

Becoming an Entreprenista with Stephanie Cartin

SPEAKERS

Stephanie Cartin, Emily Merrell

Emily Merrell

Welcome to The Sixth Degree Podcast, the podcast where we grill our guests about the things that make them tick and find out how human connection plays a role in their life. I'm your host, Emily Merrell. Hello, and welcome back to The Sixth Degree with Emily Merrell, the podcast where we grill our guests about the things that make them tick, and find out how human connection plays a role in their life. I'm your host, Emily. And today I'm so excited to have my friend Stephanie Cartin co founder of Entreprenista media and SocialFly as our guest. Stephanie, welcome to the show.

Stephanie Cartin

Thank you so much for having me. I'm so excited to have this fun conversation with you.

Emily Merrell

Well, is it fun? it? Does it feel weird to be on the other side of the microphone?

Stephanie Cartin

You know, not really, because before we had our podcast, I feel like I was on other people's shows. And I've, I've gotten used to doing that over the years. But it's definitely always a fun time.

Emily Merrell

I don't know if I prefer one over the other. I love being asked questions. But I I do love the like Oprahness of being able to ask people questions and like find out their vulnerabilities.

Stephanie Cartin

Yeah, absolutely. Getting getting all the deepest, darkest secrets. Right.

Emily Merrell

Exactly. And recording it and using it. Now. I'm just kidding. Not not like that. But it's interesting. You know, before we started talking, Stephanie and I were playing the like, who connected us game because when I became an entrepreneur, at the turn of 2016, full time, you were one of my very first entrepreneurial connections. And we found the date and everything January 29 2016. And we wasted no time getting coffee, go into the Soho house back when we were things that weren't just sweatshirts and makeup free faces. We were actually like moving and shaking around New York,

Stephanie Cartin

put ourselves together and had that first meeting.

Emily Merrell

Yeah, I probably you know, we probably had like booties on with heels, things that I have not worn in a very, very long time. But it was crazy. You were also one of my very first events of the first year that I started my business and we hosted your one of your like, micro book launches along writing a book, remind me the name of that book, because I still own it to this day.

Stephanie Cartin

Our book is Like, Love, Follow the Entrepenista's Guide to Using Social Media to Grow your Business. And we were so excited to release that book because so many women were reaching out to us over the years looking for help with social media. And we knew we couldn't manage everyone's social media. But we wanted to write a guide and a resource to help all of these women and that's really still our mission to this day. So it's just been an unbelievable evolution since since that time,

Emily Merrell

Probably already for a rerelease of that book just to have social media. I don't even think we had stories back then.

Stephanie Cartin

No, there was no Instagram Stories back then there were still Google Plus, influencer marketing was in its infancy. And every single year, Courtney and I say we're going to update the book and put out a new edition. And guess what happens?

Emily Merrell

Yeah, next year?

Stephanie Cartin

We don't. Next year because it you know, other things come up. So like last year 2020, we were definitely going to do it. And then you know, the pandemic happened. And we had to pivot and we then ended up launching another product. We launched DigiCards and didn't focus on the book and then have been building out entrepreneurs to so I think 2022 I'll mark I'll mark it down on this podcast.

Emily Merrell

That's perfect. Okay, so guys, everyone 2020 to look out for the re release of her book. It's a proper Six years later. So I think there's going to be like probably a new platform that we won't even have anticipated coming out.

Stephanie Cartin

Look, there's Clubhouse now. So we'll know whole evolution of Clubhouse will have a Clubhouse chapter. It's going to be an incredible new edition. It'll basically be a whole new book.

Emily Merrell

Essentially, it's just a 2.0. It's like an agenda. But you know, you spoke about, oh, gosh, we have to talk about DigiCards just really quickly. And then I want to dive into who you are. And like what SocialFly but Stephanie created these incredible, along with our co founder, Courtney created these amazing cards called DigiCards, which probably like brought so much comedic relief to people last year. During Zoom, they're essentially these cardboard cards that have like little emoticons of some sort saying like thumbs up, or I can't hear you or you're frozen as especially as we migrated over to Zoom during the beginning and all of the pandemic, what a genius move on your part. And how did that end up doing for you as brand?

Stephanie Cartin

Yeah, I mean, the idea really just happened organically because as business owners now running our agency, SocialFly remotely. We're on all of these Zooms with our team and you know, doing our Monday morning meeting, we have 30 people on there and we're asking questions and people were not our team just didn't seem as engaged as of course if we were in person in the office. So we started thinking, you know, how can we make our team meetings more interactive and fun. And Courtney, I think Courtney and I were just on the zoom together at this point. And Courtney is like, what if we make these like cardboard, you know, cutouts for different sayings on them, and people can hold them up and interact with each other. So we're like, oh, my god, yes, let's make them we'll send them to the team. So actually, Lindsey on our team, and some other team members helped design them, we, you know, printed these cards, sent them to the team, and they were making our meetings more engaging, and fun. And other people were seeing what we were doing and ask him like, Oh, I want that for my business. Or I want that for my business. We're like, Wait a second, we have another business here. And we put up a website for digit cards and launched it as another business, because you know, that's what we do as Entreprenistas to is we're addicted to solving problems and creating solutions and starting new businesses. Why not?

Emily Merrell

So Kelly and Ryan had the DigiCards on their show?

Stephanie Cartin

Yes, yes, they they featured us, when we launched DigiCards, a really great friend of ours who runs a PR agency, we hired her firm to do a little initial outreach and PR for us because we figured if we're going to make a big splash, you know, now's now's the time. And we definitely need to get a lot of reach for people to see what these what these cards are and what they can do. So it was super exciting to be on there. But I will say like, if we're gonna, you know, be sharing honest business tips here. You know, it's great to get mentioned and to say that you were featured on the show, but if there's not a mention of the brand name, or you know, it's not featured on line, but a link back to your site, something can look really glossy and glamorous, like a big feature on a big TV show. But you don't always get the biggest business results, if you don't have that strategic link back or the naming of the product. And we didn't you know, they feature the cards. And we can say we were feature there. And that's great for press, but we didn't have we didn't get that link or name mentioned.

Emily Merrell

They're just like, these are cards, they do cool things. You know, like seriously guys, come on here, follow the script, say the name. It is that's such a good point. And I think a lot of people, even with PR, there's this like false anticipation and expectation with PR in general that the moment you hire, hire a publicist that you're going to get 1000s of customers flooding your inbox, after you've been featured once in US Weekly when the truth is, it's like you're a blip in someone's day. And it's exactly what you just mentioned, Stephanie, it's more like this credibility factor versus marketing and sales is a perfect segue into what you do, you know, doing social media, your social media agency. So tell us a little bit more about who you are. And what your journey was to, you know, partnering up with Courtney Spritzer to create this incredible social media agency that I think is one of the most renowned agencies in New York City, and then ultimately becoming a Time Square Billboard. So So take us way back, tell us all about your process and journey.

Stephanie Cartin

Oh, my goodness. Well, I was one of the first users of Facebook when it was first released, I believe it was was my sophomore year at Cornell. And I remember getting access to this platform, and it was called thefacebook.com back then, and we thought we were so cool. In college, we get access to this platform, we're starting to, you know, share photos of you know, going out with our friends at night, and back then on facebook.com. We couldn't just upload photos from our phone to thefacebook.com. You had to like plug in your digital camera and then upload your photos from your, from your night out in college. But I knew back then, that what was happening with this platform and with social media was just going to change the way of marketing in the future. I didn't know exactly quite how back then. But I was always just staying on the forefront with all the changes and everything that was happening. And fast forward. You know, I graduated from Cornell, I then actually initially moved to Florida. And I was working for Marriott doing sales and marketing. But again, just always personally staying in the loop. You know, now Twitter launched and other platforms. I remember I was on MySpace. And I just knew I saw this need for these businesses to be on these platforms and to have a real strategy. And I didn't really see any other companies that were specializing in this. And also back then, and I'm dating myself, I'm going back now. Oh my gosh, I graduated college 2006. I then moved to New York in 2008. And was still working in hospitality sales and marketing and had friends who were starting businesses back then. And because of my sales and marketing background and passion for social media, they were asking me for help with the sales and marketing strategies. And I started sharing with me you know, you have to use start using social media. This will be the wave of the future for your business to reach your customers. I was putting together these strategies are really on the side of my full time job and quickly realized like, Oh, this can be a real business, not just an after work activity. So fast forward. I meet Courtney through a mutual friend who is also an entrepreneur. So you shout out to Susie our connector because it's all about connections and networking and in business and life. So Susie, Susie and I met at a trade show and I would happen to be going to Florida the next week, it all goes back to Florida. Courtney happened to be our Susie happened to be going to Florida the next week, and Susie had brought Courtney with her. So Courtney and I our joke is we met in a Miami hotel room, we became fast friends. And ultimately, you know, about a year later, like she had then moved to New York, she was in Boston and working at the time, she had moved to New York. And we started just taking on some clients together, she wanted to do her own thing as well, we started taking on clients on the side of our full time job. And after about 10 months of just working nights and weekends, we said okay, if this is going to be a real business, we either have to go all in and do it or not do it at all. So we

decided to quit our corporate jobs on the same day, which was May 4 of 2012. And we never looked back. We grew our business organically, we bootstrapped our business, we never raised any money. And we grew our business and clientele by doing really great work for the brands we worked with. They would refer us to other clients. We were also very quickly number one on Google for social media agency NYC and influencer agency, because of the marketing that that we were doing for the agency, you know, we always have practice what we preach for SocialFly. And that's how we ended up starting our agency.

Emily Merrell

That is insane. I had no idea about the backstory. And I love that you said it was thefacebook.com I'm curious At what point the disappeared and it just became Facebook,

Stephanie Cartin

I forget... off the top of my head. I don't remember the year I would have to do a Google search in my 36 year old age now, my memory for dates and times, and especially with the pandemic, I can't wait out the days like I used to.

Emily Merrell

Well, I'm so curious. And I think it's it's so it's so incredible that you were able to see the future of social media before it was clear for others. And it's funny that you say that because I remember when news stations started putting their Facebook handles are there and then ultimately their Twitter and then Instagram handles on things. And I was like Who do they think they are trying to be cool, and connect and follow my Facebook page or like my Facebook page. And now if you go to a brand and they don't have something social related, I think that's more of a have not been able to find them and to like dig deeper and who their identity is so good on both of you for like smelling a trend about to take off and starting your agency the same year Instagram came out? I think

Stephanie Cartin

it was Yeah, I never got here we go again. I'm like dates and times. No, but it actually was that time because I actually remember Courtney and I had gone to an event. And then we were in like downtown Manhattan. It was either like an Ann Taylor... Ann Taylor Loft downtown that we had gone in and we're in the dressing room. And Courtney had just gotten Instagram and we were downloading it and starting to use it. And I still remember that moment in there in that store.

Emily Merrell

And your picture that is in like a sepia border. Great.

Stephanie Cartin

Oh, yeah, the worst the worst.

Emily Merrell

I thought that was so cool. And I would get like three likes on it and be like, wow, I'm so popular and that but like that was it's interesting to think just how there's a generation that's going to have a friend of mine just had a baby and like literally her baby has an Instagram handle. And like literally this person is

going to grow up on social media and it also begs the question of people who have been posting pictures of their kids since they were one years old when no one's reached the age of 18 yet since they've been like Born on Instagram or Facebook, and I'm curious if there's going to be any lawsuits down the road of like suing their parents for I don't know blackmail or whatever it may be.

Stephanie Cartin

Or for for money when they've monetized their...

Emily Merrell

Yeah, seriously, like I just

Stephanie Cartin

yeah, it's really wild and like I have such it's really hard for me because I do share a lot personally on my Instagram and have shared you know, Molly since she was a baby and I did have, I do have an Instagram handle for her that I actually don't actively post on her account but I wanted to have that handle for her so she would so she would always have it but I do post photos all the time on on Instagram and I you know I think about that all the time. I'm like, should I not be doing that but I'm you know, wanting to authentically share what's going on and you know, hopefully she'll she'll appreciate it because of her story and being able to to help others so

Emily Merrell

there's no embarrassing scrapbooks you have to take out for like their future partners. Now you can just be like, here's your Instagram here. here's, here's a funny picture of her like falling into cake. It's like the newest, I'm sure scrapbooks. I've like got out the wayside. Who has time for that I'll just print out my feed. But that's an incredible I think 2012 to 2020. Once you guys we're almost at 10 years of your business

Stephanie Cartin

for almost 10 years, which is just wild. It's so like we were I feel like we were babies when we started our business and definitely like so naive in business and didn't know what we didn't know. And I almost think that's a good thing when you're starting a business like if you know too much, you know...

Emily Merrell

like having kids, right?

Stephanie Cartin

totally. But you know, that young excitement and hunger when we first started, I mean, we were out and about everywhere, and networking and joining these entrepreneur and entrepreneur groups. And, you know, that's how we got our first clients. And the friendships and connections and networks that we've made and built over the years are still, you know, they're our closest friends to this day, in life and in business. And, you know, those early days, I mean, were so much fun, because everything was so new and exciting.

Emily Merrell

And it felt like everyone wanted to help each other, too. You're like, I'm a new entrepreneur, all of a sudden, you'd get introduced to people and then that, like, that's exactly what happened to us. I met one individual, and a day later, they're like, you must meet these girls. I was like, Okay, okay, you know, and there was so much trusting and relying on helping each other as we moved up the ladders of our so called life. But Stephanie, you keep mentioning this word *Entreprenista*. I know it's now a part of your brand. Can you tell us what *Entreprenista* to is a means to you? And how did it come to be a part or out of SocialFly?

Stephanie Cartin

Yeah, oh, my gosh, it is such a passion of ours, Courtney. And I just love helping women founders and leaders. Because when we first started our business, those are the women who helped us when we first started, just like how we connected. So what started to happen as our business really started to take off. And we were on the Inc 5000 list. The past few years in a row, we started getting all of these emails and outreach from all of these women who wanted to connect with us and wanted to go out to coffee. And one wanted to pick our brain and wanted to learn how we were able to grow and scale our business SocialFly. And Courtney and I are both the type of people that like to help absolutely everyone, but quickly started to realize if we were to go out to coffee with every single person that reached out, we would never have time to run our core business, which at the time was just SocialFly. So we started thinking, you know, how can we help as many women as possible, and not just share our story over and over again, over coffee, but share all of these incredible stories of these women that are growing and scaling these awesome businesses, and do this at scale. And that was our idea to start *Entreprenista*, the podcast. So we launched our first episode in November of 2018. And it really just started to take off from that very first episode, I think for a few key reasons. One, we run a marketing agency. So of course, we knew how to build a marketing strategy around the launch of our podcast, but two was really the stories that we were telling, and people wanted to consume this content, they wanted to share it with their friends and other business connections. So the first year, it was really so called all of 2019 it was, you know, just the podcast, releasing a new episode every week. And then, you know, our social communities were growing. And then last year, right around this time, you know, the pandemic head and these women are reaching out, you know, asking for advice, meaning more resources and need to pivot their business. And we quickly realize we have an obligation to these women to help them and support them in their business. And I it's all I could think about I'm like, you know, we're working on, you know, figuring out what we're doing with our business, SocialFly. But we need to help all these women that are reaching out we've created and cultivated this community. So it was at that point that Courtney and I said, You know what, let's do what we do best, let's divide and conquer. Courtney is you know, really going to focus on the day to day of continuing to grow and scale SocialFly, I'm going to focus on building out *Entreprenista* to into a full media platform and resource for women and a community where all women who want to start businesses who or who have already started, businesses have the resources and tools that they need to grow and scale their business. And we're sharing, you know, all of the business tools and solutions that we've used to grow our business and even more that we've learned learned about now over the years, plus a whole content hub of all of these stories of women that are growing businesses, they're learning lessons. So it's really this one stop shop and tool for for *Entreprenistas* to learn and grow in business. And now we're launching our membership community. So we're super excited about that. And when is that coming out so we can mark your calendars? It should be the first week of May, called The *Entreprenista* League. And when

you join, you will have access to lots of strategic networking, you'll be able to make meaningful business connections. One of our Entreprenista says I just made an introduction actually to two of our Entreprenista that were on our podcast one is in investor and the other was looking to raise her series A and I knew it would be a match made in heaven. I connected the two of them together and she now has received a million and a half dollar investment from her fund so there's nothing I love more than connecting women making these meaningful business connections and making magic happen and just watching it, it's just the coolest thing.

Emily Merrell

I was gonna say, I feel like there's like a residual high that you get from their success. And it's not about there's no kickback to you or anything. It's just knowing that like you had in your brain needs to humans that must know each other. And that's something magical resulted from it. I think, a question and I'm just I think this is a teachable moment for people who are, I'm sure you've had this question before, where, you know, we both have networking organizations, we both love connecting people. So people make assumptions like, Well, isn't that your competition? Or isn't that something that is going to be detrimental to your business? And I just want to reiterate like, if you have that feeling about your business, when you meet someone who does something similar, to reframe it more as a collaboration, opportunity and less of a competition, I've had so many successful collaborations, and I'm sure Stephanie has as well with people who have done almost identical things to you.

Stephanie Cartin

Absolutely. And it's so it's so interesting. You say this, because my I've always been that way. There's room in this world for all of us. There's business opportunities for everyone. And the more we can collaborate together, we can find where that synergy is and help one another, someone who works for us, she worked in another organization before she worked with us. And it was like a very competitive organization. And they wouldn't talk to their competitors. And it was like very cutthroat and she came in and to work with us. And she saw she's like, I've never seen anything like this before. With like the collaboration. She's like, you literally talk to your direct competitors. And like, no, no one's no one's a direct competitor. Everyone is a business owner. And we're all here to learn and grow together. And there's, you know, great opportunities for our community, to be part of your community and your community to be part of our community. Because we're all the same community, we're all trying to help each other grow in business,

Emily Merrell

Exactly, and expand. And I think it's interesting, too, we're like what you said about talking to your competitors, you might have a client come to you, and you're just like, you're not the right fit for us. But in your very masculine, you're very X, Y and Z, but they're a perfect fit for your counterpart, favorite x x y&z organization. So I love that example. And I'm really excited to be a member of this new community when it launches in May. So I want to talk about the billboard, to me this is like my version of Mecca was when I envisioned New York City success for some reason Time Square, which is my least favorite place in the entire world. But it also like equated to this version of success in my brain, maybe it's like being on the ticker ticker thing, or and or being on a billboard. So, what did it feel like for you to be on that billboard? And did it mean anything to you before it happened? And what did it feel like after it happened?

Stephanie Cartin

Yeah, it's so it's such a interesting thing for me to think through about those feelings and, and what it was like, because we also knew that most people's perception if someone has a billboard in Times Square, just like it was your perception like that is, that is the epitome, you know, it's, it's like marketing 101 our whole lives, we've all been made to think you get on a billboard in Times Square, you make it? So when you're building a marketing strategy for a brand, you think about Okay, what would it cost to get a billboard in Times Square? Or does this make sense for our business? And, you know, it actually goes back to the, you know, Ryan and the Kelly example, right? Perception. So when you are thinking about how to market a product or service and what makes sense? Do you want to get that notoriety? And that perception? Is it worth it to figure out? Can we afford a billboard in Times Square? Do we know someone who can help us get a billboard in Times Square? Or should we try other things, and, you know, through all of our incredible networking and our networks that we've made over the years, we were able to get a billboard in Times Square for the day for the launch of our podcast. And, you know, and have it not break the bank because of these relationships that we had built. So we said, why not? Let's do it. And the response, it was actually so interesting just to watch the response, and most people respond, like how you said, it's like the ultimate the ultimate thing that you want. So it was that instant stamp of approval on our podcast when we had that that initial launch, which I do think led to initial credibility around the launch of our show. So because we work in the marketing industry, it felt a little bit different than it would because like, we're like behind the scenes, like knowing how all of this stuff works, but from a excitement with like the release of our podcast and being up there and then just seeing everyone else's excitement for us about the launch. Like that was so so so cool.

Emily Merrell

Yeah, I think that's important to remind people that like you, you nurture those relationships, too. get to a point where you could afford it. So for those who want to billboard to maybe I'll get by myself a billboard at some point. It's not like a surprise and delight that's going to happen overnight it that was like a very strategic marketing strategy for you and securing that billboard.

Stephanie Cartin

We did. We actually did it twice. We did it.

Emily Merrell

You did it twice? Okay, so the next thing you have to do is like what? error writing skywriting. What's, what's the next stamp of approval from there? What about Oprah, like being on Oprah?

Stephanie Cartin

Oh, my gosh, she she's my one I would love to. I would love to connect with Oprah.

Emily Merrell

I'll have you back on the podcast once you've connected with Oprah and like, so what did it feel like? Was it real? Was it as exciting? Or did you just blackout the whole time?

Stephanie Cartin

I know, I actually feel like she's the one where I would really have to prepare for that conversation. Because I mean, I feel like all of our childhoods were just spent watching Oprah Winfrey Show and crying. And I remember coming home from school and four o'clock, putting on ABC and watching her and, you know, she's just like the epitome of this change maker and inspiration. And she's definitely definitely my number one.

Emily Merrell

Oprah if you're listening, you know, here's Stephanie, she likes to talk to you. A lot of your story came back to Florida, which is really kind of fascinating. And for those who don't know, I'm from Florida originally, I don't mention it very much, because I moved when I was 12. But I'm from Florida originally. And it's so fascinating, because last year, it all came back to Florida again, you are now living in Florida. I don't think it's a secret full time. And you're managing this huge team remotely. And didn't Courtney just move as well.

Stephanie Cartin

Yes. So we both moved down here the same week, it just so happened that both of our personal leases were up in Manhattan at the end of May. So the month prior we you know, Courtney and I had talked for years about opening up Florida office for SocialFly. Our joke is, or at least for me, I'm allergic to winter, like I just need warm weather, I don't do well in the cold I I need sunshine and palm trees and just for my physical and mental health. So when everything happened with the pandemic, you know, we had close our physical office. And, you know, we said maybe this is the time let's just move to Florida. So I had a little convincing to do with my husband but finally convinced him and then Courtney and I worked with our business coach and made a plan together to turn our dream into a reality. And here we are now both living in Florida. Courtney's in Miami, I'm in Palm Beach area and running our our agency remotely running everything that entrepreneurs do remotely. And I'm personally loving it. I mean, this is the best of both worlds for me, because I'm a... Can I still say I'm a new mom, she's almost two,

Emily Merrell

when she's 18, you can still say new mom, I think

Stephanie Cartin

still figuring all this out. But it's just been so nice for me to be able to be working from home and being able to see her more and spend more time together. Because we know when I first went back to work before the pandemic, and I was back in the office for a few months after having her. It was hard. It was so hard to leave her I like cried every single morning. So I've definitely found the good and good and all of this.

Emily Merrell

I think it's fascinating that you say that because like you were going to an office that you built like this wasn't there wasn't a boss yelling at you and saying you have to return from maternity leave and like live in the office again. But that was a choice. And that was a culture that well I want to say New York has has built in you know, that was another like that was something that equals success to your you built your company to a point where you could have an office. But I think it's also something to

remember the fact that you have that choice to move your entire life down to Florida and to create, create your own version of success and happiness.

Stephanie Cartin

Absolutely. And for me, I like I said I need sunshine and a little bit of space.

Emily Merrell

Yes, space space. And like the child I think I see the people in New York with the strollers going down the stairs and I'm like, Oh my gosh, my empathy card is...

Stephanie Cartin

yes, it was it was not for me. So I'm very, very grateful we were able to make the move. And it's been, you know, a interesting year had some... always have some challenges and some health challenges here and there. But somehow you just gotta stay positive and keep going. And I'm a problem solver. So always finding the solutions.

Emily Merrell

I know and I feel like we could have a 2.0 episode talking more about even like how Molly came into this world and your whole journey there. I can also refer you back to this amazing event that we did earlier last year for International Fertility Awareness Week or a Month goes a whole month.

Stephanie Cartin

I can't believe that was already I mean it's this month because Infertility, National Infertility Awareness Week is the start to believe it's the 18th or 19th right now of April and that was a year ago we did that like how did that happen this year just flew

Emily Merrell

flew by and it was extraordinary and I again, this could be a whole different seminar save the tangent for a whole different conversation at some point but if you You are a loved one is going Through infertility are curious about fertility in general, Stephanie is one of the most vulnerable and most incredible advocates of just like speaking about it and like documenting your journey so if you have if you're going through it or if you feel like you don't know where to begin, I highly urge you checking out Stephanie's Instagram just as a reference point and as the resource

Stephanie Cartin

Thank you Yes, I mean I through everything that I have been through through my struggle with my infertility journey, and then I had a very complicated pregnancy journey. As I'm sure... I you know, I shared all of this on on Instagram and my hope is to be a resource and sense of hope and inspiration for others who are going through this and that you're not alone and there are resources that are out there so you can always feel free to DM me share what's going on I'll make any connections that I can or if not a connection I'll definitely provide you with some hope because there's I always say there's always hope

Emily Merrell

there's always hope and that you got little Molly to prove it.

Stephanie Cartin

I do yeah.

Emily Merrell

I love it. I love it. Well, Stephanie It has been an absolute pleasure I need to make my... my TV show, my futureFreudian slip right there, my podcast longer because I have 1000 more questions for you, but to be cognizant of time, it How can people find more about you, SocialFly, Entreprenista, all of your universe?

Stephanie Cartin

Oh my goodness. Alright, so ready for all the links and handles here so so personally, if you want to connect with me on Instagram or LinkedIn @stephjillcartin, C A R T I N, if you'd like to learn more about our social media agency, SocialFly, that socialflyny.com we're @socialfly everywhere on social as well, for Entreprenista Our website is entreprenista.com, e n t r e p e n i s t a .com and on Instagram we're @entreprenistas with an S at the end. And then for The Entreprenista League, our new membership, we are theleague.entreprenista.com. And there will be an awesome page there for you where you can apply to join our membership community and definitely can't wait to welcome each of you to the community.

Emily Merrell

So many exciting things. And you're so generous with the connections take her up on it, everyone. So switching gears a little bit, you know, we're six degrees, we love to ask questions over here. So you've got some six fast questions, we had to narrow it down to six. So I have my first question I have for you, Stephanie is can you tell us an unknown fun fact about yourself?

Stephanie Cartin

Oh, I was on a bowling league from the time or from like sixth grade to eighth grade. I was on a bowling league and my high score from back then was it was like in the mid to hundreds.

Emily Merrell

What? Okay, Note to self don't take you bowling.

Stephanie Cartin

I haven't been in a very long time. I can't even tell you the last time I've been so I'm not dangerous anymore. Because unless I bring my own ball in shoes, I can't use a house ball.

Emily Merrell

I can only imagine you have like that little bowling bag. You've got the shoes. You've got the little button down shirt. That's adorable. I love it. And yay for having a bowling league available in middle school. The image of a middle schooler playing bowling is just or bowling is just extraordinary in my brain. So

Stephanie Cartin

I loved it. I was just done Sunday league.

Emily Merrell

It's so good. It's so good. Like writing your college essays about bowling. That's great. So you mentioned that Oprah was your dream person to be connected with but do you have any other second tier dream person that you'd want to be connected with?

Stephanie Cartin

She's definitely my number one. Okay, my number two is Barbara Corcoran. And we're actually trying to get her on our podcast right now. So hopefully, hopefully we'll make that happen this year.

Emily Merrell

Okay, she'd be a really fun one to interview on a podcast. I feel like she'll have some good.

Stephanie Cartin

Yeah, she's awesome. She's great on social media. I don't know if you follow her on on Instagram, but her contents amazing.

Emily Merrell

Okay, she just has like such good zingers too. on Shark Tank. It's phenomenal. Um, speaking of shows, what show Are you currently watching?

Stephanie Cartin

Alright, are you ready for this?

Emily Merrell

I am

Stephanie Cartin

I do not watch TV.

Emily Merrell

I was gonna say you're a nothing person.

Stephanie Cartin

I don't watch TV. I I have over the past few years. One. Well, now you hear all the things I'm involved in. I don't have time to watch too much television.

Emily Merrell

You're not watching Dora the Explorer or like any child...

Stephanie Cartin

The The only show that is on in my house is Sesame Street.

Emily Merrell

That's amazing.

Stephanie Cartin

So that is

Emily Merrell

that is your show.

Stephanie Cartin

I can sing all the Elmo songs. And then I will say Molly knows the full alphabet. She can count 1/3 time she was doing that before 20 months.

Emily Merrell

I was someone who really resisted TV until probably until like Netflix happened and I feel like that when I was on my schedule versus like I have to go home and watch a program when it's on this. Like pre TiVo and DVR. But as an adult, I've definitely leaned into television as an outlet more than I would have ever imagined as a kid. So you're, you're not crazy. And it's kind of refreshing, which hopefully means that you're reading a lot of books. So what book are you currently reading? Or have you read recently?

Stephanie Cartin

Oh my gosh, well, I mean, people can see me right now but but we see each other because we're on zoom. And I have my bookshelf behind us with all of these books from my friends who are female founders and Entrepreneistas. So one of the books is actually from one of our mentors, and a good friend Carrie Kerpen, and her book is Work It. And it's an awesome, awesome book. And I'm waiting for another book in the mail from another one of our close friends and mentors, Julia Pimsleur, who wrote the book Million Dollar Women, but also just launched a new book. Oh, my gosh, I'm blanking on the name. Go Bold Now or Go Big Now. Oh, my goodness, I'm gonna butcher it. But

Emily Merrell

we'll get it right through, wrote into Google and it will come out. Oh, I love that. I love that you have all of your girlfriends, you know, behind you in book form, essentially

Stephanie Cartin

Absolutely.

Emily Merrell

What is your favorite emoji? Or like the emoji that you tend to use the most?

Stephanie Cartin

Okay, I will pull this up and tell you I do I have to pick one because...

Emily Merrell

you can pick two. I'll let you pick two.

Stephanie Cartin

Well, I mean, I'm always sending hearts. Because I feel like every Everything needs a heart. Right? That's some happiness there. The one I use a lot is the monkey covering her face. And this one, this one the I don't know.

Emily Merrell

I am so with you on that a little girl during those things where like the hand up in the air or the like the axe, the crossing of the hands or the facepalm, facepalm, the monkey facepalm or the girl facepalm are so good. And then my last question for you is Who gave you permission to do the thing you wanted to do in your life?

Stephanie Cartin

It was me. Like I've really just never let anything or anyone stop me. I've always been the one to give myself permission to move forward and do what I feel is right for me and for my family and community. So I don't think I've ever like asked for permission from anyone. I just feel I just take action and do what I think is going to be best for for myself and everyone else.

Emily Merrell

I love it. I think that's a great answer, giving yourself permission is such an important thing, like moving down to Florida during the middle of a pandemic and starting a business before everyone even realize that business is ready to be started. So, Stephanie, it was an absolute pleasure talking to you this afternoon. Thank you for joining us on The Sixth Degree. We hope to see you again soon. Well, we'll have to do a 2.0 version.

Stephanie Cartin

You can do a whole fertility 2.0 version whenever you want.

Emily Merrell

100% Thanks again and listeners Make sure to follow Stephanie. Take her up on her. And if you liked today's episode, drop us a review. Until next time on The Sixth Degree