EP144

Elaine Lou Cartas: Hey, everyone. You are in for a delight because there's gonna be a lot of energy, if you can't tell by our outfits. We did not coordinate this, by the way.

The Petty Headquarters: Oh my God, we are both wearing red. Different

Elaine Lou Cartas: versions, though. Different versions. Different versions,

The Petty Headquarters: but yeah, same family.

Elaine Lou Cartas: So we're just gonna get straight into it. I'm excited to have Tiana Locke here. Tiana's, um, the host of The Petty Headquarters. Also, what's the update? Are you at 50,000 downloads? What's the number right now? We're

The Petty Headquarters: at, like, 55,000 downloads. Oh,

Elaine Lou Cartas: my bad. My bad.

The Petty Headquarters: Yeah.

Elaine Lou Cartas: My

The Petty Headquarters: bad. Yeah, so I'd just say 50-plus because it's always going up.

Elaine Lou Cartas: Yeah, so 55,000 downloads. You're a podcast brand

The Petty Headquarters: strategist. Absolutely. Um,

Elaine Lou Cartas: but clearly people are just meeting you for who you are now.

The Petty Headquarters: Right.

Elaine Lou Cartas: And people probably wanna know, like, what made Tiana. We, we don't need to know about, like, the biological stuff that we probably should've learned during high school.

But what made you you? Like, how did you get 55,000 downloads? How are you a brand strategist? You're going to DC about to do a speaking opportunity.

The Petty Headquarters: Yeah.

Elaine Lou Cartas: Tell us.

The Petty Headquarters: Oh my goodness, I feel like I just got a loaded question, but I will give you a loaded answer. So what made me, me? Let's start there. As a child, I've always liked curating stories, right?

Went to college. If you don't know what college I went to, SUNY Cortland, now you have some game. First went in there as a professional writing major, then I was like, "You know what? I don't like this." Switched to media and communication, so that's kind of where I started to get into the whole media world.

And after that, I was doing a lot of editing, I was doing a lot of, like, marketing, I was doing a lot of communications and things like that for different agencies, as well as freelancing. So I have a pretty extensive background in production and marketing, as well as creative content strategy, and I've been doing that for different agencies.

And I don't know. When I started the podcast, now it's been three years, so three years ago when I started the podcast with my girlfriend, who's my co-host now, it came because I was already doing content. Hmm. I was already doing something along those lines, but then I was like, "You know what? I've always loved the idea of hosting.

I've always loved asking people questions. I've always loved talking to people. I have a personality I feel like it needs to shine," right?

Elaine Lou Cartas: Is it not shining, everyone? Can you not hear it or see it?

The Petty Headquarters: Yeah, so I decided... You know, here's the thing. Me and Jesse, that's my girlfriend's name, we would, a lot of the times, we'd analyze certain things or talk shit.

We would say, "Let's take it to the headquarters," right? So I came up with the brilliant idea, like, "Hey, let's start a podcast and call it The Petty Headquarters," right? So that's kind of how that grew, and with my extensive background in video production and marketing and strategy, I kind of really just built this whole thing.

Like, seriously. It was very tough in the beginning, I'm not gonna lie to you. Podcasting is hard. I'm not gonna sit up here and say it's easy. It's not. But in the third year now, it's, it's be- it's become more easy because I've put a lot of systems in place for that now. So yeah, that's pretty much how I got to this point, how I am me, and yeah, the 55K is pretty wild.

Social media has always been like a strong suit for me. I've been doing social media before it was trendy to do. I'm not gonna lie, now that it's trendy to do, I hate it. Like, I fucking hate it. I'm not gonna lie to you. I'm not gonna lie to you. Like, I'm gonna keep it 100% real with you on this podcast right now.

Like, and that's why I'm like, "I'm good." I think you've always kept

Elaine Lou Cartas: it

The Petty Headquarters: real. I don't have no... Right. That's why I'm like, "I'm good. I don't have no questions. I'm good. Let's go." So whatever comes off the dome comes off the dome today. I'm activated.

Elaine Lou Cartas: I appreciate you sharing that, you know, you hate social media.

Um, I forgot to- Yeah ... share this in the beginning. Tiana and I work together. Tiana was a former client. Now we're friends.

The Petty Headquarters: Yeah. We're besties.

Elaine Lou Cartas: And, you know, that's how I feel about social media as well. Like, I... And, and I think people will relate to this, but it also feels like the mean girls sometimes, or it feels performative.

It feel-

The Petty Headquarters: Yeah ...

Elaine Lou Cartas: like it's easier for my eyes and brain to be like, "Oh, they're trying to sell something," or-

The Petty Headquarters: Yeah ... "

Elaine Lou Cartas: Oh, this was created by AI." Yeah. Whether it's the image, video, or even the copy, like my brain just trained, and, and I just find myself wanting to watch dog and cat reels. I'm just... I'm not lying. I'm like, I just wanna put that in my brain.

So with that being said, this was not in one of the questions I asked you, but I think it's helpful, is how's your relationship with social media? How do you make it healthy? Or maybe you're still trying to figure that out

The Petty Headquarters: How do I make it healthy? I don't. I don't. That's really the honest answer. You can't control social media.

You can control what you take in, right? You can control your algorithm. You can control the things that you wanna see so that

Elaine Lou Cartas: you

The Petty Headquarters: don't see garbage. That part. Mm-hmm. Right? So you don't see garbage, right? You can control that. However, for example, I do have, like, two different Instagrams. So there's my professional one and there's my main one, right?

Where it's the commentary, where it's the pop culture, all that jazz. On the professional one, I notice that I get a lot of the things that I like, right? So I get what I give out. So because my Instagram is

more professional, it's more business oriented, I'm getting a lot of those content. And then I love fashion, right?

I like trying new, different looks, so I'm getting a lot of that as well, and I'm, like, always seeing new art. So th- that's that side of me, right? Mm-hmm. Where I can control that. So that, that Instagram's pretty healthy, right? But there are moments where it gets overwhelming, where you're, you're, you're getting too much of the whole salesy stuff and then you're getting too much of, you know, someone wanting to pitch you something, right?

And that part is annoying, but that's the most that I can do to make it healthy, is to control what I put out and what I take in and, and that's the, the, the honest answer.

Elaine Lou Cartas: Yeah. And I mean, as a business owner, having both a podcast and then your own brand strategy business-

The Petty Headquarters: Yeah ...

Elaine Lou Cartas: whether it's Instagram, LinkedIn, TikTok, whatever social media platform.

MySpace is coming back.

The Petty Headquarters: I know. Which, do you think it's gonna be the same?

Elaine Lou Cartas: No. No.

The Petty Headquarters: Uh, it's

Elaine Lou Cartas: not. No.

The Petty Headquarters: It's not.

Elaine Lou Cartas: Well, we'll... I mean, whatever. There might be, like, a new social media app that's coming out.

The Petty Headquarters: Right.

Elaine Lou Cartas: W- and there's always algorithms for each one. You've been... You shared since you were a little girl. We don't need to age you.

You don't need to share your number, how old you are. Uh, I know. But why does story matter more than the algorithm throughout your years or decades of life and experience in marketing?

The Petty Headquarters: So in my experience in marketing, in my experience in life, and even with algorithms constantly changing to this day, YouTube just changed their monetization, um, policy Story matters most now because everyone is tired of seeing the same thing and hearing the same thing, and not seeing...

I know everybody likes to say authenticity, relatability, right? But you have to actually mean it, and that's why story matters most. If, if you put out a post, for example, that says, "Oh my God, I have 20 years of experience in my craft," nobody cares. And that's the truth. Nobody cares what you do. Unless you're already someone that's a household name and you're famous or whatever, nobody cares.

People wanna know the story behind that, because you're gonna catch people faster. So for example, instead of saying like, "Oh, I have over 20 years of experience in my craft," you could say something like, you know, "I was living in my car with severe depression and almost quit three ti- three times trying to grow my business.

And, you know, now I have over 20 years of experience." Like, I feel like starting it that way, people always wanna know what the problem is and who the person is, and then they wanna hear the lesson and the story behind it, 'cause that's what creates a story. No one wants to hear, "Yeah, I have over 20 years..."

Like, don't tell me information. Tell me a story. Don't tell me, show me.

Elaine Lou Cartas: Yeah, that was very quotable what you just said. Yeah. Know what

The Petty Headquarters: the

Elaine Lou Cartas: problem

The Petty Headquarters: is- That's just it ... who the person is. And, and you see this all the time. Like, when you start with your problem, people are more willing to listen to the outcome to hear how you solved the problem.

Elaine Lou Cartas: 100%. So for example, both of you- both of us speak, and obviously when people do an intro they talk about all the great things. And then when I start off, I usually say, "Yeah, you should listen to me. I have been fired. I have been let go. I've been in debt." And everyone's like, "Oh, okay. She's not full of herself.

Great. She's like me. I could listen."

The Petty Headquarters: Mm. Yeah. I find that because social media too is very vain, because Instagram specifically, it's more like a portfolio now. It's not what it used to be, right? Where everybody just dumped pictures of their food or dumped pictures of their dog. It's not like a creative dump anymore.

It's like a portfolio. So people are kinda tired of seeing the polished, performative version of yourself all the time, so when you do start off, and even if it is a nice video and it's, it, it's pretty, it doesn't... You know, even if it is, that's fine, but when you start off with the problem, that creates the story.

Because now people wanna know how the hell did you get over that to get to where you are now?

Elaine Lou Cartas: Y'all should list- follow Tiana because I've been telling her, I was like, "I love when you're in your robe with no makeup, no hair done."

The Petty Headquarters: Right. I feel like that's the energy I'm, I'm bringing today. Like, even though I'm not in the robe, obviously, right?

I wish, but, like, when people see me in my robe, that's when you know it's gonna be some shit. I'm gonna be talking my shit.

Elaine Lou Cartas: Well, you already started kinda giving us this formula, right? The people, person. There was a model you were sharing in one of your virtual events. You should definitely check out one of her events, whether virtual or in person. It's the conflict, emotion, connection, and retention.

The Petty Headquarters: Mm-hmm.

Elaine Lou Cartas: How does that apply for someone's personal brand, and can you share an example of one, even one that you use?

The Petty Headquarters: Yeah, I think that, for example, and this could connect... Like, I remember I did do a workshop where I shared this formula, and this can be applied to anything, whether you're making short clips, right, repurposing long form content to turning it into short form content or whatever the case is, just creating a short clip.

The way that you can apply that is, say, for example, right, someone has a brand where, let's see, they have a dog grooming business. Okay? Let's just start there. We're gonna keep it very simple. I'm not, I'm not gonna do the most. They have a dog grooming business, right? So here's a thing that I like to follow.

I like to follow the conflict. Start with the conflict first, then you go to why you had that conflict, right? So now you share those different perspectives, and then you always just end that on basically what the lesson is that you're trying to learn, as well as maybe even a question. It doesn't really matter, maybe a different perspective.

And that ties everything in together because then you have your story, right? No matter what brand it is. Like, once you tie those specific things to your brand, you have a story, and that's pretty much it.

Elaine Lou Cartas: Can you share an example? I know you said dog grooming, so- Mm ... I know I'm putting you on the spot, but-

The Petty Headquarters: Yeah

Elaine Lou Cartas: you could do make-believe

The Petty Headquarters: So for example, my client came in today, and she had a terrible experience from this past grooming spot that she went to. They made her dog look like shit. I mean, you can say whatever words you wanna say, but you can even have pictures of the dog, videos of whatever, of

the last grooming spot that, you don't have to say the name of the grooming spot, but the last grooming spot where clearly the dog came in looking a little crazy.

And now it's up to me to handle this, and it was last minute. This was last minute, had to squeeze her in, make it dramatic. Make it dramatic. I think that right there is the hook. The fact that the dog looks crazy and went to the last spot and the client was, like, really upset, like sharing those emotions and that- Mm

conflict of, like, the client was really upset with this past grooming spot. Look at the dog, oh my God. You, maybe the client could be crying, because I've seen videos of clients crying about how a dog grooming spot messed up their dog. So that could be the hook. That could be the start, and then the next part could just be how you worked around that, right?

Last minute client, right? You had to squeeze this person in. Now that right there is relatable, so if you have customers that have probably experienced the same thing, they're like, "Oh my God, I need to see where this goes. What are you gonna do? This is a last minute client," right? How are you gonna get over this?

Boom, that right there, you have the hook. Now you have, how are you gonna get over this? And then you show how you did it, how you made the client very happy, then you show the end result of how the dog looks. The dog looks amazing. Oh my God, book me. That's it. I mean, that's pretty much it. So that right there, that whole formula, is something that will not only bring you clients, right?

But that keeps the retention high, because you're starting off with a very strong hook. There was a problem. The last grooming spot was really, messed up the dog. Then also a last-minute client that you had to squeeze in, so now how do you get over that other problem? Then you're showing them how you got over it, then the takeaway, then the end result, and then boom, book me.

Elaine Lou Cartas: And this is a traditional marketing story model. I think when people- Yes ... like, "What are the first two to three seconds of the reel?" Like, it needs to hook. It's not a new Instagram algorithm thing.

The Petty Headquarters: Yeah. It's not.

Elaine Lou Cartas: Sorry, everyone.

The Petty Headquarters: But that's just how I find, because conflict and emotion really equates to high retention, and you see it time and time again.

I'm not the first person to say this. Maybe there are other people that explain that way better, but at the end of the day, you always come to the end result is always the same. Emotion and conflict equals high retention, and that is simply the formula that I follow.

Elaine Lou Cartas: Which explains the 55,000 downloads in three years.

The Petty Headquarters: Yes. Yeah, you have to get people commenting and engaging, right? And that's another thing. Like, it's also not just about engagement. Engagement is really... Engagement is, um, crucial, right? You know, visibility is crucial, but that also creates and connects to the, the conversion, and that's the thing. You want people to click on your business.

You want people to click on, if you're, you have a podcast, you want them to watch, you want them to find out what's next. And even that des- example that I described with the dog grooming, you could even leave it off on a cliffhanger. You could even leave it off- Ooh, tell us ... on a

Elaine Lou Cartas: cliffhanger. Tell us. How would, how would the cliffhanger be?

The Petty Headquarters: So don't show the end result. Just be like, "Come back for part two." So people are going- Oof ... to wait and see, like, how you did this. That could even turn into a series. You know what I mean? Like, how did you fix this? And make it super dramatic. Like, how did you fix this? The client was upset. Last minute client.

You had to squeeze this person in. Make it dramatic. Come back for part two. People are gonna wanna see what the hell happened next. And then when they come back for part two, obviously you show the end result and how you got through it, and yeah, if you need grooming for your dog, check me out. It is that simple.

You can have your little CTA, whatever CTA that is. Have your CTA at the end. Boom, right there, that's high traction.

Elaine Lou Cartas: Please share this episode with a dog groomer that you know of so they know- Right. That's it ... what to do in their marketing.

The Petty Headquarters: Like, that literally off the dome. I'm like, dog grooming business.

Elaine Lou Cartas: Okay. We, we've had many conversations about my next question. We're gonna talk about her AI. I know, see, your eye's already rolling. We know AI is the rage. I mean, you were even talking, like you do have systems in place- Yeah ... for your podcasts to do well when you work with clients, because it allows you to be more creative.

Yeah. Um, AI's the rage. We just talked about it earlier. Like, we see an AI post a reel copy. So should we, or how should we use AI, and what should we not use in AI?

The Petty Headquarters: I think we should be using AI as a tool, and I don't think we should be using AI to do the work for us. Me personally, I don't like graphics done with ChatGPT specifically.

Elaine Lou Cartas: Oh, I c- I know when it's a ChatGPT thing. Right. ChatGPT- It's like one second. I'm like ignore, swipe.

The Petty Headquarters: Right. The ChatGPT graphics are terrible. You're better off using Claude or something else. The ChatGPT, don't, don't do it for the... I know people do. It's easy, you know, it's convenient, but no. Also, like I said, going back to using it as a tool, like if you needed help with streamlining maybe certain systems or workflows, sure, right?

If you needed help with streamlining, you know, maybe like, okay, I have four short clips coming out this week scheduled on whatever scheduling platform I, I, um, use. If you don't have time and you're in a hurry and you need captions like that, sure, but make sure... Here's how I do it, and this is gonna be- Yeah, I was about to say

a really

exclusive- I wanna know. We want to know.

This is a really exclusive tip. I mean, a lot of people don't know this, so you g- if you're listening to this episode, you're getting, you're getting game right now. So what I do, I like to put the transcript of the clips into, uh, AI, and then based off of the transcript, please generate, you know, captions for each video, and obviously say the sound that you want.

Start with, if you start with a certain intro, and that's normally what you do, make sure the AI knows that, and the five hashtags, right? So that's basically my formula for what I do for captions. Um, and I think that that's a great way because then it's streamlined. I already have my four clips scheduled.

Clips are done. Captions are done based off of the transcript of each video.

Elaine Lou Cartas: Okay. If you, you do not have to answer this, but I'm curious, what AI tool do you use for that?

The Petty Headquarters: For the transcript?

Elaine Lou Cartas: Mm-hmm.

The Petty Headquarters: So I use Opus Clips.

Elaine Lou Cartas: Okay.

The Petty Headquarters: So I used to, 'cause again, I'm an editor, been editing for over 10 years. I used to be editing the clips on my own.

But again, you need better systems, right? Especially when you're doing more things, it takes too much time. So now what I do is I will put the whole entire video into Opus Clips and it'll generate clips. Opus Clips is not the best at generating clips, but because I'm an editor, sometimes I still have to go in and cut certain things down.

Hmm. And that's just me and my personal preference. So I'll do that. But Opus Clips also gives you the transcript of each clip. So what I do is I copy and paste the transcript into each doc- into its own document. So if I have four clips, I'm copying the transcripts of all of those four clips into one document, and I'm having my prompt, which is what I said, like, "Please create captions for each of these videos with five hashtags based off of the transcript."

I copy and paste that all into ChatGPT, and it gives me options for each video with hashtags.

Elaine Lou Cartas: That is so good because I will say I am an ex-customer of Opus Clips because I hated the clips that they were pulling. Mm-hmm. Mm-hmm. I was like, "These are not, these are not good."

The Petty Headquarters: Mm-hmm. Mm-hmm. Yeah. I've gotten better, too.

Like, another hack that you could do, for example, if you know there's a specific part that you want to clip in your long form episode, you can just export only that part and put that into Opus and just tell it to resize it, and that's it, instead of clipping.

Elaine Lou Cartas: So I wanna make you shine over the AI tools, which I know we are talking about AI tools are helpful.

But you know, there's some people who are like, "I don't, I don't need a brand strategist. I could just ask AI." Mm-hmm.

The Petty Headquarters: Mm-hmm.

Elaine Lou Cartas: Here's... Excuse me. Here's what I'm thinking. I want to be a dog groomer based in Los Angeles, and I'm an ally. Tell me how I should market myself. Why is AI like an ally to all minority groups?

Like, it's a huge thing here in LA where it's like, "I'm LGBT friendly," or, you know, "I am an ally where I work with POCs." So that's a thing.

The Petty Headquarters: Yeah.

Elaine Lou Cartas: So why would I want to hire you when I could just talk to AI and tell AI to give me a whole messaging and branding?

The Petty Headquarters: Yeah. Because the thing is, is that with a human you wanna know how you're making people feel, especially when it comes to cultural relevance.

Like you said, being an ally, you know, having people of color as clients. Like, that is where the human and cultural relevance element comes into that, right? And I feel like that is where I would come in. AI can help you with streamlining and systems, and telling you information, and sometimes overloaded information.

But with a human you can not only get those emotions of it, and making sure that people know exactly who you are, what you do, how you make them feel, and what are the results of working with you, right? I think those are, like, the four components when it comes to creative strategizing for a client, for your brand, and things like that.

The design can come later, right? But I'm talking about those main things. That's why it's important to work with a human. And also- People work differently. So yes, you can ask AI, but what I've noticed is that people find themselves rebranding every two seconds, changing the timeline,

changing their decisions, changing this, changing that, because they're only working with themselves and in their brain, and if your brain is disorganized, you don't even know where to start.

You could talk to AI, but if it... It doesn't know. Like, you know what I mean? It's gonna just give you the information, but it's not really gonna give you something that's concise that works with you, and that's where the human element comes in. You have the emotional part of it. You have the re- the relevance part of it, and then you're actually talking with someone where you and your crazy ideas, the human will put it into a concise strategy for you.

You know what I mean? Whereas with AI, I find that people find themselves asking so many different questions, starting from scratch, not really having a foundation, and I think working with a human gives you that foundation so that you can go from there.

Elaine Lou Cartas: Yeah. Like, I have my, for example, my own brand strategy manual that I worked with when I worked with someone, like, five years ago, and I will tell people, I use AI in a sense where it's like a sparring partner.

I'm like, "Hey, I'm thinking this," but in the end of the day, the basis and foundation of my messaging was co-created with a human.

The Petty Headquarters: Right. Right.

Elaine Lou Cartas: And then you know this. I mean, I know, I know you're doing, you're starting to do more speaking, but whether it's a podcast or speaking, I notice when I say a certain sentence or a word on stage, and I get feedback from the audience, like they're laughing, they're making non-verbal sounds, it's like, oh, that's hitting.

Like, I know that that's something that I really need to use.

The Petty Headquarters: Right. Mm-hmm. Yeah. A- uh, AI does not add personality to your branding. That's one thing that I noticed.

Elaine Lou Cartas: It's so vanilla.

The Petty Headquarters: It's very vanilla. Like, if you have your own personality, that's where the human part comes in. AI is not gonna add that for you.

It's not. It's, it's not. That's just the truth. Like, if you have a fun, quirky, pop culture brand or just fun and quirky, and it's travel content, there are just certain things that AI is not gonna catch onto. And that's just that. I feel like AI makes everything corporate.

Elaine Lou Cartas: Yeah. It sounds, like, very robotic.

Yeah. Just when I read... When I even read copy, I'm like, "Oh, gosh. This is AI." Mind you-

The Petty Headquarters: It does. It uses its own vocabulary, for sure. Like, it has its own sound and voice. I

Elaine Lou Cartas: have yelled at... Well, I call her Coco. I use Claude. I'm like, "Coco, please stop using this word. This is not a word I use."

The Petty Headquarters: Yeah. Coco, that's so cute.

Elaine Lou Cartas: I really love Claude. I have no affiliation with Claude, but, like, I'll be honest, even when I- Claude

The Petty Headquarters: is the best ...

Elaine Lou Cartas: even when I talk about personal stuff, Claude will be like, "You need to go call your therapist." I was like, "I have a session with her next week."

The Petty Headquarters: Yeah. Yeah.

Elaine Lou Cartas: So we need to talk about this right now.

The Petty Headquarters: Claude, Claude is the best, not even gonna lie. So-

Elaine Lou Cartas: So

The Petty Headquarters: much better ...

Elaine Lou Cartas: I know we've been talking about AI, and really the theme of this episode is story, but I'm curious, with your experience as a podcast co-host and a brand strategist, are there any trends that you see working right now? I'm pretty air

The Petty Headquarters: quotes.

Any trends for social media?

Elaine Lou Cartas: Social, or marketing, or even what you see in the future. Or maybe it's, "No, Elaine. It's literally the basics, and it's actually being more human because of AI."

The Petty Headquarters: Yeah, I think that's an answer. However, there are still trends that you can hop on and add that to your brand and your personality.

Like, for example there was a trend that I've been noticing. A lot of people hopped on it, and it's kinda like, imagine me not doing XYZ. Or, you know, basically let me explain this. What I've noticed that people have been doing on Instagram and social media, it's different carousels of different pictures, right?

Mm. And in each of those pictures, it's basically like, imagine me not doing XYZ to get to this point. So for example, if you are someone that didn't expect yourself to become really familiar with culture by traveling solo to many different countries, right? And if you didn't have the guts to do that, the first part will just be like, imagine me not ever going out of my comfort zone to explore XYZ.

And then the next post will be the after effect and the results of you actually getting out of your comfort zone and exploring XYZ. Does that make sense?

Elaine Lou Cartas: So it's not a before and after. It's imagine if I didn't- Yes ... and then actually doing it.

The Petty Headquarters: Yes. This is correct. And I noticed that that's a trend recently that a lot of people have been hopping on, and essentially it's just either a reel or just, like, a picture.

So before, when you didn't, when you had no idea, and then after, when you actually did do the thing that you needed to do to get that experience.

Elaine Lou Cartas: Yeah.

The Petty Headquarters: So that's one of the trends that I've been seeing that's going around currently.

Elaine Lou Cartas: Do you see a future or a future thing that could be happening when it comes to marketing and social media?

The Petty Headquarters: Ah, yeah. Yeah Or if it's a secret, like, don't share it 'cause you

Elaine Lou Cartas: could keep- I

The Petty Headquarters: know. I feel like I dropped so many gems-

Elaine Lou Cartas: Okay, maybe- ... on this podcast ... maybe we've hit the limit. We've hit the limit. I'm like,

The Petty Headquarters: I hit the limit low-key. Like, I dropped so many gems. Or you

Elaine Lou Cartas: know what? Maybe people just have to work with you to know what that is. That's it. That, that's... You know what?

That's our part two. You have to schedule a call with Tiana.

The Petty Headquarters: Oh, right? The part two. Exactly. Period, Elaine.

Elaine Lou Cartas: Well, so people are gonna wanna learn more about your work- Mm-hmm ... wanna work with you. How can they find you, and what should they expect if they-

The Petty Headquarters: So you guys can find me on Instagram, tianalock, very simple.

And you guys can find me on my website, tianalock.com. Um, and if you wanted to book a call, you can go through my website. It's all on there. It's very simple. I don't wanna make this complicated.

Elaine Lou Cartas: So slide into... Well, don't slide. Go into her website. I'll put it in the show notes. And- Or

The Petty Headquarters: you can slide into my DMs, but not like that, you know what I'm saying?

Elaine Lou Cartas: Slide into your DMs because you saw her just gifting so much wisdom while she was talking in her robe.

The Petty Headquarters: Mm-hmm.

Elaine Lou Cartas: And I know you and I worked together. For those of, those people out there that might be interested in working with me, what was your experience working with me?

The Petty Headquarters: Oh my God, my experience was great.

I think that with working with you, I was really, really able to build that foundation that I would have never been able to do without working with you. Also, you're someone that I'm very comfortable with, and that was very... That was important in my search. That was important for me. You know what I mean?

I needed to work with someone that was obviously a woman of color, but that's someone that understands, you know, other women of color and things like that, so that was a very important factor for me. And you really nailed that. You nailed that out of the park, and just helping me with structure, I think that was, like, the biggest thing, the structure.

You know, the system of it all, I would have never had that. So that was, like, the best experience, like, working with you, and I recommend anybody to work with you, to be honest. Not gonna lie.

Elaine Lou Cartas: Well, in the beginning, I think what I was proud of before we hit record, I was like... Obviously, we caught up 'cause we haven't talked in a while, and you're like, "My seed.

Like, I'm planting seeds, and they're all growing."

The Petty Headquarters: This is true. So, so- A lot of the seeds that I planted because of you, because of you, are now all, like, growing, you know, in terms of me speaking at an event in DC, like, me working with three different clients. Like, all of those things have been blooming because of you.

You know, me even getting featured in a magazine, me even getting the guts to apply. You know, it's like, you know, to, to put myself out there, I think also is, like, one of the biggest things that I learned from you. And to stop underselling myself. Mm. That's, like, a huge factor, especially as, as women, we always do that, and then there is learning how to decrease that burnout level, right?

Especially with being a podcast host and a business owner, it can be... It can... You can easily burn out, right? And, and again, creating those systems, which you helped me do, so that I avoid the burnout- Is like the best thing ever. So that, that's my experience of working with Elaine.

Elaine Lou Cartas: And I would say, without obviously dropping names, the intuition to know who to trust and who to possibly collaborate with and who to be like, "Nope, not talking to you."

Yup. I was telling Tiana during, while we were working together, I was like, "Tiana, I don't know about this one." And then what happened-

The Petty Headquarters: Yup ...

Elaine Lou Cartas: one session later she's like, "Elaine, I need to tell you." I'm like, "What did I tell you, girl?"

The Petty Headquarters: Yeah,

Elaine Lou Cartas: trusting my intuition. I'm like the big sister, I wanna protect you.

The Petty Headquarters: Yeah, trusting my intuition for sure.

It's, it's interesting. It's weird. A lot of weird things have happened on this course of journey.

Elaine Lou Cartas: Well, I hope all of you slide into Tiana's Instagram and then go to her website and connect, because she's not telling us what the future trends are, which I am rolling my eyes at. But you're gonna have to find out when you talk to her.

The Petty Headquarters: Period. I love that.

Elaine Lou Cartas: I love that. Thanks,

The Petty Headquarters: Tiana. Thank you.