

Besties in Business: How We Turned Sheer Passion into a Thriving Business (and You Can Too!)

Kristin [00:00:08] Welcome Big Little Besties to another amazing episode of After Bedtime with Big Little Feelings. Today is a really, really fun episode. Deena and I are talking about being besties in business together, how we as besties turned what we're so passionate about into a thriving business, and how through hard work, showing up every day and maybe shaking up the space a little bit, we're now able to live our dream day in and day out. [Singsong] Deena!

Deena [00:00:49] [Singsong] Kristin!

Kristin [00:00:50] Oh, my God. Even before I did that, I was like, Should we change this up? Like, should I not say your name every time we start this podcast.

Deena [00:01:00] I don't know. Do what your heart feels.

Kristin [00:01:01] It feels right every time. I'm just so excited that you're sitting here.

Deena [00:01:07] You know what it is? It's me today. I'm tired. I honestly, if I'm being really, really honest, I feel like the past 24 hours, I've been giving yellow flags, like, I need a break. I'm getting a little rundown, so I'm really happy that we're hanging out tonight.

Kristin [00:01:23] I'm going to be honest. You look like you always do, which is like a perfect, beautiful angel. And your eyes, if I may, are very red and look like they're about to close.

Deena [00:01:35] Oh, or cry. Maybe cry. No, and, like, really, I feel like I notice I'm getting a little bit shorter, you know, like with my kids. And I want to be like, when they're like, Mommy, I want to be like, what? What do you need? You know? And I'm trying not.

Kristin [00:01:50] I get that.

Deena [00:01:51] I'm at that point.

Kristin [00:01:53] I'm sorry that's the worst.

Deena [00:01:54] Girl. Take a break.

Kristin [00:01:56] Take a break. Well, I feel like last week that was me, right? And that was me last week. And by the way, I feel great today. I don't know. I got it. I feel great today because yesterday was Daylight Savings time. The longest day of my entire life. By the way, how does one hour equal six extra hours?

Deena [00:02:16] I don't know, but it does.

Kristin [00:02:17] Can you math that for me? The math isn't math-ing.

Deena [00:02:19] Okay.

Kristin [00:02:20] The longest day of my life. But because it was also the longest day of my life, I flipped out. I got my nails done by myself and somehow had, like, plenty of time

to do that. By the way, I really don't understand how. I lay down for an hour while the baby laid down for an hour. And then this morning I went for a workout by myself and my husband took care of like getting the kids ready for school.

Deena [00:02:40] Look at you just embracing it?

Kristin [00:02:42] I feel guilty. I feel guilty and I don't because I feel amazing.

Deena [00:02:46] Yeah. No, I support this. Lessons learned and you look great.

Kristin [00:02:49] Thank you. I think we're just going to flip flop by next week, you know?

Deena [00:02:52] Okay, sounds good. I also have a pinch in my neck, so I can't turn right. And to circle back real quick from last week.

Kristin [00:03:02] I was going to ask you this.

Deena [00:03:03] I am not pregnant. I got my period and that's probably also why I feel so horrible.

Kristin [00:03:08] We were all waiting. Yeah, yeah, yeah.

Deena [00:03:11] Not now. For right now, I'm at peace with it.

Kristin [00:03:13] So we're good. Okay, so this is a good thing. Yeah. All right, great. I'm also definitely not pregnant. No one's asking but like, that's not a part of my journey. This catch up is sometimes hard because I feel like all I want to do is A. Talk about Bravo. You don't watch every single one. And housewives of the new New York is over. So, like, we don't have that to chat about. And then on the other hand, I want to talk about books. And you don't really read like the books that we're you know, we don't really have like a—

Deena [00:03:42] I read science articles.

Kristin [00:03:43] Yeah. So I want to say I think is more relatable. I have the Britney Spears book and I wish I wish we could sit down and chat about it, but I can't bring myself to open it because like. Britney, you know. Yeah. You know, and like, everyone's reading it and I'm excited to read it, but I feel like I'm not ready. I'm not ready to, like, bring that story into my life.

Deena [00:04:08] Yeah, you got to be stable. To open that one.

Kristin [00:04:10] That's what it is. That's what it is. So I shifted to Cody Rigsby, if you have a peloton, you know, Cody Rigsby. So that was that. That's been a dream. It's like a light hearted.

Deena [00:04:21] I didn't know he had a book.

Kristin [00:04:21] Oh, girl. Yes, he has. About he should have a podcast because he is, like, funny and motivating, you know? It's really good, by the way. Yeah, it's good. I know you're never going to read it.

Deena [00:04:33] No I won't.

Kristin [00:04:33] Maybe the big little besties who like to read the Cody Rigsby book.

Deena [00:04:36] We should start you a book club.

Kristin [00:04:37] I know. I think about that all the time. Two things. One, I don't read real books like I read. And no offense to Cody, I read Light Hearted. You know what I mean? Like, it's Bravo. But books. Yes. So, like, if anybody wants that book club, let me know. But it's only light hearted.

Deena [00:04:57] And then Colleen.

Kristin [00:04:58] Oh, I don't. I don't. I don't fuck with Colleen Hoover anymore.

Deena [00:05:01] You closed that chapter?

Kristin [00:05:03] This is a thing. This is like I guess probably some people who don't like Taylor Swift write for me that's Colleen Hoover where it's like, I respect the shit out of Colleen Hoover. I respect everything she has done. And I get it. It's not for me. It's not for me. It's not for me.

Deena [00:05:23] That's how I feel about Taylor. But I've never said it out loud.

Kristin [00:05:28] My God. Maybe there's two different kinds of people in this world. I guess that's what I'm learning. It's like Taylor Swift is light hearted and butterflies and rainbows. And you like a little more like sad-core.

Deena [00:05:38] Exactly.

Kristin [00:05:40] Yeah. And that's the same with books. Why I don't really like Colleen Hoover, and I can get dark, but this is like, I have to go to therapy after reading. I need. I need lightness.

Deena [00:05:50] I might enjoy that. Then maybe I should consider it.

Kristin [00:05:51] You probably love Colleen Hoover.

Deena [00:05:54] By the way, this is so on point for today's episode. We are exact opposites and somehow have turned our passion. The thing that we both share in common — the one thing into this thriving business. And it has been a journey.

Kristin [00:06:10] It's been a journey and an amazing journey. Yeah, yeah, let's do it. Let's chat about it.

Deena [00:06:15] Okay, Let's go.

Kristin [00:06:28] Okay. Besties let's start from the somewhat beginning, but not make this like go on and let's not drag.

Deena [00:06:35] Okay.

Kristin [00:06:36] Let's not drag because we need to go watch a housewife episode after this.

Deena [00:06:41] Every precious moment counts.

Kristin [00:06:44] So let's start at the beginning ish, which is background, right? We Deena and I run online toddler account on Instagram called Big Little Feelings. Maybe you've heard of it, maybe you haven't. And we have the Instagram, we have our courses. We have two courses, right, that we sell through our website. And that right now is really like our revenue generating part. Those that's our business. And a lot of people don't necessarily think of content creation, content creators as business owners. I think now it's sort of like becoming a little more known. I love when I see people behind the scenes showing like what it is like to operate a business and to, you know, work for yourself and live your passion and your dream through creating content.

Deena [00:07:38] It's true. It's a very real business that takes a lot of commitment and showing up like day in and day out. I think a lot of people might think that we just kind of pop open our Instagram and just like, "Hi".

Kristin [00:07:51] I think that's a common misconception. Although again, I think like people are moving away from that. Like this is beyond a full time job, but in an incredible way. I remember before we even started Big Little Feelings just being like, what if we could replace our current, you know, situation and work for ourselves and work for each other and like, that's enough, right? Like, how amazing. And we did it like, somehow, some way we did it. And so we'll talk about how exactly we got there, like the work behind that, what we did, how we did it. But fast forward to now. We're here. We have 3.2 million followers somehow, some way. That's insane.

Deena [00:08:35] And we have 350,000 plus families in our courses right now.

Kristin [00:08:39] Yep. So our core community is both. It's Instagram, it's our courses and our business is really run being committed and hyper focused of taking care of both of these communities. So that's what we're doing, like day in, day out, behind the scenes, trying to run a business, right? Take care of our current community members that we love more than anything in life. And then also we're trying to expand and grow and keep dreaming and striving and be exactly what we are have always dreamt of being.

Deena [00:09:18] Yeah, it's a lot of work. I love it. I love it. I saw a joke. It was like, I love being an entrepreneur. I get to pick my schedule. I get to pick which 17 hours a day that I work.

Kristin [00:09:32] I saw that one too. Deeply resonated. I mean, it's literally the dream come true. Like it is so, so much work, like you're saying. And it is also literally the dream come true. This is what we always dreamed of doing. So I think for anyone listening that has a crazy idea or a passion, or maybe you're also more like me, where like you're not that great at going into an office and putting pants on every day. Like from an early age, I needed to be fostered for an environment that was not like, follow this set of rules done in this protocol, like we needed to create something out of thin air. Right? And so if you have these crazy dreams, we're going to walk you through step by step how we did it. I don't know if everybody does it, but we're going to walk you through.

Deena [00:10:21] We did it our way. So we'll share it

Kristin [00:10:23] Yeah, that's the best way. Okay. Do not take us back to the end of 2019 when we had this crazy idea. Just a seed.

Deena [00:10:33] Rollin all the way back to 2019. That is so funny to think back on. Oh, my gosh. I was, like, grinding it out in full time practice with, like, people working under me. And I loved the kids who came to my office every day and the families. And at the same time, I just felt like I wanted to reach more people and help more families.

Kristin [00:10:55] And then I was a mom of two. They were three and one. I had debilitating postpartum anxiety at the time, and I just remember there was just this synergy happening at the exact same time. Look at that finance word I just used.

Deena [00:11:11] [Professional Voice] Synergy.

Kristin [00:11:12] Synergy, Excel spreadsheet.

Deena [00:11:16] My comfort zone.

Kristin [00:11:17] Yeah, it's true.

Deena [00:11:19] I run the business side of things.

Kristin [00:11:21] Yeah, we'll get there. But Deena loves to circle back moment or like, follow up or like a synergy, a spreadsheet, ROI. But really the synergy was, even though we were two very different people and we always have been. We've always told the story of how you were the straight-A student in high school. I was the f up. I was the bad kid. That's always been kind of how we have grown together in our 20 years of friendship. And then in 2019, the synergy was like we were both radically committed to this sort of way of parenting kids that was going to stop generational trauma, right? That's the overarching, overarching thing. Yeah.

Deena [00:12:12] There's so much research. You and I did not grow up in families that had these, like, emotional skills or gave us any coping tools we both grew up to cope in, like really just not the best ways. And we had to do that so that we didn't pass it down to our kids.

Kristin [00:12:26] Yeah. And so we found ourselves, even though we were so different, we've always been so supportive of each other. Just like, Girl, you're moving to Thailand by I'm going to go be my research nerd self in the UCLA basement. Like, Yeah, great. Love you from afar. Like, we, you just, we were always on these different paths, but just supporting each other so much and visiting each other and throughout it all. And then in 2019, we both just found this thing that we were like so wildly committed to, like so committed to. And I found that I could not find as a mom what I was looking for. And you at the same time were like as a therapist. Also, nothing out there that I can like, direct these families to like it was completely missing. And it's not looking when we're talking about this. I think a lot of people from a business sense would be like, Oh, there's this what do you call it? You call a white space. Is that what. Yeah, Mikey would call it. Oh, my God. Call it a white space.

Kristin [00:13:23] I think when you, like, put your heart and soul into a business and it really is about the people that you are either helping or selling to. Whatever, however

you're monetizing your business. It's less of a white space and you're seeing it more of this actual inherent need that you're so sure of that you yourself are dying to see. On my side of that was not only, okay, my kids are three in one, how do I actually like I saw a lot of stuff about homework and bullying and friendships and like, don't yell at them. You're definitely going to mess them up if you yell at them. But there wasn't anything specific. And on the other side, also, everything that had to do with motherhood made me feel like shit. I'm just going to say it. It just made me feel like shit. I had postpartum anxiety. I'm in a room, a dark room alone with a baby doesn't sleep. We're all just going through it. And everything I scrolled through made me feel like shit. And we both just knew we were like this crazy idea. Why don't we make what we think is missing?

Deena [00:14:36] Why don't we make the page of our dreams, the course of our dreams where it's like your tired, your busy. Here you go. Here's what you do and say. Like, this is what we need. Why is it this hard?

Kristin [00:14:46] Right! Can someone tell me what to say?

Deena [00:14:49] So tired, so tired.

Kristin [00:14:52] And leave room obviously for interpretation and doing it your own way, but like.

Deena [00:14:55] Yeah. And make you not feel bad about it. Really. I like. We saw it. We wanted it.

Kristin [00:15:00] Yeah.

Deena [00:15:01] Our hearts were in it. We were thinking about moms, We're thinking about parents, We're thinking about kids like that Was it.

Kristin [00:15:06] That was it. And it was really cool, too, I think. Is that your side of Big Little Feelings was and continues to be like everything that you've done in your therapy practice. It's really like kid motivated, which is amazing because I think that's I mean, that's where all the advice comes from, right? That's like where everything is. And then I think the unique part is that on my side it was always about the mom or the dad in the shower who feels like shit at the end of a long, hard day and needs to just be like raised up and felt like, Man, I didn't mess this whole thing up. And it was that synergy, The synergy that you circle back to that I think was really, really unique and beautiful about like our business.

Deena [00:15:53] It's true. It's so—I love how we bring those two sides. Like I'm always thinking about the kid. I just want them to feel loved. Yeah, help them feel safe.

Kristin [00:16:01] Yeah. And then I'm always thinking of like, Yes, and how do we do that and not make someone feel like there's so much pressure? Oh, my God.

Deena [00:16:12] Like this is the way. And you don't do it this way, you're screwing it up. Yeah.

Kristin [00:16:16] And just, like, realistic. So that's where I mean, if we were to give business advice, I think the biggest piece I don't know how you think we'll get to the rapidfire at the end, but my my biggest piece of advice at the very beginning would be. It cannot be about making money, if I may. It cannot be. I've seen so many people go down a

road where they're making a product first to get money. It's this need. It's this this burning passion and need that you know is missing. When you lead with what someone needs and you're never going to make a million people happy and we, oh, boy, we know that. So don't let that stop you from being like, you know what? It helps just one person. I know someone out there needs it because I need it. And you just that's your motivation.

Deena [00:17:07] That was always the mentality.

Kristin [00:17:08] Always the motivation.

Deena [00:17:10] And what kept us going.

Kristin [00:17:11] Yeah.

Deena [00:17:11] Okay. Once we had the vision, we knew what we wanted. Yeah. You and I feel like the kick off was I pulled you out of your house. Yeah, I flew out. We booked this little house in Colorado for three days, and we just full on, gave everything to this for three straight days where we, like, came up with the colors, the fonts, what it's going to look like, what it's going to sound like, who we're talking to, some of the tips we started out in the course, like everything just we're flowing, man.

Kristin [00:17:42] Yeah, I remember literally sitting there and being like, We went through all the tips, we did all the stuff, but being like, Deena, I know this sounds crazy because even all of us, even on our personal Instagrams, by the way, it was like perfect selfie, the chin going like this. Like, oh, binder was 100%. It was like Paris Hilton watching your Instagram. It was.

Deena [00:18:02] It was so buttoned up and perfect.

Kristin [00:18:12] And I would, yes, probably technically, although I think a lot of people have told me that, like I used to be, what big look like still is because just like basically the personal side of it. But I remember sitting down and me being like, Deena, I know this sounds crazy. I know that this is not the way social media is, but I think that we need to just show up the way we are. And I don't think that we should like declutter our background and I don't think we should use selfie ring lights and I don't think that we should have my hair blown out. And I think we just need to like really be ourselves. And that was a radical idea at the time, by the way. It's not so much anymore. Thank God. I'm so glad people do that these days. Shout out Elise Meyers for being you. But at the time that was crazy.

Deena [00:18:54] It took me a while to get used to. I had to get comfortable with that.

Kristin [00:18:58] Yeah, it was hard.

Deena [00:19:00] As someone who grew up like perfection and give me a gold star, tell me how well I'm doing.

Kristin [00:19:05] And that's how motherhood was was like show how perfect I'm doing, show how perfect I'm doing. So we had like every single, teeny, tiny discussion you could possibly think we were going to have, right? We even got to the point of like, okay, and then we're going to blow up. We're going to be huge. And when we have a huge business like Deena, you're amazing and you're passionate. And I don't know how to I don't know

how to write a number down and then add those two numbers together. So like, you are going to be finance, open the business, put that s corp, I mean, like I don't even know—

Deena [00:19:36] Had I had a little experience just from running my own business and practice, like I'd done it once, you know, I learned a lot from working with Dan Siegel and helping with things to do, but.

Kristin [00:19:46] Very logical brain. And it takes two people to make a business, by the way. So like, we knew we pretended in that moment as if we were like, All right, we're successful. Go right. This is what the business will look like. Do you know you will run H.R., finance this, that? Kristin Like we're going to blow up and we're gonna have a whole team. So you're going to run like, creative and social media and this. And then we'll meet together as founders, and then we'll go back to our own buck. We knew that from day one. Which was crazy.

Deena [00:20:15] That's true. We knew how it was going to work and like you were going to control on what I was going to oversee and what we're good at, we just kind of leveraged our natural strengths. I feel like. Like honored who we are.

Kristin [00:20:25] Yeah, and thank God because I don't know how to do any of the things that you do, which is great.

Deena [00:20:31] Yeah, this is great.

Kristin [00:20:32] But I think that's my my like number two tip is like when you sit down to think of this, this is not we never called it a side project. What we called it was the passion project. Yeah. And when you're thinking of how the things are going to run and how things are going to go, you're thinking as if you've already done it. You are successful. Like you're already doing exactly what you've always dreamed of, and then you're showing up day in and day out as if you're running the huge business that you're dreaming up.

Deena [00:21:05] Yeah, even when people tell you it's a bad idea now, like my husband Mike, if you're listening, do you remember that? Love you! But you told me not to do it because it was going to be too hard.

Kristin [00:21:17] You know what I—Oh, yeah, Yeah. Talk about that.

Deena [00:21:21] And to be clear, the reason he said it, he works in finance. He works with businesses he's seen so many businesses and with his business brain was like, well, listen, it's going to take so much advertising money to get this thing off the ground, to get people to see it and find it, that it's probably not going to be worth it.

Kristin [00:21:41] Right. Which I mean, I think that's where—God, I just love that we live in 2023 because we've never really taken a "business approach" to it. And I think that's the key to creation, right? Is like, now we have such a new way of doing things we never paid a dollar for like sponsorships or sending things to celebrities or anything. All we did was know exactly what we were doing, exactly what we were about. We showed up day in and day out. And I think the part of being radically ourselves, we hit a million followers in nine months. What's sort of crazy and ironic is we are the advertisers now. Right. We live in a totally different age than what traditional businesses tell you to do. And so if you're listening to this and again, you have some crazy idea or passion, it's amazing because if the thing that's stopping you is while I don't have a background in business, I don't know

how to do it. It's kind of crazy how in 2023 you can create a business off of passion, being devoted, and truly again, like the biggest thing, caring so much about the one or 20 or 30 or 45 or 45,000 or 3 million people who are showing up for you every day who are following you or whatever it may be. It's not about the exact way to do things anymore. It's amazing. So we proved him wrong. And you had a bet. You had a bet. Oh, my God. My favorite part.

Deena [00:23:20] Yeah. We had a bet that, by the way, we made at your house.

Kristin [00:23:25] During this brainstorming session.

Deena [00:23:27] Yeah, Yeah. Wait a minute. And I found out I was pregnant at your house. That was a wild time. I found out during this little period of us brainstorming, I was going to have my first baby, which was wild. Okay, So, anyways, my husband came. Yeah, we did healing fly out because they found it. Oh, my gosh. Yeah. So he flew out!

Kristin [00:23:46] 2019. Yeah. During this exact moment.

Deena [00:23:49] My God.

Kristin [00:23:50] Yeah.

Deena [00:23:50] So then we make this bet while we're sitting on your couch eating popcorn where you and I were like, Okay, Mike, if our business hits this mark of success.

Kristin [00:24:03] Revenue wise.

Deena [00:24:04] Revenue wise, you have to move to Denver. Because I was wanting to leave L.A., I didn't want to raise a kid there, especially like once, once I had a baby come in, I was like, I feel like I barely made it out of there. I'm ready to go. Yeah. And he agreed to it, thinking that we would never.

Kristin [00:24:20] It was ridiculous.

Deena [00:24:21] Like, like you'll never get there.

Kristin [00:24:21] It was really ridiculous number.

Deena [00:24:24] And we did it!

Kristin [00:24:26] What, like nine months later?

Deena [00:24:27] All right. Mike. Pack it up! Pack it in!

Kristin [00:24:31] Pack those suitcases, buddy!

Deena [00:24:32] The besties cannot be held apart. No advertising here.

Kristin [00:24:37] I remember us sitting in a room when we were filming our first course, and we had maybe like 10,000 followers or something like that. I remember standing in that room and your dad was there and Mike was there, and this was kind of like my living room in your living room. And we were filming our first chorus, and I remember standing

there because you and I were just so this way we were like, Yeah, we're going to hit this, and then we're going to hit that, and then we will. And then.

Deena [00:25:00] This is real.

Kristin [00:25:00] Tyler will leave his job. We will do that. This is how we had it all laid out. Yeah. And I remember being like, Well, by my birthday, I want a million followers. And it's not about having a million followers. Like, that's really not it doesn't matter what the number is, but I had it in my mind and I knew it, and I remember everyone in that room erupted.

Deena [00:25:18] Literally laughed in your face.

Kristin [00:25:20] Erupting in laughter. And and we did. I think it was like a week before my birthday. Yeah, it was a week before my birthday. And so people will tell you to do it a certain way, especially if they're already in the industry. Right. Like your husband. We had very early on consulted a social media agency that you had met through a friend or some something like that. And they had so many different things to say of like how to set things up perfectly and how to have a content calendar.

Kristin [00:25:52] What it should look like. You shouldn't swear because you are professionals, so you should be professionals and you should be this way. And we were both just like, Nah. And so when you have goals and you have dreams, like it's okay. By the way, I feel like we need to circle back for one second. Also, I think that women in especially are not supposed to quote unquote dream big or talk about wanting to achieve success when it comes to revenue. When it comes to money, when it comes to just anything, you're supposed to kind of be like meek and mild and be whatever. So I think that's another tip. I don't know what you think.

Deena [00:26:36] I think that's a tip.

Kristin [00:26:37] Is like allow yourself to want to dream for whatever you want to dream for, even if it's crazy.

Deena [00:26:43] And somehow we did hit these huge goals that we had for ourselves. And let's just take it all the way back, though, because there was a point when we started where we were not, you know, we were starting it from scratch, really, and it took wild commitment. I was like grinding my butt off doing this early morning before my full day of therapy with kids and families. And then I would do it after I got home again. And you were doing the exact same thing. I remember you getting up. You would like jump on the peloton up five to get your brain going before your kids woke up with a monitor in front of you. Take a moment, reset. Then you would go write and then take care of the kids and then work during nap time and then take care of the kids. And then after bedtime.

Kristin [00:27:29] Yeah, it was grueling. I think lets pause for a second, because what I don't want is someone to think that they have to, like, kill themselves to do it. I think it's more that we knew for at least I knew, and I think we've agreed together for one calendar year, we were going to pretend as if we were running a multimillion dollar business with millions of followers and we had nothing. We had no one. We had not a soul.

Speaker 3 [00:27:54] There was nothing.

Kristin [00:27:55] And I was living paycheck to paycheck. My husband was working like we were so far away from this insane goal about, that it's crazy that we could, like, stay committed to it because we were so far away from it. And so the reasoning behind having to wake up at 5 a.m. and during that time and after bedtime, that's how it had to shake out. But the reasoning was because we said for one year, no matter what, even if we only had five followers and they were our mom, our husbands, our sisters, no matter what, we would keep going for one year, as if acting as if we couldn't take a day off. It didn't matter how our day jobs were going, how crazy they got. Oh, we just didn't have enough time. Our kids were sick. Whatever it was. We were going to show up as if this was our full time job for one year.

Deena [00:28:51] It was a full commitment to see if we could get this off the ground, full commitment.

Kristin [00:28:55] And we had full time jobs. Staying home, by the way, with your kids is a full time job. So in order to maintain a full time job schedule, we did have to work, you know, our booties off.

Deena [00:29:07] Extra time.

Kristin [00:29:07] Yeah, we did. That's just how it happened. Maybe whoever's listening is, like, better with their time. I don't know.

Deena [00:29:13] Yeah, and it really was. It was our passion project. Yeah. Our whole hearts. Like, we believed in this so fiercely.

Kristin [00:29:19] And it was hard, though, by the way. I mean, there were many, yeah, many times that I didn't. I mean, almost every night, by the way, even at 7 p.m., want to sit down and write *Winning the Toddler Stage*. When we did right, it was I remember sitting outside the sun was setting. It was so exhausted and it was, yes, that fire that keeps you going. I'm like, yes, I'm passionate. But sometimes real people. We are real people. And even though you're really passionate about it, you mean like, wow, I'm just really tired and we didn't give ourselves that option. It was like, we're doing this for one year no matter how tired I am. We did it.

Deena [00:30:00] Yeah. Okay. So we launched her Instagram in March of 2020. We work our butts off, we launch our course at the end of June in 2020, and now it's starting to become like by the end of that year, in 2020, a viable business, a real business that we're running.

Kristin [00:30:16] Yeah. So by the end of that year we exceeded our goals, obviously, and we somehow did it and we were able to fully commit to this business. We have customers, we need customer service, like we start doing what we're doing now three and a half years later, which is turning this into a real viable business. That, by the way, happened out of sheer passion. Like, it's so amazing that, yes, we had like, okay, I want to hit this revenue goal and I would like to love my life and not have my husband work 14 hour days anymore and this and that. But really the true heart behind it all was thinking of that one mom or dad alone, that having a hard time or that doesn't know exactly what to say and do. And somehow by the end of that year, 2020, through that sheer passion, we're able to now make this full time.

Deena [00:31:25] Yep.

Kristin [00:31:26] So now. Here we are. Hello

Deena [00:31:28] Hey! Hi it's 2023.

Kristin [00:31:30] And so now we're running a business. We run a business.

Deena [00:31:35] We're Co-CEOs. Yeah. Who would have thought, Kristin?

Kristin [00:31:38] Is that my title?

Deena [00:31:39] Sorry. Have I never said that? Oh, you're also the CEO.

Kristin [00:31:42] Oh, that's nice. We're obviously running a really organized ship. I don't know if I think of myself that way, but I think that's the magic. I think that's of it all.

Deena [00:31:52] I see it in you.

Kristin [00:31:54] Oh, okay. Well, it's like the crazy, visionary person that everybody has to, like, wrangle back in. I don't know that that's a CEO.

Deena [00:32:02] Is that a title?

Kristin [00:32:03] I don't know. Is that like a real thing. Or is that like, a creative, crazy person?

Deena [00:32:07] Oh the CCP. Okay.

Kristin [00:32:09] Noted. I love my new title. So we run a business and we run it together and we're besties.

Deena [00:32:16] That's right. We are besties in business everyday, now together. Yeah. And we're exact opposites. Yep.

Kristin [00:32:22] Yep. And we always joke that we're literally more married than our husbands are, because, like, we. I mean, to our husbands, because we talk all day, literally the entire day. I talk to you more than anyone in my entire life, for sure. And that was already the case. But now it's like—

Deena [00:32:40] Very much the case.

Kristin [00:32:42] 10 Hours a day and we share a bank account. Yeah. And like, we're truly.

Deena [00:32:46] We have to talk very, really serious things and make decisions together.

Kristin [00:32:50] We're married.

Deena [00:32:51] Yeah. And I think that one thing that is so helpful, we kind of BLF each other, You know, we're like, sharing our feelings or share in our needs. We're problem solving together day in and day out. And I think something that has been so helpful because whenever one thinks of a partnership, especially in business, you think of it as

50-50. And I feel like one of the most helpful things has been learning how to show up like 100%, 100%. You be all of you with all the way you like to do things in the way you need things. And I'm going to be all of me, the exact opposite, super logical, super structured, and we're going to figure it out together.

Kristin [00:33:30] I mean, I feel like that's where the magic happens because that was from the foundation, right from the literal start of BLF was like, You are so strong at everything I am not, and vice versa. Yeah. And so that has carried on for three years. And there's always going to be moments where we have to, like, check in and be like, Whoa, whoa, whoa, wait a minute. Like, okay, let's take a step back here. Like, wait, you're amazing at this. What am I doing? You're amazing at this. And when we play to each other's strengths and just like, let the other one do what they're great at, it's, again, almost like a marriage where it's, like, so much trust has to go into running a business with your best friend. And there, in my opinion, is no better way to run a business because your business is being run on sheer like trust, love, loyalty. It's kind of the best, especially if you're opposites, because it means everything that would have normally fallen through the cracks. I know is in following the cracks. I don't even have to think about it like you got it.

Deena [00:34:39] We just divide and conquer.

Kristin [00:34:40] It's incredible. And I think that's also, by the way, this is unique to our business is our business is literally run that way behind the scenes to where we have my best friend from college. Right. She's our director of business operations. Your sister works for Big Little Feelings.

Kristin [00:35:01] Another one of my best friends who officiated my wedding works at our business, behind the scenes. We are a small and mighty team, and it is comprised of either people who love us and love what we are doing and are so passionate about it.

Deena [00:35:19] Committed to the mission.

Kristin [00:35:20] So committed, or they're all toddler moms and they're all wildly committed to the mission. And I think that the other secret sauce, like we can't do all of this alone. We do have a small, mighty incredible, incredible team that is so jazzed up and fired up almost the same amount that we are.

Deena [00:35:40] Yeah, we could not do this without them. And I could not do this without you, because it does get tough sometimes. It's hard to keep going.

Kristin [00:35:47] Yeah, I mean, content in general. It's a whole nother episode.

Deena [00:35:51] Living on the internet is a different episode.

Kristin [00:35:53] I need a bestie and a therapist for the feedback the feedback—

Deena [00:35:59] Brace yourself.

Kristin [00:35:59] that I receive.

Deena [00:36:02] Now, you didn't ask for it. That's a different episode.

Kristin [00:36:04] I did not ask for my mental, physical and spiritual existence to be torn apart or given feedback to. But it is. And I'm glad to be doing it with you because we really—

Deena [00:36:18] It was worth it.

Kristin [00:36:19] What would I be like if I didn't have you to be like in the level, you know what I mean? Oh, yeah, that would be like I. I would be a shell of a person.

Deena [00:36:27] I could not do it.

Kristin [00:36:28] I couldn't even do it. I can do it. Oh, wow. I never think of that Deena. That's scary.

Deena [00:36:32] I live for gold stars. I mean, if I didn't have, you could give me my Gold Stars?

Kristin [00:36:38] And I don't. But I do live for people pleasing. And you can't please 3.2 million people. That's what I've learned.

Deena [00:36:44] You just got to stand by what you believe so fiercely that you don't let the noise shake you.

Kristin [00:36:49] Is that what we have to do? Oh, okay. That's nice.

Deena [00:36:51] We're still working on it. Yeah, let's be clear, okay? We don't have that totally figured out.

Kristin [00:36:57] I don't know if we have an episode for that full of advice, but that was really good advice. Like, if we — If we had one is that my stomach rumbling in the background?

Deena [00:37:10] The listener can hear your stomach, my back is hurting so badly.

Kristin [00:37:13] I think we can shift to question.

Deena [00:37:17] We do. We got to give a rapid fire.

Kristin [00:37:18] Why do you not eat before? Oh, because I'm like taking care of the kids and, you know, then shifting to bedtime so I don't have time to eat dinner.

Deena [00:37:26] You didn't hunch over a sink and, like, eat some scraps of mac and cheese.

Kristin [00:37:29] I didn't do that today and I'm starving.

Deena [00:37:32] Yeah. Next time. Wow. Eat the crust on the sandwich.

Kristin [00:37:37] Oh, yeah. I really should have some waffle. Okay, a few rapid fire advice, let's do it. All right.

Deena [00:37:41] Let's do it. Rapid fire advice. Go.

Kristin [00:37:43] Okay, Instinctually, the first thing that comes to mind is it's not about you. It's not about you. It's not about your product. It's not about your course. Truly, if you want to run a big, successful business, it's not about you at all like it is about whoever you are trying to speak to or help or change, whatever it is, whoever your consumer is, if you want to call them that, it's about truly caring so much about what they need that that's the number one reason you do everything day in and day out is just what do they need?

Deena [00:38:21] Yes.

Kristin [00:38:22] Okay. Rapid fire advice. Go.

Deena [00:38:23] There is no perfect time to start. I would say some people wait. I have this instinct to be like, I just got to figure it. I don't know how to do it all. Just right, just perfectly. And that will cause you to just get paralyzed and, like, never even try it. You just got to jump in there and you are going to learn so much on the go.

Kristin [00:38:43] Oh, my God. I look back to our first stories. First of all, they were great. But second of all, no, you know, like, we had to grow. Like we had to do it as we went. You know, just start, take the leap of faith. Just go. Yeah.

Deena [00:38:54] Back to you, girl. Rapid fire. Okay.

Kristin [00:38:56] Be you like be—I know everybody says that, but you when you're thinking this up and dreaming it up and it could be a bakery or it could be this or it could be that. And you're thinking like, Well, this already exists. No, because you haven't done it, so don't let it stop you first of all. If someone else is already doing it, because that ties into what my advice is be radically you. There is no one else doing it the way that you are doing it. And you may think I don't look like that. I don't sound like that. I should probably do it this way. I should probably. When we came on, we would have had a selfie ring light. We had perfect activities that made everybody feel terrible about themselves. If we did it the way everyone else was doing it, we just were totally ourselves. And that's not the right way to do it either. Like you do it exactly the way you do it. Maybe you're really clean, show being really clean. That's not what we did. Show up and be only your whole authentic self. I feel like because it shouldn't always be about us again. We said her name before. Elise Meyers. Elise Meyers. The best example of this where in 2023 someone can watch Elise Meyers wash her hands in the sink and have her OCD is what she's talking about and have her things that she talks about. No one would have talked about beforehand, right? They would just shove that away and tried to like look perfect on camera and those things explode. They go, quote unquote, viral. Why? Because it's not about being viral. It's about her just being authentically herself. And all of these people who for so long have been feeling like no one else is like them are like, Oh my God, thank you. Like all your quirks, all your things. Be you.

Deena [00:40:44] I stand by that 100%, and I'm still practicing that every single day [laughter].

Kristin [00:40:50] The Paris Hilton era really just not 2023, Paris Hilton, of course. Like 2010. Yeah. 2010. When when social media was about like filters and butterflies and, you know, your perfect Italian vacation. It's a lot to process.

Deena [00:41:03] It's a lot, you know, still recovering from all that.

Kristin [00:41:06] I love it. Okay, last advice.

Deena [00:41:09] I would say the last thing is cut through the noise. People might be telling you to not do this like your partner might even be telling you or your friends or your family telling you, this is dumb, It's a waste of time. But if you in your gut. You know, this lights you up. You know this has meaning to you. This is a passion for you. Go for it. Do not let the noise stop you and hold you back from trying and giving it a shot. Because if you never try, you literally will never know.

Kristin [00:41:41] Oh, I have chills.

Deena [00:41:43] Yeah, go for it!

Kristin [00:41:51] Okay, so, big little bestie, if you've been listening and you feel fired up at this point.

Deena [00:41:55] Yeah.

Kristin [00:41:56] Maybe you're listening and you're just like, You know what? I love my job. Like, I love how things are right now. I love being a stay at home mom like I did for so long. All we want you to know from this episode is you can do what you dream of. And that doesn't need to be running a huge, successful business. That could be anything. That could be being a mom, that could be being a dad, that could be running a business, that could be being a ski instructor. You have this thing deep, deep, deep down inside of you. And everything in the world is saying, That's crazy, man. Or I should want more. I should want different, you know? And you can do it. You can do it.

Deena [00:42:41] This is your life!

Kristin [00:42:41] Let's do it. Woo! Woo! Woo!

Deena [00:42:47] Okay, let's go into some listener questions that you, big little besties have sent in to us.

Kristin [00:42:53] My favorite part [singsong]

Deena [00:42:56] Okay. First question is from Michelle. Thank you for sending it. Any little hacks to get a two and a half year old to take medicine?

Kristin [00:43:03] Oh this is challenging.

Deena [00:43:04] But we've got one.

Kristin [00:43:05] We have one.

Deena [00:43:06] Just add sprinkles is what we call it. Sprinkles. Literally, you can put them in the medicine and you would not believe how much this can turn them around and make them excited. Yeah.

Kristin [00:43:18] And also another hack that goes with adding sprinkles is putting them in charge. So generally speaking, whether it's medicine, whether it's leaving the part, it

doesn't matter what kind of power struggle it is, try putting them in charge of something. So in this case, maybe they are picking the sprinkles, maybe they're pouring the sprinkles, maybe they're pouring the medicine, of course, with you watching and making sure it's exactly the right dosage. Putting them in charge of something is amazing. Even with my kids, I would do like, do you want to take it in the medicine cup or the syringe? And it's crazy how even that little shift of power.

Deena [00:43:47] A little bit of power can really, truly change their brain from being in pushback mode to more like collaboration mode with you.

Kristin [00:43:54] You know what I saw Mother Could shout out Mother Could. Hi, Miriam. Hey. I saw her do this thing that every pediatrician says to do, which is cut it with juice. And that never once has worked for my children, but it works for hers. And so I feel like that's worth mentioning because I don't know about you. Every time I go to the doctor, they're like, Just cut it with some juice, just kind of juice. And mine hate it, but I feel like I'd be remiss not to mention that. Or chocolate syrup too. And I hate that, but apparently try it out. My pediatrician swears by it.

Deena [00:44:25] Give it a shot see what works.

Kristin [00:44:27] Okay, Next question. This is from Annette. Hey, girl. Hey, Why aren't you—Oh, my God—I can't even read the end of the school..

Deena [00:44:36] I'll read it. It's going to cause you a little bit of pain. So that's your solve. Why aren't you at Bravo-con right now?

Kristin [00:44:42] Thank you Annette for mentioning this—I really—I need a whole session to talk about this. I have so much regret because we're busy, right? We're busy. And like you and I are traveling a lot. Yeah, and we're traveling a lot like we were just in New York City. We're traveling next week, and like, my husband is dying. He's dying to go to Bravocon. Okay? Like, he got it before I did. Even like, he got the Bravocon fever years ago. And we finally both were like, you know what? Our kids are in an age. I think we could both go to Bravocon this year, like this is the year to do it. And I was like, No, I just doing it and I have so much regret.

Deena [00:45:23] Wait a minute. Are normal people average people like us, We're just allowed to attend. Bravocon?

Kristin [00:45:28] Are you joking? It's a conference. It's a conference also, Deena, like we were. We were lowkey on watch what happens life?

Deena [00:45:35] I know!

Kristin [00:45:37] Like we might, we might even get, I don't know, a backstage pass or something, but even if we didn't, you could just buy tickets. You can just go, you could just go.

Deena [00:45:47] Like, Well no, I'm sad. I would like to go. I wish we were having like a little mom adventure together.

Kristin [00:45:53] And then, like, I really I said this on our stories last week, and I mean, can you imagine being at Bravocon? And there's like a moms section, Like the panels are

happy earlier and we're wearing sweatpants and we're wearing Uggs and we're all just being like, You're doing great, sweetie. You know, like, we're given Raquel a hug.

Deena [00:46:10] I'm proud of you!

Kristin [00:46:11] Proud of all of you!

Deena [00:46:13] Listen to your feelings. They matter.

Kristin [00:46:15] This is hard. It's okay to have a hard moment, you know?

Deena [00:46:19] Do you need a hug?

Kristin [00:46:20] Next year, we have to go to Bravocon next year. Okay. Okay. I'm sorry I took up too much of our time. Next.

Deena [00:46:24] Okay, Last question here is from Bailey. Do you believe in rewards charts?

Kristin [00:46:28] Oh, good question.

Deena [00:46:29] Well, you know, some people love rewards charts. I don't love them, frankly, because what can happen is that you accidentally get stuck on like this rewards treadmill. Call it where it's like first they're earning an M&M, and then when that wears out, you got to ramp up the prize to keep them motivated and excited. And really, like all the while, they're not really learning like the deeper thing that's under the behavior, like real coping skills for dealing with hard moments, right?

Kristin [00:46:58] Because like, I think you can use a rewards chart for, if I'm not mistaken for many things you're probably talking about, like behavior, even potty or something like that. And in general, we really do want things to be intrinsically motivated. And that way, even when you're not around, even when they don't get an M&M, they're still going to perform that behavior for a lack of a better word. They're still going they're going to be motivated to be kind to their friend or to share or to sit on the potty because they have understood the reasoning behind doing those things.

Deena [00:47:34] And there's this last thing as a therapist that can happen, okay? Is kids who are, quote, not behaving well consistently when they don't get that reward, that gold star like whatever it. Is it actually secretly, subtly, like crumbles their self-esteem inside and they start to just kind of give up and give up like, you know what? Okay, I can't do it. Like I am a bad kid. You know, I'm not even going to try.

Kristin [00:48:03] So, yeah, everything that is in parenting, by the way, you should tailor to exactly what works for you. For us, we generally do not recommend using rewards for these reasons. But again, like you do, you, boo.

Deena [00:48:18] Exactly.

Kristin [00:48:19] What works for you is great.

Deena [00:48:22] Okay, big little bestie, Thank you for being here with us.

Kristin [00:48:26] Thank you for being here. I'm feeling what you felt at the beginning. Now I'm tired. Yeah, I'm tired.

Deena [00:48:33] We gotta rest

Kristin [00:48:34] Yeah, We all got to go back.

Deena [00:48:35] We need to rest so that I do not have a grump hangover for tomorrow.

Kristin [00:48:42] Do you need like. What do you need right now?

Deena [00:48:45] Just sleep. I think I need to take a quiet shower by myself and then, like, go to sleep. Yeah. Yeah.

Kristin [00:48:51] There's no Bravo tonight. You got to.

Deena [00:48:52] Just. No, I got to go to bed. Yeah, that's. That's for sure.

Kristin [00:48:56] I'm going to eat something and maybe watch Housewives of Beverly Hills. So sad right now.

Deena [00:49:00] I know. I know. It really is.

Kristin [00:49:02] I mean, me, me, me, me. Do something lighthearted. I feel like Miami is kind of fun right now. Do that. Okay. All right, bestie, Thank you for hanging out. We can't wait to do it again next week.