

MAGIC HOUR PODCAST

CREATIVE PODCAST BY UNICORN MARKETING CO.

After Hours with Brie Pointer

Episode Title: *Following Your Curiosity & Embracing Your Inner Child with Brie Pointer*

Episode Summary:

In this episode of *The Magic Hour After Party*, we sit down with Brie Pointer, a brand designer, illustrator, artist, and multi-passionate creative. Brie shares her journey of balancing many roles—from running a farmers' market to being a part-time professor—while following her curiosity and joy. She introduces us to the concept of *Little Brie* and how embracing toddler energy can help us navigate confidence, self-worth, and career growth.

If you've ever struggled with trusting yourself or felt stuck in societal expectations, this episode is packed with reflections on embracing risk, listening to your younger self, and designing a life that aligns with joy.

Episode Highlights & Timestamps:

[00:00] Welcome Back & Introduction

- Brie reintroduces herself and shares the many hats she wears: brand designer, illustrator, artist, farmers' market manager, mom, professor, and more.
- How following curiosity has shaped her career and life.

[01:05] The Power of Following Joy

- Why people often describe Brie as “sunshine and rainbows” and how she embraces that perception.
- Viewing new opportunities as puzzles and tackling them with excitement.

[02:15] Finding Confidence & Self-Worth in Your Career

- Brie's journey through design and professional growth.
- Teaching at Conestoga College and weaving *Little Brie* into her lecture series.

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[03:30] Embracing Toddler Energy & The 'Inner Child' Trend

- How reflecting on childhood curiosity can guide decision-making.
- Why embracing inner toddler confidence helps in networking, creativity, and taking risks.

[04:40] Writing Letters to Your Younger Self & Meeting Them for a Play Date

- The recent trend of writing to your younger self and why Brie loves it.
- A fresh perspective: instead of meeting younger you for coffee, meet them for a *play date*!
- What childhood joy can teach us about our current passions.

[05:50] The Contradictions of Career Advice & How to Find Your Own Path

- Common mixed messages young people receive:
 - "Don't grow up too fast!" vs. "You need to work to live."
 - "Stick with a stable job!" vs. "Follow your passion!"
- How to reflect on personal priorities and navigate conflicting advice.

[07:00] Finding the Sunshine & Rainbows in Your Own Life

- Brie's final reflections on joy, purpose, and embracing curiosity.
- Why life is too short *not* to chase the things that make you feel alive.

Episode Takeaways:

- ✓ Follow your curiosity—it often leads to purpose.
- ✓ Confidence comes from embracing your inner child.
- ✓ You don't have to stick with something just because you started it.
- ✓ If something excites you, try it! You can always pivot later.
- ✓ Reflect on childhood joys to guide your career and life choices.