



Episode No. 115 So You Wanna Be A Full-Time Creative Entrep...

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SPEAKERS

Treasure Mallory, Jessica Lauren





Jessica Lauren 00:00

Hello and welcome to the Sunday jumpstart podcast, a weekly podcast helping goal getters. Just excuses, do the work and make it happen. Jessica Lauren, and you are listening to episode number 150. Hey, and welcome back to this week's episode of The SJ s podcast. Happy Sunday. Happy first Sunday have a brand new mug filled with new possibilities. I love nothing more than a fresh clean slate. So come on somebody. Thank you. Thank you. Thank you for a brand new month. Happy Resurrection Sunday. Happy Easter happy whatever holiday falls on today. I hope that you are creating space where you can celebrate that with your loved ones or specify a time by yourself. Whatever it is that gives you peace and brings you joy. I hope that you're doing it on today. Right? I also just want to say thank you like you really could be doing 1000 other different things. But the fact that you chose to open up Apple podcast and hit subscribe and hit play on the Sunday jumpstart four years later still means the whole wide world to me like I'm like people really listen it is so thank you thank you. Thank you. I don't know if you could tell but I am super excited about today's episode. First of all, not even today's episode I'm excited about everything that's going on here on the podcast for the entire month of April. We are going to work on the so you want to series and I know you probably think like girl was the so you want to wait like what you're talking about. So basically the so you want to series is when I invited different women that are killing the game onto the show to not just talk about the inspirational like oh you know just follow your passions and wow with that,

but what they're doing is showing us our their process like taken us behind the scenes of what is like and how they got from the rooter to the tooter from point A to point z in their respective fields. So today's episode is called so you want to be a full time creative entrepreneur and today we have treasure Mallory she is the creator behind the leather handbag brand called Nikki and Mallory I am such a huge fan of treasures work. Matter of fact, I'm not the only big fan of Martha Stewart is a huge fan of treasures work she was just featured on Martha stewart.com and I love having treasure come on the show because her path to get to where she is now where she is not punching in and then affair she's not working on sets anymore. She is literally working for herself doing something she loves full time and making money from it and teaching others from it her path there was not a straight path. Home girl did the act of modeling things she was in corporate worked on production for sets. And and due to, you know, just some life happening to her, her path got rerouted. And in that she found her purpose and aligned with it. And here she is today just doing her own thing. And you know, like I said people are taking notice of her. Her work is so incredible. And it was just such a good conversation to hear treasure talk about how she came up and the obstacles that she had to overcome to get to this point. So today's episode is so you want to be a full time creative entrepreneur. Now before I tell you who Treasury is in her backstory, the rest of the episodes that we have coming up is so you want to be a social media influencer. That is with Michelle things. She's going to walk us through what it's like to make money doing your social media thing. The reason why I have Michelle come on the show is because she's not only you know, she has her own social media agency, but she also is an influencer herself. So who better to talk to than her. If you've been thinking about oh my gosh, I think I want my own retail space. Then I got to share Whittaker of love paradox. She's coming on the show to talk about so you want to open your retail space. And she's going to talk about her transition from being an online boutique to running a freakin physical store and sustaining and thriving through a pandemic. We got Kendra Barnes in the building. She is going to be on the episode. So you want to purchase your first income property and create wealth for yourself. Her and her husband retired from their jobs at the age of 32 because they got heavily involved with real estate investment. So I'm excited about the show you want to series I'm going to do an episode called so you want to be a podcaster of course. But I just really wanted to highlight people that are doing the thing to show you that it can be done no matter what life walk of life you're from, no matter what city you from, no matter your backstory, you can do it too, right so buckle up and get your popcorn you Mimosa coffee and tea because the next five Sundays are going to be so so good. So let's talk about today's Sunday who is treasure will treasure as a self taught handbag designer, leather craft instructor and maker and creative and business owner. She owns Nikki and Mallory specializing in custom leather goods and home decor. She's from Pasadena, California, and she loves telling her story as a creative one design at a time by inspiring individuals alike to slap fear in the face and believe in themselves your treasure is my girl I love her

just tuning into this conversation that we have about her path and what it's like to be a full time I got an affair no more I'm self employed LLC running. I got orders up the wazoo creative entrepreneur. I think you're really gonna love this episode. Alright, tune in. Hey, mister.


 06:07
Hi, girl.


 Treasure Mallory 06:08
I'm hype right now.

 Jessica Lauren 06:10
Do we both Theosophy as we just moved? Just happy just smiling.


 Treasure Mallory 06:16
Right I feel like counting down for this talk. So

 06:19
yeah, Hi, I'm good. How

 06:21
are you? Good.

 Jessica Lauren 06:23
So let me tell you how I found you. Okay, my friend to share she is love parrot. Oh, no shop love paradise on Instagram. She just hit me up one day via text was like, Hey, you should follow this girl her name at Mickey Mouse and Maui. She remind me so much You and I have fallen outside is love at first sight. It's not awesome narcissistic stuff. Like Will she remind me are you it was just like your spirit, your craft your authenticity? I was like sign your tattoos. So yeah, I'm a huge girlfriend and girl band of treasure. I know all your business. I know who you are what you do. But in case you know, we've got some listeners

that don't know. Can you just introduce yourself for us and let us know what you do.

 Treasure Mallory 07:15

I'm treasure also known as Nikki, I am the owner and designer of Nikki Mallory. I specialize in custom leather goods. I am one woman show. So it is literally just me. People always think I have a team or you know, there's more than one person but it's just me wearing all these different hats. I specifically make leather goods, handbags, accessories now home decor and I teach leather craft classes. So yeah, it's a lot. You are doing all the things. My mom mentioned you the other day, she was like when she coming back out with her bags. I was like Mama, just treasure is just mom. No, Mom, I'll be back.

 Jessica Lauren 07:59

Okay, so you know, if we were to follow you today, we see which are 10s of 1000s of followers and you'll sleep bags, but hold the EFF out. So take us back before the glitz and glam What was your Treasurer doing back in the day? Oh,

 Treasure Mallory 08:17

we wild trying to figure everything out. I've always wanted to be my own boss, which is crazy that I'm even here today. But initially, my goal was to work in entertainment. I started out in a television and television and film industry. I graduated from college, which was something I did not want to do. I kind of went to college on a not a bribery but my mom was like you either stay here with me and get a job or you go away and go to college. And I was like deuces. I'm

 08:52

real, real quick.

 08:53

I'm out. Thank

 Treasure Mallory 08:54

you. No, thank you. So I went away, went to a black university. I went to Tsu. And then two years into gone to that university my boyfriend who was still in California was murdered.

So for me that kind of changed my whole trajectory of what my plan was, you know, so I came back to California It was kind of like a sign from God I always say because I was in Tennessee last confused just living it I'm not focused. And but I knew I had to finish that journey. You know, I'm I'm that type of person that if I start something, I finish it I don't care how challenging it is. But I would pray every single day and say, you know if this is not for me, the only way I'm gonna give up or change this. This route is if something detrimental happens. So when he was murdered, that was my sign to come back home. She fell from there. Yeah, it was really crazy. took a long time to get over that. From there. I kind of hit the Running I was down and out for like two months didn't come out my room I was a hot mess just grieving and trying to get over that and once I did I hit the ground running I went back to college graduated quick like I was on aid yeah and graduated started working or started interning for NBC Universal from there I went to Sony Pictures Television and that was like I thought that was my dream job yeah, that I would retire at and after like a year or two I was bored like really this is Cuba co live I don't like this live this is not what I signed up for. I was thinking it was gonna be this whole like, you know how you see on TV like it's the television industry is Hollywood. But it was work and so for me I had always been a creative It was just something that was hidden something that nobody ever talked about being an actual career right so after like a year or two of working there I was already trying to plan my exit I didn't know how I was going to do it. I didn't know what I was going to do. I was just submitted for like acting gigs I was working on a modeling portfolio on the side so it was this whole big ol like time frame where I was like what am I going to do how am I going to get out of this and then I got laid off Oh, I laid off grow that was a



Jessica Lauren 11:31
eight you let



Treasure Mallory 11:33
my journey like prior to



Jessica Lauren 11:36
I think is crazy day guys whole mo is that whole like I know you comfortable in this nest but I'm a kick you out so that you make some moves and first of all, thank you for sharing that about your boyfriend I didn't know that. I don't know how you got through that that's that's some tough sh app fill in the blank



Treasure Mallory 11:58

but it got you going home? It did it kicked me in my butt It was like the real fire under my ass that I needed and it's so crazy in retrospect you know looking back You don't know why things happen when they happen but in me looking back I hate that it happened that way but I wouldn't be who I am or where I am had I not experienced that and growing from that because I was a girl fighter always be an in tune with people



12:27

always treasure



Treasure Mallory 12:29

I was a man that happening when I tell you he God grabbed me from my



12:40

down



12:41

this allow



Jessica Lauren 12:45

Did you had a Vaseline and the earring sock was like



Treasure Mallory 12:52


I don't know what it was just trying to figure out myself. Yeah, figure myself out. And because I was always really quiet. People were always testing me. So I was one of those always having to defend myself. Yeah, it was just that that crazy. Bernie just party and well now but yeah, him my boyfriend passed away his death really changed me as a person. Yeah.




Jessica Lauren 13:17

Well, you are here you are. I couldn't have this story without that one. Right. This is crazy.

So you got laid off from Sony? And by the way, what were you doing exactly when you were in the industry? Working for Sony? Never.

 Treasure Mallory 13:34

And actually, it shifted. Because when I was at NBC I was working in on air promotions. Okay. Now when I went to Sony, I was in the traffic division for TV distribution. So I was the one answering all like the commercial integrated schedules, all of that technical stuff, and nobody really wants to do I really wanted to be on the opposite side.

 14:01

How did I get here? I

 Treasure Mallory 14:02

don't know. But I need this check. So

 Jessica Lauren 14:03

my story is similar. I was on a project. I was auditioning for years. And then I got a production job with Nickelodeon. And it was like, hey, here we are not what I had planned for but every two weeks. So what happened after you got laid off? Like you said, you hit the ground running you graduated? When did the letter come into play? Where you always You said you were creative? Both were you always designing stuff.

 Treasure Mallory 14:30

I wasn't actually I was just doing little side projects. I was styling people on the side, I was altering clothes. I was just one of those creatives that was always doing something creative, whether it was painting or poems, or I was just that person, but it was suppressed because the goal was to graduate. Get a degree get a good job, retire, but seriously, that's not like oh, when I got laid off I pursued acting for the next nine plus years. Wow. But then even that was a challenge because you know, acting is so unpredictable and unstable. So here I am coming from a regular paycheck. Avon credit bills in order to owe the exact

 Jessica Lauren 15:21

opposite.



15:24

We don't have food, there's



Jessica Lauren 15:25

no real. That's you preaching to the choir out here, out here, out here, like



Treasure Mallory 15:34

yes. And that was a struggle. So but I that was something that I wanted to do. It was one of those things again, like, okay, we're starting, we're gonna finish until we land a role or, you know, yeah, but with that I was acting and working all these odd in jobs to make ends meet. I had to pay back I had bills, I had just responsibilities, grown woman responsibilities, and it was like, Wow, so you really shifted as far as you know, financial, financial stability, or Exactly, yeah, totally. And everybody looked at me, like, I was crazy, but I'm just that person. I'm kind of balls to the wall, like, whatever. It's what my my spirit desires, and I'm just gonna go for it. And I felt again, like that was something God put in me like, okay, you're going to be these, you're have these different characteristics, I need you to pursue all of them. So that was one another one that I was pursuing. started acting, I was doing background that transition into stand in work, and then auditioning and work in like five jobs, and on stuff I shouldn't have been doing. Like, I was really busting my butt. I never saw my ass. I never saw my soul. But I was making ends meet.



16:58

close to



Treasure Mallory 17:02

making ends meet. And after I landed a book booked a movie, I booked a movie. And I remember leaving that audition, crying like God, if I don't get this movie, I don't know how I'm gonna survive like, I don't know what I'm gonna do. After about two months, I got a call back and they were like, okay, we're gonna cash in this movie shot the movie one off location shot the movie for like two weeks. And after that, I was like,



17:32

Yes. I'm



Treasure Mallory 17:38

not talking again, though. We weren't. Because I was then back unemployed. Yep. On a figure it out. At this time, I'm losing my apartment. Now I'm really battling like, all depression and suicide, because you know, the industry takes a toll on you mentally and emotionally. And I could not gain control over that hole. And I was sinking deeper and deeper into this dark place. And I was just like, I don't know what I'm gonna do, to where I was ready to check out like, I was ready to check out I was exhausted. Just from everything that I had been working towards and accomplishing, like, that's nine years of just grind. No living, no loving, just grinding. Yeah. So I was that that dark space, very, very dark space. And it's unbelievable that I even pull myself out of that. And I remember a friend saying, I say this in every freaking interview. I feel like I'm a broken record at this point. But it was this thing that helped me, um, they said, you know, when you are down to nothing, you got to become innovative. So I sat on that for nights and nights. No one, I just got this eviction notice. I don't know what I'm gonna do. I didn't book this movie. The check is exhausted. Yep. I'm done, you know. And so that play that sentence played on my mind for nights and days. And I was just praying and just journaling and just trying to dig deep like, well, what is there? What else is next? And so I thought, like, you're a creative you've been creating your whole life. Maybe that's it, right?



Jessica Lauren 19:33

That's the last thing.



Treasure Mallory 19:34

So all this commercial for the Arts Institute fashion design program, and I was like, that's it. I feel like God tapped me again. like, Okay, next.



Jessica Lauren 19:44

Have you ever sold the thing in your life



Treasure Mallory 19:47

for Oh, ain't never so picked up a needle? Okay, no, I picked up a needle through but I didn't know what



20:01


Me,

 Treasure Mallory 20:02

but I saw this commercial and I was just like, okay, I feel like this is what he's telling me to do next. I don't know where I'm going with it. I have no money. I'm about to move back on my grandmother. I'm a grown woman. I've been alone since I was 19. But this is. Yeah. So again, people are like, Oh, you're crazy. Like you went from acting to now you got to go back to

 20:25

school? Yeah,

 Treasure Mallory 20:27

really, for me going back to school also was a way to kill time and figure things out. Yeah, because I knew this is something that I could possibly pursue, but I don't know what I'm about to do. So let me just go and make you look like I'm doing something. Do that busy

 Jessica Lauren 20:41

work. Now how grow? Where are you? How old? Were you when all this was happening?

 20:49

At the time?

 20:51

I think I was like

 20:55

26

 Jessica Lauren 20:58

Yep. I think it's always important to highlight the numbers because we think always should have happened at 21 nenen in an hour. And you know, our stories are so similar. I didn't book my first gig until nine years later, I was broke had negative fat and I didn't get it and it's only because I was really close to my landlady. She was like just pass when you catch it. Some of them rent checks was 45 days late. was out here. And I think you look super young and I look for people think like we young but like No, we've grown grown and we was out here.



21:41

Yeah, I've been out here.



Jessica Lauren 21:43

Yeah. So now you said that school I don't know how to stitch a random commercial came on guy said okay, go to this school. When you got there? Did you was it like, I'm in love? This was my calling? Or were you still just kind of muddling through stuff? Yeah, I



Treasure Mallory 22:01

was still trying to figure it out. I was still working on these odd end jobs trying to secure one because like, you know, once you get at a corporate world, it takes a lot a long time to really get your feet back into it. So yeah, I was just trying to figure it out the first year, of course, you're not into like the the meat of your program. Right? So there was all these like basic classes. And for me, I'm like, No, I've already graduated right University, like, this is my plan. And I'm in here with like, actual students, like I've been a student and I've been a grown adult, what responsibilities. I just want to get through this. Let me you know, figure it out. Once I got into the meat of the program and started sewing and stitching, I was like, Okay,



22:47


why many? Like we might actually have something?





Treasure Mallory 22:50

Yeah, lo and behold, when I got into my fashion design classes, like where you're sewing garments, I don't know why this weird thought came over me one day, and I started illustrating handbags to go with each garment that I had to make. That turned into me


just kind of isolating myself from everybody else in the class and sitting in the back and just trying to figure out maybe I could do a bag to go with each outfit. I didn't know why it was just something that came over my spirit. Towards the end of the year, when it's time to graduate, I had been creating these little bags, yeah, the same aesthetics from making clothes. And I had kind of built like a little tiny collection. So of course, you know, when it's time to graduate, you have to do a showcase for fashion design. They want to see your line close and quiet as Kip, my supervisor, I mean, my counselors and everybody was like,


 Jessica Lauren 23:47
Okay, well,


 Treasure Mallory 23:48
we have to go through everybody's projects and see what you're going to present. When they got to me. They were like, okay, where's your line of clothes? And I was like,

 23:58
I like treasure. You realize this

 Treasure Mallory 24:01
graduate? And I was like, you realize oh, girl, yes.

 Jessica Lauren 24:07
Was it in the fine print that you had to make clothes like my brain is my son

 Treasure Mallory 24:14
wasn't in the fine print. But that was what mostly everybody knew was the assignment to graduate and to do the showcase. He had a line of clothes. And I was like, I don't have a line of clothes. I have a line of bags

 Jessica Lauren 24:27
treasure.



Treasure Mallory 24:29

And they were like, okay, it was literally like Project Runway. People and they looking at you sideways girl Okay, we need to deliver rate right? And yeah, we'll let you know. Y'all Yeah, like my degree was on the line because I decided to be the creative that I am and step outside the box. And yeah, and so when they came back to me like well, we just These bags. I was like, Okay, show them the bag that I had been making. And they were like,



25:06

okay, yeah. Wow.



Treasure Mallory 25:09

Crazy. That's how you know is God. And I'm not super overly spiritual but deeper, right? Yeah. And he has gotten me through everything that I've experienced.



Jessica Lauren 25:22

Hey, this is Jessica from the future interrupting this conversation to make a clarification on behalf of treasure. She wanted to clarify that she didn't mean to say that she's not spiritual. what she meant to say is that she is absolutely spiritual, but not necessarily all that religious. And there is a difference between the two. So she wanted me to come on and express that she is super spiritual, she is a believer, but she's not necessarily the most religious. And that's it, let's tune back into this episode.



Treasure Mallory 25:54


And so that them saying okay, to me, doing the showcase and being able to graduate was another sign that let me know, you don't have to do what everybody else is doing. You really dig deep and pull from what's within you. And the rest will be taken care of. So presented they said well, of course you could present your bags but we have to see some type of garments and I had crazy amount of illustrations and all of that. So I pulled out a couple garment pieces and presented my bags at the showcase and instead of coming you know people coming by to see your work. I have people lining up like




Jessica Lauren 26:36


can I buy back and buy back?


 Treasure Mallory 26:38
Why don't I who this is about to be my business.


 Jessica Lauren 26:43
So first of all, you know rebel Rule Breaker my little I'm such like, but they say you break rules at a golf but listen to this. So you have fans out the gate

 Treasure Mallory 27:01
out the gate and didn't even realize what I was doing is


 Jessica Lauren 27:04
not so did you start the business right then and there?

 Treasure Mallory 27:08
I didn't I graduated and within literally within like two or three months I created like a quick plan. Yeah, and decided this is what I'm gonna do this is I'm gonna turn this into a business. I don't know how I don't know business. I don't know what I'm doing.

 Jessica Lauren 27:26
Yeah,

 Treasure Mallory 27:27
figure it out. And my mom is real balls to the wall, too. So she's always raised me with that figured out. She never gave me the answers to anything. So that's how I looked at starting this business. Like I'll figure it out.

 Jessica Lauren 27:43
I don't know how and What year is this? Where

 27:47
was

T Treasure Mallory 27:50

2012 I established the idea for the gallery. I didn't launch the actual business until 2013 2015. I'm bad with time and I've been in business like five and a half years now. Okay. Okay. It took me a little while like to get everything off the ground. But I was in the midst of working towards getting it all done.

J Jessica Lauren 28:17

Girl. You are my hero. I'm loving this story. I got popcorn like Okay, let's do this. So, okay, is 2012 right. And you kind of started this business. What are you doing? Like, are you? What was hot back? And like, are you on Facebook? Kind of Hawking your bags? Are you taking classes? I know you are very close to the leather company by your house now. Like, what were your apprenticing? Like, how did you keep working up?

T Treasure Mallory 28:47

Nice. Oh, well, 2012 was when I established the idea, but I didn't get to the like works of it until 2030 between 2013 2015 Okay, so at that time, of course, by then I had went back to corporate world. Okay. Now I was just contracting for everybody, because I still didn't want to subject my time to anybody else's plan. Yep. So I was like, I want to keep this as flexible and free as I possibly can while building this business. So I went back to contract for all these different production companies. The Walt Disney Company was one of them. But in addition to that, I was still doing stand in work and you know, when you're on set, it's like all day 13 to 16 hours. But I was using that as one my financial way to start to establish the business but also to take care of responsibility. And when you're all set, I just had a lot of downtime. So I was in my computer facedown in my computer, doing work working on my website, editing product shots. you know stuff that i had been building and then when i would get home exhausted tired i was working there was no sleep like i don't think i ever stopped from the time that my boyfriend was murdered literally up until that point i was just go go go go go yeah didn't tell me anything there was no risk no self care none of that i'm just sacrificing and trying to figure everything out so i was working i was networking i'm trying to establish myself as much as possible and then i launched the business so i started with like a fashion blog i did logging for years and okay my way to transition hey now i'm making products you know you've seen my style now making bags so it was like this whole journey of just trying to get myself out there nobody cared about what i was doing nobody had like any interest but i was like this

J Jessica Lauren 31:01

is what i'm still doing it

T Treasure Mallory 31:07

so by this time because you know i started out working with fabric i wasn't even working with leather i was making fabric bags at first i slowly got bored with that and i was like i want to work with others more intricate is more beautiful is way more quality than fabric once i started leather crafting literally watching youtube university and teaching myself everything that i know today that's when people started looking like taking a double look like wait she's working with leather like the first of all there's not too many women of color that do leather crafting but yeah i was hand stitching like the old the old folks in texas like art this is what i'm doing and that's when people started to notice and then the people i was working with on set and the wardrobe department started to see these bags that i was making and it turns out it went from one person to like the whole set no are you serious make leather bags now because i was quiet i was always in my computer not even trying to talk to anybody it was work work work they found out i was making these load goods and it was like one person turned into 20 people that wanted to buy bags and then it went from the wardrobe team knowing i'm doing bags and they're like we want to put your bags in the show and it's shot oh yeah kind of just grew oh

J Jessica Lauren 32:41

my gosh you know as a stand in or just any background actor your big dream is to be like i just want to be spotted so that i can steal the scene or get the line or whatever god is like nah i'm gonna put these bags on on the show the bags and bags

T Treasure Mallory 33:02

yeah the first show i stood in on um they put them on that show which was the carmichael show which was on nbc okay so it went from that show and to my regular show which was the last man on earth they got they were on that show

J Jessica Lauren 33:21

no show runner this is my wheel he was like a writer's assistant with a beer white skinny guy i could not think of his last name he has like a big ol beard for years yeah he was a writer's assistant for that for a long time yeah okay would they give you credit at the end of the show like would you be a part of the wardrobe crazy

T Treasure Mallory 33:52

they did and that was the one thing that i was like well what is the point but they pay well so i was like yeah and you know just to to be someone who's starting out i was very green to everything so it's kind of like this is a start and i'm okay with this start you know and it just kind of grew from there i'm christina elmore who is also kundala on on secure and secure i stood in for her on the last ship and that was actually when i was making fabric bags but i remember giving her i was gifting her bag like hey you know she was super sweet very humble person i give to her back next thing you know she texts me with pictures of her on the red carpet with the bag like these little blessings come in just you know out of nowhere and i was like this is my purpose like this is my calling because too many things are flowing now as they weren't flowing before my oh yeah it kind of just grew from there

J Jessica Lauren 35:00

Gosh, you are so in tune with just like pivoting and not forcing anything and just being like, Well, alright. I'm following this. That's so awesome. So after what point did you stop doing standing work? Are you at a point now where you're doing this completely full time?

T Treasure Mallory 35:21

I am you know what last I think it was two years ago. And it was from last minute or because I stood in for that, I think all three four seasons wow hired when I say dear you, because now my business is going full throttle. And I'm working on these hours, no time to myself at the time I was engaged. So I have a relationship I have business I have now customers I it was too much, much. And I knew that. I didn't know if they would get another season. But I knew in my mind after this season wraps. I'm done. Like I can't, I'm killing myself. So the seed the show didn't end up getting a new season. But I already knew like that's it. I gotta I gotta get back to my business because I felt also like, God was saying, I need you now over here. And if you keep doing this, I can't bless you with what I want to bless you with over

J Jessica Lauren 36:24

here. Oh, come on. Oh, yes, that's what we're right there. Yes, I

T Treasure Mallory 36:32

had to, like really tighten up on my focus and my direction. And I had to stop doing what I

was so used to and comfortable doing, because it was those things that was keeping me from progressing. And I felt like for a minute, my business wasn't moving. But once I said, I'm done standing in, things started to slowly move. So then I landed a gig at The Walt Disney Company I was in contracting for the Disney plus that just launched a couple a year or so ago, and working my butt off over there. But I still felt like it's there's more to my business than what I'm doing. And I think I need to stop doing this too. In order to progress. An idea was presented to me to teach leather crafting mind you. I think it was like a month prior to that. I knew like maybe I should start teaching because I want to pivot the business. I don't want to always be making bags and killing myself. So maybe I'll think about teaching this idea presented itself. And I know then if I take on this opportunity, I have to leave Disney. So the first class that I launched or that mean this company launched sold out within really immediately Okay, sold out when it sold out. I knew like I have to leave I have to leave here. I kid you not once I told my my contract, you know, employers I was like I'm done after this week. It was like the floodgates opened only so many different opportunities. Yeah, left and right. And I was like I knew it. I had to let all this stuff I was holding on to that I thought I needed to make ends meet and to live comfortably. I let it go. And yeah, there we



Jessica Lauren 38:26

are. Oh, you know, I'm



Treasure Mallory 38:28

like full full on full time.



Jessica Lauren 38:31

entrepreneurial. Congratulations. You know what, I have a question for you.



38:37

Um, I've, I've,



Jessica Lauren 38:39

I've been in the game for ever. And I would get those same nudges to like when I was in production WHERE IT guy be like, this is it, you got to tap out. And I tapped out right? What this year is 2021 2019 I was like, You know what, I'ma just take the leap. Because I

was getting partnerships for podcasts and punches for the blogs and I had my coaching thing. It was kind of like you like things were picking up, but I took my leap. And it was just real Rocky, like I still was living that actor's life where it was like, I was getting clients, right, but they wouldn't necessarily pay the whole 2400 up front. So I might have 5.5 people paying the 385 a month and it still just wasn't enough but I was making money. And then eventually I lost the money and now I'm broke. My skin broke I'm I'm um, how do you know?



39:35

I love you, I swear.



Jessica Lauren 39:37

You know which voice to listen to or if you fail, how to get back up and keep trying, you know what I mean? Because like, it'll, it'll knock the wind out of you think entrepreneurship or freelancing or acting or whatever. It's so easy, but it's not. During those times where you know, maybe you were gifted a bag or you wasn't getting paid or whatever. How did you get the gumption to keep going?



Treasure Mallory 40:02

You know why Jess? That is such a good question. And I asked myself that every day, like, how did you do it? Because it was never, or it's never been so smooth to where I'm like, Yes, you know, granted, things were flowing better. But it's always still been a journey or a challenge, should I say, um, for me, reflecting on being depressed, being broke, being suicidal, it was those little pieces of my life that I knew I couldn't go back to. So granite in the position that you're in or I'm in things might not be perfect, right? But there will be those little moments where you know, I'm heading in the right direction. So let me just focus on where I don't want to be, and continue in the direction that I'm going because something's we're up to where it might not be happening the way I needed to have it in this moment. But it's, it's, it's coming. So for me, I would just journal and write and reflect. Because going back and noticing where I could have been and where I know I don't want to be that is the only thing that has kept me moving forward. Now, mind you. Yeah, no, the payments weren't always right. I had to pull out unemployment like I i've, you know, it's really for me, it was always a financial thing. Like, Oh, my gosh, I just need to be able to make ends meet while I'm doing this, but I just did it. I don't know. Like, I don't even understand sometimes how I did it. I just kept going and you know, like how you say, the person might not pay the full, whatever up front, I would take those little moments. And

instead of looking at like that, I would say, but I'm getting something and I think in showing gratitude for even the tiniest of little things. That's what allowed the bigger blessings to come because I was already showing appreciation for what was and wasn't happening. I took it all in and I just kept going.

J Jessica Lauren 42:14

I think that's the recipe. It's like you literally have to get knocked down and get back up again. get knocked down, take a hiatus come back. I'm on a break.

T Treasure Mallory 42:24

And that's literally the journey and I think that's why some people fall off so quick. But then you you realize or you start to notice that the people that kept going like we're going are the ones that give you those those success stories. It's the Oprah's and the the Will Smith's and it's all those people like I just never stopped right that was really it. Your journey was never a straight on journey. The journey had hella curves. hella turned, you turned uphill down. And each

J Jessica Lauren 42:55

year a little pocket. Y'all know that's all

T Treasure Mallory 42:59

along the way is not easy. However, you just find you have to find your comfort and you have to find your peace and noise is not about to be this straight. This straight. His journey is crazy. And next week is poppin today, but next weekend, my go left and I have to be okay, would it go on left? So I just taken it in and just stride in with whatever was thrown my way. That's how I'm still here. Yeah,

J Jessica Lauren 43:27

yeah, beautifully sad, girl, keep going. Make it a day at a time. Honestly, you will put something on your Instagram today where it was like, the decisions you're making today is going to help out tomorrow. Something along those lines. It's like even if we not seeing the fruits of our labor today, something I did six years ago is helping us out you being all said, you leave the Sony Disney show all that is is leading you and guiding me.



Treasure Mallory 43:55

And I tell people all the time. It is such a sacrificial journey. But the only way to really reap the benefits of success or whatever your view of success is to keep going because you won't ever know what's on the other side if you don't keep going. And I'm at a point now where I'm like, I've come way too far. I can't stop now. And keep going. Yeah, and God has already shown me what the journey will be if I don't stop. So what are you talking about? You tired and you you you can't finish? Nah, this is a marathon. What



Jessica Lauren 44:34

do you mean? We got to keep going take a nap and wake back up.



Treasure Mallory 44:38

Let's go. It's not at all but I think the beauty of it is that's just a part of the journey and yeah, to embrace it for what it is if it's something that you are hungry for. Keep going.



Jessica Lauren 44:53

That's it. Oh, so



44:54

good. So good.



Jessica Lauren 44:56

So now you're doing this full time creative entre. For no real thing, and you're wearing all of the freaking hats, what does a typical day look like for you? How are you producing bags producing content for social media, making your furniture making your clothes? What did you do?



Treasure Mallory 45:16

Well, you know, after, okay, so after the last two collections, they completely, completely burned me out, because they both sold out. And I was like, I'm not even able to meet the demand anymore. So it's too much. I don't even have a data myself. So after that, I knew I have to pivot this business again. And you know, me, I'm good. Like, if I need to switch it up like that. Yeah, I switched it. And either you're rolling or you're not going. Yep. And, um,

so I had already decided I'm not going to do bags on demand for time, I'll do it on a custom basis, because custom people pay custom pricing. Yeah, they just appreciate, you know, the crack. But my goal was to pivot the business, teach more, do more along those lines, more partnerships, and all of that. So now, a typical day for me not having to stress myself out. I literally wake up. I meditate. I pray I journal. I try to wake up as early as I can. Lately, I've been having my moments while I'm sleeping in and I'm like, okay, let yourself sleep and yeah, tired. Okay. But yeah, like 530 says, wake up, pray, meditate, journal, exercise a little bit, just to get my spirit in my mind, right? Because it's a lot to take on every day. And then get dressed. And I go ham, I work. I check my emails. I do whatever I need to do for the day. Get it done. I tried to finish f5 six, Microsoft Enter.

J

Jessica Lauren 46:54

And you're still working 12 hour days. You said, Are you still working? 12 hour a day is essential? actually. Yeah. For myself.

T

Treasure Mallory 47:03

Yeah, definitely. Because even when I finished eating dinner, I'm like, Okay, you got to get back to her. Yeah, I would love to just sit and read a book and take a bubble bath. But some days I can't. And but I'm starting to get in the position where I'll be able to chill a little more. on me because I am by default, a workaholic. It's just my nature.

J

Jessica Lauren 47:28

So okay, you go through your day doing your thing. What do you use to keep you on track? How do you stay on top of what needs to be done in a day? I think sometimes that's really, really hard. When you do wear out a hat.

T

Treasure Mallory 47:40

Yes, it's tough. You know what I'm big on calendars I have, I feel like I have like two or three planners, like I use the planner, in my phone that to do tasks in my phone, I have a physical planner, I have to write everything out or I will be a hot mess. Yeah. But it really is just like creating a schedule each week. So like, Monday through Thursday is typically my creative days, the days that I work. And then partial Thursday, Friday are the days that I plan and I plan for the next week and I plan maybe for the next quarter. So yeah, it's just about being disciplined, I guess obedient and creating an actual schedule for myself, like I'm working a nine to five because you go into somebody's jobs, everything gets done, and it gets done on time. So I'm like, I have to use that same mindset for my own business.



Jessica Lauren 48:39

Yeah. And do you think you'll get to a point where you will hire my help? So yeah, okay.



48:45

today or yesterday? Yeah. Okay, good. Good. Yeah, I'm



Jessica Lauren 48:50

at the point where I do too. And I had to hire out like, Hey, y'all due to social media, cuz, listen,



48:56

let's get on social media.




Jessica Lauren 49:00


But you know what, before we go, and I could talk to you all day, I'm trying not to steal your whole day. But um, you have a very organic relationship with Instagram and inspires me all the time. I know what it is, but share your philosophy with Instagram with my people.





Treasure Mallory 49:16


Okay. Okay. So you know, I have a real love hate relationship with social media. I truly appreciate the platform for what it is, especially if you are an entrepreneur, creative designer, whatever, you have to really utilize it for the tool that it's worth. The problem is I think a lot of us and I'm guilty of being that person, of allowing myself to get sucked into this hole where you scroll in and you ingest in everybody else's energy and lifestyles, and it's not conducive to what you're doing. So for me, I even have to create a schedule for that, like look says, you get five minutes practical, because you know, I have an audience now. Yeah. And I tried to just I show up for them. I show up for myself granted because it's my business, but I show up for them because there have been the ones keeping these this business afloat. Yeah. But had it not been for a business, I wouldn't be on social media. So I


 50:17
realize it,


 Treasure Mallory 50:18
yeah, to its fullest capacity, especially if you have a purpose. Show up for that purpose, but do not get sucked into that black hole, scrolling, wasting your time. Um, don't stop does not feed in your brand or your business or your company like logoff

 50:41
It's okay, don't

 Treasure Mallory 50:42
same post those same people that are seeking validation, they will be there tomorrow and next week and get off there. Like it is not doing anything but taking up time and cause them to procrastinate, procrastination, and being a distraction. So for me, I gave myself a couple minutes to get on there. And a lot of times now I have to schedule my posts.

 51:07
Yeah,

 Treasure Mallory 51:08
there's a portion of me that I don't have to tap that icon. And are you good? I'm so out here. If I'm not on that space, which is crazy. But um, it's a lie. You gotta just you got to create.

 Jessica Lauren 51:22
Yeah. Yep. I've been telling myself create more than you consume. Don't even don't even you'll get a phone or you can pop on the screen whether you will treasure thank you so much for coming on the show. Um, if what would you say just as your last word to somebody that's in the trenches? Yeah. And they figured about just throwing in the towel. What's your last word before we go



Treasure Mallory 51:54

on throwing that towel, take it for me. There have been plenty of moments, months days, I have cried and just wanted to give up. There's been days on days I've wanted to stop and give up and go to somebody's job and just take that back check. But it is not fulfilling. I feel like there's so much more to life than that. And the best thing you could do is to feed your soul and the only way to feed your soul is to go after what will motivate you What inspires you what makes you smile, shoot even if it's just getting up and standing outside for 10 minutes and looking up at the sky. You have to dedicate to yourself every single day sometime to just dig deep don't give up it is not going to be easy I'm not one to fluff and be like says it's all good on me Pio don't



Jessica Lauren 52:47

know you that not for a while.



Treasure Mallory 52:51

Right for a while and you have to just be willing to sacrifice and man roll with the punches but it is so



52:58

worth it. I promise I'm



Treasure Mallory 53:00

so much more happy and at peace with my decisions as far as not giving up and keep going. I promise you it'll be worth it.



Jessica Lauren 53:13

Thank you girl. Thank you. So if people want to hang out with you outside of here, where can I find you and your classes and



Treasure Mallory 53:19

you'll follow me on Instagram. My shop is not close but I am on a hiatus I'm gonna create a paydays. But yes, follow my Instagram. I do show up. You know, when I show up? It's just not all the time. Yeah, definitely there to inspire my classes. I'll be launching some more at

the end of March. So yeah, just stay tuned.



Jessica Lauren 53:41

Well, thank you. Thank you for your transparency, you dropped a lot of private moments and we're super vulnerable. We appreciate that. And just thank you for sharing your journey. I know people got to be inspired. Okay.



53:56

Thank you. I



Treasure Mallory 53:56

appreciate you. You know you my soul sister.



Jessica Lauren 54:03

Listen did not tell you that today's episode was gonna be good treasure is just an all around, just dope creative and hearing her share her story and talk about perseverance and showing up and showing up on your own terms. And as always, you know, I be on Instagram 24 seven, it's making your own lane and really sticking to blit you know, bad purpose in your heart. So I'm just so excited that she came on the show. If you want to say hey treasure girl. I heard him from the jumpstart podcast Be sure to follow her. over on Instagram. Her handle is at Nikki and Mallory go check out her bags or classes or courses her everything on Nikki and mallory.com Thank you guys so much for listening. If you liked today's episode, do me a favor screenshot. The episode is uploaded to Instagram share it in their stories and tag at the Sunday jumpstart. That helps get our make this message happen out there. If treasure and I mentioned anything in today's episode that you didn't get a chance to jot down, don't worry, just go to Sunday jumpstart calm and click on episode number 115 in everything that we mentioned will be there. As always, I love you. Stay encouraged. I'll be back this Wednesday with a quick tip and this time it'll be quick last week's quick tip was actually like 30 minutes, but this one will be five to 10 minutes and it's just the action step that'll help you finish the rest of your week. Strong. Stay encouraged. leave a review in Apple podcast because that helps your girl get out there. I love you. See you Wednesday. Have a good rest of your Sunday. Bye