Karolina | Book Designer  
OK, for sure.

0:0:18.650 --> 0:0:26.100  
Karolina | Book Designer  
And so I I have a designer and I help outdoors there.

0:0:26.240 --> 0:0:33.610  
Karolina | Book Designer  
Take their stories or ground and help turn their their manuscripts into books and illustrate it.

0:0:33.820 --> 0:0:37.730  
Karolina | Book Designer  
Not illustrated and show it as a cover as well.

0:0:38.80 --> 0:0:45.630  
Karolina | Book Designer  
So I take care of both the book cover and the interior as well, and I work mostly with self publishing authors.

0:0:46.730 --> 0:0:52.290  
Karolina | Book Designer  
Umm, yeah, so this is this is the business itself and how I started.

0:0:53.270 --> 0:0:57.610  
Karolina | Book Designer  
Umm, that's actually a long story, so I have.

0:0:59.540 --> 0:1:1.230  
Karolina | Book Designer  
My background isn't writing.

0:1:1.330 --> 0:1:16.660  
Karolina | Book Designer  
I've been studying philology and literature and language and after that journalism as well, and I've been working as a journalist for a few years back in Poland, because this is where I'm from.

0:1:17.650 --> 0:1:23.100  
Karolina | Book Designer  
Umm and I, so I was writing and at some point I was.

0:1:23.110 --> 0:1:33.490  
Karolina | Book Designer  
I had also a travel blog and I started to do some graphic design for my blog because I needed that and I really like it.

0:1:33.500 --> 0:1:52.170  
Karolina | Book Designer  
So I at some point I was going deeper and deeper into graphic design and when I moved, when I came to Canada the first time, because this is kind of my second time I was here on one year visa earlier and I knew that I might not be coming back to Poland.

0:1:52.180 --> 0:1:57.70  
Karolina | Book Designer  
So I wanted to start doing on top of my nine to five job.

0:1:57.80 --> 0:2:10.810  
Karolina | Book Designer  
I wanted to start doing some freelance work because I've been always pronouncing back in Poland and I started to go into graphic design because I didn't feel as comfortable writing in English as I was in Polish.

0:2:10.820 --> 0:2:23.520  
Karolina | Book Designer  
So I just I I didn't want to stick with the writing itself and then I was just doing general, some marketing, graphic design stuff I didn't use down.

0:2:23.530 --> 0:2:25.830  
Karolina | Book Designer  
I didn't know what I wanna do in graphic design.

0:2:27.950 --> 0:2:41.420  
Karolina | Book Designer  
Until I got a gig for doing audio book covers for European publisher and after doing like two or three covers for them, I just fell in love with it and I knew that this is what I wanted to do.

0:2:42.470 --> 0:2:49.550  
Karolina | Book Designer  
And then I got pregnant, which added like a new layer to to all that.

0:2:49.900 --> 0:2:55.280  
Karolina | Book Designer  
And we came back to Canada when my son was three months old in 2019.

0:2:56.780 --> 0:2:58.570  
Karolina | Book Designer  
And I couldn't.

0:2:58.580 --> 0:3:1.170  
Karolina | Book Designer  
I didn't go back to to my regular work.

0:3:1.180 --> 0:3:14.320  
Karolina | Book Designer  
I stayed home with with my son and I knew I want to do the freelance work more and more and just, you know, do my own thing, not work for somebody and then pandemic hit.

0:3:15.260 --> 0:3:15.520  
Emma Bergin  
Yeah.

0:3:16.200 --> 0:3:31.400  
Karolina | Book Designer  
Yeah, another another difficulty when you're trying to meet people and grow your network is you know, while we were here for the first time with my husband, having just one year working visa and you don't and we have, we have.

0:3:31.410 --> 0:3:38.590  
Karolina | Book Designer  
But we have like a lot of experience with traveling and meeting people and then leaving friendship behind, which was pretty hard.

0:3:39.610 --> 0:3:44.950  
Karolina | Book Designer  
So when we were here and we knew that we're here only for a year, we didn't.

0:3:52.150 --> 0:3:52.350  
Emma Bergin  
Yeah.

0:3:45.10 --> 0:3:52.390  
Karolina | Book Designer  
We weren't looking for any, you know, deep friendship and meaningful relationships because we didn't want to get hurt again once we live.

0:3:53.120 --> 0:3:56.850  
Karolina | Book Designer  
Umm, but then we came back here and what what?

0:3:56.860 --> 0:4:9.660  
Karolina | Book Designer  
That that first year that we didn't build those relationships when that did is that when we came back, we were kind of coming, you know, into new place, new community without any network like just you know few random people here and there.

0:4:10.440 --> 0:4:11.180  
Karolina | Book Designer  
Umm.

0:4:11.660 --> 0:4:19.750  
Karolina | Book Designer  
And then the pandemic started and I was staying home with with my son and I decided that I don't want to work for someone.

0:4:20.180 --> 0:4:21.810  
Karolina | Book Designer  
I wanna work for my own.

0:4:21.820 --> 0:4:31.50  
Karolina | Book Designer  
I want to have the flexibility that it allows me because you know, being immigrants without any family here, we don't have grandparents here.

0:4:31.60 --> 0:4:33.90  
Karolina | Book Designer  
That kid can take care of our son.

0:4:34.320 --> 0:4:39.890  
Karolina | Book Designer  
So we we knew that at least one of us and my husband works for for an employer.

0:4:40.120 --> 0:4:50.510  
Karolina | Book Designer  
We knew that one of us has to have that huge flexibility when it comes, you know, to going and picking my son up from daycare in the middle of the day or taking day off this out of nowhere.

0:4:50.520 --> 0:4:50.830  
Karolina | Book Designer  
Right.

0:4:51.350 --> 0:4:54.860  
Karolina | Book Designer  
And we decided that I want to do it anyway.

0:4:55.970 --> 0:4:56.830  
Karolina | Book Designer  
Umm.

0:5:21.270 --> 0:5:21.410  
Emma Bergin  
Yeah.

0:4:57.330 --> 0:5:23.70  
Karolina | Book Designer  
And just it happens that my son was kind of the biggest motivation because I think I wouldn't have the courage to do it in new country that I, you know have known network in and don't know how business works and all that information that you typically have if you're starting a business in, in your own country at least you know to some degree umm.

0:5:32.90 --> 0:5:32.280  
Emma Bergin  
Yeah.

0:5:23.420 --> 0:5:39.280  
Karolina | Book Designer  
So I don't think I would have the courage if it wouldn't be for my son, but at the same time it was much harder starting a business having a baby by your side and having the pandemic and being locked and sitting at home.

0:5:46.780 --> 0:5:47.60  
Emma Bergin  
Right.

0:5:39.840 --> 0:5:59.460  
Karolina | Book Designer  
So it's it was just a lot of factors that made it very difficult to start and made it feel very lonely because like you know what, when I was starting out, I was just looking for my clients online because, you know, where would I meet them if no in person events were happening?

0:6:0.170 --> 0:6:4.650  
Karolina | Book Designer  
Umm, yeah, so this is this is basically how how it started.

0:6:5.410 --> 0:6:6.350  
Emma Bergin  
Ohh, that's awesome.

0:6:6.360 --> 0:6:7.90  
Emma Bergin  
That's quite the journey.

0:6:8.20 --> 0:6:8.340  
Karolina | Book Designer  
Yeah.

0:6:9.540 --> 0:6:10.240  
Emma Bergin  
So. Umm.

0:6:10.160 --> 0:6:12.100  
Karolina | Book Designer  
Now when I look back, it's like I I can see.

0:6:12.110 --> 0:6:12.810  
Karolina | Book Designer  
Like what?

0:6:13.200 --> 0:6:13.530  
Karolina | Book Designer  
How?

0:6:14.90 --> 0:6:16.340  
Karolina | Book Designer  
And maybe that's why.

0:6:16.140 --> 0:6:16.360  
Emma Bergin  
Yeah.

0:6:16.790 --> 0:6:20.50  
Karolina | Book Designer  
Maybe maybe a little stupid to do it this way.

0:6:21.730 --> 0:6:22.780  
Emma Bergin  
Yeah, it sound.

0:6:22.790 --> 0:6:23.500  
Emma Bergin  
No, that's awesome.

0:6:25.170 --> 0:6:25.370  
Karolina | Book Designer  
Yeah.

0:6:23.510 --> 0:6:27.570  
Emma Bergin  
It's very bold and a lot of people wouldn't take that chance.

0:6:27.580 --> 0:6:28.330  
Emma Bergin  
So that's really awesome.

0:6:29.620 --> 0:6:29.820  
Karolina | Book Designer  
Yeah.

0:6:29.610 --> 0:6:31.800  
Emma Bergin  
So how's everything going now?

0:6:31.890 --> 0:6:33.140  
Emma Bergin  
Like, how's your business?

0:6:33.150 --> 0:6:36.740  
Emma Bergin  
Is it still just you by yourself or do you have any employees?

0:6:37.700 --> 0:6:38.330  
Emma Bergin  
How's that going?

0:6:44.20 --> 0:6:44.260  
Emma Bergin  
Good.

0:6:46.490 --> 0:6:46.710  
Emma Bergin  
Umm.

0:6:39.670 --> 0:7:2.560  
Karolina | Book Designer  
So so I'm a little bit over two years now in the well working full time in the business because once still when I was taking care of my son that was most full time thing to do and I was just, you know, trying to build my website, trying to get some some clients in the evenings whenever I have some spare time.

0:7:3.500 --> 0:7:13.670  
Karolina | Book Designer  
And once my son was two years old and went to full time to daycare, this is when I actually put focus full time on the business.

0:7:14.610 --> 0:7:16.390  
Karolina | Book Designer  
So it was a little bit over two years ago.

0:7:16.580 --> 0:7:23.880  
Karolina | Book Designer  
Umm and I'm I've I've grown since then as a person and the business has grown too.

0:7:25.800 --> 0:7:26.910  
Karolina | Book Designer  
And I'm still.

0:7:26.920 --> 0:7:27.850  
Karolina | Book Designer  
It's only me.

0:7:38.250 --> 0:7:38.520  
Emma Bergin  
Yep.

0:7:28.0 --> 0:7:47.770  
Karolina | Book Designer  
Uh, for now, however, I'm starting to grow my network, also with with other book designers and some other professionals, and I will be starting to outsource some some work and collaborate on on some project at some point.

0:7:47.780 --> 0:7:49.960  
Karolina | Book Designer  
Pretty soon. Umm.

0:7:50.480 --> 0:7:51.830  
Karolina | Book Designer  
So yeah, for now it's still.

0:7:51.840 --> 0:7:57.160  
Karolina | Book Designer  
It's still me, but it's growing and it's going in the right area direction.

0:7:57.950 --> 0:7:59.60  
Emma Bergin  
Yeah, that's awesome.

0:7:59.400 --> 0:8:9.760  
Emma Bergin  
And just in terms of the business like do you have any kind of like really big lessons that you've learned or really significant challenges that you've overcome that you can think of?

0:8:11.20 --> 0:8:12.810  
Karolina | Book Designer  
Umm, I think you know.

0:8:12.430 --> 0:8:16.350  
Emma Bergin  
I mean, obviously other than being a full time mom and a full time business owner.

0:8:17.430 --> 0:8:25.820  
Karolina | Book Designer  
I think that after you know it's with entrepreneurship, it's like every week you're learning something new and and something big.

0:8:27.760 --> 0:8:34.650  
Karolina | Book Designer  
I think like one of the biggest lessons and at the same time challenges that I had and I had overcome.

0:8:35.320 --> 0:8:46.230  
Karolina | Book Designer  
Umm was meeting new people and just going out there and being bald about what I do in my business and what I what I can offer to to people.

0:8:59.550 --> 0:8:59.750  
Emma Bergin  
Umm.

0:8:47.480 --> 0:9:0.990  
Karolina | Book Designer  
Umm, because you know, starting starting in the pandemic and without any it's it's it's much harder to meet people over the Internet.

0:9:1.40 --> 0:9:10.630  
Karolina | Book Designer  
And after pandemic and you know, everyone was kind of what became a little bit more introvert than before.

0:9:11.740 --> 0:9:12.80  
Emma Bergin  
Right.

0:9:11.440 --> 0:9:19.310  
Karolina | Book Designer  
So it was very hard for me to just, you know, go out and start to meet people and say, hey, I design books, right?

0:9:19.810 --> 0:9:19.970  
Emma Bergin  
Yeah.

0:9:19.540 --> 0:9:30.870  
Karolina | Book Designer  
So that was one of the biggest challenges, but also at the same time, one of the biggest learning when I when I when I actually started to do it, I forced myself to get out of my comfort zone and and to do it.

0:9:31.710 --> 0:9:36.650  
Karolina | Book Designer  
I also saw like a huge value in it and.

0:9:36.770 --> 0:9:36.930  
Emma Bergin  
Yeah.

0:9:45.260 --> 0:9:45.490  
Emma Bergin  
Umm.

0:9:38.230 --> 0:9:54.900  
Karolina | Book Designer  
Not only you know in terms of of getting clients and getting people that will refer you to other people, but just to have that community of like minded and runners that goes through the same things that you are going as an entrepreneur you can share with them.

0:9:54.960 --> 0:9:59.920  
Karolina | Book Designer  
You can learn and just you know that you have the support that that you need.

0:10:0.570 --> 0:10:1.140  
Emma Bergin  
Yeah.

0:10:1.210 --> 0:10:2.140  
Emma Bergin  
Yeah, that's awesome.

0:10:2.610 --> 0:10:15.670  
Emma Bergin  
And did you always envision kind of like working for yourself and starting something, or was that kind of something that just came with moving and kind of being unsure but your thoughts?

0:10:14.950 --> 0:10:18.970  
Karolina | Book Designer  
No, I I've never been an employee type.

0:10:19.680 --> 0:10:19.880  
Emma Bergin  
Yeah.

0:10:20.820 --> 0:10:45.450  
Karolina | Book Designer  
I think the longest that I've worked for a company was about a year and because I do get bored pretty quickly and I do love wearing all the hats that I need to when I'm working for myself so that that's the one thing that I was in the type of an employee and I always knew that I wanted to work for myself.

0:10:45.560 --> 0:10:49.580  
Karolina | Book Designer  
Also, my parents, they had their own business.

0:10:50.910 --> 0:10:51.120  
Emma Bergin  
Umm.

0:10:49.590 --> 0:10:56.460  
Karolina | Book Designer  
They were entrepreneurs, so I grew up staying how this looks like and this was like the most natural way for me to work.

0:10:57.40 --> 0:10:57.240  
Emma Bergin  
Yep.

0:10:57.70 --> 0:11:0.730  
Karolina | Book Designer  
Uh, yeah, because this is this was they, they models that I had.

0:11:16.820 --> 0:11:17.150  
Emma Bergin  
Hmm.

0:11:1.430 --> 0:11:17.910  
Karolina | Book Designer  
Umm, so I knew that I want to do it the same way I I want to work on my own terms and I did have a little bit of experience with that before coming to Canada because I had my own business back in Poland for years.

0:11:19.360 --> 0:11:28.120  
Karolina | Book Designer  
Uh, but like doing it for the second time in in different setting and being much older and much wiser than I did the first time.

0:11:28.770 --> 0:11:37.340  
Karolina | Book Designer  
Umm, I can see how many mistakes I've I've done then and I know that I wouldn't keep the.

0:11:37.390 --> 0:11:39.420  
Karolina | Book Designer  
I wouldn't be able to keep the business back then.

0:11:41.230 --> 0:11:45.740  
Karolina | Book Designer  
Because like the, the reason I I closed the business was because we went to travel with my husband.

0:11:50.770 --> 0:11:51.50  
Emma Bergin  
Right.

0:11:45.750 --> 0:11:53.330  
Karolina | Book Designer  
So I I I closed the business, but I was still doing the freelance gigs that that were part of the of the business.

0:11:54.210 --> 0:12:13.60  
Karolina | Book Designer  
Umm yeah, but it's I could see like, how how many mistakes and like how the whole approach that I had for having my own business wouldn't be sustainable and just wouldn't work in in long term.

0:12:13.790 --> 0:12:22.180  
Karolina | Book Designer  
Umm, so I kind of had to learn it from scratch all over again because I I knew I didn't do it well.

0:12:22.190 --> 0:12:28.740  
Karolina | Book Designer  
The for the first time and I'm I'm proud to say that I think I'm doing it right this time. So.

0:12:29.550 --> 0:12:31.640  
Emma Bergin  
Yeah, that's awesome.

0:12:32.130 --> 0:12:43.100  
Emma Bergin  
And I know you mentioned this a little bit before you said when you first moved to Canada, you like didn't really make that many relationships, but now you've been kind of focusing on building your network.

0:12:47.900 --> 0:12:48.100  
Karolina | Book Designer  
Umm.

0:12:43.110 --> 0:12:56.250  
Emma Bergin  
And so I think maybe that's a good kind of time to transition to we BC and the program you took with them, it's the I'm gonna pull it up because I always say the long title, wrong Discovery Foundation, Strategic mindset program.

0:12:57.620 --> 0:12:57.910  
Karolina | Book Designer  
Yeah.

0:12:57.560 --> 0:13:6.580  
Emma Bergin  
Umm, so has that kind of helped you with like building your network and kind of meeting more people as you grow here?

0:13:7.700 --> 0:13:8.950  
Karolina | Book Designer  
Yeah, for sure.

0:13:12.810 --> 0:13:13.80  
Emma Bergin  
Umm.

0:13:10.0 --> 0:13:15.650  
Karolina | Book Designer  
So this is actually my second program with we BC and 2nd peer Mentoring group.

0:13:15.700 --> 0:13:18.930  
Karolina | Book Designer  
I did the first one a year ago.

0:13:20.700 --> 0:13:20.940  
Emma Bergin  
OK.

0:13:18.980 --> 0:13:21.450  
Karolina | Book Designer  
Previous autumn, umm.

0:13:24.20 --> 0:13:24.200  
Emma Bergin  
OK.

0:13:21.620 --> 0:13:31.630  
Karolina | Book Designer  
And that was just the premonitory program and right this one this year it was peer mentoring program plus the workshop about the strategic.

0:13:34.490 --> 0:13:34.670  
Emma Bergin  
Yeah.

0:13:33.970 --> 0:13:36.110  
Karolina | Book Designer  
This then a whole name.

0:13:37.160 --> 0:13:50.580  
Karolina | Book Designer  
Umm, so I kind of had like 2 experience experiences with with we BC programs and because the the first one last year was really great and I decided to to park in in the second one this year.

0:13:51.530 --> 0:13:55.80  
Karolina | Book Designer  
Umm and the.

0:14:1.80 --> 0:14:1.380  
Emma Bergin  
Umm.

0:13:55.470 --> 0:14:16.280  
Karolina | Book Designer  
I think the the first program that I took last year was kind of pivotal for me because that was when I took the program I was I already knew that I have to in order to build the business, I have to build stronger network and start growing my support.

0:14:17.210 --> 0:14:22.400  
Karolina | Book Designer  
But I was still, I still had internal blogs just to do it.

0:14:22.410 --> 0:14:25.410  
Karolina | Book Designer  
I knew I had to, but I they couldn't get out of of that blog.

0:15:35.980 --> 0:15:36.230  
Emma Bergin  
Umm.

0:14:26.140 --> 0:15:45.560  
Karolina | Book Designer  
And what happened during the UM, the mentorship program was that we, we all we're all we all felt safe and very comfortable to share and to be vulnerable uh in in in the group and to share like our biggest you know blogs and issues and and problems so I I went I went pretty deep into my internal blogs and import imposter syndrome and all all this stuff that was happening internally we we didn't meet that wasn't actually like you know and the business thing that that I was facing and all the all the conversation that I had with with other entrepreneurs and all the support that I got from them helped me to start working on my you know internally working on on my blogs and helped me to to all it was a process that took some time but it it ended with me being much more confident about my skills my business and being able to actually start rolling the network and finding the client and it's it's funny because once I.

0:15:47.870 --> 0:15:57.560  
Karolina | Book Designer  
Once I kind of got through the process and was OK with with me telling everyone about what I do and what I author.

0:15:58.240 --> 0:16:4.350  
Karolina | Book Designer  
Umm, I don't know is it was kind of like magical because like people started to find me by themselves.

0:16:4.930 --> 0:16:5.210  
Emma Bergin  
Ah.

0:16:4.360 --> 0:16:10.750  
Karolina | Book Designer  
It wasn't like by my outrage, but but it it kind of like I've opened myself for it.

0:16:12.0 --> 0:16:12.140  
Emma Bergin  
Yeah.

0:16:10.760 --> 0:16:12.960  
Karolina | Book Designer  
And it just, you know, started to come.

0:16:12.970 --> 0:16:16.50  
Karolina | Book Designer  
So that was one thing.

0:16:16.60 --> 0:16:28.110  
Karolina | Book Designer  
And this time it was a little bit different like the the formula was a little bit different of the group, but still I got like, I've met great, great people.

0:16:28.120 --> 0:16:37.650  
Karolina | Book Designer  
I've got a lot of feedback, support and umm yeah, this these programs are really amazing and you can get a lot out of it.

0:16:38.660 --> 0:16:49.650  
Emma Bergin  
At ourselves and just in terms of kind of like the feedback that you received, like during the programs and what kind of feedback did you get from like the other business owners?

0:16:49.660 --> 0:16:55.260  
Emma Bergin  
And did you like end up implementing all that feedback into whatever the feedback was based off of?

0:16:56.130 --> 0:16:56.420  
Karolina | Book Designer  
Yeah.

0:16:56.430 --> 0:17:2.700  
Karolina | Book Designer  
So. So that first first group I got like one.

0:17:9.430 --> 0:17:9.790  
Emma Bergin  
Hmm.

0:17:2.710 --> 0:17:12.980  
Karolina | Book Designer  
I got a lot of advice on the all the internal blogs, imposter syndrome and all that which you know, it wasn't that.

0:17:16.20 --> 0:17:16.240  
Emma Bergin  
Sorry.

0:17:12.990 --> 0:17:17.900  
Karolina | Book Designer  
It's not something that you implement straight away, it's something that sits with you and your go through the process.

0:17:19.880 --> 0:17:20.900  
Karolina | Book Designer  
But I did.

0:17:20.980 --> 0:17:41.110  
Karolina | Book Designer  
I had like some marketing ideas from from that that I I wasn't thinking about earlier that later I implemented implemented in my business and this time with the group when I was doing the program I was redoing my whole website and adding some new offering.

0:18:5.510 --> 0:18:5.650  
Emma Bergin  
Yeah.

0:17:41.900 --> 0:18:6.390  
Karolina | Book Designer  
So I I wanted to, I wanted to get the feedback on the website and the operatings and all that from the group and I got like a lot of great insides that I didn't implement that on the website because getting when you're doing website and you're thinking they copy and everything, you're thinking that you know this is it, it sounds good and and it will be.

0:18:7.70 --> 0:18:7.550  
Karolina | Book Designer  
Umm.

0:18:8.290 --> 0:18:10.200  
Karolina | Book Designer  
It will be nice to bring some clients.

0:18:10.210 --> 0:18:17.40  
Karolina | Book Designer  
Based on that, you don't know until you you know you don't have that fresh perspective of someone, someone else.

0:18:17.50 --> 0:18:24.570  
Karolina | Book Designer  
So getting a lot of eyes on it and a lot of feedback from different people with different background was very helpful.

0:18:25.380 --> 0:18:26.630  
Emma Bergin  
Yeah, that's awesome.

0:18:27.20 --> 0:18:37.770  
Emma Bergin  
And then anything else you wanted to add in terms of your, the programs that you've already taken or maybe like anything, any growth that you've experienced since taking the programs?

0:18:39.370 --> 0:18:40.80  
Karolina | Book Designer  
UM.

0:18:42.450 --> 0:18:43.140  
Karolina | Book Designer  
Well, yeah.

0:18:43.150 --> 0:18:59.510  
Karolina | Book Designer  
Well, the the growth is obvious, but since like since the first the first program that I took it, it was the starter of of the ALDI processes that I had to go through in order to to gain my confidence and and be able to.

0:19:1.740 --> 0:19:4.50  
Karolina | Book Designer  
Get more attention to to my business.

0:19:4.390 --> 0:19:10.480  
Karolina | Book Designer  
Umm, so that was I believe that was like very important moment.

0:19:10.490 --> 0:19:18.580  
Karolina | Book Designer  
And yeah, and it it this was what allowed me to to grow and to be.

0:19:21.260 --> 0:19:26.380  
Karolina | Book Designer  
To to be in the business like you know which which whole meat, right.

0:19:26.390 --> 0:19:31.20  
Karolina | Book Designer  
Not just part of it, but yeah, to be the in the business and and be proud of it.

0:19:31.740 --> 0:19:32.990  
Emma Bergin  
Yeah, that's awesome.

0:19:33.860 --> 0:19:34.470  
Emma Bergin  
OK.

0:19:34.480 --> 0:19:39.770  
Emma Bergin  
Well, we can kind of jump on to the next section which talks a little bit about your future.

0:19:39.780 --> 0:19:43.700  
Emma Bergin  
So and kind of like 2 questions there.

0:19:43.710 --> 0:19:52.400  
Emma Bergin  
The first one is do you plan to kind of advance and do anymore of the other we BC programs and then kind of like what's next for you?

0:19:54.650 --> 0:19:56.400  
Karolina | Book Designer  
Umm, what's next for me?

0:19:56.460 --> 0:20:1.260  
Karolina | Book Designer  
So I plan next year I plan to.

0:20:3.610 --> 0:20:4.230  
Karolina | Book Designer  
I plan to.

0:20:4.490 --> 0:20:15.990  
Karolina | Book Designer  
Of course I plan to grow and to to scale the business, to be able to hire some people just to to help me with the things that I'm not the biggest fan of in in the business.

0:20:16.710 --> 0:20:17.540  
Karolina | Book Designer  
Umm.

0:20:17.690 --> 0:20:23.460  
Karolina | Book Designer  
And just get more clients, I think to be able to do that.

0:20:36.490 --> 0:20:36.610  
Emma Bergin  
Yeah.

0:20:25.20 --> 0:20:45.270  
Karolina | Book Designer  
And in terms of programs, I I watch, I follow we BC and I get their newsletter and I always look for some interesting programs that they have anything new and they if there will be something that I will feel it suits my needs at the moment, then I will surely so with.

0:20:46.80 --> 0:20:47.190  
Emma Bergin  
Awesome, cool.

0:20:47.820 --> 0:21:2.140  
Emma Bergin  
And then just in terms of like BC and like building a community, do you feel like right now with the clients that you work with like you're working with the community or helping the community in any way and and if not, that's totally fine.

0:21:2.150 --> 0:21:4.970  
Emma Bergin  
Like if your clients are all overseas and that's OK too.

0:21:4.980 --> 0:21:6.960  
Emma Bergin  
But yeah, what are your thoughts there?

0:21:9.690 --> 0:21:20.150  
Karolina | Book Designer  
Most of my clients like basically 50% of my clients are local from BC and the rest is in US.

0:21:25.910 --> 0:21:26.130  
Emma Bergin  
Right.

0:21:21.220 --> 0:21:48.460  
Karolina | Book Designer  
Umm so I I would say it's mix of both because all of my BC clients are they they wanna work with someone who is local even though we communicate, you know over the Internet we usually don't see each other at all because there is no need to umm, it's still important for them to to work with with someone who locale.

0:21:48.610 --> 0:22:1.420  
Karolina | Book Designer  
And it's also important for me and whenever I need to do some printing or umm, any any other services that I need for my business.

0:22:8.710 --> 0:22:8.850  
Emma Bergin  
Yeah.

0:22:1.430 --> 0:22:9.810  
Karolina | Book Designer  
I also go local and I don't you know, I don't outsource things into like Asia or somewhere.

0:22:10.20 --> 0:22:10.950  
Karolina | Book Designer  
I try.

0:22:10.960 --> 0:22:11.630  
Karolina | Book Designer  
Yeah, I do.

0:22:11.640 --> 0:22:12.690  
Karolina | Book Designer  
I do that, but probably too.

0:22:12.700 --> 0:22:16.930  
Karolina | Book Designer  
So this I would say that this this is the way to to support it.

0:22:17.770 --> 0:22:18.490  
Emma Bergin  
Yeah.

0:22:18.530 --> 0:22:19.840  
Emma Bergin  
OK, that's a great answer.

0:22:20.170 --> 0:22:22.820  
Emma Bergin  
And then this isn't the kind of last question.

0:22:22.830 --> 0:22:24.980  
Emma Bergin  
But then I'll go back and see if there's anything we missed.

0:22:25.470 --> 0:22:30.810  
Emma Bergin  
Is that if you were to give advice for anyone who wanted to start their own business, what advice would you give?

0:22:32.420 --> 0:22:36.540  
Karolina | Book Designer  
Umm, I would say to that.

0:22:36.550 --> 0:22:54.540  
Karolina | Book Designer  
It's it's really important to have the network and the support and community behind you because it's not only, you know, even if you're not getting clients from, from, from that network or that support having like minded people that you can.

0:22:56.670 --> 0:23:3.860  
Karolina | Book Designer  
You can bounce your ideas off or just get advice or talk through some.

0:23:4.120 --> 0:23:14.40  
Karolina | Book Designer  
Some of the challenges you're facing that's that's the one thing I would I would, I would like me to do it sooner.

0:23:15.840 --> 0:23:30.10  
Karolina | Book Designer  
It's I I was very hesitant about it and it just took me much longer to to come to the place where I'm at now with the business because I was hesitant to do it.

0:23:30.320 --> 0:23:30.490  
Emma Bergin  
Yeah.

0:23:40.270 --> 0:23:40.490  
Emma Bergin  
Yeah.

0:23:30.50 --> 0:23:42.200  
Karolina | Book Designer  
I know that if I would start at the very beginning, I would be, I would be, you know, in in total different place like so that that would be that one piece of advice.

0:23:43.580 --> 0:23:43.920  
Emma Bergin  
Awesome.

0:23:52.470 --> 0:23:52.690  
Emma Bergin  
Yeah.

0:23:43.790 --> 0:23:57.950  
Karolina | Book Designer  
If, if if your intuition tells you that this is something that will help you grow the business, and it probably is, and you should listen to it and not just, you know, not just say dude, dude, would your brain that. No.

0:23:57.960 --> 0:23:59.560  
Karolina | Book Designer  
No, that's I don't want to do it.

0:23:59.570 --> 0:24:0.710  
Karolina | Book Designer  
So let's not do it.

0:24:1.370 --> 0:24:2.960  
Emma Bergin  
Yeah, it's hard to know which is.

0:24:2.970 --> 0:24:4.600  
Emma Bergin  
Uh, which is the right path to take?

0:24:4.610 --> 0:24:7.270  
Emma Bergin  
It's a lot of decisions to make, I'm sure.

0:24:7.890 --> 0:24:8.30  
Karolina | Book Designer  
Yeah.

0:24:9.240 --> 0:24:10.310  
Emma Bergin  
OK, well.

0:24:9.610 --> 0:24:15.710  
Karolina | Book Designer  
Yeah, but I think like the the intuition piece is I'm saying that it's for me.

0:24:15.720 --> 0:24:16.990  
Karolina | Book Designer  
It's it's a big piece.

0:24:17.0 --> 0:24:21.430  
Karolina | Book Designer  
Whenever my intuition tells me something and I follow it, it it works as I want.

0:24:21.480 --> 0:24:29.220  
Karolina | Book Designer  
If if my intuition tells me you know, don't do it and I will go with it anyway, usually that wasn't good decision.

0:24:29.230 --> 0:24:31.730  
Karolina | Book Designer  
So I would say that listen to your garden, yeah.

0:24:31.610 --> 0:24:34.140  
Emma Bergin  
Yeah, yeah, I love that.

0:24:34.770 --> 0:24:35.220  
Emma Bergin  
OK.

0:24:35.230 --> 0:24:38.700  
Emma Bergin  
Well, we only have a few minutes left, so I usually leave a few minutes.

0:24:38.710 --> 0:24:46.660  
Emma Bergin  
If there's anything else we missed, some people like to like, shout out someone who is really helped them, or an award.

0:24:46.670 --> 0:24:50.860  
Emma Bergin  
Or just any milestones that you're really excited about.

0:24:50.870 --> 0:24:54.310  
Emma Bergin  
So yeah, just adding, if there's anything we didn't cover.

0:24:55.700 --> 0:24:58.370  
Karolina | Book Designer  
Umm, I don't think so.

0:24:58.380 --> 0:25:4.110  
Karolina | Book Designer  
I like if if I would do a shout out, that would have to include like so many people.

0:25:4.840 --> 0:25:5.0  
Emma Bergin  
Yeah.

0:25:4.240 --> 0:25:12.240  
Karolina | Book Designer  
So I would just gave like you know, a shout out to, to to my community of entrepreneurs that that helped me to.

0:25:13.370 --> 0:25:17.210  
Karolina | Book Designer  
Uh to grow both in business and as a person.

0:25:18.470 --> 0:25:18.970  
Emma Bergin  
Good.

0:25:19.490 --> 0:25:20.260  
Emma Bergin  
That's awesome.

0:25:20.830 --> 0:25:22.990  
Emma Bergin  
OK, well, I'm gonna go ahead and stop the recording.