

# MAGIC HOUR PODCAST

CREATIVE PODCAST BY UNICORN MARKETING CO.

Magic Hour | Ep 15 | Sachin Khona

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.

## **0:00 - 2:00: Introduction**

- Acknowledgement of Coast to Salish peoples.
- Overview of podcast themes: marketing, entrepreneurship, inclusion, and socially conscious topics.

## **2:00 - 6:00: Sachin's Background**

- Originally from London, England, now in Vancouver, BC.
- Former accountant turned full-time wedding photographer since 2011.
- Founded ARC, an interview website turned annual conference for photographers and hosts the ARC Creative Podcast.

## **6:00 - 12:00: Transition to Photography**

- Left a corporate job as an auditor due to lack of fulfillment.
- Discovered a passion for photography during a friend's wedding in India.
- Built a portfolio by assisting other photographers and eventually transitioned full-time in 2011.

## **12:00 - 18:00: Overcoming Doubts**

- Faced doubts but was motivated by a strong dislike for his previous job.
- Utilized transferable skills from accounting to manage photography business.
- Emphasized the importance of passion and excitement in overcoming fear and anxiety.

## **18:00 - 25:00: Building ARC**

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- Started ARC to learn from other creatives and overcome imposter syndrome.
- Transitioned ARC from an interview website to a conference with live interviews and workshops.
- First ARC conference in 2016 attracted photographers from across Canada, the US, and even Australia.

## **25:00 - 32:00: Challenges and Growth**

- Discussed the impact of COVID-19 on the photography and events industry.
- ARC conferences are returning in November.
- Emphasis on the importance of creativity, experimentation, and action in achieving success.

## **32:00 - 40:00: Architecting a Creative Life**

- Introduced the Architect Lifestyle System course to help creatives design intentional lives.
- Discussed the importance of having a clear vision, strategy, and execution plan.
- Highlighted the need for continuous growth and reflection.

## **40:00 - 47:00: Work-Life Harmony**

- Advocates for work-life harmony over balance, acknowledging the ebb and flow of different life priorities.
- Encourages regular reflection and planning to maintain alignment with personal and professional goals.

## **47:00 - 55:00: Advice for Creatives**

- Urges creatives to take action and stop overthinking.
- Suggests breaking tasks into smaller steps and using accountability partners to stay on track.
- Stresses the importance of celebrating small wins and maintaining momentum.

## **55:00 - 60:00: Yay or Neighhhh**

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- Addressed a listener's question about an additional charge from a wedding photographer.
- Advised understanding both perspectives and suggested reaching out to the photographer for a conversation.

## **60:00 - End: Closing Remarks**

- Sachin invites listeners to join the ARC community and attend the upcoming conference.
- Hope announces the next podcast guest, Radhika Graham, a wedding and event planner from Victoria, BC.