

# MAGIC HOUR PODCAST

CREATIVE PODCAST BY UNICORN MARKETING CO.

Magic Hour | Ep # | Name

Welcome to the Magic Hour podcast, where we create an intentional space to let our curiosity drive a conversation with industry professionals about marketing, entrepreneurship, inclusion, and socially conscious topics. We are grateful to be hosting this podcast on the traditional ancestral and unceded territories of the Coast to Salish peoples.

## **00:00 - 00:36 | Introduction**

- Host Hope Michael welcomes listeners to the Magic Hour podcast, emphasizing its focus on marketing, entrepreneurship, inclusion, and socially conscious topics.

## **00:36 - 01:51 | Leah's Background**

- Leah Yard introduces herself as the owner and designer of Leah Yard Designs and host of the "Voted Least Likely" podcast, explaining her mission to make people feel less alone by sharing stories of failure and success.

## **01:51 - 03:26 | Unconventional Upbringing**

- Leah describes her unique childhood living on isolated lighthouse islands, the challenges of transitioning back to civilization, and how this experience influenced her creativity and resilience.

## **03:26 - 05:27 | Isolation and Creativity**

- Leah recalls the cultural shock and difficulties she faced upon returning to public school, highlighting how her isolated upbringing fostered creativity and practicality in her designs.

## **05:27 - 07:21 | Childhood Memories**

# MAGIC HOUR PODCAST

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- Leah shares fond memories of creative activities her family engaged in, like scavenger hunts and homemade piñatas, which shaped her imaginative approach to jewelry design.

## **07:21 - 10:18 | Transition to Adulthood**

- Leah discusses her struggle with mental health, dropping out of high school, and working entry-level jobs in her twenties, describing this period as survival mode.

## **10:18 - 12:43 | Early Career Challenges**

- Leah reflects on the pressure to succeed without a high school diploma, the reality of working low-wage jobs, and eventually earning her GED.

## **12:43 - 14:22 | Starting a Business**

- Leah explains how she accidentally became an entrepreneur, turning her jewelry-making hobby into a business with encouragement from a friend.

## **14:22 - 18:19 | Overcoming Self-Doubt**

- Leah talks about the internal and external challenges she faced in taking her business seriously, including lack of initial support from her practical family.

## **18:19 - 22:05 | Building a Brand**

- Leah emphasizes the importance of authenticity, sharing her personal story with customers, and the impact of storytelling on her brand's success.

## **22:05 - 24:51 | Sharing Vulnerability**

- Leah discusses the power of sharing vulnerabilities and failures openly, which helped her connect with her audience and overcome imposter syndrome.

## **24:51 - 28:37 | Designing with Purpose**

- Leah explains her design philosophy, focusing on practicality, versatility, and timeless style, and how her upbringing influences her creative process.

# MAGIC HOUR PODCAST

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## **28:37 - 31:22 | The Goosebump Test**

- Leah shares her unique approach to design, using the "goosebump test" to ensure her creations evoke excitement and joy.

## **31:22 - 34:46 | Impact of Authenticity**

- Leah and Hope discuss the measurable outcomes of sharing personal stories, noting how it helps build trust and engagement with customers.

## **34:46 - 37:41 | Misconceptions About Success**

- Leah challenges the myth of overnight success, stressing the importance of time, perseverance, and enjoying the journey of building a business.

## **37:41 - 41:57 | Redefining Success**

- Leah contrasts her past and present definitions of success, now focusing on fulfillment and personal development rather than just financial achievements.

## **41:57 - 47:18 | Work-Life Balance**

- Leah admits the difficulty of balancing personal life with business demands, prioritizing mental and physical health as non-negotiable aspects.

## **47:18 - 49:01 | Seasons of Business**

- Leah discusses how different business seasons require different levels of focus, impacting personal and social commitments.

## **49:01 - 50:55 | Mentorship and Learning**

- Leah shares the value of mentorship in her journey and the importance of asking for help and guidance in business.

## **50:55 - 55:34 | Listener Story and Yay or Nay Segment**

- Hope reads a listener's story about starting a jewelry business, and Leah provides encouraging feedback, emphasizing the importance of mentorship and persistence.

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## **55:34 - 59:27 | Exciting Announcements**

- Leah announces the upcoming launch of her fine jewelry line and an August pop-up event on Granville Island. She also promotes her podcast and social media channels for further connection.

## **59:27 - 59:59 | Conclusion**

- Hope thanks Leah for sharing her inspiring story and encourages listeners to rate, review, and subscribe to the Magic Hour podcast.