

The background of the entire image is a close-up photograph of pink hydrangea flowers. A solid light pink rectangular area is centered over the flowers, containing the main text. At the bottom, there is a solid light pink horizontal bar containing the website address.

## Podcast #2

**WANT YOUR  
CREATIVE  
BUSINESS TO  
GROW IN 2019?**

HERE'S WHAT YOU  
NEED TO STOP  
DOING!

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Transcript

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CHRISTINAGREVE.COM

Hey there, and welcome to Episode number 2. I'm so happy you are here!

Today, I just wanna take a minute to give my thanks to all of you who listened to episode one. Thank you for all the heartwarming comments on Instagram, all the emails and for mentioning my show to your friends and followers. I know many of you did that via IG stories and I'm so incredibly grateful for that. It means so much to me and it makes me love my community even more than I already do! If that's even possible.

Starting a podcast has been something I've wanted to do for a looong time - in fact, all of last year it was on my mind every day. I'm a huge podcast fan myself because I love that I can listen while I get ready in the morning when I'm driving the car, cooking in the kitchen, walking the dogs or soaking up the sun. It's such a great way to take in new knowledge and to be inspired and I think it's an incredible way to connect with like-minded people as well.

So why did it take me a year to create my own podcast? To be honest with you, I fell into the trap of thinking that the podcast scene was already oversaturated. And I was unsure if I could bring something new and worthy to the podcast scene. I think this is a trap so many entrepreneurs fall into before starting something new. We get scared that our effort will not pay off, that no one will care about what we do or that we will not be good enough.

If you know this feeling feel free to put your hand up in the air or nod your head. This is such a normal feeling! It's always scary to enter a new territory no matter who you are because in doing so we are leaving our comfort zone, right. But the thing is that if we want to grow personally and professionally we do have to step out of this comfort zone and take some chances.

Real growth is happening when you face your fears and learn new things, and I had to do both to make this podcast. I had to learn the technical part of making a podcast, how to get it on iTunes and what recording gear to invest in.

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And also I was not sure if my spoken English would be good enough. For those of you who don't know me, I'm from Denmark - a tiny country in Scandinavia and even though I know English very well, there are just some words that are very difficult for me to pronounce.

Even the word pronounce is hard to say. It's like my tongue won't cooperate and therefore I sometimes have to be very patient with myself when it comes to speaking English.

But I finally decided that doing a podcast to serve and help my community was more important to me than feeding my insecurities. So here I am doing episode number 2, and I'm truly enjoying it. So thanks so much for supporting me and for tuning in.

Before I get into today's talk about what not to do in 2019 in order to grow your creative business, I just wanna remind you that I have a Free membership club, full of wonderful free resources about photography, blogging, Instagram, motivation and creative inspiration. Once you join you get access to a free 5-day photography course for beginners as well as mini-trainings and downloadable e-books. It's 100% free and you can subscribe via my website. I often add new exciting stuff, so if you don't wanna miss out, don't forget to join. I will link to the subscription page in the show notes.

Another Important thing I want to mention is my upcoming online program called Optimize Your Creative Life. It's a 6-months business program for creatives who want to turn their passion into profit and build a solid, soul-driven business. The doors are closing in just a few days and it's the only time in 2019 that I'm running this program as a group course along with coaching and support. So if you are thinking of starting a creative business or if you already have a business and need help growing it into a thriving empire. I'm here to help.

I have 20 years of experience as an entrepreneur, so I know all about the struggles, frustrations and insecurities you face when trying to build your brand and business. With this program, I give you my complete blueprint, to copy and implement to fit your unique business and I will be there to help you every step of the way. You can read all about the program on my website and of course, I will link to the course info in the show notes.

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Alright, let's move on and talk about what you should stop doing in 2019 to actually grow your creative business. So many people will tell you what you should do, but I think that sometimes it's good to focus on the opposite; what you should not do. What to let go of plus what to eliminate from your life. You see growth isn't always about what you need to start doing. Sometimes, you have to consider what you need to stop doing. It's about creating space for what's most important. And it's about simplifying things.

For me, it's something I think a lot about in my own life. I'm very keen on decluttering my life and eliminating unhealthy habits so I can truly focus on what matters most. It's all about cutting out all of the "fluff" so you can save energy and take action on what needs to be done. So let's dive in.

### **#1: Stop Treating Your Business As A Hobby**

Let me just start by saying this, if you have a creative hobby and it is just something you do for fun and pleasure and you have no intention of running a business, by all means, please continue. But my guess is that if you're listening to this podcast you are ready to grow your business. You are serious about getting real results and take it to the next level. And when that is the case it is crucial that you stop treating your business as a hobby.

I meet so many wonderful and talented creatives that are doubting themselves, their talents and their skills, and therefore they are afraid of taking ownership of their expertise or their rights to call themselves professionals. And I completely get it. Because I did the exact same thing when I was starting out.

Before I got into photography I worked with psychology and coaching. I had my own coaching practice for 10 years and I was super dedicated to my work. But at some point, I found the need to take up a hobby and do something creatively. And more or less by a coincidence, that hobby became photography.

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Little did I know how much this hobby would actually change my life. A year later I had fallen completely in love with photography and it had taken over so much of my life. I'd already gotten my first clients and I knew I had to make a career decision. I was at a crossroad. One path leading to a life I knew very well, with a steady income, the other path leading to the unknown.

The unknown was scary for me. Even when I finally took the big step, closing my coaching practice to start up as a photographer I kept treating photography as a hobby. Why? Because as a self-taught photographer I felt unworthy of entering this field. I felt very much like an intruder. "Who was I to think I was good enough to succeed"? "Who was I to think I could make this work?". For a long time I couldn't even say out loud; "I'm a photographer"! I actually said "I'm just a person with a camera!"

It wasn't until a Magasin editor one day confronted me about what my insecurity did to the people that wanted to work with me. She said; Christina you know what; people want to hire a confident photographer so they can relax and feel secure. They don't want to hire someone who doesn't believe in themselves or the value they deliver. And that's when I realized that I had to step up. It was a decision I needed to make within me. It was a mindset decision. I had to make a conscious decision that I was a photographer. That I was allowed to take up space in the photography world and call myself a professional. That decision changed everything for me.

When you embark on a new career path you have to allow yourself to take up space in that industry. If you hide or feel like an intruder you will get nowhere and you will scare potential costumers away. It's almost like clients can smell your insecurity from fare away. So in order to grow your business, you need to lift your head up, trust yourself and step into the arena with confidence. And if you're worrying that this will turn you into an arrogant, unlovable person - trust me it won't. Even the fact that you worry about this tells me that you don't have to worry about this. Allowing yourself to shine will just make you more charismatic, likeable and attractive to your audience and clients. Does it make sense? I hope it does.

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Here's the thing; if you want to convert your passion into a thriving business, the only way to succeed is to make the business your passion. If you stay in your comfort zone, you stay in a place where dreams go to die.

And you don't have to leave your day job (if you have one) to stop treating your craft as a hobby. But, while you are working on your business in the evenings or on weekends, you need to do it with a mindset fit for an entrepreneur. You might be a newbie taking your first steps into running a business and that's totally okay. But you owe it to yourself to take what you do seriously. And you are allowed to take up space in a new career field. You don't have to wait for anyone giving you permission. You are the boss.

## **#2 Stop Procrastinating What's Important**

Okay, if you never procrastinate you must be a very special breed from another planet. We all do it from time to time, right. It's super normal. But here's the fact; the amount of how much or how little you procrastinate will be directly linked to your business growth or lack of it.

If there's one thing you need to know about procrastination it is this; Procrastination breeds self-doubt like nothing else. In fact, if I could give you just one huuuuuuugely valuable advice in business and in life it would be to stop procrastinating.

We are all guilty of failing at doing something that we promised ourselves that we would do and then we didn't. Luckily it doesn't mean that there's something wrong with you or that you somehow are broken. Because the good news is, that procrastination is not part of your personality – it's not who you are! It's nothing more than a bad habit. And though that habit can be hard to change, changing it will boost your confidence and improve your life tremendously.

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If procrastination is something you struggle with I recommend that you stop blaming yourself for it. Because when you blame, shame and criticise yourself it will only keep you stuck in the procrastinator spiral. And the spiral goes like this: you procrastinate, which makes you doubt yourself or perhaps you get angry with yourself, which then weakens your confidence and then you procrastinate even more. It's a sadistic cycle.

Procrastination has the power to leave you frustrated, sad and tired which then spiral into even more insecurities. When we get angry with ourselves because we procrastinate it can be a bit like struggling in quicksand. The more effort you put into blaming yourself, the deeper you end up sinking. Does it make sense? So why do we procrastinate? There can be many reasons for this. But let me just say this; it's not because you are stupid or even lazy. Maybe you are a perfectionist. I know many creatives are - myself included. But if you let your perfectionism control you, you will most likely be prone to procrastination. Perfectionism limits action and progress. It makes it hard to get things done.

Or maybe you feel unclear about how to get started? Maybe the task that lies before you seems daunting, complex, boring, difficult or overwhelming?

The key to beating procrastination is to find out what your specific reasons are for doing so, and then addressing them at the core. Do some self-evaluation to investigate why you avoid getting things done, even if you know it's important to you. You can do this simply by asking yourself: "why am I procrastinating this? What am I afraid of or what is it that I'm trying to avoid? And then whatever the answer is, be mindful about bringing kindness to yourself. When you give kindness and support to yourself you will instantly feel more motivated and energized to get stuff done.

So whether you procrastinate doing a podcast, starting a youtube channel, a blog, creating a course or simply posting something on social media just give it ago. I mean what's the worse thing that can happen? That you fail? So what! You're entering a learning curve and you can't do everything perfectly from day one. We all learn as we go, right. And I personally believe that if you can touch just one person with what you do, your effort is rewarded in a big way.

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And what we often conclude along the way after starting something is that "I should have started this a long time ago". Why did it take me so long, it's not even as hard to do as I imagined. Another very simple and mindful way to eliminate procrastination is to start each day with a promise to yourself; "Today I love and respect myself enough to take action on what's most important in my life and in my business".

### **#3: Stop Wasting Your Energy On All The Wrong Things**

This is all about limiting interruptions, time-wasting activities and energy-sucking vampires. It's time to say NO to everything and everyone that makes you feel awful, used, stressed out or abused. To create the life and business you desire, you need to focus on what's most important to you. And to make room for what matters, you need to clear the way and remove all "clutter". Don't waste your time following other people's agenda – follow your own path. Do what makes you feel alive, happy and full of energy.

We all know how busy life can be and while you are racing to the finish line, making plans, keeping up and getting by, your extraordinary life is waiting for you on the other side. Now is a good time, to slow down your pace and make sure you're spending time on the things that bring you fulfillment. When you remove everything that doesn't matter, to make room for the things that matter, you align your lifestyle with your values and you stop compromising in an effort to make room for all of it.

So many people feel that they are surviving rather than thriving and if this is you, know that your first step in changing this is to take a good hard look at your life. The sad truth is that many people spend most of their day doing things that bring them NO joy. I mean we all have to do things we don't really like. Sometimes I need to do laundry, sometimes I need to scoop dog poop off my shoes and sometimes I need to do my taxes. But the key is that you are aware of spending the majority of your day doing things that bring you closer to the life you wish to live. And to get to that place, you must begin to eliminate as much as you can from the life that drains you.

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I remember a personal turning point for me was when my kids were in school. They are all grown up and in their twenties now, but at the time when all three of them were in school, I was very dedicated to being part of their school system. I was a member of the parent board in each class, I went on every field trip, I was volunteering for practical everything from baking cakes, to hosting parties and cleaning up on the playground. I spend countless hours doing this because I had a belief that, that was what a good mother would do.

But I was actually suffering not only because I ´m highly introvert and therefore it often drained me being so social with people I hadn´t intentionally chosen to be in my life. I was also running a business and everything I did at the kid's school was time away from growing my business.

I was afraid that if I stopped helping out at the school, people would judge me as a bad mother. So you see, I was letting that fear keeping me from living my life the way I wanted to and it did not make me happy.

When I finally stopped pleasing everyone I suddenly had so much more time and energy to create the life and business I was excited about. And that´s when my business really started to grow. And another great benefit that came with this decision was that I also freed up more quality time to spend with my kids. You know real one-on-one time. I tuned into a much happier mom, that´s for sure.

So before we move on I want you to consider what interruptions, time-wasting activities and energy-sucking vampires you need to reduce or eliminate from your life? And remember, you don´t have to make big changes and eliminate everything and everyone that drains you. Just take one small step - that´s a beginning. And when you harvest the benefits of that decision you are ready to take the next step. Alright.

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#### **#4: Stop Focusing on Likes & Popularity**

Do you sometimes compare your creative work to what other creatives show on Instagram and then get discouraged? Do you sometimes get a little too obsessed with how many or how few likes you got on a certain image you posted? If so you're not alone...We are all guilty of being affected by this.

Even though we know that what we see on Instagram is not always reality we can sometimes trick ourselves into believing it is. Sometimes the photos are styled just for the sake of Instagram and often it's just a small peek into a moment of that person's life - it's not a reflection of their entire life situation. So if you sometimes find yourself feeling envy or jealous, remember that you should never judge a person on their Instagram grid. It's not fair. Behind every Instagram profile, there's always a real person with real feelings just like you.

Measuring your success through comparison is a recipe for letting yourself down. Why? Because...Creating art is not a competition, someone does not have to lose for someone else to win. Comparing is not productive - it's often the opposite. Comparing yourself to others takes up your precious time and headspace and it kills your creative energy like nothing else.

When you compare yourself to your competition or tailor your business to match other businesses in the field, you're forgetting the ONE thing your business has that no other businesses have; YOU. Your secret sauce is YOU!

Build your business around your own unique talents, ideas, and vision, and you'll ensure that not only will you stand out; you'll also do the work you love and were meant to do. Instead of wasting valuable time comparing, focus on being more creative and having fun with your craft. So if you're currently following someone on Instagram or another social media platform that tends to drag you into the comparison trap just unfollow that person. It's much more healthy for you. Strive to only follow creatives that boost your creativity.

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I absolutely love Instagram myself. I use it as my creative outlet for my photos and my writings. More and more I use it as a second blog, so my captions tend to be pretty long. Some people don't like that and some people will never take time to read it. And I'm totally okay with that.

I write first and foremost for my own pleasure. I never write a caption to live up to something or to please others. I write only when I got something on my heart and therefore it gives me so much joy. I'm posting when I want and what I want. I don't have a specific plan or schedule. But it wasn't always like that.

I used to be much more concerned about my images looking cohesive as well as posting on the popular times. I tried to follow what all the gurus out there said I needed to do to grow my following.

But in doing so I got no growth and my creativity suffered from this. But when I started to shift things; posting for my own pleasure, and focusing on connecting with like-minded, commenting and building relationships, that was when I started to see growth on Instagram. Today, what I love most about being on Instagram is connecting with my community. It gives me so much joy and energy.

So I want you to remember, that you have a particular set of gifts and talents that are unique to you. Comparing your life, your personality and talent is a waste of your gifts. Focus on the process of creating your photo. Imagine there are no rules, and just like a child, allow yourself to play with new fun ideas. Who cares what it looks like if you had fun creating it! It's the quality of life that matters – not how it looks on the outside.

Take your power back and decide to post for your eyes only – and for your own pleasure! After all your Instagram account is yours right! Post photos that make you feel happy and creative. Have fun with it and do it for you – don't post photos to try to please others and get more followers. It will only make you feel stressed and detached from yourself.

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## **#5: Stop Avoiding Selling Your Products & Services**

Have you ever heard someone say that "it's not spiritual to want money", or that "it's selfish to want money"? For a long time, I bought those ideas. I thought that if I raised my prices, people would see me as greedy. I believed that if I talked about my products and service, I would be seen as aggressive and pushing. I can tell you from experience that this is probably some of THE MOST destructive beliefs you can have as a creative entrepreneur.

The reason is this: if you don't charge what you are worth and if you keep avoiding selling your amazing offerings you will end up with no business at all. No INCOME mean no BUSINESS. If you want to make a living doing what you love. If you want the freedom to live your dream life as an artist and creative entrepreneur, guess what? You're going to learn to love selling and accepting money.

My point is that selling and making money isn't something to avoid. In fact, it's what will change your life. Charging what you're worth doesn't make you greedy. It makes you confident and respected. Making money doing what you love, doesn't make you less spiritual or less creative. The truth is that money makes you more of what you already are. If you're kind and helpful as poor, you'll be even more kind and helpful when you have money.

Deep down, most people don't believe that they "have what it takes to live a rich life or become wealthy." That's why most people struggle with money. It's not because of a lack of willpower, intelligence, or creativity. It's because you have already pre-decided what level of success you are able to achieve.

So to change things around, you have 3 options. You can do nothing and let go of your dream. You can keep hustling and struggling. Complain and feel sorry for your self. Or you can ADAPT and change your beliefs around money and selling.

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Think about it...When you're not selling enough, when you're not getting fully booked, do you tell yourself that it's a sign that people don't want what you offer? That you're not good enough? Or is the real obstacle that you're avoiding putting yourself out there? Is the real obstacle that you avoid selling because it feels like you are forcing your products onto people?

You have to promote yourself. And you got to learn how to love selling. Selling is not about being annoying or trying to force your products on someone. Selling is LOVE. If you love what you do, all you sell is LOVE.

Selling is sharing inspiration. If you feel inspired to inspire others, all you sell is inspiration. Selling is storytelling. Forget icky sales emails. Talk about your journey. Share how you got from where you were to where you are today.

And last but not least, I want you to know that when it comes to selling you need to do it continually for a period of time. Because, for people to buy from you they have to first get to know you and trust you. So that means that statistically your client has to be in contact with you up to 7-11 times before they buy from you. So bring in a lot of patience when selling your products and keep mentioning what you offer many times.

There you have it. 5 things you need to stop doing in 2019 in order to grow your business. I hope this was helpful. If you enjoyed this podcast and want more episodes in the future, be sure to like this podcast, give it a 5-star review and share it with your friends. And if you have any questions for me that you would like me to answer in an upcoming show, simply shoot me an email. I always love to hear from my community.

Before we go, I want to thank you from the bottom of my heart. Thank you for being here. Thank you for listening and thank you for being you. You are amazing.

Love, Christina Greve

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