

**Laylee:** Hey friends. Welcome back to the Laylee Emadi podcast. Today we are talking to the lovely Angelica Pompey. Angelica is an incredible educator, photographer. She does like kind of all the things, to be honest, including events, but I don't wanna say most importantly, but I'm being extremely selfish.

Most importantly, she is an alumni and current. Like upcoming co mc of the Creative Educator Conference, and we're gonna be talking with Angelica about building intentional relationships when you actually make a move and show up to a room. So, this is not necessarily just for the Creative Educator Conference, it's for any event that you show up to Angelica.

I mean, I'm just gonna brag about you. She freaking kills it. At any event she goes to, when it comes to actually building relationships that yield results, it's not just like networking for networking's sake. It's not fake. It's not gross, it's not sleazy. Like the way that you do it is just beautiful and so genuine to yourself.

So let's get into it. First of all, tell people like why this is important to you.

**Angelica:** Yeah, absolutely. So again, my Angelica Pompe thank you lately for having me. I have been an entrepreneur since 2019 full-time, and I've learned so much. And what I've learned as an entrepreneur is like you have to have. Like relationships to build community, to then grow your network and reach more people.

If you are a solopreneur and you work in silo, let me tell you sister girl, you are going to be very lonely in that corner. And so with the intentional networking that I've done, it has literally brought me so many opportunities, not only like for my, myself, like professionally for my personal growth, but for the impact that I've been able to make with my business.

And at the end of the day, that's what we wanna do as business owners is make impact. And so, I have a couple strategies that we can kind of talk through that a little tactical for your listeners that they can kind of implement. And one of those is a connection call. I love, love, love doing those.

So typically when I go to an event and I'm like, okay, I really enjoy this conversation with Roslyn. I want to dig a little deeper and just get to know her. What I do is I'll send 'em a follow up. I, my go-to is like a dm. I love a good video dm and I'm like, Hey girl, I loved connecting you at this event.

I always like to say the name of the event because sometimes we start like, whoa, how do we connect? And all of that. And they don't see it right away, but like, ah, uh, and so I say, Hey, I would love to connect more. Let me know if you're interested in doing like a virtual coffee chat. It's 30 minutes and that's where you get to tell me a little bit more about what you do, how you serve, and how I can support you.

And the connection call is really about them. And so that's literally, Rosalyn is a great example 'cause I met her at a conference, and then she's local to me, so I saw her in another room. I was like, girl, we, we've gotta connect. I feel like our energy is the same. And that has now led us to, we co-hosted a workshop last January and this past January, she was a speaker at my retreat and like.

She was able to serve my audience of people so well. Like the women from the retreat are still like in awe of like the takeaway. And all of that stems from just expanding that connection.

**Laylee:** I love that. I feel like, first of all, there's so many things to be said there. One, I love that you said that you make it about them. I think that is like the key to making things not gross when it comes to actually like connecting and building a relationship. And two, it was a win for you because you found a speaker for an event that you're hosting and it's a win for her because she's then a speaker at this event, which she would've never had the opportunity if she hadn't shown up to this event and met you and also networked herself. So it's like we've, we're seeing both sides of it, which I think is really interesting. And I know you also have experienced the same thing of getting speaking opportunities, leadership opportunities through showing up.

Like can you share some of those?

**Angelica:** Oh my God, yes. Uh, I'll never forget when I went my very first year to creative educator, I was like a little eager beaver. I was new to education. I was like, I don't even know how this all works, but I just know I wanna help others. And A, it brought me clarity getting in that room. But b, I literally, I. I had three intentions.

So anytime I go to a space, I always at least have one intention. What do I wanna walk away from this event? And so I knew the caliber of people that were gonna be in the room. I knew I would have access to just have like sidebar conversations, um, with a couple folks. And. Everybody would ask like, okay, what are you looking for from the event?

I was like, well, I'm actually looking to speak on more podcasts, so if you or someone you know is interested in a guest speaker, these are my areas of expertise. And I, I walked away that year. I think I had like six or seven podcasts just from the first year creative educator. It was wild, and I was like, and it was the simplest transaction, like post.

It was like, here's a link, schedule a call, get on the podcast. I was like. Wait, what? This, this like, it seemed like too good to be true. And I was like, yeah. I was like, wait, okay, okay, okay. I'm gonna allow myself to receive because they told me like, this is how it is. And so I think like at that very moment I was like.

Okay, this is a room I need to be in and I need to be more rooms like this. And it's very rare to find those bigger conferences, and I say bigger, but like still intimate where you get to see everybody on like more than one case of bases. You know, you're gonna walk to the bathroom, you see that same person maybe sitting at your table.

And so those small interactions made the yes for them that much easier. And so for me that was a win. And I, I'm like, I don't have a podcast on my own. I love guesting. And I'm like, dang, that's all for me. Saying yes to an opportunity of being po, potentially uncomfortable, scared, nervous, all the things.

'cause I'm like, I'm about to be in the room with a, maybe a couple millionaires. It's fine. It was fine. Rub an elbow over here, sister, like. But like, honestly, that those that, like those connections that I made with people, I was like, wow, okay. I, I, this is where I need to be and I need to be here every year for sure.

**Laylee:** Yeah. I love that you had like, put thought in intentionally beforehand to say like, this is my intention, this is my goal. And it was so specific. Um, I think a lot of people do kind of make that mistake, or I think it's, I don't know if you think it's, it's a mistake of like the general like, well, I wanna be a speaker. Period. But it's like, okay, let's break it down. What steps can I take this year to get to that end goal? Like you might not be able to go from, hi, nice to meet you, to, you are now a keynote speaker on a main stage. Like there's steps in between usually. Right. So what would those be? And I love that you set that.

What are other intentions that you've set in the past that have been helpful when you show up in new rooms?

**Angelica:** Yeah. Other intentions. I sometimes I go to an event just to meet a person, maybe that is the keynote speaker, or be in the energy of that person. And, I will never forget last year we were at, creative Educator and Jen from

Tonic was at my table and I was like the table leader, so I was like. I'm leader for you.

Oh, hey girl. Yeah, lemme, this is not a big deal, but it's kind of a big deal to me. It's fine, but like being able to understand like at the end of the day, we're all like at the same playing field. We're all human and we are experiencing similar things if not have experienced it. And I think it's very humbling for like.

Everyday people that are doing things in the community is like, okay, we can all sit at the table and serve each other. I love to receive, but I also love to give, and as natural leaders, we're always giving. So being in a space to receive has been incredible and I, I think like. Just making sure it's very clear, like when you walk into this door, what do you want?

Is it, as you wanna make a connection, do you wanna have that handshake with that person? Is it to grow your business? Uh, I'm actually going to an event at the end of this week, and I'm not a huge fan of like. The leader of the group. However, I told my husband, I was like, this is the first day my, business church doors open for my membership and there's gonna, it's gonna be a room full of entrepreneurs and it just will be visibility for me and my brand to just go.

So I told him my intention to go into that event on Friday is to connect with three Newton business owners that need support in marketing. That is my intention. And then if I get those connections, how can I take it deeper in the dms or a connection call? And so having that kind of clear makes you have an intention of like, okay, this is a reason why I'm going to this event.

Versus like, I'm going to go look cute and like do the things, but like what is the actual reason? 'cause our time is money at the end of the day.

**Laylee:** Yeah, a hundred percent. I love how specific you are. I mean, I feel like I already said that, but I think a lot of people struggle to find that specificity. To be actually able to like break it down and get super specific. Is that just like natural to you or like, did you have to like put a lot of thought into that?

Like how, what's the, what's your process when you are setting an intention?

**Angelica:** Yeah. Oh, I, I would say at first it was a lot of trial and error. I would literally leave rooms and be like, why was I there? What,

**Laylee:** I think we've all experienced that and I hate that feeling. I, I hate that feeling and I never want anyone who's coming to my stuff to feel that way. So yeah. Tell us,

**Angelica:** Yeah, for sure. And it, and it still happens to me from time to time. I'm like, so why did I say yes to this event? Or like, why did I say yes to networking at this event? And I think it just, you have to trust your gut. We know our, we, we know what we experience and we know what we need as business owners, I wanna ask yourself, like, why do I wanna get in this room? Is it to grow visibility? Is it to get new clients? Is it to meet the host? Be kind of as specific as possible. And then if you like, check that box. Count that as a win. Because I think people go into rooms and they expect to get seven clients and like get the ROI right away.

With relationship building, you have to get to know people. At the end of the day, people buy from people, which is why I love in-person events because it, no matter how much you are online, you could be blue in the face talking about what you do. But until you meet people in the flesh and you see their energy, you're like, whoa, we're, we're, we're a vibe.

We gotta do something here. And like, that's where magic starts happening.

**Laylee:** Oh my gosh, I could not, obviously could not agree more. Completely agree with that. Um, okay. I love this. So I know that you've also told me in the past, and we've talked about the other outcomes that have come from. Beyond those intentions that you set, because like you said, you're checking the box and you're saying, okay, that's a win.

Uh, what are some other things that have come from your time setting these relationships with people and actually like doing the follow up, the follow through, and like taking action afterward.

**Angelica:** Yeah. Uh, I'm gonna say I spoke at another conference. It was a photography conference, and I went in the intention, obviously serving the students there, all the attendees. But I, made it a point to make a rapport with the host because I was like, I would love to continue to. Pour into these group of women that were in that, in that space.

And I just remember telling myself if I, my, my checkbox of that goal was to make at least. Like a handful of connections and I'm not sure like what those connections are, but that feel aligned and authentic to me. And one of the

women that I connected with, she did a one-to-one, like sit down my marketing, coaching with me.

And, we connected, I'd helped her and we just stayed connected on, on Instagram. And when I launched my retreat. She was the first one to purchase the retreat ticket. And I was like, for me that was a very full circle moment. 'cause I really was in that space of just giving and serving her. I wasn't not selling her anything.

I was just like, I'm gonna meet you where you are. And so when the ticket launched and I saw her, you know, transaction go through in the email, I was like, no way. It's her. And like now she's like praising the praises of all the things that I do of have helped her business. And it's just like that snowball effect and like that's the kind of impact as entrepreneurs we need to be making in the world, is like, it's not salesy, it's just serving.

And I always tell this to my students, you're never selling, you're serving, you're selling, you're never selling, you're serving. Remember that. Tell yourself that anytime you go on a sales call or anything like that. 'cause at the end of the day we're, we are given these God-given talents and if we keep them to ourselves, that's not, that's very selfish.

That's not fair to the world.

**Laylee:** I love that. I feel like you say that to me all the time. So, um, we all listen up, take notes. 'cause I have to be reminded of that Angelica all the time. I would love to also hear, and I, I wanna approach this in a positive way, but I also just want like. Give us the real, like, the real deal about it.

What are mistakes that you see people making when they show up to an event and that leads them to leaving feeling unsatisfied. Like where are those mistakes made? Where is it that you're seeing people like drop the ball or like not get their money's worth when they show up to an event? 'cause I know, like I'm seeing things where I'm like, this was a mistake.

**Angelica:** Um, I would say a, do your homework. Um, ask people that have been to the event. If it's inaugural event, I would ask clarifying questions like, who's going to be in the room, how many people are going to be there? If this is a, a reoccurring event and you've had your eyes on it, ask an attendee. Like, I, I heard this from a, another podcast.

It was like, it's better to hear from the horse's mouth. Like they're gonna shoot it straight. Of course the host is gonna want you to be there, but like ask one of the attendees, me, message 'em, Hey, what was your experience from this? Would you recommend this? This is where I'm at in life. I think asking those clarifying questions will tell you like if you need to be in that room or not.

What I see also happen a lot, especially in like in person events, is people don't allow themselves to be present. Like. Put your phone away, put your computer on DND. We are not doctors nine times outta 10. Like we don't save lives. So like if you are gonna spend the money to be in a specific space at networking a conference, like whatever that is for you, make sure to.

Like plant your feet are so you can be present, because that's being respectful not only to yourself, but to the people there. Like if you're in a corner on your phone, of course if you're taking quick notes or something like that, that's different. But like, you know, try to be as present as you can be because what you put into it is what you're gonna get out.

**Laylee:** I love that and honestly, I have been to so many, obviously, I've been to so many events. I love attending things. I love hosting. I love speaking. I go to events all the time. And I will say the people who are working on their laptops in the back of the room or in a separate area, or they're not paying attention during sessions, like that stuff goes notice.

And it's not even, I'm not saying that in a way that like it quote unquote, looks bad. It just makes you feel unapproachable by other attendees. If you. Get that. Like if you're putting that vibe out, I think other attendees hesitate to connect with you. Uh, do you feel that way? 'cause like I'm, I don't wanna talk to somebody who's clearly like acting like they don't need this.

Even if that's not the intention,

**Angelica:** Yeah, a hundred percent. And I would say even from a speaker standpoint, now that I've been on more stages, when I'm looking into the audience, we can see that as speakers and it's just like. Okay. She was uninterested or, oh, she doesn't wanna be bothered by me, but, and maybe that wasn't what, you know, the case was, but that's like where our heads go as speakers.

And if you don't see anybody engaging with your conversation while you're on stage, obviously that's another conversation of like how to engage on stage. But

just from looking at the audience, everybody's on their phone. Sister, what's happening? Like, am I not saying engaging stuff? Is this not good content?

Like, tell me more like what, what am I doing wrong as a speaker and. Like, again, you wanna be present that's respectful to the person on stage, uh, but also like respecting your boundaries that you set for yourself. Because as business owners, that's the number one thing. We don't have boundaries and we don't stick to them.

So like, put the phone on d and d, put the computer outta office email, like, it's okay. You can step away, I promise.

**Laylee:** Yeah, absolutely. And also like I love that you said if, if everybody is not paying attention, that's like a speaker problem. But we can definitely tell when somebody's taking notes, they're on their phone because they're jotting something down. They're interacting non-verbally. We can tell if you're paying attention or not.

And, um. A good speaker should be able to tell if it's because of them or if it's because of the audience. So like that's, I'm glad you said that. Just like as a speaking coach, I'm like, yes. Very good self-awareness there. I know that you've mentioned being able to walk away with like sponsors, sponsorship, connections, things like that.

That's a huge question. And obviously like in the upcoming, at the time, this episode airs. We'll be still like almost a couple months out from the conference. Natalie Frank, who is Flodesk's head of marketing, she's going to be talking with us all about, um, profitable partnerships and sponsorship and stuff.

But the reason we have that this year is because everybody wants to know how to secure sponsors. How have you secured, 'cause I know you've told me you that you have had success in this, like just showing up. How does that happen for you?

**Angelica:** Yeah, absolutely. So I started doing sponsorships local to my area. And this was internally for my photography side of the business. And we host a Ga Gallant Times's Day event every year. And I have grown my following. I have a strong platform for my email marketing. I have tons of subscribers there.

And I literally. Thinking to myself, how else can I pour into my community outside of like hosting an event where they can meet each other, but also bring their brand to the forefront. And so I literally jotted down all the brands that I

have a supported or worked with, or people that I wanna work with that have an ideal, same ideal client.

Okay. And so I would like go down that list and I'm like, okay, this person could benefit from the people that get in this room or from this event that we're hosting. And this year I'm hosting my fifth annual Gallant Times, and. Like the profit margin. This the largest profit margin, number one and two, the amount of sponsors that everybody's like, Angelica, sign me up.

Sign me up. Sign me up. Has all been from relationships, Angelica, everybody's like, Angelica, how did you get so many sponsors? It's like, I've met this person at an event like two years ago. We just stayed connected. I met this girl like in at one of my sponsors. I literally met like two days before and I was like, Hey, I'm having a Valentine's Day event.

Would you wanna do like a giveaway? She's like, count me in. And like that one in-person interaction. Like is changing the experience of my event for others. And so some of the stuff has been long-term relationships, especially if you're asking for a dollar, like, you know, dollar amounts versus like a product or trade of some sort.

And the dollar amount people need receipts. So like if you are an event host. If you're a speaker and you host things, make sure you're just tracking your analytics of like how much engagement you have because those are the things that sponsors wanna see. But I've landed all my sponsorships from my Gallon Times event has been all relationships, like over the years.

One of 'em is my nail tech, like. It's, and I, I don't think we think about these people, like our people that are in our everyday life as like, let me just ask her. And she's like, yeah, like, count me in girl, you, you're always supporting my business. And I'm like, like it's never tick for tack. But people remember when you support their business, and I mean, what is it to ask?

You will never know until you ask.

**Laylee:** I love that. I feel like you do. I mean, the way you were saying that, I, I truly believe that you're bypassing a ton of back and forth and a ton of like dismissive emails when you're in person. It is so much easier to say yes to somebody when you can look them in the eye and be. Yeah, I love this. Like we're hitting it off and I know like for example, our sponsors at the conference, when they meet somebody in person, they're much more likely to partner with them later on for one of their speaking events or speaking engagements or like

something they host way more likely to partner with them than they would be if they had never met in person.

Because you're just bypassing any trust building, like you're already building that trust by being together. So I love that.

**Angelica:** I love that and I love that you said that because last year at Creative Educator, one of the people at the Flodesk table has been somebody I've been communicating with. I'm a Flodesk partner, so I was like to put a face to a name and I was like, can I give you a big hug? And she's like, of course.

I'm like, we talk a lot online, but like again, there's just something about that in-person connection and like it is. It helps, honestly, the backend of business too. I have a virtual assistant, so when I'm going to make these connections and getting these sponsorships, it's a quick like, Hey Tiffany, this person's gonna shoot us an email.

This is the context of it. When you get it, just approve it and that's it. It's literally, versus, like you said, 25 emails of like back and forth, all the things. It makes your life and business easier too.

**Laylee:** Yeah. That's amazing. I love that so much. Okay, well, I would love to round this episode out with a quick, rapid fire, just like. Fun, little rapid fire. I'd like to do like quick questions if you're down. Um, but before we do that, is there anything else you wanna share about intentional relationship building?

Anything you think our audience needs to know before, before we move on to our fun q and a?

**Angelica:** Yeah, I would just say just, you know, when you are thinking about getting in a room rather, that's a conference, a networking event. Even like having those one-off conversations of coffee chats and things like that, ask yourself, what is the purpose of this? Because if it doesn't serve you, and I sound, I know that sounds selfish sometimes it has to be a give and take.

And so make sure it serves you in this season of life and business.

**Laylee:** I love that. Okay. Rapid fire. Here we go. She doesn't know any of these questions, you guys. All right. Um, let's kick off with what is the best event you've ever attended?

**Angelica:** Oh, uh, creative educator.

**Laylee:** Okay, well, maybe we should just

**Angelica:** Okay. Not creative educator. Oh man.

**Laylee:** let's say that that was your favorite. What's your second favorite?

**Angelica:** Second favorite? Ooh. I would say there's a local networking group here. To me, it's like all women entrepreneurs, high energy. It's a luncheon every month. I freaking love them. St. John's, VFF, they're amazing.

**Laylee:** Amazing. And what makes them your favorite?

**Angelica:** , I would say the caliber of people, the diversity and the energy in the room. It's like I feel fired up every time I leave.

**Laylee:** Awesome. Okay, and then second question is, you don't have to say what the event was, but when you think of your least favorite event, why was it your least favorite event?

**Angelica:** Mm. Disorganized, logistics. Nightmare parking nightmare. Like the flow of the event. It's just like, where, what am I supposed to be doing? Lack of sound, like mics and situations. Oh yeah. I, I got a, a ton.

**Laylee:** Sounds messy. Okay. You know, do your job basically. Love that. Okay. Personal question. What's something you're watching right now that you're loving?

**Angelica:** The Olympics. First of all, I don't even watch tv, but like last night, this like last couple days, this Winter Olympic situation, I was like, first of all, this is a sport and two people do this for a living. I'm a Florida girl through and through. So like I was up till 1230 last night watching the Liz. I'm like, girl, if you don't go to bed, I was

**Laylee:** What event is your favorite so far?

**Angelica:** the um, the, the skiing one, I was like, for their moves.

And the sticks are bent. I'm like, are they broken? They're like, no, that's part of the strategy. I was like, what is happening

**Laylee:** Dead. I know. I'm always, I'm always like, I don't know what I'm watching, but this is cool. That's so funny. Okay, and then, personal question is what is like your quote unquote guilty pleasure right now?

**Angelica:** Hmm. Guilty pleasure, I would say is trying to make my coffee bougie in the morning. I'm always a coffee drinker, but like I've been trying to test out some like new syrups and creamers and I'm like, I try to romanticize as part of my morning as much as possible. 'cause it's like before craziness starts.

So I'm like. I got all these creamers in the fridge. My husband was like, what? What is all this? I was like,

**Laylee:** I love it. We need to get you, we need to get you an espresso machine.

**Angelica:** yeah, that sounds real bougie. Oh gosh.

**Laylee:** Okay. And then last question is, what is something you're looking forward to in 2026?

**Angelica:** Hmm, 2026 is expansion, um, expansion in my community. My membership is business church, uh, space for female entrepreneurs to be empowered and inspired and, seeing how that's reached women on the West Coast to the East Coast, all the way to the Caribbean. So I can't wait to see how that expands this year.

**Laylee:** I love that, and I know it's gonna be just even more massive than it already is because you grow exponentially every year because she's an action taker. People, love that for us. Okay. Well I am so, so excited for people to listen to this and I'm excited for all of our. Creative educator conference attendees to get to know you this year in the spring and yeah, y'all go follow Angelica.

We'll link up all her stuff in the show notes, but it's Angelica Pompy. Find her on the gram. She's very active.

**Angelica:** I am send me a DM if you listen to this and if you have questions about any of this or creative educator, take this as your permission to to slide in my dms. I cannot wait to chat with you and until next time my friends.

**Laylee:** I love that. Thank you. We'll see you guys on the next episode of the Laylee Emadi Podcast