

MAGIC HOUR PODCAST

CREATIVE PODCAST BY UNICORN MARKETING CO.

Magic Hour | Ep 20 | Carissa Potter

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 - 05:30] *Introduction and Setting the Tone*

- Hope opens the episode, introducing Carissa and her work with *People I've Loved*.
 - Initial discussion on comfort in conversations and the value of introspection.
 - Carissa reflects on feeling comfortable and safe in certain interviews, setting a warm, inviting tone.
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[05:31 - 13:00] *Vulnerability and Finding Comfort in Personal Conversations*

- Carissa shares thoughts on creating a welcoming space and the challenges of vulnerability.
 - Hope discusses personal rituals, like giving herself a pep talk to prepare for public interactions.
 - Conversation touches on media influence and subconscious effects on personal comfort and authenticity.
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[13:01 - 20:00] *The Power of Subconscious Awareness*

- Both Hope and Carissa reflect on the role of subconscious knowledge versus conscious action.

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- Carissa talks about her “radical shift” toward trusting intuition and embracing change.
 - Hope shares how 2024 was a year of significant personal and professional challenges, leading to self-discovery and growth.
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[20:01 - 28:00] *Carissa’s Journey with People I’ve Loved*

- Carissa recounts the early days of *People I’ve Loved*, starting with handmade objects to express emotions.
 - She describes the brand’s evolution, from letterpress and greeting cards to journals and more personal items.
 - Carissa shares how the theme of connection has been central throughout her brand’s journey.
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[28:01 - 34:30] *The Role of Vulnerability in Creativity*

- Carissa discusses how she approaches vulnerability in her work and life.
 - She reflects on the difference between vulnerability and transparency, emphasizing authenticity.
 - Hope and Carissa explore what it means to embrace emotional experiences and the cultural pressure toward “toxic positivity.”
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[34:31 - 42:00] *Gratitude Journaling and Transforming Negative Experiences*

- Carissa shares her nightly gratitude practice, reflecting on how it brings peace despite her dislike of “forced positivity.”
 - Hope discusses the impact of gratitude journaling in helping her find value in difficult experiences.
 - They talk about whether learning from hardship is a goal or an ongoing process.
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[42:01 - 51:00] *Money Mindsets and Financial Vulnerability*

- Carissa and Hope delve into the topic of money and financial mindsets.
 - Carissa shares her “scarcity complex” and the challenges it brings in her personal life.
 - Hope reflects on societal trauma around money and how this influences personal attitudes and decisions.
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[51:01 - 1:00:00] *Navigating Technology and AI in Creative Work*

- Carissa discusses the balance of using technology, especially AI, in creative fields.
 - Hope and Carissa contemplate the impact of AI on decision-making and creativity.
 - Carissa expresses concerns about AI’s role in diminishing human creativity, comparing it to the effect GPS had on spatial awareness.
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[1:00:01 - 1:10:00] *Intentionality and Alignment in Business*

- Hope and Carissa explore the concept of intentionality in business, especially within marketing.
 - Carissa shares her thoughts on whether intentionality truly exists, given our limited awareness of variables.
 - They discuss the cultural focus on “intentionality” and “alignment,” and whether these concepts have genuine impact or are overused buzzwords.
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[1:10:01 - 1:20:00] *Reflections on Luck, Privilege, and Success*

- Carissa reflects on her personal luck and privilege, acknowledging how they shaped her journey.
- She describes the impact of supportive family dynamics on her success and self-perception.

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- The conversation shifts to a discussion on the role of luck and resilience in achieving personal goals.
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[1:20:01 - 1:25:00] *Upcoming Projects and Personal Reflections*

- Carissa shares details about her upcoming book co-authored with a friend in Italy.
 - She discusses her family's journey with her daughter's cystic fibrosis, highlighting the importance of awareness and intensive feeding therapy.
 - Carissa hints at a possible relocation to Minnesota, signaling a new chapter for her family and career.
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[1:25:01 - End] *Final Thoughts and Closing*

- Hope and Carissa wrap up with reflections on intention and vulnerability.
- Carissa thanks Hope for the conversation, noting the importance of safe spaces for such discussions.
- Closing remarks as Hope expresses gratitude for Carissa's openness and hints at future collaborations.