

Hey Friends.

We believe in accessible content and making sure that anyone who wants to learn from these episodes should be able to. In order to support this, we've had every episode of Season 3 transcribed. The transcriptions are linked below - you can access them by episode name or read/print this whole document to get all the information at once!

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EPISODE 201: SEASON OPENER

Dannie Fountain:	00:01	Hey, friends! Welcome to Season Three of the Side Hustle Gal Podcast. I am here with Caitlyn and we are hanging out to kick off the season for you. We are so excited about the guests that we have lined up. Some folks that I've had an internet crushes on for a while. Some folks that Caitlyn's had internet crushes on for awhile. People who sell their goods in urban outfitters, people who do cool projects with major companies, people who've traveled the globe on behalf of big brands and they all either started or are side hustlers. That's, I mean that's the dream.
Caitlyn Allen:	01:11	The people that we're talking to are frickkin' amazing, like the conversations that we're about to have are going to be super helpful. Hopefully for any of you guys out there who are side hustling or if you have side hustled in the past, I'm sure you'll throw up your hands and say men because the conversations that we're going to have are just so much fun and so insightful and hopefully we'll have tangible takeaways at the end of some of them. Hopefully you'll feel like you're just talking to your besties, hanging out with us. And yeah, I, I just hope that you guys have fun with us on this journey this season.
Dannie Fountain:	01:58	I'm also just really excited because I think that the voices that we've curated this season, are voices that we haven't heard a ton from.
Caitlyn Allen:	02:08	Yeah. Some of these people I had never even heard of until we decided like, hey, we should reach out to these people or they've reached out to us. Man, there's some of these people are doing really cool, really different things. Um, one of our guests does fitness routines around moon cycles and periods cycles. That's going to be really interesting, like Dannie said, one of them does backpacks and she's traveled the world and that's just so cool. But yeah, the, the conversations that we're going to have with people who we haven't really heard from in our industry,
Dannie Fountain:	02:51	And I think that's so important. I mean, as someone who is a guest on a lot of podcasts, I get kind of sick of telling my same story over again. I made a playlist the other day of all the podcasts episodes I've been on and I've been, I'm like north of 20, and I feel like there are 15 minutes in all of those podcasts episodes that are the same. So I'm excited for you all to hear some new voices. I'm excited to get to hang out with Caitlyn and all of the recording of this. We've got episodes coming for you until mid October. Yes! And I'm just ready to get back in it. A little personal update for you. It's been a year and a half, almost two years,

which is crazy, since our last season and a lot has happened, I am two years into Google now. I moved back to Chicago. I'm dating a boy. Uh, so lots of change for me and I mean, what's different for you, Caitlyn? Being, I mean, being full time is a big one.

- Caitlyn Allen: 04:03 Yeah. So I'm no longer Americorps. I went full time with my business. I moved away, I live alone up in Phoenix, from where I had been living. And like I'm doing this on my own and it's so crazy. Um, the different things that I've gotten to experience doing this and how much my business has pivoted since starting my side hustle. Um, and now I am still side hustling to an extent. I do website design on the side and yeah, being a side hustler is kinda near and dear to me, thanks to Dannie. So yeah, there's been so much that's changed. I guess both, you know, with my business, but personally, and I know for Dannie that's 100% true. And especially being an entrepreneur in the creative space, you know, there are ebbs and what is it not ebbs and flows. Um, okay, of like, how stressed out you are about your business versus how stressed out you are about personal stuff. And something that I hope we get to talk to, uh, talk about this season is how our personal life can affect how our business looks and how our business operates in different seasons. So that, yeah, I think that's something that I've really, really tried to work on as of late in my business and, my personal life. So yeah, I Dannie, we've changed so much.
- Dannie Fountain: 05:52 So I think honestly with that we are going to shut up, sit back and we will see you next week for the first guest episode of season three of the Side Hustle Gal Podcast. In the meantime, come find us on Instagram @dannielynnfountain and @caitmallen, and just join in the conversation. We'll be posting about the guests each week. We'll be letting you know what's going on, giving you their bios, giving you their history, and it's just, gosh, it's going to be a ride and we are so here for it.
- Caitlyn Allen: 06:32 So here for it and I'm so excited that you guys are tuning in, so definitely shoot us a DM and yeah, I can't wait to talk to you!
- Dannie Fountain: 06:43 And that's it for episode one. See next week folks!
- Caitlyn Allen: 06:47 See you next week.

EPISODE 203: SEASON OPENER

- Speaker 1: You're listening to the Side Hustle Gal podcast, with your host Dannie Fountain and Caitlyn Allen.
- Dannie Fountain: Welcome back to the Side Hustle podcast. Today we have Matilda Sandstrom man. I'm so excited to be chatting with you today. We connected via email a while ago and you actually recently provided backpacks for an event at the Google Chicago office. Didn't you?
- Matilda Sandstrom: Yeah. Exactly.
- Dannie Fountain: Yeah. Lovely. Cool. With that you said, how about you tell us what your side hustle is, a little bit about what you do and whether it's a side hustle or full time now.

Matilda Sandstrom: Yeah. I'm Matilda and I am the Co-founder of Adventurous Backpack Company, together with my husband Kelly. And so we design and make backpacks for travel, hiking, every day life. And for every backpack sold, we provide 25 meals to families in need across the US.

Caitlyn Allen: Wow. That's amazing.

Dannie Fountain: That's so cool. And so I also need to point out that she's done some really cool stuff. She is included in success magazine's 30 under 30 for this year, and she's been featured in Forbes, Tavel Channel, Women's Day, Bustle, ABC, Disney, and so much more. And you're only 24. I know you're full time now, but talk to us a little bit about kicking things off with it being a side hustle, how you got such great PR coverage and when you made the call to take it full time.

Matilda Sandstrom: Yeah, so we started about a year and a half ago. And at that point we were really-

Dannie Fountain: Hold on. You started a year and a half ago.

Matilda Sandstrom: Yeah.

Dannie Fountain: You're already full time, you already have amazing PR coverage like this. This is incredible. Okay. I'll shut up now. Go ahead.

Matilda Sandstrom: Well. Thank you. Yeah. We started about a year and a half ago, September of 2017. And at that point we were really, both Kelly and I were in between jobs. We saw it as a great opportunity to just start something, so we launched a company and at around the same time I started working as a nanny. And so that was like my main thing and then the backpack business was my side hustle and well, side hustle but still being like basically 24-7, which is how I think it's for most people that was our side hustle. Yeah.

Matilda Sandstrom: And then we were trying to grow organically and eventually, it got to a point where it made sense to start transitioning into doing it full time for both of us. Kelly first and then me eventually and yeah. That's where we're at right now.

Dannie Fountain: That's amazing. What is the source of inspiration behind this company and behind all of the giving back that you're doing with it?

Matilda Sandstrom: The giving back part really came to us when we were traveling ourselves. Before launching the company, we went on this big backpacking trip around the world. We went to South America and Europe primarily. And during our travels, we realized that there're so many people just around the world in all cities that we went to, that are just like in need of help. And we just felt that we're getting so much from traveling, we get to spend time in these people's cities and we just wanted to do what we could in the moment to give back.

Matilda Sandstrom: And so we would walk into grocery stores and buy fruits and bread and water and just make little meal packs. And then just hand them out, because we were exploring anyways, so might as well just hand out meals while we were walking around. We did that and then we really felt like we wanted to keep doing something once we got back to the US. And so I'm from Sweden and I've been in the US for five years now, but we visit my family a lot and go to Sweden.

Matilda Sandstrom: And so we were inspired by the Scandinavian minimalist design, especially Kelly from having never seen it before to like being super emerged in it. We really were inspired by that, and we figured that, in Sweden you wear like a backpack, isn't just like this technical thing to carry your

things in. It should look good and it should fill its function but also be good looking. You should be able to take it to the bars.

Matilda Sandstrom: We just wanted to make something with that Scandinavian minimalist design, and once we realized that we could combine the giving meals from backpacks like we did on our trip, with this like this design idea that we had, that just clicked and we were like, let's go for it.

Caitlyn Allen: I have a question. I mean, I have a marketing background I have to ask this question. I am also a backpack user, I don't carry a purse. The backpack space is so crowded and like on the road full time backpack space is so crowded. I feel like I see a Kickstarter every week, for a new backpack that's going to solve some nomad person's problem. How are you and Kelly and this company standing out in such a crowded space?

Matilda Sandstrom: I think we were blessed with not knowing that. When we started, we were like, we were really looking for a backpack for ourselves, and the problem we had was that we couldn't find something that looked good with high quality and under \$100. We just couldn't find that. We just set out to ... like we're like, it's fabric and zippers, it shouldn't be so expensive.

Matilda Sandstrom: We set out to make something for what we were looking for and we figured other people must have the same like problem if we're having it. We really just like went off of a gut feeling and yeah, made something. And our main point is that, we're giving back as part of it, because we wouldn't feel good about creating a company and contributing to like the community without giving back. And then we're also under \$100 so they retail for \$65.

Caitlyn Allen: Which is such a good price point. I mean, it's good for college students, it's good for nomad folks and it's good for professional folks too. I think you really did a good job of finding the sweet spot there.

Dannie Fountain: Yeah. And I love the giving back aspect. I feel like that's why I would spend \$65 on a backpack. Like to me, I've always been real cheap with my backpacks, but knowing that I'm like helping feed families, just sets you apart from a lot of the other backpacks that I've seen. I know that you said that you guys are fairly new in this game. What are some mistakes that you have made in your business?

Matilda Sandstrom: First of all thank you for all the kind words you guys and yeah. We went into this ... neither of us have any experience in anything that has to do with sewing backpacks or making a product. We didn't have any like product design experience, we didn't have any like marketing experience, so we went into this like, we just jumped in with both feet and we're like, whatever, it's going to be fine let's just do it.

Matilda Sandstrom: We did have a lot of things that we had to learn along the way and that at the moment that like huge like problems and mistakes, that we had to overcome. For example, like when we first started like the company and we're placing our first large order of backpacks, we sat down with like a pencil and paper and just sketched up like a design. And then we got samples made and we had to see if there were good or not and so we used the Alibaba website that connects you with like factories.

Matilda Sandstrom: And so eventually we found a factory that had all the standards that we wanted our backpacks to be made with and were conditions and high quality backpacks. And then, so we were like, okay, let's go for it. We're just going to order. We started with ordering like, I think it was 750 backpacks and we placed the order and then we were like, wait a minute, that's like a ton of boxes. Do they just show up on like our doorstep or like, how does this work? We had no idea we're like, wait, it's like online shopping, just like place an order.

Matilda Sandstrom: Apparently you need like a freight forwarding agent, it's going to come to a port somewhere in the US, and it's like this whole thing. We just started Googling like, how do you accept an order from China? And it was like a huge process, so that was like that's how it's been for us. And we love saying yes to things, so we always say yes no matter what. And then we figure things out as we go.

Dannie Fountain: I love that.

Caitlyn Allen: That's cool. I'm interrupting you Caitlyn. I'm sorry. [inaudible 00:10:19] I'm a huge Shark Tank watcher and you'll see companies go on shark Tank with like dozens of product skews. And for the listeners, if you haven't checked out their shop, they sell three things. A backpack, a tote and a beanie that's it. And you're doing all these amazing things you've given back over 100,000 meals. What made you guys decide to keep it simple and do you think that keeping it simple has been part of like your meteoric success?

Matilda Sandstrom: Yeah. We really had the one backpack design, which is like our main product. And that's like what we're trying to spread and that's what we're trying to get into stores and all that stuff. I think that starting with one like item that people can start like recognizing and then people can start connecting with your brand is a good way to do it, because it doesn't get lost in like a crowd of a bunch of products. It's like, oh that's the backpack that's it, that's them.

Matilda Sandstrom: We are going to be getting a smaller design and a larger design at the end of this summer, which we feel we've worked on for a long time, because we don't want to put something out there that we're not 100% happy with. We're focusing on products that we can really be proud of and we're not into like fast fashion. And that also goes together with the fact that we have like a lifetime guarantee. If something happens to your backpack, if you want us to, we're going to try to fix it, if not, we're going to replace it. We really want to make stuff that like you can have it forever,

Caitlyn Allen: Which I love. I, four years ago now, bought an away suitcase and they have that same guarantee, it's like lifetime guarantee. And when I bought it, I didn't see that as a selling feature. But in hindsight, I've had the same suitcase for four years. It's traveled damn near a million miles. And I say same suitcase, but actually I'm on my third one, but I haven't paid to buy like three suitcases. I paid to buy one suitcase.

Dannie Fountain: Wow. That's so valuable.

Matilda Sandstrom: Yeah. You shouldn't have to like spend your money over and over again on like the same product.

Dannie Fountain: Yeah.

Caitlyn Allen: If you think back to when you were first side hustling and you were juggling your nanny job and Kelly was juggling his work, you said, which is so true it's not really a side hustle, it's a 24-7 thing. What like boundaries did you set for yourself once you went full time so that you didn't just continue working 24-7?

Matilda Sandstrom: It's really hard actually to set boundaries especially when you're working with your spouse. Because if I have like this idea at 2AM he's like right there, I can just tell him, so it's hard to like not talk about it. We do try to sometimes not talk about it. I think that good boundaries to have is that, we really value family time, so whenever we're with my family or his family, we make it about spending time in the moment. But we're so excited about the company and we're so, like it's our biggest passion and hobby. It's hard because we don't mind talking about it, if that's all we talk about so be it we enjoy it, so, oh well.

Dannie Fountain: Yeah. That's what I was going to ask like along the boundaries is like, because you guys are a couple and you're probably most of the time always together, is there a way that you guys separate throughout the day to get work done? Like you focus on something and he focuses on something. Like how have you guys figured out that and not getting annoyed with each other all the time? Because you're literally 100% of the time working together.

Matilda Sandstrom: Yeah. The not getting annoyed at each other is the hard part. It's like every like five minutes, there's a new decision we have to make and we're not always agreeing, which means we have to try to convince the other person that our way is better. It's really, that's a hard part, but we always in the end just see it as like, we're a team, so whatever is best for the team, is what we're going to do. And we both know that the other person also wants the best for the company, so we know that we have good intentions.

Matilda Sandstrom: One thing that is really good for us, is that we have very different like personalities and also very different like things that we're good at and bad at, so we compliment each other. The things that Kelly does really well, I like, I have no clue how to do, so we have like different tasks, although we're both equal parts of working and all that.

Dannie Fountain: You've been to a lot of places? Where's your favorite place? Why do you like it? And if a listener wanted to go visit, what should they see?

Matilda Sandstrom: Like I always say is that my favorite place is always the place I'm in. Like if I go-

Dannie Fountain: True though.

Matilda Sandstrom: Yeah. I know right? Because you're like so excited to be there. But one place that really stuck out to me was this tiny village in Switzerland called [inaudible 00:16:29]. It's like up on the mountain side and you have to get there by Gondola. It's like a no car town and it's like so cute and there people that have like their little farms and you can walk into like their barns and to the houses and you like get cheese and milk fresh out of the fridge and then you just leave money there for them. It's crazy, it's like [crosstalk 00:16:55].

Matilda Sandstrom: I know. It's awesome. I would recommend going there if you want to go to like a Swiss mountain town, which I think a lot of people [inaudible 00:17:05]. You just get there by train, it's really not that complicated. And then they're like great hotels and stuff that you can stay at that aren't too expensive, so it's awesome.

Caitlyn Allen: I think I know where our Side Hustle Gal vacation is coming.

Dannie Fountain: Do you think I know where we're going? No.

Caitlyn Allen: That sounds so cool.

Dannie Fountain: That sounds amazing. Talking about eating weirdly enough, if you could have dinner with anybody in the world or past or whatever, who would you have dinner with and why?

Matilda Sandstrom: Wow. That is a hard question. Let me think. I have thought about this a lot because I feel like this question is like a question that people get. And when you hear other people's answers you're always like, what would I answer? And then I'll you're like, I don't know. I think anyone that is like a role model for me. Let me think. Barbara from Shark Tank [crosstalk 00:18:21] and she seems so like feisty, but at the same time like kind hearted. I would love to have dinner with her and just pick her brain and hear everything that she has to say.

Dannie Fountain: That's such a good answer. I was telling someone the other day, like the Shark Tank principle of like giving a shark enough equity, that they want to pick up the phone and I feel like every time she structures a deal, she's asking for enough equity where she's going to be a really strong partner. And I feel like sometimes the other sharks will take like single digit equity and then it's like, am I really going to pick up the phone when I own less than 10% stake in this company?

Matilda Sandstrom: Yeah.

Dannie Fountain: Barbara. That would be cool.

Matilda Sandstrom: Who would you give to answer? Do you have an answer for it?

Caitlyn Allen: I used to say, I would choose someone who like has been in that state of hustle and has felt the burnout. Like Jerry B for a super cliché answer, but like Danielle Laporte, Marie Forleo, someone who we all look at and we're like, shoot, they're so far ahead of us, but really they're like 20 years deep into the hustle. And we don't realize that there's so many years ahead of us. But I actually would choose Mark Cuban if we're going to talk shark team.

Matilda Sandstrom: Really. Yeah.

Dannie Fountain: I would definitely choose Oprah. Like I know she's just a boss ass bitch. And like she's amazing, so that's who I would choose.

Matilda Sandstrom: It's true. You could learn so much from her, I feel like.

Dannie Fountain: Yes, definitely.

Caitlyn Allen: Wrapping up the episode, tell us where we should follow you on Instagram, where you're going next and where we can find your backpacks.

Matilda Sandstrom: Yeah. On Instagram, it's @adventurousbackpacks and what's next for us is, other than the new designs that are coming, we're actually going to start selling at Urban Outfitters starting July. That's-

Caitlyn Allen: [inaudible 00:20:33]

Matilda Sandstrom: Thank you. That was awesome for us when we got the word of that. And then we're going to have some new colors as well on our classic backpacks, so this summer is going to be very exciting. A lot of stuff happening and then if you want to check out the backpacks, just go to adventurousbackpacks.com.

Dannie Fountain: And we'll be linking that in the show notes.

Caitlyn Allen: Yes. Amazing. And since this podcast episode will be going live this summer, check the show notes that we might even have the Urban Outfitters listing linked for you, so you can check that out too. Well, thank you so much for hanging out with us. I feel like I learned so much. This was awesome.

Matilda Sandstrom: Thank you both so much for having me.

Dannie Fountain: Thank you.

EPISODE 206: SEASON OPENER

- Speaker 1: You're listening to the Side Hustle Gal Podcast with your host Dannie Fountain, and Caitlyn Allen.
- Dannie Fountain: Hello everyone and welcome back to the Side Hustle Gal Podcast. Today we have Hailey Dale here today. I'm so excited. We've been following each other on the internet for what feels like years. It has been years.
- Hailey Dale: It has been years.
- Dannie Fountain: And we're just going to dive right in. So to be on the podcast you have to have a side hustle. So hit us. What's your side hustle, what's going on? Are you still side hustling? Tell us how you've been.
- Hailey Dale: I am not side hustling anymore. But it started as that. My side hustle for about two years, maybe two and a half years after I started my business, and I could not be more grateful for that side hustling time.
- Dannie Fountain: Amazing. And what is it that you do. I mean, I know, but the audience needs to know what it is that you do.
- Hailey Dale: Yeah. My business is called Your Content Empire. I'm a content strategist for largely online business owners. I help them create their sales funnels as well as get their content strategies under control without running their lives. Without ruining their lives and taking over.
- Dannie Fountain: That is so needed. I feel like people are very good at doing their own thing, and they're very good at doing the things that they do well. But the content piece never works. I mean unless you're Brittany Berger. I feel like you and Brittany Berger have the corner at the content side of the market. I love it.
- Hailey Dale: Well, I think especially when you have a side hustle, right, you're starting it, you have so limited time to begin with. So you want to be spending that time on things that you enjoy. So content could be one of those things, that can expand to take over every area of every spare minute that you have left. And it could be very hard to juggle side hustling time spent passionately on things you love and creating content.
- Dannie Fountain: Speaking of, so when you're side hustling you have only a limited amount of time in the day to run your business, whether it's because you have a full-time job, or because you're a mom, or because you have some other reason, you're a caretaker for someone else, your abilities are such that you can only work so often. How do you decide what content to prioritize creating?
- Hailey Dale: I think that largely it has to be self directed. I think so many of us want to put content in a box and think that it only refers to blogs and specifically written blogs. I think we try to put enough people and things and activities into boxes. Let's stop that. I mean, content is everything you put out there. It's all of the messages that you create. And so I think key is like finding a type of content that you really enjoy creating and something that doesn't feel like work, because you have enough of that on your plate already.
- Hailey Dale: So find a content style that you enjoy doing. Find a content style that feels like play and feels like exploration and feels like getting to know your craft better. And I think that's key to finding balance when you do have so limited time to begin with, whatever the reason. Whether you have a full-time job or whether you're a mom, or whatever reason like why you're side hustling.

Caitlyn Allen: So can you give us content examples outside of blog posts. What are some examples that you would see people side hustling do?

Hailey Dale: Yeah. So I think content ... Do you mean like types of content that they might create?

Caitlyn Allen: Yeah.

Hailey Dale: So I think it can refer to podcasts just like this one, right? I think that it can also refer to videos. I think that there is this huge ... There's a lot of people I know who are doing lives and they're turning it into content, just making sure they have good audio of course. And then having a workflow behind that where they can automate their content workflows a little bit more, rather than feeling like they're creating everything from scratch every time.

Hailey Dale: So a lot of my clients, they come to me to create their systems, especially their content systems. And usually they are people who are so passionate and so knowledgeable of what they do you just kind of like ask them a question and they could talk for hours on it. And so it's just a matter of how can we capture that so everything you say there is somebody capturing what you're saying. And then maybe you send it to be transcribed. Maybe you put it on YouTube. Maybe you put it on social media.

Hailey Dale: But we're taking that larger piece of content and we're putting it in different formats so that people can consume it in different ways. So on your end it maybe is like 10 or 15 minutes of your time. But with the system [inaudible 00:04:56] you're compounding, the interest is compounding on the return on investment that you're getting from that initial 15-minute investment hopefully.

Dannie Fountain: So what happens ... Sorry Caitlyn-

Caitlyn Allen: [inaudible 00:05:10].

Dannie Fountain: ... for someone like me who started a side hustle and started creating content, and fell into the trap of you have to be on every platform. How do you gracefully but strategically sunset different channels that aren't providing any kind of ROI for you?

Hailey Dale: Yeah. I did that recently to Twitter. Even somebody who knows this, like make sure you're looking up the numbers and you just had to chase the numbers. What are the numbers telling you. Especially that magic little tab in Google Analytics called acquisition. So where is your traffic coming from? So if you're spending a ton of time on Instagram, and Instagram's probably not a great example because they don't have that click-through feature, so it's building in different ways.

Hailey Dale: But something like Twitter, right? Like it's something that maybe isn't driving a ton of traffic. Or something that you're spending a lot of time on. And if it isn't having the ROI for you, why would you spend time there?

Hailey Dale: And so I think it's just a matter of making a decision to leave it behind and focus on the channels that are giving you a lot of return on your investment. For me that's something like Pinterest. So I spend an hour a month pinning other people's content and then five minutes a week pinning my content in tail end, and it drives 75% of my traffic. And that's like no-brainer for me in terms of impact versus investment of time.

Caitlyn Allen: So what ways are you teaching people to look at their analytics and really figuring out that ROI. Because you were saying acquisitions in Google Analytics. Dannie and I know what you're talking

about. But that can sound really scary to somebody who might not have a pixel code on their website, or the Google Analytics tag in their website.

Hailey Dale: Yeah. So a lot of people come to me and they're like, "Analytics who? Like what are you talking about?" Yeah, so I get that. And I think there can be, especially if you have been side hustling a while, I mean I think there's enough shame going around and you can feel like oh my gosh, I haven't been tracking this, I'm a terrible business owner. And I think you have to leave that behind. And maybe as soon as you become aware of Google Analytics, as soon as you become aware of its importance, especially in tracking how do I spend the limited time that I have available and where do I put that time.

Hailey Dale: I think the first month or the first month that you become aware of it, it's just about setting benchmarks, educating yourself, making sure you have that plugin. If you're using WordPress it can be fairly straightforward. Or putting in that little UA code. I feel like there are so many how-to's on that. In fact I have a blog post about getting started with Google Analytics.

Hailey Dale: And that first month is not about I need to have all the numbers now. It's more about let me get it set up properly so I can start collecting those numbers moving forward, without guilting myself that I haven't done it already.

Dannie Fountain: I think that's so important, especially with the limited time that we have, just being really intentional.

Hailey Dale: Yes.

Dannie Fountain: And speaking of intentionality, pivoting to the personal side of things. Two-part question, when you were side hustling what was your definition of balance. Because I think everyone's is different. And what made you decide to go full-time?

Hailey Dale: Yeah. So I feel like I am probably a horrible example of this, but I'm going to keep it real. My definition ... I don't really know what my hobbies are outside of business. And it wasn't until I became full-time that I really started to explore what that means. Really intentionally this year, I just finished writing a blog post on scheduling for next week, all about who am I outside of business. But I think especially when I was side hustling, my business was my hobby. And I don't think that's the healthiest approach go about it.

Hailey Dale: If I could go back I would probably put some boundaries on. I probably would have been like what you kind of alluded to, Dannie, as like how do I sunset certain channels, feeling like I have to be everywhere. And like I can teach it but I wasn't exactly walking my talk. I felt like I had to be everywhere.

Hailey Dale: So I think balance is up to you to define. I wasn't the healthiest example of that. My hobby was my business. I probably worked, I would work eight hours at my corporate job and then I would come home and work another five or six hours, and always the weekend. Like it wasn't really until ... I would probably take off like three weekends a year. So not exactly the healthiest example of that. And hopefully other people can be better examples of that.

Hailey Dale: But at the same time I wouldn't trade ... Even knowing that, even looking back on that, I wouldn't trade my time side hustling for anything. When I decided to go full-time was when I realized the limitations of having three weeks of vacation a year. And I started to get invited to speak at more conferences. I started to get invited to more events. I started having all these opportunities. And my meetings, the meetings that I was taking in the middle of the day in like my lunch hour just wasn't cutting it anymore for the amount of meetings I was starting to have.

- Hailey Dale: So it just became a practical decision. I think I had listened to the book *Playing Big* by Tara Mohr. And I hadn't planned on putting my ... I dreamed about going full-time in my business. Just because these issues were starting to come up. But I didn't plan on doing it for another year, year and a half. I didn't even think it was practical. And then I finished listening to that book on my commute every morning. And I put in my notice the next day.
- Hailey Dale: It was just, it was that cut or dry. I didn't think my husband was going to support it, but when I told him he was like, "Okay. You're going to make it work. I know you can." But yeah. I did not plan on going full-time as early as I did. I listened to *Playing Big* by Tara Mohr. My husband's like, "I should probably hate that book, shouldn't I? Because it made you quit your cushy government job." But yeah. There's been no moments of regret since I gave in my notice either.
- Caitlyn Allen: So when you did make that transition what really surprised you about entrepreneurship and really finding your community? Because there's that huge difference between going to a job and sitting at your job in your desk and being around people, to sitting at home, alone for hours on end working on your computer. So I guess what mistakes did you make and then how did you find a community?
- Hailey Dale: Yeah. Oh my gosh, like this little room started to feel a little of a jail cell.
- Caitlyn Allen: Right?
- Hailey Dale: I think the biggest thing for me, and what I was most nervous about, it wasn't about making ends meet. It wasn't about contributing or making or replacing my salary at all, which is funny because I made a really good income before. And I definitely wasn't making that amount at first. Especially because I'd been working so long at the side hustle, and my business income felt my bonus money. Monopoly money to play with.
- Hailey Dale: But what I was extremely worried about when I went full-time was how was I going to work? How was I going to be as productive as I was when I had a side hustle? And I think that people with side hustles, we work with constraints, right? There's a hard limit on the amount of work that we can do. And so we're naturally more discerning in how we spend our time. And without that job I was worried I was going to turn into somebody who could never get anything done. I was worried I would never complete my projects on time because there would be no urgency, there would be no discernment or limitations to ... It felt like a kid in a candy store. I could do everything.
- Hailey Dale: So I think my biggest mistake I think for about a year, I went on like all the course binges, and I would sign up for everything because I felt like I had all the time in the world to do these things now. And in hindsight I was looking for an answer outside of myself, which probably could have been more self-directed in terms of strategy and knowing where to grow my business.
- Dannie Fountain: So I've got to ask, having been someone who has done the side hustle, and done the full-time thing, I can distinctly remember about a month into being full-time there was this week where three or four days that week I watched 12 hours of Netflix instead of working. Like did you have a moment, do you still have moments, where literally anything is more appealing than work?
- Hailey Dale: Oh gosh yes. I think I combat ... Like it's really been this year, I think I've been full-time for about two or three years. I remember the exact day because I was going on a conference and that was my last day, and it was my first in-person retreat. And even now when I don't put in those constraints, because naturally you have them as a side hustler. And without them you kind of go buck wild and you become your worst enemy. You're spending all day chained to your desk. And

then when I don't practice those constraints I fall into these habits where it is Gilmore Girls binges and Ru Paul's Drag Race binges, where I literally do not leave the couch.

Hailey Dale: And I usually. I satisfy my Netflix binging, because I don't like the quiet so I usually have like Ru Paul somewhere in the background playing. And yeah, I create my own friends, now that I'm alone in my office. Yeah.

Dannie Fountain: Well, so now we're going to transition a little bit and get into a really fun question. On a scale of 1 to 10 how weird do you feel like you are?

Hailey Dale: Oh gosh. Probably eight.

Caitlyn Allen: I like this question because everyone answers like north of seven. I don't think we've had like a five, a six, a four. I think it's just like part of entrepreneurship. Why do you say eight?

Hailey Dale: Oh, I think eight because I don't think that this is the traditional path. I am surrounded by other people who follow traditional paths. And I'm somebody who, I still have to fight the urge to go back and get my MBA because I'm addicted to education, I just like it. My husband has his PhD. And so I'm surrounded by people with these really traditional careers. And I feel like I've gone off the beaten path. And I feel like I'm just a weirdo anyways. I have trouble. I have friends, I promise. But I'm an introvert, and I'd rather have a few closer friends than a ton of semi-friends.

Dannie Fountain: So on a similar vein to that, you said that entrepreneurship is the weird path. How do you ... So your husband and my boyfriend and all of those people who have traditional jobs leave for work in their morning, do their job, come home from work, and it's like recess, right? Like you're in school and then you're at recess. A, when you were a side hustler, and B, now, how did you close the door? Like your little room, your jail cell, how do you close the door?

Hailey Dale: Close the door to him having his recess time?

Dannie Fountain: No. Close the ... Like make him have the recess-

Hailey Dale: I'll close the office door.

Dannie Fountain: How do you like close your office door and go watch TV. So we talked about doing it too much. But then also I think there are seasons where we don't do it enough.

Hailey Dale: Yeah. You know, I think there's seasons for everything. I think it's just accepting that there's going to be sometimes when you are working like crazy and there are going to be some times where you're going to really walk away. I kind of talked about it earlier about really questioning this year, who am I outside of my business. And I think a lot of that was left over from the time that I was side hustling. Because my business was my hobby. My business really did fill my free time.

Hailey Dale: And so now that I have that free time back how do I start to define that? How do I start to define myself outside of business? And accepting that there's seasons for everything, I think it just takes discipline. I think it just ... Exactly what you said. Slamming that door. It's like in Home Alone when there's like that [inaudible 00:18:12] that's like my computer glaring at me from my office. But yeah, it's just a matter of closing that door and not letting it stare you down I guess.

Dannie Fountain: No, that totally makes sense. So I think we're going to wrap it up here and close the door. I'm so terrible.

Caitlyn Allen: Get all awkward right here. Hailey, where can we find you on social?

Hailey Dale: Yeah. So you can find me over @yourcontentempire on Instagram, as well that's my website as well, yourcontentempire.com.

Dannie Fountain: And also everyone has a freebie. And I love that everyone has a freebie. If you had to tell folks to go find one freebie that you have what would it be?

Hailey Dale: Yeah, so I think especially for my side hustling folks, I have a webinar that's going to help you get your content under control and get it auto-piloted. I think that we try to create too much content and try to be on this endless hamster wheel of content, when really you as side hustlers, you can probably do something better with that time. So I have a masterclass called the Content Quit Plan: How the Smartest Entrepreneurs Are Quitting Content and Increasing Sales at the Same Time, which was pretty much tailor-made for side hustling.

Dannie Fountain: Yes.

Hailey Dale: So I can, I'll send you the link so that you have it.

Dannie Fountain: I will have it in the show notes for those folks that are listening. Amazing.

Caitlyn Allen: Yes. Hailey, thank you so much for your time. I'm so excited that I got to meet you. I've been following you. Your brand is gorgeous. I see you all over Pinterest. Everybody, Google check her out-

Dannie Fountain: Love letter to Hailey, it's amazing.

EPISODE 211: KAIT MASTERS

SHG Hosts:	00:01	Hello and welcome back to the side Hustle Grow podcast. Today we have Kait Masters and low key. I was so excited for this week's episode, so thank you so much for hanging out with us. Kait, I'm going to let you tell us all the dirty details.
Kait Masters :	00:20	Oh my gosh, so much pressure. So like Dannie mentioned, I'm Kait Masters. I recently rebranded, so once upon a time I would have given you a different name. But I am a painter under my name now. Kait Masters. Very exciting. That's the first time I've introduced myself as like the artist and not having a shop name. So that is my side hustle, but during the day I work full time as a community support manager for Honeybook and Rising Tide, which is actually how I know Dannie. Yeah, that's me. I love it.
SHG :	01:05	Okay. So I want to know, even before you worked for Honeybook and Rising Tide, you were a painter. Is working at Honeybook your first time having a side hustle or did you have a different job before, like tell us a little bit about your story before RTS, which is what everyone knows.
Kait Masters :	01:25	Okay. Yes. So I was an art school burnout. I think that's a pretty common theme that you hear from a lot of creatives. They graduate design school or art school and they chase another job for awhile. A steady paycheck. Health Insurance, 401k maybe. I worked full time for a while managing an acupuncture clinic of all things. I've also worked as a nanny, a portrait model for art classes. Yeah, you're laughing. We were, yeah. I've done all sorts of odd jobs, but primarily painting

was a side hustle for awhile. So I working full time multiple jobs. I worked for a while doing floral preservation and that's the last job I had before I went full time painting. So it's kind of a sob story there. But um, I got very sick again. So anyone who knows me knows that I have a chronic health condition and I had been doing very well and then I was doing very not well. And when I disclosed that to my employer I was fired. So that's definitely illegal. And that's when I decided maybe a traditional job isn't for me anymore and I went full time with painting and I did that for a while and then somehow became a reverse entrepreneur and went back to working full time. So my status as an artist has been a little bit fluid, I guess you'd say. Yeah.

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| SHG Hosts: | 03:00 | And on top of all of that that you have going on managing a chronic illness, painting and doing the creative thing, all of your work with Rising Tide and Honeybook, you're also a new mom. |
| Kait Masters : | 03:12 | Yes. And hopefully you don't see like my new mom Swiss cheese brain right now of like losing my train of thought. Tends to happen when you have a four month old. But she's as cute as can be. And if you follow me on Instagram, you've seen her very famous hair, she's got like a cockatoo hairstyle. She's great. |
| SHG : | 03:37 | Oh, that's awesome. How, how has, balancing motherhood and your job and your side hustle been lately? Okay. |
| Kait Masters : | 03:48 | It takes a village, right? You hear that all the time when people talk about motherhood, but even if you don't have kids, I think it takes a village to do anything when your plate is full. So I have a really supportive spouse and that's been great. I have a very supportive company that I worked for. I am very fortunate. I received 16 weeks of maternity leave and that was incredible because I did not have to jump right back in to work when I was trying to adjust to everything. And I have the help of my mom. She's actually watching Finley right now, which is really fun. She is my part, well temporary part time slash full time nanny until I hire someone. So it's a lot to balance. I don't get it all done. I don't do it perfectly. And I just started to give myself a lot of grace there. It's no joke trying to all of that and I'm definitely not the perfect case study of it, but I'm doing my best. |
| SHG : | 04:51 | So I've got to ask you do things that sit on like from the outside perspective, looking in opposite sides of the spectrum. You're a creative artist and then you're the community manager of this community, which frankly is a lot of customer support is sometimes fun, sometimes angry. It's a lot of logistics. It's a lot of strategy. Frankly, very analytical. Do you think the two have informed each other and helped you balance both of them or do you think that they exist in like separate spheres? |
| Kait Masters : | 05:26 | Gosh, I am someone who thinks that everything is connected. I don't compartmentalize. I'm the exact opposite of my husband is very like regimented and everything has its own little box. I really think that both jobs have grown the other side of me, if that makes sense. So I think I am very creative and often kind of scrappy in my work, doing more analytical and logistics because of my background in painting because I own my own business and have been doing this on the side and on my own and had to figure out how to do things myself. Um, but then at the same time I feel that I have become a better business owner and a better painter because I've been able to get more organized and really |

think more strategically about projects that I'm working on. Um, it also really helps that I'm working with creatives. So I feel almost like my creative cup is filled sometimes when I get to help other people who are doing really creative, innovative work. So for me, it's all kind of connected. But I guess maybe it's like the, the two parts of me, the one that comes from my mom, which is very creative. And then my dad is a municipal bond analyst. So, you know, I guess I inherited some of analytics from him.

SHG : 06:53 Well, you talked about getting organized. How do you stay organized in your business and with the side hustles?

Kait Masters : 07:05 Oh my gosh. Um, I should say that I'm fully automated, but I'm not sorry Honeybook I use Honeybook in my business, but I started using them before I even became an employee. Um, and that's actually how I was introduced to them. But I write a lot of notes. I'm a huge, and Dannie knows this huge, huge, huge block scheduler. I love Google calendars. I love color coding things. Um, so just trying to like put some systems in place. You don't have to be someone who is so big that you're fully automated to be organized. And I think that's kind of a myth in the entrepreneur world that everything has to be done at a click of a button for you to be considered organized. And I just don't think that's realistic. Not everybody's brain works that way and it's okay if part of your system is old school pen and paper, because that's how I take notes best during meetings. So that's what I do. Like just, that's just how it works.

SHG : 08:07 Do you use Trello, Asana, or Airtable? I guess that one's new and trendy.

Kait Masters : 08:13 Airtable. I do love Airtable, I and work. So like my work life, we use a lot of Google, like Kudos to Google. Yeah. Fist bump there. Um, but for me in my work, a lot of it's pretty manual, so I keep folders on my desktop, of client communication that I need to download and keep together. Um, but I do use like my workspace in Honeybook for a back and forth between custom art clients. So I'll send them a proof of a sketch in there and it just streamlines everything. Um, and then just keeping like all my communication in one spot. Um, and then my Google calendar, everything lives in there with all of my due dates. Um, and it syncs up with my Calendly, so that way I don't double book myself between full time life and a side hustle life.

SHG : 09:12 So when you're thinking through like tools, juggling the two and then also juggling motherhood, what advice would you give to someone who's just starting down this path? Maybe doesn't know, like how to even get organized. Maybe it's really stressed out. What would you suggest?

Kait Masters : 09:32 Oh my goodness. Getting started is the hardest part. And you've probably heard this from other people who are a side hustle, like business owners as well, that you feel like, oh my gosh, I'm small time or I'm only like, I'm only going to be a side hustle, is it worth. Like all of the investment it sounds like so overwhelming. I can't even get started on this because it just feels like too much. And I think just giving yourself like one goal and one little task, it's the first place to start. So like I, you know, I could get really overwhelmed thinking that, um, I have to have like these huge five year plans in order to be a legitimate business, which is a great part of owning your own business. You should have goals to work towards, but they don't have to be big things. They can be small things. And if your goal is to never go full time, that's fine too. That doesn't mean that you can't get started.

Um, I don't know if that's a helpful answer, but I think when you break it down and just realize that like it doesn't have to be these big lofty goals in order to get to like get the ball rolling, it just becomes a lot easier to manage everything because you don't have to give up every single minute of your free time because I mean, you never spend time with your family. Um, so it is possible to integrate it all. You just have to be realistic and just, you know, set yourself attainable small goals that can build into bigger ones down the road. Um, but you don't have to, you know, like I said, you don't have to do the whole, I need to quit my nine to five in order to get started on your journey. Um, that's not for everybody, not for me.

- SHG : 11:15 You talked a little bit there about taking time for personal or taking personal time. How do you balance the work life situation?
- Kait Masters : 11:27 Uh, I don't always do the best job. Am I allowed to say that?
- SHG : 11:36 Yeah, we're all thinking it!
- Kait Masters : 11:36 Um, yeah. Honestly, I don't always do the best job. I'm still learning. Um, I think the biggest thing is setting boundaries. And that's something that you really can't start doing until you just start doing it. Like you just have to learn what those boundaries are, set them up. Um, and when you go past them, be able to communicate with the people that are affected by you having boundaries, um, to have a plan in place. Like, so for example, for me, um, I don't take on as much custom work anymore. Um, I love doing custom work for clients, but it's just not realistic for me being a mom, working full time. And so I've had to just be okay with disappointing people sometimes who might say, Oh, I'd love for you to work on this. I have a tight turnaround and I just have to say, I'm sorry, I'm just not able to take your project on. Here's what my timeline is. Um, and once you start practicing saying, no, it gets a lot easier. Um, and if they're not receptive, you know, to the boundaries you have in your business, that's okay. That's their loss, not yours. Um, but I think to be like a healthy creative and a healthy business owner, you really have to be willing to set those boundaries. Otherwise your business is going to be unsustainable. So even if it's not your full time gig, um, if you don't ever have personal time and you don't ever have time off, you're probably going to burn out pretty fast. Um, so you have to be realistic with your workload basically. Um, at least for me, I have to do that. And um, you know, I just don't always get all the things done. Sometimes my laundry doesn't get done and that's okay.
- SHG : 13:22 So you talked a little bit about how you've been honest about your situation in the past and it's, it's burned you. It's literally gotten you fired. Um, okay. But now on Instagram you bring your whole self, you're probably the biggest like chronic illness advocate. I know the biggest equality advocate. I know. Um, where was that switch for you and what advice would you give to the side hustle areas who like are afraid to tell their nine to five or are sneaking away to take those meetings during lunch, what would you say?
- Kait Masters : 14:00 My Gosh, you make me laugh first of all. I'm like small time. There are so many amazing, amazing like advocacy accounts out there and incredible individuals. I'm just over in my little corner of the Internet world trying to make a difference. Um, so thank you for that. But you're right, it can be really scary to start sharing that side of yourself, especially when you have a nine to five job. Um, so I think

you have to keep that in mind. If you're someone who's balancing your job, who might not know about your health or your situation and wanting to be more visible. Um, for me, I was painting full time when I started to talk about it more so there was less of a risk factor there. Um, it was shortly after I started my business and shortly after I lost my job, I took an Instagram for artists class because like any good, small, new small business owner, it's like consuming all this content and taking all these classes. And I asked if I should share about my health as part of my brand story, if it was something okay to talk about because it's really informed my voice as an artist. And I was basically told not to share about it because people wouldn't be interested in it and it would harm my brand and I didn't accept that. I felt like that's really silly. Like if this is a part of why I create and a huge part of why I became an artist, I really shouldn't hide that part of myself. Um, it plays into a lot of ableism and stigma around disability. So I decided to say screw that and start sharing more. Um, I, like I said, I didn't have the risk of the nine to five. So I've been very fortunate in that because I was very visible with my invisible disease when I started back to work full time. Honeybook and Rising Tide knew full well what they were getting themselves into and they knew exactly what kind of accommodations I would need. Um, so I've been very, very fortunate and I know that's not the common narrative, so I definitely recognize that. And um, I run a Tuesdays Together group for creatives with chronic illness and disability with my co-leader Kit Gray. And we do have a lot of members in there who are still working full time because they need health insurance and they don't share about it in their business very much because they're scared that they will lose their full time job. Um, so I definitely understand that fear and I think you have to recognize where you're at in your work and career life to know how much you can and can't share. In an ideal world, I would love for people with disabilities to be able to share freely and not feel like they're going to be at risk for losing their job or losing business. Um, that's just not where we're at as a community right now and as a society. So unfortunately it's the reality of um, living with something that puts you in that disability camp. Sorry, that was long.

SHG : 17:04 No, that was so good, because I think like you and I have had the experience of seeing how you, sharing in your business has helped someone like completely separate from our industry. Um, so for the listeners that don't know, one of my colleagues, um, I had to make some decisions related to her chronic illness and it came up because we were friends and I'm not qualified at all to be giving advice, but because Kait shares, I was able to say, I have this friend who like, has this great knowledge about chronic illness. She might have some insight for you and you've had those connections for other people too, I'm sure. And those things don't happen when we don't talk about it. And it comes out in other ways too. I remember when I shared about taking a job, um, Devan McCabe was thinking about taking a job at Nike again and she was like, man, I'm so glad you talked about it because I felt so ashamed of like you said, being a reverse entrepreneur. So how do you think just like talking builds community, not only like in your art, but also in what you do with Rising Tide?

Kait Masters : 18:21 Oh my goodness. Well, I think like as, as an individual, like we all have this innate need to be seen and be understood. Do you know what I mean? Like we just really crave connection and I think when we're willing to be intentionally a little bit vulnerable and have some conversations like this, um, we fulfill that need and like a really deep and meaningful way. They're like, we don't always anticipate. Like you don't really think about that when you're typing out like a caption to

like your Instagram. You know what I mean? Like you're probably not going to that scenario in your head. But then like you mentioned, you have these moments where you realize that that decision to be just a little bit vulnerable to put yourself out there just a little bit and let someone know you can actually really make a legitimate difference in someone else's life. And not that it becomes like addictive, but it kind of does not in like a ego stroking way, but in a, oh my gosh, I can really empower and impact other people in a positive way, even if it means I face a little bit of criticism myself. Um, which I'm sure you like, it's a different scenario, but like you mentioned, I'm sure there's that fear, oh my gosh, I'm sharing about taking a job with Google. What are people gonna think about me after I've built this identity as someone who has created this incredible business. But then you're able to impact somebody else by just sharing a little bit, honestly, with the intention that maybe it could encourage somebody else. Um, so I think that's, I think that's really important. It's really scary though. So I think you, you kind of have to work through a lot internally. And you know, this about me, I'm a huge fan of, um, taking care of your mental health. So if you need to talk it through with your therapist, go ahead. You know, sometimes it takes a little time to work through it before you can start to share to help others. I guess.

SHG :

20:18

This is super personal to me because I actually struggle with Epstein Barr and I have been seen by literally cannot count how many doctors in the past few years and they can't figure out what's wrong with me. And it's so hard to share that with my clients that like, Hey, I can't do this meeting because I'm in a doctor's appointment. And they're like, but why don't you just in a doctor's appointment two days ago? And I'm like, oh yeah, it's spinal doctor instead of the gastroenterologists. Like it's, it's so different, like it's so hard and like there are no rules around that and I don't want them to see it as something negative. So that makes me feel really empowered to acknowledge those things. So I really appreciate you being out there and talking about that vulnerability because it's hard. What really inspired you to, to start talking about it more on social media and to really kind of lay it out there in blog posts and really empower other people?

Kait Masters :

21:35

Oh my gosh. I'm going to probably bring it back to Rising Tide here a little bit because all of the timing of this just, it's so funny how things work out and you look back on it and you're like, wow, the timing was so like instrumental. Um, so right around the time when I lost my job and started my business is right around when Rising Tide started and um, I actually knew the cofounders from living in Annapolis and ended up joining the big Facebook group, which is now infamous. Everybody knows the Rising Tide Facebook group. Um, and I made a post in there probably late that summer, maybe like September of 2015 that's a year and basically said, is there anybody else who's trying to build a business who's also dealing with a chronic health issue? Because there are like some ins and outs that just are not covered in the normal like handbook of starting your own business. And that's how I met my co leader and my friend Kit who I've never met in person, but is probably the person I talk to the most. She's like a very dear friend, my business BFF. Um, and we applied to start at Tuesdays together chapter online. It's one of our special special groups, I guess you would call it, that meets online and we have over 500 members now. So I think seeing how quickly there was the response of people saying, me too, me too this, I've had this experience, I haven't had anybody to talk to you about it. And I've been so scared to share about what it's like for my business because I'm scared of losing

clients or I don't know how to even talk about it. I don't see anybody talking about it. I feel like I've seen a huge shift in the last three and a half years, um, in the creative community and people being willing to share about their health struggles, their personal life. Um, but yeah, especially health because so many creatives end up as freelancers or owning their own businesses because they're health does not lend itself well to a traditional nine to five job. Um, so seen that community grow, um, really encouraged me to continue to share because I saw what it doing to create this really special space and hopefully change some of the not so great behaviors that we see in society today. Um, in terms of like disability and health. Um, so yeah, I guess the power of community thinks Rising Tide, you've done a lot for us.

- SHG : 24:09 Oh my goodness. I could go on and on about the things that Rising Tide has done for all three of us. I think. Actually that's a community I've never been a part of. Oh, just kidding. Just the two of us. Uh, I think there's actually a Rising Tide group up in Glendale that's like right up the road from me and they've invited me to events and it's like on a random Wednesday, 10:00 AM I don't know. But I'll go.
- Kait Masters : 24:48 And you are welcome to join our online group to, not to like plug it, but I know how hard it is to balance your work and your clients. And if you're in a lot of doctor's appointments, that's exactly why we created the group because I was never able to attend in person. Fun fact, I run the community for Rising Tide, but I've never attended a Tuesdays together in person because of my health. I don't drive. Um, getting to a meeting is kind of hard. Um, which yeah, so you're always welcome in our little world.
- SHG : 25:21 This is the perfect note to end this episode on just like an invitation to join, an invitation to like say yes to speak up and to talk about the things that you care about. Um, I would love for you to tell people where they can find you and hang out with you.
- Kait Masters : 25:40 You can find me at www.kaitmasters.com And I'm not one of those cool people who could get my name all at once. Like all in one thing on Instagram. So it's @kait_masters because I was late to the using my name game.
- SHG : 25:56 You even have like a unique name that's shocking to me.
- Kait Masters : 26:01 I know! Who Knew? Who Knew? There's other Kait Masters out there.
- SHG : 26:05 It's a good club, that's for sure. Well, thank you so much for hanging out with us today. This has been so fun.
- Kait Masters : 26:13 Thanks so much guys.