to – what does that process look like for them.

**[0:05:00.2] AC:** Yeah, I mean it's really with the course, it starts very foundational of course, it's very much like understanding what it is to me. There is so much out there, minimalism is such a trend right now which is great but a lot of it is really unrealistic for moms. I have four kids from two years up to eight years and it's insane, I don't have time to like count my items and know how many of each thing I have. I don't honestly even really care, it's this very like legalistic approach to like, "I only have a hundred things and that means I'm super minimal."

I don't care, I just need it to, I need the stuff to be quiet so that I can focus on the people in my home, not the things in my home. For my students, it's very much like foundational like let's understand that you don't need to worry about counting your things, you don't need to worry about, "if I take this course, is Allie going to make me get rid of all my stuff?" "No, not if it's serving you know?"

Not if you need it or you love it" but getting that foundation set and then really going through each room in every nook and cranny in your home and looking at everything there and realizing, you've been giving this stuff your time and your energy whether you realize it or not and

deciding if you want to continue to do that with each item. It can be a really grueling process or it can be a really freeing process depending on where your mindset is kind of.

In the end, they end up being on the other side of minimalism or whatever, feeling so much lighter, seeing this time in their day that they never knew they could have, realizing that they now walk into their homes with an arm full of groceries and feel at peace, no longer overwhelmed or dreading all of the things they have to do, mother in laws can drop by at the drop of a hat and they're not freaking out and shoving crap in the closets, their house is taken care of and clean and it's amazing.

Most of my students end up feeling like they only spend about 30 minutes a day on house work at the end of the day and everything else is kind of taken care of on its own because of the philosophies that this like minimalistic approach brings into your house, it all kind of takes care of itself for you so you're living in a house, you're not living for taking care of the house.

**[0:07:10.6]CS:** Are you still on the road full time?

**[0:07:13.0] AC:** We actually are just wrapping up so I'm in the camper right now, we've been living in our camper, we went all over the place, we went everywhere except east super east coast but we went so many different states but now we just got back home to California and we're currently house hunting so kind of wrapping it up.

**[0:07:32.2]CS:** What has that been like as a mom to four children running an online business, teaching others how to stay organized? I mean, it sounds like you really have to practice what you preach.

**[0:07:42.4] AC:** Yeah, definitely. I think the really neat thing for me is that it's really not about getting organized or staying organized, it's really just more about calling your crap what it is and letting it go and focusing on what really matters. We have so many things that we just don't need, obviously like living in a camper that's the size of a glorified hallway with six people.

And traveling the country and running a business and home schooling, it sounds impossible but really, it's not. If you just only have what you need which is really just a few things and the

people that you love most and it sounds cheesy but people don't realize how much we accumulate just because we have the space and then realizing that when you bought that thing at target, you didn't just buy it with your dollars, you bought it with your minutes and that all adds up to equal so much overwhelm.

It's definitely been a challenge, I've shared pretty openly like the negatives, I feel like it's just been a lot of negatives, I didn't expect with the difficulty of doing all this you know, while traveling but it has been such an experience and such a season of growth for my business.

I mean, revenue skyrocketed and I wasn't even really working, it's like when you let go, so many more things happen because you created that space instead of trying to have control and holding on to all the things, it's very – it's almost like a figuratively, I'm saying that but really, that's what happened. I go buy my stuff and moved into a camper and everything got better.

**[0:09:09.8] RP:** What would it look like for you as you transition back to like kind of being planted again?

**[0:09:16.8] AC:** Like normal.

**[0:09:18.7] RP:** Yeah, in a house I guess. What would it look like? What practices from your camper time will you take into normal time?

**[0:09:27.7] AC:** Definitely even less. I feel like I'm just a really blunt person, when I do something, I do it a hundred percent so when I was decluttering my house you know five years ago in the time of my story that kind of led to my business, I was pretty ruthless, I mean, I really got rid of a lot but this experiment, this experience taught me that "dang, even more?"

Wow, I can't believe how little we've – I mean, there's stuff that's in a storage facility for furniture and stuff that wasn't worth selling and to keep for when we get in the house and it's like, we haven't used some of those things for all this months like I'm definitely going to get rid of it when we open up that storage facility.

You don't realize what you don't need. Definitely just this idea of like wow, even less like pairing down even one really simplifying everything to the bones is a really beautiful way to live.

**[0:10:19.0]CS:** Yeah, I think it works – clearly it worked well for your business but it also works well in your business right? Sometimes the default, I know for me at least, my default is more. Well, this is going well so I should just spend more money on this thing or I should hire more help for this thing or I just tend to throw a lot more things and it's, as you're talking I'm like, I don't know with my house because I'm pretty good at decluttering, I'm pretty good at getting rid of stuff but like, is my business cluttered? What does that look like? How would that function?

Because I know you said, you've gotten rid of a lot effectively by giving it away to people.

**[0:10:55.2] AC:** Yeah, definitely. I think this is the idea that you know, even when we're creating something for our tribe, you know, like more bonuses, more content and it really just clutter to look like it's a better value. In both terms, in the sense of me and my business running my business and me and my business giving things away and giving out to my audience in my business, I really learned that simpler is so much better.

My student's success rate is huge because there's less, I didn't try to stack a bunch of things on them just to make it seem like "hey, look, this is worth your \$156." It is because I'm selling them a new lifestyle, I don't need to stack that with bonuses, let's strip that down to the bare minimum and I don't want to waste your time.

I want to give you the biggest bang for your buck is the least amount of time spent changing your entire life for the better and then in my business, the same thing. What has to be done by me, if I take this away, is it going to suck my job because I love writing. Yes, well then I'll keep that thing or do I love doing this but I'm really not very good at it and I'm spending three hours on it when a professional who is really good at this could spend 10 minutes on it.

That to me means we need to delegate. Kind of coming in to everything with a view of like, what is the core, what makes this work at its very best and I feel like every week I'm learning, you know, "I can actually delegate that," it's a learning process but just coming in to everything with a very simplistic mindset is huge.

**[0:12:23.5] RP:** Just to jump back to the decluttering thing. I'm trying to wrap my brain around this, I swear I've tried, I am probably like your ideal client but I talked to a lot of people who like my mom who is like a decluttering freak and she read the, what's her name?

**[0:12:40.4] AC:** Marie Condo.

**[0:12:40.8] RP:** Marie Condo, yeah. her book like when it was still in Japanese and like talking about all that stuff and it gives me so much overwhelm to think about what I need to give up and I'm wondering for all the people who are like, "decluttering is really hard for me," Christina's like, "it's pretty easy" but for the people who might find emotionally or just like, when we're buying, what are the kind of mindset shifts that we can make in order to either create the time we need to do, like the decluttering process or just not buying the thing at all?

**[0:13:12.7] AC:** I think it goes in two steps. In the course, the first step is decluttering what you have already and then I think it's in the maintenance module where, now we're going to deal with your buying stuff because obviously you'll just undo it, if you don't change your habits and then we've all wasted our time.

That's my biggest thing is I don't want this women coming into the course to waste their time. First, with decluttering your house, to make time for it, I think the first thing is that you have to really want it. If you're not in a place where you really care, you really want it, you got to see what it's doing, you got to see your time slipping away.

You've got to hear what I'm saying and then kind of wait a week or so and like have it in playing in your brain while you watch what you're spending your time doing and every single time it's like a big siren in this women's lives. "My gosh, I just realized like I spent an hour cleaning the kitchen and it was all dishes that we don't even need all those dishes, we only have four people, why do we have 20 dishes you know?"

It kind of is like, when you think, you buy a car and you see it everywhere because you just bought that car, it kind of just brings those attention to those things. The first thing is realizing that you want this and then making time for it. If you had an illness and the doctor said "I need

you to come in every week for this many months to get this cure going,” you would go. You got to make an appointment in your calendar like literally put it in your calendar, make a pretty color, do whatever you want to do, set alarms, whatever.

But this matters, it's your motherhood that is being stolen here, it's not something to be taken super lightly, make it happen like it matters and you'll just make that steady progress like anything else.

**[0:14:48.8] RP:** Awesome perspective. I also made time in my calendar so I'm going to hold myself to that.

**[0:14:53.9] AC:** Good.

**[0:14:55.5] RP:** Decluttering projects.

**[0:14:57.1] CS:** yeah, it's funny that we're talking about this because I used to have a really big problem with shopping and I would just constantly buy stuff. It was to the point where – and you've probably heard this so much Allie, it was to the point where if I was traveling, I was like, “whatever, I'll just buy a new wardrobe while I'm there, go to target and get all new shirts and yoga pants or whatever.”

It was horrible. You know, what are some reasons that you see or some excuses, what are some common excuses, maybe because I didn't know that I was in this pattern until later and I could look back in hindsight's 20/20 but like, what are some common excuses that you hear people maybe giving you and you're like, I know that she could benefit so much from this decluttering but she keeps saying XYZ.

**[0:15:37.1] AC:** Actually, it goes, I hear it with buying things and I also hear it with just not starting and what they already own but I think actually the biggest thing I hear more than anything else is that blaming it on the husband like, well he doesn't want to get rid of things and usually, when I really dig down, especially when I used to do one on one work.

The husband was like, “what? I don’t care. You think I care about” – it’s like an excuse, it all comes down – even if he doesn’t, unless you’re in some kind of like terrifying relationship, you can do what you want to do, you can move forward, I find that a lot of the times the women use the – whoever they’re connected to in their life and their home as the reason they can’t start so things like “Oh he doesn’t want to get rid of stuff or he buys so much stuff” and it’s like...

Then how come your closet is the one that’s spilling over with yoga pants? It’s like, “did he buy all this? That seems kind of weird.” I find that’s the most common but also, I feel like the number two thing is like people want to wait to start until it’s perfect and I feel like we do that with everything like starting a business, you know, having another baby, whatever it is. You just need to start, you just need to do it because there’s never going to be a perfect time to stop everything.

You’re thinking about it like “I got to stop everything, everything’s got to be perfect. Wait to go to school, wait till some of the budget’s bigger for the course,” wait till whatever it is or someone will buy the course and wait like a year and it’s like, you could have been a year in. It’s not a life stopping thing, it’s just like girl, just start, just put in your calendar an hour a week, not even 30 minutes like 10 minutes – whatever.

It’s something, just start and the thing is that it’s a snowball effect with this, you gain momentum, you see that it’s working, you see more time in your day and you want to keep going. Really, it’s just home keeping, it’s going to create more time and more leverage in other areas of your life, there’s really no reason not to start right now.

I think those two are like the reasons that I see people like just procrastinating.

**[0:17:43.3]CS:** For sure. You know what was crazy? I’m going to just share this with you. I realized that I had a problem that I had too much stuff when I started traveling and going to different Airbnb’s and like looking at how people – other people lived and I was like “wow, there’s nothing here and it’s perfect,” you know? The plate thing is so true.

They have three plates or have four cups and that was like more than I needed and it was just like such an eye-opening experience.

**[0:18:13.1] AC:** Funny like you realize, sorry. I was just going to say, it's funny when you realize like "Oh you can just rinse the dishes and then use them for the next meal?" It's eye-opening and it's so simple, this little things like that are huge light bulb moments I think.

**[BREAK]**

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

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**[0:19:14.7] RP:** For sure, my college roommates, definitely wished I had found you back in the day. I was sourced.

**[0:19:21.0] CS:** That's funny.

**[0:19:22.7] RP:** Yeah, it's interesting because we don't know how other people live. We can see them for lunch even our closest friends but we're probably not over at their house every single day unless we're on the fourth grade. So do you think part of it is not even knowing? It's like what you don't know you don't know I feel like.

**[0:19:43.8] AC:** Yeah and it's easy to hide. You can have a birthday party for your kid and have everybody over in your house but no one is going to know that you got this secret clutter session happening in your closet or your hallway. One time I had a good friend and she – when everything took off and we had just done Good Morning America and all of that and she was like, "I have to show you something because I feel like it's going to ruin our friendship and I just need to get it out there".

She took me into her regular bathroom that everyone uses and pulled the shower curtain back and there was piles of toys and water bottles and extra towels and a set of dishes from Ikea that was still in the box. Just clutter right behind the shower curtain and it was so funny like I care. I don't care, do what you want but it's just funny that we have these little secrets and like you said, nobody will really know. It's really only bothering you.

There is a study that they did on the show that things like that literary cause depression and anxiety in female home owners. The men in the study were unaffected, the women were severely affected by just this subconscious feeling of "I know, I know what's behind the shower curtain. I know what's in the closet and it's weighing me down."

**[0:20:55.8] RP:** I'm venturing to guests that that is very shame related right? Because there is a huge orientation in our society to make sure that the woman is the cleanliness police or whatever and to know that you are not doing your duty, this is such a sexist statement and I don't mean it at all but I feel like that is something that I have heard over and over again in my friends and that shame that we might feel and the responsibility that comes from that and knowing that we are not doing that part. So yeah, that is such an interesting study that you said. I will have to check that out.

**[0:21:30.9] AC:** Yeah, if you just Google it, it's there. No you're fine.

**[0:21:33.6] RP:** Tell us about the fun things that you've been talking about. So you did Good Morning America, you had a lot of cool experiences. You started your business in January of 2016 so it's been a wild ride for you. What's that been like?

**[0:21:47.3] AC:** Yeah, at first it was very much creating the course. It was an answer to my very small audience at the time, really just asking for more details like is there something that you can create that would us through the A to Z because these blog posts aren't explaining every single thing and so I had found Mariah Coz of Femtrepreneur and really realized "oh my gosh this could really be huge" and I was raised by two entrepreneurs. I've always had that fire in me but I was in the middle of having my babies and not really thinking about that and so I started that.

I started creating the course and I launched it in March and the first month that I launched it, it beat my husband's monthly income which wasn't much but it was huge for me and so we got over excited and he quit so that I could have more time to start my business and we went through three terrifying months of just total faith like "somehow this is going to pull together" it was so bad you guys. It was very scary like we barely made it and there was nights where I was like, "We are the worst parents".

"We made a huge decision and a terrible mistake. This is awful" and there was this one day where I went to sleep and I woke up and my Convert Kit account had been shut down for spamming and there was \$20,000 in my PayPal and I had gone viral. It exploded, everybody bought my course at once and Convert Kit thought that I was like collecting all these email addresses wrongly and shut me down and it was so funny. I called them or emailed them and ended up getting on the phone with somebody and telling them what happened and they were just so excited for me.

It was a huge day, it was amazing and from that viral blog post there was links to my course in that and that led to everything and then Good Morning America saw that, ABC News which I think they're connected, we did that the same week and then Jenny McCarthy heard about it and then all these fun press things started popping up from the idea that kids do better with less toys or no toys and that this can set mothers free.

**[0:23:51.6] CS:** What did you think contributed to that virality? And also to side note, this is like what you were talking about before with the perfection. So many people are waiting for this to happen in their business before they start charging real money or doing their thing.

**[0:24:06.4] AC:** And if I had done that, I wouldn't have had \$20,000 in my account, you know?

**[0:24:11.4] CS:** So what do you think contributed to that crazy viral post? Is it where it was published or do you feel like it just got shared with the right person or is there something that you intentionally did I guess?

**[0:24:24.3] AC:** Yes, it was intentional. I had read a blog post by Nathan Barry. I think it was on Video Fruit and he was talking about what he called the extended guests post. So I had been really reaching out on my Mompreneur Facebook groups and getting all these collaborations and I was sick and tired of writing guests posts. It takes so much time and then leading to five new signups or whatever and so I had this one, I don't know if you guys are familiar with Robin Long from the Balance Life.

But she reached out to me and she was like, "I really want you to write for me. Can you have an awesome post for me by this date?" and I told myself this is the last one I'm going to do and I am going to research how to make an awesome guest post actually worth my while and I find that blog post by Nathan Barry and it was talking about how to strategically and passionately write about your topic and place certain things in the paragraph like punch lines and how to captivate them.

It really took me back to – I went about this and I wanted to be a writer and so it took me back there like, "Yeah, how come I am not applying what I know to my writing as a blogger?" and so I really applied myself. I let my heart leak out onto the page and the post was called, "How getting rid of my stuff saved my motherhood" and it was just really everything, the whole story. Just everything and I strategically placed things like "If this is speaking to you, I have something at the end of this post that is going to change your life" keep reading.

And then at the end of the post, there was a content upgrade that's directly related to the post and how you can get started with minimalism and the post went viral because of what it was, because of the heart behind it and because of its relate-ability and I am a writer and I do believe that's my strong suite, that's my thing. So it's a blend of those things and then having that content upgrade made it worth it. All the emails came to me, everything exploded. People were led to the course and that's where the virality went and came in.

**[0:26:24.8] RP:** So cool, so we'll have the link to that Nathan Barry video for your article that you mentioned. Good content there, that's awesome.

**[0:26:32.5] CS:** That also makes a lot more sense because when I got your bio I was like, "Most people mention their website but she mentions her course" that makes a lot of sense now. This

is so interesting. I think we have known a couple of people who have had things go viral through BuzzFeed and it's different but I don't think anything to this extent so that is so interesting. What was it like? Were you scared to do any of those media appearances or was it no big deal because you are a mom of four kids and you're like, "I got everything"?

**[0:27:05.7] AC:** Yeah, I feel like at that particular point I was so on cloud nine. The election was going on at the time, the pre-election and all the debates and my article had gone viral and then the first thing we ever did was Good Morning America and that aired the same weekend as the first presidential debate between Trump and Hillary and it was my feature that was trending on Twitter over the debate and that was like - I just had tears in my eyes like "what is happening."

And what it told me was that these women need this. They need it so bad and it made me even more like, "I'll take any interview" that was terrifying because I almost lost it because I was like, "You will sit still and be quiet" because my kids were in it and I was like, "I'll give you all the lollipops in the world just please don't cry. Don't poop yourself, don't do anything please, please" I have to bribe them so bad but after I've seen it trending, I was like, "I will do anything to continue this that they need this so bad over the debate I mean I will take anything" so I just started saying yes to everything.

**[0:28:22.0] RP:** That's incredible. I think that #momlife first of all. You have a really cool opportunity and your kids are trying to sabotage it but also the fact that you really saw this as not just like, "Oh yehey I am going to be on the news!" or whatever but to hear you shifted into this, "These people need this. I need to keep speaking because this is something that's so important that people are missing in their lives" and I think that that's what a lot of people are missing when then they are looking for media opportunities.

I hear people saying, "Oh I want to just get visible and I wanted to share my message" and that's great. I think everyone should have that but also it's not for the person that is speaking. It's for the audience too.

**[0:29:05.1] AC:** Right, to me none of this is – the whole business is founded on "I found a secret you guys and I want to share it with you because it works" and I never even had it as a business. I was just blogging about it. For five years I have blogged about it without asking for

anything and I didn't realize, oh my gosh I can help myself. I can change the world with my message and then again with all the revenue I bring in from this, I can change the world with my money. This can be something big that really reshaped the way women think when they hear the word momma.

**[0:29:36.8] RP:** That's powerful for your kiddos too. What's the impact of your business in the past couple of years spent on your family besides the finances? Obviously that is really important but what has been your relationship been like that's different?

**[0:29:50.2] AC:** Well my husband and I feel like and we talk about it a lot where the business has just a really special spot in both of our hearts because my husband and I really like each other. We've always been best friends. We've been through a lot together so I like him and I love him but the business relieved such a pressure on our relationship with always thinking about money. It just completely removed it so that was huge.

It was very surreal to be in a place where we don't even really talk about it. We don't have to think about it very much. It's just a very nice – like you were in the desert and the gate swung open and now you're in this green meadow, it's kind of like that. It's just really relieves a lot of pressure on us and my husband's home. He was gone all the time. He's home now. He runs the business with me. He does all the media and videography and photography and all of that and we work together every day.

Our family is literally together, all six of us all day every day and the business gave us that. So that has been so profound and it's really piggybacked on our philosophy of organic, quiet, less noisy, less toys, less stuff childhood for our kids. Being able to be together all the time has been really an addition to the way that we were raising our kids. I just feel like we have a really unique bond that I don't see in a lot of places.

**[0:31:12.8] RP:** That's so refreshing. I think a lot of people are probably triggered by your money story just hearing that money is not an issue for you guys and that is such a blessing. You have created something that is so powerful that people need it but also people who are sitting in a cubicle every single day who are doing that commute are probably like, "Oh my gosh

that's not my reality" as people are growing their creative empires, looking back on day one Allie, what would you say to her and what would be the encouragement that you give to her?

**[0:31:44.4] AC:** That's a really good question, I like that. I would say, there was so many times where it was such a joke. I felt like such a joke. I would remember standing, I will never forget and we moved to the Midwest a couple of years to start the business better and Southern California is not the greatest place to start a business and I remember standing outside in that driveway and we just went back and visited that house and I cried sitting and looking at that driveway.

I remember standing there and saying, "I am extremely wealthy, with my money I changed the world" and literally not knowing how I was going to eat dinner that night and I'm going to get emotional but I just want her to know that if you keep going, if you feel like a joke and you feel like it's never going to happen and you're scared and you are making a mistake, that is a lie. Keep going, keep doing it, speak the truth, speak the life, make the choice to continue to press through and speak life over yourself and your business because you have everything that you need to change the world. Sorry.

**[0:32:54.6] CS:** No.

**[0:32:55.0] RP:** A minute of silence, don't be sorry, holy cow.

**[0:32:58.0] CS:** It's so great to hear from people that are so passionate because we don't see that a lot. I think there's just a lot of jaded attitudes at a certain level of business. So for you to sit there and share with us what this is actually like and just be that real, thank you.

**[0:33:16.3] AC:** It's so hard. We were at that point where I was like, "Either you quit your job babe and come help me so I can keep doing this or it needs to stop" because it is getting to the point where the kids are suffering because I am working so much and that's what comes with starting a business and I think being a mom and starting a business is just a whole other ballgame. It is so hard without the kids to start a business, you bring that into it and I was floored by overwhelmed.

And here I am teaching something about how to remove overwhelm and it was so hard and so making the decision to leave and jump straight off of that cliff holding my husband's hand and jumping straight off, not seeing the results, the positive results of that right away was terrifying and standing out there and every morning with my coffee, praying over myself and my business, speaking those affirmations of truth and life over the success of my business that I haven't seen yet felt like such a joke.

But again to answer your question more directly to her, I would say from your cubicle speak what you say in your business is huge. What you say over who you are and what you're doing is huge. Speak it and believe it and do the task that will lead you to it and it will happen.

**[0:34:32.2] RP:** Oh man, wow that was really powerful. I feel like a lot of people needed to hear that. If you are listening to this, this is not a mistake. This is not by hop and stance I am grateful that you are listening to this because this message is for you. Wow, okay so how can people continue to have this conversation with you, continue to connect with you and just keep learning more from you?

**[0:34:55.1] AC:** Yeah, I always push people over to Instagram if they want me specifically. I don't delegate Instagram, it's all me, I'm really active there. I share a ton, I am really good at sharing my day to day life on the stories there and I really try to stay very open about what's going on with me day to day but my website is just [alliecasazza.com](http://alliecasazza.com) and you can find blog post, videos, the podcast, the course, anything that you want to move forward.

**[0:35:23.2] CS:** Perfect and that's Allie Casazza, so [alliecasazza.com](http://alliecasazza.com). Thank you so much for being here today Allie and I hope all of you out there, find some words of encouragement to go and build your creative empire.

[END OF INTERVIEW]

**[00:46:19.0] ANNOUNCER:** Are you ready to build your own empire? For more information, show notes, downloads, and tips on how to do it, head to [www.creativeempire.co](http://www.creativeempire.co), where you can find out more about this week's episode and the two lovely ladies behind it all, encouraging you to build your own creative empire.

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

[END]