

Episode 115 Transcript

Laylee Emadi

Welcome to so here's the thing, the podcast for small business owners, entrepreneurs and creative educators who are ready to take their business to the next level, through candid conversations, tactical approaches and a few unpopular opinions. We're lifting the veil on what it takes to build both a life and a business that you love. I'm your host Laylee Emadi, a coach for creatives and founder of the creative educator Academy, where I help entrepreneurs step into the role of industry leaders and educators. I'm so glad that you're here. Now let's jump into today's episode. Hey, friends, welcome back to another episode of so here's the thing today we are continuing on with our series on behind the scenes a day in the life with Akua konadu, who is incredible. She's already been on the podcast

Akua Konadu

once twice. You know, once it's been it's been a minute, but I've been on

Laylee Emadi

yours. You've been on mind several times. I love it, who is also a podcast host. She is a storytelling strategist. She's amazing. And she's also one of our speakers at the upcoming conference that I'm hosting the creative educator conference for speakers podcasters course creators, mastermind host if you teach it, I will help you teach it and sell it and become profitable at it. We're really excited about the conference. Well, I'm really excited about the conference. I don't know if you are Oh

Akua Konadu

my gosh, yes, honey. Okay, I know, I will be fed. I know I will get valuable education. I know I'm gonna be living my best life. So absolutely, ma'am.

Laylee Emadi

Yeah, we always make sure our attendees are fed. Well, I feel like that's like a common thing that a lot of people miss the mark on let's talk about like lack of food, right? Oh, Lord.

Akua Konadu

The worst, the worst, but I'm excited for your conference, it's going to be so so good. Because that speaker lineup is just fire. Like I'm so excited to learn from all of the amazing educators that you have chosen. So and I'm just so thankful to be a part of that. So yeah, thank you.

Laylee Emadi

Yeah, we're thankful to have you. Yeah, right. Before we hit record, actually, well, a little bit before we hit record a coup, and I were talking about like, Oh, she wanted to make sure she wasn't gonna miss certain speakers. And I was like, No, everyone's gonna get access to every speaker. So I'm really excited about that. Anyway, if you guys are interested in attending, this was not written out in advance. This is not like an ad. But we are open for registration. So you can check us out at [Creative educator conference.com](https://Creativeeducatorconference.com) We would love to have you and you can learn from myself and Akua. And we're about to learn from Akua together during this behind the scenes day in the life of episode. Okay, so the biggest thing I want you guys if you're listening to kind of approach all of these episodes with, and this

is why I wanted to have these episodes in the first place, is I constantly am looking at other people's businesses thinking like, what do they do all day? And not in like an accusatory way of like, what have you done all day, but really more so like, sometimes I'll take a break from my workday. And I'm like, I wonder what everybody else is doing right now. Like, I wonder what they're actually working on? How much of their day's work, how much of their day is rest? And so I decided, I'm just going to ask all my friends, like, what do you do all day? So let's go ahead and kick it off. Akua before we get started, give us like that 32nd rundown of what all you do. And then we'll talk about how you structure that within your days. So like, we know you're a storytelling strategist. But what else do you do? And what does that entail in itself?

Akua Konadu

Yeah, absolutely. So as you mentioned, storytelling strategist over here. And so I will focus on that piece of my business. But also, I've had a lot of throughout the years of my business, a lot of businesses or corporate companies hire me on retainer. So I'll end up doing a lot of client work for them as well. So I have been hired mainly social media things usually. But I have also been hired to run and lead branding projects I have been hired I one time my client hired me to host an event, which it's kind of fun for me, because then I get to just do something that's a little bit more out of my comfort zone. But I've also been a part of helping hiring with marketing teams and stuff like that, and really just kind of filling in the gaps for certain businesses until they can get the help that they need. So I have done that quite a bit throughout the years in my business. And I'm currently still doing that right now, where I have a retainer client that I'm with heavily as I'm also still managing my own business and still trying to manage my own clients. And but I love it, it's again, it gives me that versatility that I really feel like I just need because I feel like sometimes we can get really caught up sometimes and like some of the things or the tasks that we consider mundane. So it's really great because then I still get to like connect with different people and I get to work my brain in different ways and strategize in different ways outside of storytelling and social media. So but then it also gives me a new perspective to have of like how I also want to do my business and like managing my other clients if that makes sense.

Laylee Emadi

Yeah, I love that. I think that the biggest thing like I take away just from listening to that quick summary is another thing I really Wanted listeners to get the chance to think through which is like, you can do whatever you want, like, and I think that that idea of you can do whatever you want can be really overwhelming to a lot of people, especially as you're starting your own business, we hear all the time, like, niche down, double down on your niche, but then it's like, okay, but also, as you're growing that as you have that you have freedom to do anything else you want to do, and if that means you want to have clients on retainer, or contract out in a different capacity with other, you know, like in another field that you are also qualified to be in, that provides financial freedom to so like, why not take it? So? Okay, let's talk about it behind the scenes day in the life. How do you start your days, like, what do you do in the mornings,

Akua Konadu

I don't get up in the mornings. That is something I will be very transparent about I have struggled with even throughout high school, like I really have had to go back and think about it. Like in high school college, I really struggled. I'm not a morning person, I've never enjoyed it. Anytime I had a morning class, especially in college, I would be showing up 20 minutes late 2025. Like I would literally only show up for the last half of the class. And no shame. You know, like that student I would interrupt when the teacher speak in, I would walk my ass right to the front row. But excuse me, Can you scoot over a

minute, please. And that was me, because I just I could not function in the morning. And I used to feel really guilty about that. And I still struggle with that even now, as a business owner, we are so wired to have to, you know, we wake up from 8am and work till 4pm or 9am to 5pm. And there are a group of us who are just not like that. And that is truly not me. So I actually will get up and I tried to have a really slow morning because an arm already naturally a very like pokey person. And so I will not have my piece disrupted. And feeling like I have to rush. So now which I'm thankful because a lot of my retainer clients, our meetings are in the afternoons. So it just works out great. But a lot of times I get up in the morning, I will for me try to do some yoga, just to kind of get my body flowing and moving. And then I will shower, I will make breakfast. You know, take my meds just keep it very, very low key because I feel like sometimes when we feel like we have a long to do list of things we instantly like as soon as we get up, we feel the anxiety of the work that we have to do and, and I have felt that way at some time. So this has helped me like manage, just to be like very copacetic before I get my workday done. And so yeah, I get up in the morning, and I'm not working right away. I'm just like being which I think like, I just need that time to really be and just be at peace. And yeah, just just be myself and just do my own thing for a little bit before I like finally sit down so I people are gonna be like what I usually don't work till like 1011, sometimes noon. Yeah, I think that's great. Yeah. And I just start because I'm very productive in the afternoons like noonish and then into the early evening like, and I just crank out whatever I need to get done. But that's when I'm most alert, very focused. And so I work out between that time. And so time blocking, though, has been very, very helpful for me, but now I kind of tried to do it just depends on the workload like I'll some days I will like, because I like to prep on Sundays of like, okay, how am I gonna go for the week, some depending on the workload, I will do okay, this day, I'm only focusing on this client to get most of the big chunk of things I have to do this week, and then this next day is going to be focused on my own business and what I have to do, I'm now watching a second business. And I'm like, alright, this day is this business that I have to do. But some days is just not like that. So I'm like, Alright, I know I have things that are due for this retainer client, I will then adjust the schedule, and then time blocked to make sure that I get that task done for them in that timely manner. So that's kind of how I operate. I don't know if that's helpful. But for me, personally, that's just like how I've been able to function and do so many different things. And I love it. But yes, most people don't even know that like the stuff that I've done on retainer for other clients. Like I said, like, let a whole branding project typed website copy would never do that again. But it was a good experience that I learned, right? That was like, I do not enjoy this. But it gives me that option to be versatile and see what I can and can't do and see what I really like and I don't like because we are constantly evolving as people as entrepreneurs, however, but a lot of those skills that I've learned, like I said from those retainer clients, I have truly applied it to my own business that haven't has improved it so much. So yeah.

Laylee Emadi

Yeah, I think it's really cool that you are first of all, thanks for being so transparent and that's that's I tried to choose our guests for this series on people who would like keep it real like what you actually do and I love hearing about your morning routine looking so different than what we're told equate success. I think actually, one of my like, most shared little quote, graphics, like on Instagram back in the day was something about like, every leader that's telling you to get up at 5am. Like, that's not me, I will never get up at 5am. Again, I used to have to wake up at 5am When I was a teacher, and I never adjusted to it, and I literally always hated it, and I never will do it again.

Akua Konadu

So yeah, I feel like sometimes you like you kind of see, like, there's so many different types of entrepreneurs, right, and you see the ones that are gonna build this, like, seven figure business and

like, You got to get up at 4am in the morning workout now, like, I'm at the gym five days a week. So like, I love to work out all that stuff, but I'm in the evenings, that's when I go and you know, they need I think, again, and then you feel guilty, because you see that the success that they have. And you're like, Well, I want that. So you feel like alright, I have to do exactly the things that they do. And I just, there's so many of us who just do not function in what society has, like created and like I, and I'll be honest, again, I literally felt guilty about it two weeks ago. So I tried to do it again, being a morning person to get up. Because I was like, Well, I have all these things that I have to do. And they don't just be you know, people could just have more time in the day. I was so pissed throughout that whole week. And I said everything and everybody can go to hell, disrespectfully, like that's where I was that I just was like, and it's truly because like, this just does not fit for me. And I went back to my normal routine. And I was like a cool yogi, you just have to let go of that guilt. Like, this is who you are, this is how you function. And there's nothing wrong with that. And you can be equally as successful. Yeah. So yeah,

Laylee Emadi

yeah, I also think like, just the mentality, I mean, my mentality has changed so much about chasing this, like view and vision of success. And what it takes to get there might be like, if you want a seven figure business, with a huge team, you might have to get up at 5am. And you might have to work different hours. But for me, I'm like, I would rather not have a team of 25 and not wake up at 5am. That, to me is success, freedom. And my schedule is more important to me, than what I used to kind of like compare my business to so there's something to be said for that too. Like, what's the purpose behind all of it, like, and is it worth it to you? Like no, it's not worth it if it was if it was I would stay in my old job where I woke up at 5am Every morning, like, know,

Akua Konadu

exactly, yeah, you're like, I'm Gucci. We're good over here. But yeah, I love that. I think again, like really just like defining, like, what success looks like to you. I think it's so important. And I think, you know, within within our industry, we again, we see everybody's highlights, you know what I mean? And so it's really easy to kind of get into this trap of like, well, I want what they have, so I'm gonna do what they do, but you are not functioning the same way you don't have the same experiences, you know, so it's just like, you really have to sit down and, and just, which is what I did, I was like, you know, at some point I was burnt out, I was just so burned out. And I was like, I need to figure this out at some point. Like I just my depression was really bad anxiety was really bad. And so I just kind of sat down and I was like, what are the things that bring you joy? What would you like to do? And then also to how can you fit those in your schedule? And then how can you adjust. And so I've also a part of me like, and again, of course, there's pros and cons to everything that you do, right? Like, when you're focusing on one thing, you get to get as much done as you possibly can for that. But for me, then I get extremely bored. And then I get resentful. So I do like to have the variety. But I was like alright, like I also had to be okay of like, if I couldn't get every single thing done on my list. I also had to be okay with that and be like, alright, you still were productive. You but not only that, you took care of yourself. You made yourself a meal, you went to the gym, you got a walk and so like that's kind of she would like has so like I was still productive just in a different way. That's kind of like the mindset to that I've been working on with that to be like, okay, like just because he didn't get everything of all of my business stuff done. But a cool you still took care of yourself so that you can show up to fight another day. Right to like, show up again to do look at me act like it's like a whole battle out here. But like it is no, but it is. Yeah, it is because I was like I'm in a season right now, where I definitely necessarily don't have the capacity to slack. Yeah, right. Like I just, there's just almost we have like these busier seasons, but I'm not going to work myself into the ground. slow progress is still progress. So even if I get like one to two to three things done, and

if it wasn't a big thing, like as big as I would have liked it or that like as far as I would have liked to go. That is okay. Like I still was able to take care of myself so I can show up again tomorrow. And so that's kind of how I'm trying really hard to view things.

Laylee Emadi

But it's I think that's so refreshing because we hear a lot about like seasons of hustle and seasons of rest and you're like, No, I'm in a season of hustle but my hustle is not going to look like what people expect it to like I'm still going to hustle healthily. which I think is very refreshing. Like, I have not typically been that way in the past, like, my seasons of hustle in the past when I was I sound very old saying this, but when I was younger, like when I was starting out, you know, like nine years ago, my seasons of hustle were like, I'm gonna work till midnight, and get up early and do it all over the next day. And now I'm like, I can't do that anymore. So my seasons of hustle are not the same. Like we're gonna we're gonna go for a walk, we're gonna take care of me, I'm gonna, you know, make time to cook some food and remember to eat? And is it going to be hard work? Sure, but it's just not going to look the same as what people glorify that like Busy Bee mentality to be? Yeah, be

Akua Konadu

busy. Yeah, no, 100 and 110%. And so yeah, I was just like, I just, I can't do that anymore. And so like, and there are, and there are different definitely ways that I am trying to make the best of my time, right. Like I've had to make those changes like, which we have talked about this, I'm going to be transparent, like I was diagnosed with IBS. And that really does take a toll on your life completely. So I don't want to make it seem like who has it all figured out? Hell no, like, that totally threw me off of my tracks and the stress of everything. So I just was like, I have to make these changes. Because it's just, it's not worth it. Like, I want to be able to live healthily and be happy. So I instantly, like changed my diet. And like I go, like I said, I go to the gym five times a week like that is now my lifeline. So even when I've now gotten more into meal prepping, and so now I hate meal, prepping the same meals. Because I said again, I love variety. So I will try to do it as much as I can of all different meals and on a Sunday. And even if I don't get to all of it, that's fine. But at least I get to some of it to where I'm at least saving time, especially when I'm working on so many things to where I can like get something to eat right quickly and have my lunch. But even if I can't do that, I will make really like quick meals that like don't take me long. Like I went I think we talked about like I went to Trader Joe's their fried rice, their chicken fried rice, I just, I just was shook if I didn't even know. So like now like, make something really quick. And that doesn't take up a lot of time. But it's still like, aligns with my diet. So that to where like he doesn't throw me off. And I'm like, I'm doing Gucci and I can keep going. So yeah, again, like I've made other adjustments as well. It's like really make the best use of my time.

Laylee Emadi

I love it. So for people who are listening who are like, Okay, well, that sounds interesting. I like the idea of having, you know, my business, but maybe wanting to branch out and like how, like, how do you get clients on retainer? Like how do you get these contract positions that allow you to kind of free up a little bit more of your time and like, have a little bit of stability while you're still pursuing your business endeavors.

Akua Konadu

I crack up because I have no idea. I just it's all just like, which I'm so blessed. And I'm just so grateful. But honestly, it's kind of I've every almost every single client that I've worked with, kind of like, all throughout my business, even before I became a storytelling strategist, they've seen the skills that I do.

So then they kind of asked like, okay, cool, what else can you do, and I be like, alright, like, let's just kind of test it out and see how it goes. And then it just works. So a lot of times I've hired for social media work, which I do. And then when that piece is done, they're kind of like, alright, we need additional help, or like we really, I have been asked to lead marketing teams where I've been coming in again to help them manage until they have found their person. So I just come in to fill the gaps as best as I can, which is great, because then you're still getting that income and then also to like, I price it the way that I want to price it, which is great. Like I like every time it's like I customize it. And I obviously look at what I need to be able to sustain the job that they're asking me to do. But also make sure that the tasks are what I enjoy to do. And I'm not going to actually this is easy, because I have learned quite a bit because when I first was getting clients on retainer, eventually, like my business would take a backburner, which hasn't happened more than once it happens and all like I'm not going to act like it's perfect. Like there's been times where I've learned like, because then when that contract ends, you're like, oh shit, I don't have any of my clients lined up to keep that going. So it's a lot of like, planning that I have to do. Once I have them to be like, alright, they might require a little bit more within this, this timeframe here. So all right, I'll kind of pull back a little bit. But then like, once we reached a certain point, that's like, Alright, I know the contract is gonna end like you know, maybe like two to three months out. And I'm right here right now, here's where I start to shift, shift my time to where all right now I'm going to focus more on my business and do a little bit more here in this area to prepare myself for when that contract and so then I'm Gucci when that contract ends and I have clients lined up so it's really again, looking at your time management and if you can get the full scope of the project ahead of time so you can really lay out that timeline for yourself. That's going to be good cuz then it lets me know, right? Okay, maybe this month, I'm still working on my business. But I'm not going to be as heavily into it with the things that I would like to do, but I'm still working on it. But then again is like the project move forward, and it's getting more towards completion. All right now I'm going to shift that time and focus more on like my own business of getting clients and whatnot. But I'm still working on like, showing up with like, I just hired somebody to, like, help me with, like, create blog posts and my email newsletter. So you also have to look at what you can also outsource to, which has been very beneficial for me like so some things that I can I like to write, I can write, but I, it takes me a while to do it. I'm not as quick as a copywriter. So I hired one, you know what I mean? Which has made such a big difference for me right now. Because now I'm still able to, like, I've just, she just did blog posts and newsletters, but getting those revamped up for me right now. So like, again, you just have to kind of look at the whole project as a whole, and just the timeline of like, what you need to do for your business to make sure that it's still there when you're done.

Laylee Emadi

Okay, that's super helpful, going back to like the day in the life behind the scenes. So we now have your mornings described of your slow morning, you're not a morning person, we now have like a scope of what your like, business looks like you have your contracts, your retainer clients, your actual like business, and you're starting a second business. What do your day like? What does the rest of your day typically look like? Throughout the day?

Akua Konadu

Yeah, so for kids right now, like I said, I'm in a season where like, I can't slack. And I also don't, I can't, necessarily right now focus on like, having a second focus on one thing the whole day. So I have just been time blocking everything. And it's like, alright, so like, what does that mean? Give me like a time blocking example. Yeah. So I will have, say, for example, you work like eight hours in a day or whatever, I will literally put in my calendar, okay, from like, 10am to 12pm, I'm working on this specific thing, then I will have like a half hour to 45 minutes booked for emails to make sure that I'm going back

to answering all my emails, then I'll like make sure because I start a little late in the day. So like, right, like, make sure I have time for lunch. So like I'm making sure that I'm like staying fueled. And then after that, I will come back and like time block another specific task for like, however long that takes two hours. Also, too, it really does help I use an app called groov, which is what I have been using which lately, we've talked about this and she won't grow with me Yan put her business out here on this podcast.

Laylee Emadi

I was like, I don't need another app. But thanks.

Akua Konadu

Oh, the girl come grew with me. You were like, no. But it's a productivity app. And so you get in there and you groove with what we meet with three other people. And so then you just talk to each other of what your goals are. And then you work for 50 minutes, and then you come back and do a recap. So that's what I do. Groove has been such a huge game changer for me. So that has one has helped me to stay on track. So yeah, for those two hours, I'm doing two groups that would require me to work and how far I get is how far I get. Yeah.

Laylee Emadi

And I love that I kind of do that with my I do that without an app. I do that with like, I have a timer cube yet I use and I just like flip it. And I listened to the beeping. My timer cue.

Akua Konadu

So yeah, that's what we do. And so and I like groove because the community piece of it, like I get to touch base with people afterward. And we don't we don't talk long. We're just like, how to go for you. Okay, cool. Do you want to do another one and we move on to another one, right. But it's really good just to sometimes have like, just to speak to somebody just to kind of be like, Yeah, I went good, it didn't go good, whatever. And then you just it helps a lot with productivity and that community aspect, which is why I really liked about it. So that's what has truly been getting me through this season is groove and then I'm just time blocking for number one to make sure that I'm taking care of myself but also to make sure that I'm getting my client work done.

Laylee Emadi

Yeah, yeah. And a lot of another kind of I guess piece of that I think is I know a lot of groups that now do like Silent co working which I guess is kind of the same thing it is

Akua Konadu

yeah, it is. It's Yes. Yeah, it's silent co working and but you don't see each other so once you like write goodbye to each other on the camera, you're in Microsoft mics off everything. You don't see each other anymore. And then you have a screen like a page pops up where you can write all your goals down. And then you can go in Yeah, and then you go in and check it off. After each one you get done. And then it's like in this like little chat. So like you can chat with people in there. But like

Laylee Emadi

stop talking me into it because I already said I don't need another interview need another app. Okay, well, I love this. This is so cool. So you time block your days and just kind of like basically try to track what needs to be done when? Yeah, how much would you say like on average? I'm asking all the nosy

questions because like I said, this is one of those series where I literally was like, I wonder what people are doing right now. So like, how much of your day are you actually working? Because I feel like I've gotten we had you know done from tech savvy creative on first time. Talking about how she has limited time because she's got kids and she doesn't have childcare. So this she, she actually only works like X amount hours. Kiana Marie was on here talking about, she barely works sometimes. And she works a lot other times. Like it's just, she's pretty, she was pretty, like free and clear about that. So like, on average, how much are you working every day? And how much are you like devoting to yourself?

Akua Konadu

Yeah, so currently, I feel so embarrassed to share how many hours I'm working at it?

Laylee Emadi

Well, you I mean, you share what you're comfortable with.

Akua Konadu

People gonna be like, way, what is she doing?

Laylee Emadi

I honestly have the energy for tops like six to seven hours. That's a lot like listen. Well, sometimes I don't have the energy for more than like three hours of actual work of like, Yeah, I mean, it depends on the day, right? And then some days, I could work like 10 hours, like no problem.

Akua Konadu

Yeah, I think yeah. So I think on average, like I can do at tops seven, but I'm right now I'm working about six. That's amazing. So just because but then I felt so guilty about that. I was talking with my friend Kayla the other day. And I just said to her, I was like, I feel because again, it was like that mindset, like, oh, I happy working eight, nine hours a day. And she looked at me she's like, would it make you feel better that I don't work anywhere near that. And I was like, 110%. And it's only because the season that I'm in right now. I don't have the capacity to slack. And I know I have to do more. So like, what can I do right now? And groove has really helped with that. Are there seasons where I've only worked three, four hours a day? Yes. Which I would love to get back to that at some point.

Laylee Emadi

Yeah, I

Akua Konadu

mean, isn't the end goal to work less and work? Or make the same? Yeah, less? Exactly. So like, but usually like right now I'm working about six hours, maybe seven. But I'm trying to cut back even with that seven because I was like, I need to get to the gym. But yeah, getting to the gym. Because sometimes, you know, when you're working it, I have to get it done. I have to get it done. Like you can kind of get yourself in that mindset of and I'm like we once that once groove is done on like a COA tap out like, and then I walk away. So that's been really helpful with that. But yeah, right now in this season, I'm working about six hours. Yeah, seven.

Laylee Emadi

Wow, that's a lot. But you're in a season of hustle. And like, honestly, to some people listening. They might be like, that's not a lot. And some people might be like, that's too much for me. But yeah, that's

and that's fine. Yeah. What a beauty of these conversations, I think is that like, there is no right or wrong answer. I just I want to like get as many people as I can to kind of share what they do so that you can recognize yourself in someone else, you know?

Akua Konadu

Exactly. And it's because I'm also launching a second business. So like, we all know what it's like with branding, and launching and copy and all of those types of things that happen. So yeah, it's just requiring more of my time. And yeah,

Laylee Emadi

when I was in, like pre launch for the conference, I was working like 12 hour days, but now I'm not. So you know, it's just you just kind of have to, like write it out and know that there's going to be like an ebb and flow to your, to your business and your your time. Yeah. Okay. So as we're wrapping up this combo, you have a lot of these, but do you want to share an unpopular opinion on like, the days in the lives of an entrepreneur? Do I have a

Akua Konadu

lot of unpopular opinions? I

Laylee Emadi

think the two of us together form one giant, unpopular opinion. And we're just like consistently talking about the things we disagree.

Akua Konadu

Yes, that's true. That is very true. I think it's just a reminder that you can think how can I swear?

Laylee Emadi

Yeah, you have already. Right? You're right, you're right. You can do

Akua Konadu

whatever the fuck you want to do. However, the fuck you want to do it, period. You know what I mean? And I think again, we forget that often, all the time. And I think sometimes we end up kind of naturally falling back into that typical pattern of like working at 9am till 5pm. And then like, you're like, I'm really crappy right now. And I don't know why. And it's like, take a look at what you're doing. You know what I mean? And I think again, like we have the control over our own business, we can show up however we want, we can do whatever we want. We can take whatever type of clients that we want, like, whatever is going to bring you peace in your business. And also, you know what I mean? Like, do it, right, if it costs me my piece, it's too expensive. Mm hmm. Whoever I don't know who said that. But it's definitely not me. But I have seen that so many times. And it's such a good reminder, if a costume a piece is too expensive, it's not worth it, you know what I mean? Because when you put those boundaries up, you're making space for something that's much more of a fit for you. Yes, so it's just a reminder to you built this because you decided to build your business for a reason whatever that may be. And so always try to keep that at front and center and with whatever it is that you do. So yeah, that would be it. I don't know if that's an unpopular opinion.

Laylee Emadi

I kind of I think it kind of is at least like in the in the maybe in the coaching space or in the like educator space of like, you know, you have like do this in order to find success but the truth in my opinion and obviously in yours is that like, what are these who made these rules? Do what you made these

Akua Konadu

rules exactly. Do what you want. Lay Their lives are so different and they have different needs than you do. And so again, it's just constantly reminding myself that like, their journey is their journey and my journey is my own and like, that's cool. Kudos to them. I'm gonna cheer for you, of course, but that just isn't for me and my lifestyle. And that's okay. There's let let go of the guilt of that because I feel like sometimes a lot of us hang on to that and like, just be you like, yeah, that's what I got. There we go.

Laylee Emadi

But thanks for coming on with us and sharing insight into like your business and your days. I think it's going to be super helpful for people to hear just another viewpoint and another perspective on running a business.

Akua Konadu

Yeah, no, thank you for having me. It was great to be back. This is great.

Laylee Emadi

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