

## WOCAndAllies\_EP100

**Elaine Lou Cartas:** So let's flash it back to February 24th, 2022, 2022. I still think the two thousands were maybe five or 10 years ago. I think I'm just denying the fact that I'm getting older, but any millennial will tell you that we think that two thousands were five or 10 years ago. And if you were born around that area, Era, not area era.

F you really jealous, but anyways, that's when my podcast was released and back then. It was called the color, your dreams, podcast, acute name. I trademarked shout out to my former colleague and friend, Peggy Kelly, helping me name this podcast. And let me share where I was at two years ago in 2000, 2022.

I was burnt out from doing monthly events for four years in my business. It was in person pre. COVID before 2022, I did a free event in person once a month, then when COVID hit, shockingly, my events got bigger and I did them virtually every month. And like for the first two months, and then I did it bi weekly because it got so popular in terms of people needing social connection.

See, I love, I have to shout out to both my grandmas I grew up with, I had a grandma where the first house I was born into was my grandparents home and they always had people over playing mahjong. That's what I grew up with. And then even with my parents, people would always come over. So for me and my business, when I first started, it was like my grandparents or my parents house.

I was holding space, connecting, talking with others. And. It burned me out. For those of you that have listened to my podcast, you've probably have heard the story of, I remember one time I was getting ready to watch like my niece's ballet show and I couldn't get out of bed. My boyfriend kept trying to wake me up, but I was tired.

And my body just needed to sleep and I knew I needed to change things. I love giving back. I come from the nonprofit sector. I was a former fundraiser when I was, I want to say 13. Years old, like back in middle school, I would teach others how to play violin. I'm a former violinist. So I just always, how I grew up in my family being Filipino, I was giving back, saw my family holding space, volunteered my time.

Teaching violin to going to a motel after school, helping kids after school. And I think giving so much finally reached its pinnacle, but I still wanted to give back. I needed to do things sustainably. And When I saw, okay, podcasting, I don't need a big studio. I just need a computer, internet, a mic. And I started my podcasts.

I scaled down from my events doing in person events. Monthly to biannual retreats, where I do two retreats a year. And even now I'm scaling it down to once a year. I've I meet, I'm not even sure yet. I'm not sure yet. And let me tell you, doing events is a lot of energy. It is expensive. And as I'm getting older, I am protecting my energy even more, but I still want to give back.

And this is why I created this podcast. At first I'm being honest, I wanted to bring in guests, but I didn't want to do it like everyone else does. For those of you that have listened to podcasts for a while, you probably know, usually this is the formula to get your podcast really big. It's not a secret.

Get big names. So then. You get their audience, you get high downloads for your podcast. I didn't want to be like the other podcast. I wanted mine to be real and honest, bring real people. I have great relationships and chemistry with. So in my podcast, I've invited my clients, my friends. And even family, I've had my little brother, my, my interview with my brother's one of the most downloaded podcast episodes.

Also funny thing, we think I know I podcast editor, Pete Bailey, shout out to him really grateful for him. He edits my podcast, but what's funny is my most downloaded podcast episode is one where I forgot my mic. I use my regular. Apple headphones, not the AirPods, but the wired ones. And I fell down from my seat.

And I know the quality was so bad, but people liked it because it was real. Pete, don't worry. I'm still paying you and I appreciate you. but talking about podcasting, I've always wanted and it's interesting when I hear other podcasters, they will relate to it or maybe even relate to it. I've always wanted to have my own talk show or radio talk show.

It's laid back. It's fun. Back in the day before we had streaming services, I remember listening to just radio and hearing conversations like I, Okay. Love saying in LiveJournal and I wanted a verbal version of that and if you are a millennial, you know What Zynga LiveJournal tumblr is and if you're not a millennial and you don't know what it is.

It's basically a diary That was used as a blog where people would express their emotions, feelings, their crushes, being a breakup, not being liked, all that stuff. We put so much energy into that when we were younger in our teens, even in our twenties, as opposed to nowadays where kids do it with social media.

Like anyone, when I first started my podcast, I thought, okay, I need to follow the frameworks and models, record a video, polish, sharing video clips. And I'll be honest, in the past three to five months, you could call me lazy, but I don't share video clips. And here's a reality why it's because I've been recording it without the video more so in my PJs.

If anything, what's interesting is I share pics or reflections. I do a screenshot on Apple and Spotify with my podcasts and that's how I promote it. Or sometimes I don't even put it on social media and I just promote it on my email. So if you're not in my email list or in my newsletter where I share tips every week on your career, go to [elainelou](mailto:elainelou).

[com forward slash join](http://elainelou.com). That's E L A I N E L O U. [com forward slash join](http://elainelou.com). And that's it. What I have done for my podcast that I have been proud of and you probably hear it from other people But I have been consistent. It's just the frequency of my consistency has changed you could say Elaine how are you supposed to be successful if you're not just gonna be doing it every week or twice a week You know what?

I am successful. I'm successful in honoring my energetic Capacity at first, when I did this podcast, I did weekly podcast episodes because I wanted all the downloads, but I mean it when I say each podcast, as I say, and every episode at the end takes four hours for my team and I to put together, right?

It's me planning, outlining and scripting to actually hitting the record button, then my team editing and putting the behind the scenes tech pieces together. And I'll be honest. At first I was focused on the quantity versus the quality. I need to get all these downloads. And I always thought I needed guests.

And mind you, the guests that I always had was either my clients or my team. I could pitch like every week for my podcast. And I tried, I, I remember doing coffee chats with two people where they were like these big people. And then I met with, I'm like, no, they're just, I'm just being transparent. I was like, they're just using me.

They just want to get their word out there. We have no chemistry. I'm not just going to bring someone on. And earlier this year, I now at record two podcasts episodes a month, because that's what I have capacity for. And in November, next month. I'm on vacation going to Australia, New Zealand for two weeks.

I was considering, Oh, let me record something ahead of time. And then it could come out. I'm like, no, I just don't want to. Here's what I want you to get from this podcast. You don't need to do it like everyone else does. And I'm not talking about this podcast, but just. Anything in life, you can do it how you want to do it and being mindful of what is your goal when you do want to create something.

And I'm not saying you, the goal always has to be consistent. Just be mindful. What is the goal? If it has changed, then how's it going to change? So here's mine. I had, I have two goals for this podcast. One to provide free, accessible education for others. And to. To provide resources for people who are interested in working with me to check me out to see if it's a good fit Look time is more valuable than money So if there are people like you who are interested in working with me and you want to see All right.

Let me see if I vibe with her a podcast is great to check out You see content marketing has changed so much where people are being more conscious Just because someone looks really great and pretty on social media and then Their video clips or their grid on Instagram or being viral It's not enough for someone to want to work with you and I get I am high end Coaching like I only work with a limited amount, which is 24 people The way I like describing my coaching is I love providing You Free education through my podcast, right?

There's accessible education through my three online courses with LinkedIn. I have 30 plus online courses with colleges. And then if people want that one to one attention to get faster, better results, more individualized, they could work with me directly. And if you happen to be one of those people that's interested in working with me, you can schedule a complimentary coaching call with me and get three action items at [www.elainelue.com](http://www.elainelue.com)

[elainelue.com](http://www.elainelue.com) forward slash call. It's interesting. Also, side note, I've met people who do listen to my podcast, get on a call with me. And some people have said, Oh, you're exactly like your podcast. I'm like, yeah, I'm not trying to be anyone. I'm not. I actually do script outline bullet point my own podcasts.

I choose my topics. I do brainstorm shout to Monica shock. I do brainstorm and partner with my marketing strategist. I'm going to talk about, and Monica has also been in my podcast multiple times. I need to bring them back on because I realized I haven't done an episode with them in a bit and it's fascinating at the start of my podcast.

I used to do more guest speaking. Now I do more solo episodes and according to my stats, you all enjoy listening to me more, which is interesting. And I think it showcases, you get to see me through my thought leadership and coaching. You get to see me being vulnerable because I always talk about the great things that happen in my life for clear.

I also share my mistakes. this episode is about my mistakes and triumphs of 100 episodes and speaking about a potential triumph that. Turned to an intentional mistake that I didn't want to be triumphant about is I've mentioned this in other episodes, but I got approached by a big podcast network with a well known thought leaders.

It's just, I had to play the numbers game, high number downloads, get big names. And I realized that it would lose. The personality and passion of this podcast and my intention of it. Okay. So another thing I wanted to bring up, so this podcast is called WC and allies business and career real talk. You might be thinking, Elaine, it's long.

Why is it so long? But it is clear over clever. I met this other podcaster at the podcast movement conference, and they shared with me some direct feedback, which I appreciate she was like, what is call your dreams. and by the way, Color Your Dreams is the original name of my podcast. And I said, it's a podcast for a woman of color and allies.

And she reminded me, be clear over clever. And she asked me who it's for and what I provide. I'm like, it's for a woman of color and I provide real talk. And she shared, Hey, that should probably be the name. I'm like, Oh my gosh. what's funny is I used to do. Because that was crazy before I used to do Instagram and Facebook lives for a full year straight And I used to call it real talk and so I'm like wow I'm bringing in real talk back And here's a reason why I put WC and allies business and career real talk instead of calling it Opposite business and career real talk.

I'm in Cornell is because SEO is huge in my business. So you could do this if you don't believe me, but if you Google WC podcasts, I'm one of the top five, and if you type in WC business or WC career in either the Spotify or Apple searches, you'll want to. Once again, if you're not going to see me at the top, I'm one of the top.

I wanted it to be easy for people who were looking for a podcast from women of color to easily find me. And I put allies because I work with allies too, but I know majority of people who find me look for WOC. Similar to WOC business coach, WOC career coach, WOC executive career coach, you'll see me as number one, or at least number two or three.

And. I just wanted to make it simple and if you think about it, that's what we do when we Google things or look for things on Spotify and I was doing it the other day. I am going to Portland in two days to celebrate actually Monica and Tom's anniversary. Tom is Monica's partner up in Portland and I was looking for places to stay, I'm like, okay, Portland or Vancouver, Washington, bed and breakfast, and then I found places on Google.

I'm like, okay. I easily found that on Google. We always do this. in our own personal life. So why not do that in our own careers or business? So if you are considering creating a podcast, what are people going to look for and how can you meet them with where they're at? It's what I remind my clients as they also have their own podcasts.

Another thing, I thought I needed to be so prim and proper, I am wearing a snuggie. The video is off. And I'm recording because, you know what? It is that time of month for me. This is the energy that I can bring. And you know what's crazy? I was looking at my stats. This month, I'm going to have my highest number of downloads in my podcast with solo episodes, which is different than before.

For those who have been listening for a while, you'll see an evolutionary podcast, even in my content on social media and online, where I'm just being more me and it is the most freeing thing. I just had a meeting. We do monthly marketing meetings with my strategist, Monica, to go over my marketing numbers.

So we're looking at my email, open rate, podcast, downloads, social media. I'm more so on LinkedIn. And if you're on LinkedIn, you could hit me up and look for Elaine Lou Curtis. And what's interesting in my podcast and email topics is when I'm real and I talk about overwhelm, anxiety, mistakes, family, and practical advice, that's where I get the most downloads.

What is it? 11 o'clock. So I've been talking for about 20 minutes. So this is the energy I got to give. And I'll be honest, I want to go sleep because I recorded this podcast episode late because I completely forgot. I also need to put my retainers back on and go to bed. But before I go, if you've been listening to this podcast for a while, I made this for you to have real talk.

To remind you that you can be you. And I don't want you to just be like me, I want you to be the first of you. And if you're new here and this happens to be your first podcast episode, Welcome. I know it's not the greatest first impression because I'm wearing a Dodger Snuggie, but after this podcast episode, I do encourage you to go back to whatever podcast platform you're listening to, scroll and listen to whatever topics pique your interest.

And if you have a topic or question, you're dying for me to talk about, do me a favor, message me on LinkedIn or Instagram and share with me what you want me to talk about. Thank you for being here, listening, learning, and growing with me on our 100th episode. So cheers to another 100 and more.