

MAGIC HOUR PODCAST

CREATIVE PODCAST BY UNICORN MARKETING CO.

After Hours with Brie Pointer

Brie Pointer:

All right. Nice to be back. Hello!

As everybody knows from our previous episode, my name is Brie Pointer. I'm a brand designer, illustrator, and artist. I'm also a farmer, a farmers' market manager, a mom, a partner, a friend, an active community member, a volunteer, a workshop host, and sometimes even a part-time professor at a local college. The list for me goes on and on, and part of that is because I follow the string of curiosity.

A common theme throughout my life has been folks describing me as joyful—sunshine and rainbows. While I don't always see that in myself, I think a big part of it comes from following my curiosity. I follow joy. When I get really excited about something, I tend to dive right in. If there's a fun new project—like starting a farmers' market—I figure out how to do it. I look at it like a puzzle, and I keep going.

Over the course of my design career and professional journey, I've had to navigate my confidence and self-worth. This past fall, I had the privilege of working as a professor at Conestoga College. While a lot of my lectures focused on educational content, a big theme that I brought into my classes was the concept of *Little Brie*.

In my career, and in my life, *Little Brie* has shown up a lot. I think about the concept of toddler energy—embracing your inner toddler, embracing confidence, self-worth, and curiosity. Imagine walking into a room full of strangers and just finding a friend, starting a new connection from scratch.

A trend I've noticed on social media lately is about writing to your younger self—meeting them for coffee, having a conversation. I love that trend so much. Reflection is such an important part of life and growth. Seeing it pop up has been really wonderful.

We often jump straight into giving our younger selves advice. If I could tell *Little Brie* anything, it would be: *trust yourself, follow your curiosity, take the leap—the risk is worth it*. But realistically, we can't go back in time. We can't tell our younger selves that. So, in a way, it's really a reminder for our current selves—to keep going, to keep believing in ourselves.

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Because if we go all the way back to our toddler years, that younger version of us *knew*. They were excited. They didn't hesitate to take the next step. They leaped without looking sometimes. And sure, it might have led to something scary, but they figured it out. They still made it here.

That reflection has had a big impact on my career. It has taught me to embrace confidence, to be courageous, and to take steps forward even when I'm unsure. If there's even a little spark of joy, a glimmer of curiosity in my heart, I remind myself to try it. And if it turns out differently than expected? That's okay. You don't have to keep going. You can stop. You can choose to finish what you committed to and then step away if it doesn't bring you joy.

Life is short. So why wouldn't you follow that pull of curiosity? Follow joy. Follow hope. Follow purpose. *Find the sunshine. Find the rainbow.*

Now, I don't know if giving advice is the right approach, because advice can be hard to receive. You only really hear what you're ready for. And I feel like young designers, or young people in general—whether it's career-related or not—hear *so much* advice.

- *Don't grow up too fast.*
- *Don't wish your life away.*
- *Don't work a job you hate.*
- *But also, you need to work to live.*
- *You've got a good job? Just stick with it.*

I'll repeat that one: *You've got a good job? Just stick with it.*

So much of the advice we receive contradicts itself. That's why it's so important to reflect on what *you* truly want, what *you* truly need, and prioritize what actually matters to you. That's how you find joy, happiness, and that spark for life.

If you can reflect on what brought you joy as a child—your *Little Self*—you can use that as a guide for what truly fuels you now. Because that little person, that tiny version of you, *already knew* what brought joy, excitement, and happiness.

Instead of imagining meeting your younger self for coffee, why not meet them for a *play date*? Color with them again. Build with LEGO. Do something that *Little You* would have done. When you reconnect with that part of yourself, you start

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uncovering the building blocks of your purpose, your joy, and your creativity—whether in your career, relationships, or just in the vulnerable parts of life.

That's how you figure out what risks are worth taking.

That wasn't really a closing statement—I was just adding onto it. Sorry, Hope! I'll try again.

All in all, I think it's really important to listen to your younger self and *keep going*. Because you only get one life, and it's worth finding the joy within it.