

Dominique Falla

Joke: today. We will be talking with, Dominic Falla. She knows everything about creativity and creative spark and everything. And I would love for you to listen to everything she has to say. So welcome,

Dominique Falla: Thank you, Joke.

Joke: Nice having you so cool. So tell us, who are you? What do you do? And what's your big, scary, hairy goal.

Dominique Falla: My name is Dominique Falla. And I live in Byron bay in Australia, which is the Eastern most point. So if you look at a map of Australia where it bulges out on the east, that's where I live. It is paradise here. , and it's also where Chris Hemsworth lives now.

So he's. there have been rumours of sightings just as we arrived somewhere. Apparently he had been there. I was very angry. My husband was very happy. , yeah, no, he gets around, but he's definitely a local, his kids go to the schools and, you know, he surfs in the local beaches and stuff. So yeah, he's not like the other.

Sydney millionaires who fly in and fly out. He really does live here. So that's nice. And it's also pushed the property prices up. So thank Mr. Hemsworth. Thank you very much. It's terrible for everyone else, but it's wonderful for us cuz we bought before he did. , and so we've left for about 18, 18 years now.

So yeah, in two years, time will be considered locals apparently. So looking forward.

Joke: Oh, it takes 20 years. Okay. Oh

Dominique Falla: yeah. Cuz everybody wants to be a Byron local and you really have to earn that title. So, wow. Yeah. There's literally, you can buy t-shirts that say locals only because it's just such a tourist town, you know, it's like, oh, look at this Wanker in his BMW being annoyed that his coffee is taking seven minutes.

He must be from Sydney. So yeah, there's definitely a, a regional hatred of. Big cities but, yeah, no, we've been here for a long time, so we really love it. And it's a real community vibe. Yeah, especially where I live. I don't actually live in Byron bay, which is the sort of the lighthouse and tourist town.

We live 20 kilometers north of there. So it really is a little community. And we recently had some floods here and everybody just pulled together and it was really, you know, Quite amazing to see how everybody really did band together as a community. There was like Facebook groups and everybody was helping out and oh, wow.

Yeah, it's really cool. It's a cool place to live. , so people might know me from Typism, so I founded Typism in 2013 and that's. Generally how I kind of get to talk to people on podcasts and things. That's, you know, my celebrity status on the internet, I was also a tactile topographer for a while there. And it went kind of viral at the same time as starting TISM.

So yeah, I kind of, I had a, I had my 15 minutes of fame. 10 years ago. I've been trading on it ever since. , more recently I. Starting to switch to my own sort of creative coaching practice. So I've built the typo in community from the ground up to quite a large community now. And so it's, you know, it's doing what it does with what communities do, which is that they take over and they kind of run themselves.

And so I've been starting to work with individual lettering artists and graphic designers to really help them get their creative business off the ground. Cuz when I was doing. All the, the sort of online marketing and learning how to run an online website and build an Instagram account and all of that stuff.

Not many other people were doing that in the lettering world. And so I've really learnt as everybody else learnt. And now obviously there's lots of people, you know, like Stephan Kunz and Martina Flor and Lauren Hom, and all those guys are doing really well with, they're managing their marketing quite well.

And they're starting to really leverage the power of Instagram and YouTube and online courses and funnels and all that sort of stuff. But not many people were doing it back in the day. And so I've been learning on the job and I think I've got a lot to offer now. Different lettering artists to help them sort of get their creative business off the ground.

So I've been working with people like Aurelie Maron, and, I've got my own course and a lot of people have been enrolling in that, which is fantastic. And building funnels left right. And center, which is cool. My mum still doesn't know what a funnel is, but doesn't matter. She's not my target audience. , and about four years ago, I started.

Writing a book, which was the idea of, harnessing your creative superpower. Because what I started to see with a lot of creatives, yourself included is that you have so many ideas.

Really, really time consuming and energy draining to pursue them all at the same time. And yet every single creative I know. , that's what we do.

Joke: So, it's set a part of it.

Dominique Falla: Yeah. yeah, it's just, you know, and I, I mean, there was a time I used to describe myself as a Jack Russell humping a tennis ball. So visualize that picture.

Little little dogs chasing his ball all around the floor. That was how I felt for years. I'm just like, this has to stop. I wanna be calm and focused and point in one direction and be clear to be Ador . Yes, no, I wanted to be Swan elegantly swimming around the pond. Oh, nice. Whatever. I dunno which animal I wanted to be, but anyway, I, I noticed in myself and then everybody around me.

Yeah, shiny object syndrome was really, really bad. So yeah, I'd set about to solve it as I do with most things that I see are problems in my world. I'm just like, right. Let's fix this for everybody. , so yeah, that's

starting to take over more of my time. And I also host a podcast called the creative spark podcast because related to all this is.

Nothing makes me more upset than when I see somebody who has a creative spark and either they let it go out or it gets snuffed out by their day job. Like that really upsets me. Mm., so I used to teach a lot of graphic design students. I mean, I've kind of got back to that, but I used to teach, you know, university and every year I'd see thousands of students who had amazing potential and only a small percentage of them would actually go on to be professional, you know, X, Y, Z, whatever it was that they were wanting to be.

So, yeah, I've kind of built my whole. Kind of creative business life around trying to help people identify what they're good at and what they're supposed to be doing with their lives and then help them do it. wow. So yeah, it sounds like I do a lot of things, but it's all you do the same. Well, okay. I do do a lot of things, but they're all driven from that same one motivating idea is that, you know, we all have a creative spark and I wanna do everything in my power.

Turn it into a big flame.

Joke: Big fire. That's awesome.

Dominique Falla: Bend the fire.

Joke: so what's your creative superpower?

Dominique Falla: My creative superpower is helping identify other people's creative superpowers. That's amazing. so, yeah. Okay. Absolutely it.

Joke: When did you realize that that was it like, this is what I want to be doing. Cuz as you said, you have so many ideas and you felt like, like a Jack Russell with the tennis ball.

Was that the moment you were like, Nope. I want to help others reduce this feeling like you. Was that the moment

Dominique Falla: I think, I mean there wasn't one moment. It's definitely been a slow change and it's almost like you have to walk down the path before you can then turn around and have a look at the path that you've walked and then it makes sense in hindsight.

So yeah, I mean, I just was always searching just like every creative person is always looking, always following my golden thread, you know, all of those sorts of metaphors that we have. , but yeah, it was only really when. I kind of, I think it was because I saw the, I dunno if you've heard of it, but it's the Ikigai model.

Yeah. It's a Japanese kind of philosophy for, a balanced life basically. And it's these four overlapping circles in a ven diagram and it was kind of. I think I was sitting on the couch and I was flicking through Instagram and I saw that diagram and it's, you know, there's Google it. There's hundreds of versions of it.

And people have written books about it and stuff, but it really made sense to me, the idea of overlapping, you know, what, you're good at what you're passionate about, what other people need and what you can get paid for, because the problem is when you don't have the, all of those four things in balance, there's always gonna be this nagging.

Something pulling at you because you know, it's all very well to be, you know, this passionate, I don't know, pastry chef, but if nobody wants to eat your pastries, then you know, you just get fat all by yourself. Like you're not helping anybody . And if you might do all this stuff that you think people need, but nobody's willing to pay for it, then yeah.

You're gonna have to go get a real job. And that just takes away time and energy. So it's. I think it just hit me that yeah, you can, instead of juggling four balls, you need to juggle one big ball that kind of ticks all four boxes. Yeah. And then I just feel like you are, you're less likely to be distracted or, you know, change course.

And I think if you, and it's not just necessarily what your. Doing specifically, it's much more a core of what's important to you. And

then that manifests itself in lots of different ways. So from the outside, it does look like I'm doing lots of different things. But once I realized that that central driving force was always there, whether it's to help lettering artists.

Make more money as lettering artists, or whether it's to help creatives make a decision about what they're doing or whether it's to help, you know, people who have a creative passion, turn it into a business. All of those things come from my sort of central creative superpower. So once I kind of made that connection with that diagram, I think that's when everything just clicked into place.

And then it all started wow. Happening. So sitting on the couch, scrolling Instagram, isn't always. It can sometimes sometimes get these golden nuggets,

Joke: Get the golden nugget. It literally was like, oh, on the couch. I was like, oh, that's it. This is

Joke: So, yeah. Amazing. So, would you consider that to be like part of being a Multipotentialite? Are you a Multipotentialite? Like

Dominique Falla: yes, I think, yeah. I mean, absolutely Multipotentialite. However, the, where I'm opposite. The, where I'm opposite to a Multipotentialite is that Multipotentialite embrace the idea of doing all of the things and that you don't have to choose. Right. And I, I agree with that to a point, but I don't agree with it doing them separate.

I still think you shouldn't run around a field digging multiple holes. I think it's exhausting and you don't get anywhere. What I am in agreement with the Multipotentialite is that you. Say no to. But I also think that you should only do one thing. And my one thing is not at the expense of the other things.

My one thing is where all of those things overlap. And so that's really where I think the difference lies and where that was, what made the real difference for me is because. We're told as creatives that you've

got to focus on your one thing. And so people automatically go, oh, well, I like 72 things, but I have to choose one.

And then that means that 71 things don't get done. And so two things happen. You either go into paralysis analysis because you can't choose. Yeah. Or you choose. And then you spend the rest of the time feeling bad about the things you haven't or with you, you know, it's like, oh, but what about. Flower arranging and oh, what about my shoe making?

And, oh, what about, you know, all these other things that you sort of leave behind? Mm. Um, that's a real problem. So my argument is find some weird niche where you're flower arranging and shoe making and cake decorating, and all of the things overlap into some weird overlap niche, as opposed to some sort of, A niche where you push everything away and only choose one existing thing.

That's what I think the key difference between me and Multipotentialite. It's definitely not do all the things. It's put all the things together. Yeah. And do one thing.

Joke: that makes total sense. And you have, an amazing module in your course, your creative funnel formula, where you actually do the overlapping method to find that crazy niche

Dominique Falla: Yeah, absolutely. I. It's literally a, a cut down version of the creative superpower book. So in the creative superpower, I basically, ask 36 questions that go really in depth to each of those four areas. Whereas, you know, the module in the perfect funnel formula, it's not. About going in depth. The idea is you already kind of know what you wanna do.

It's more a case of taking the three or four things that you've narrowed down and then overlapping them as being the thing that you focus on to build your funnel around. So, yeah, it's a distillation of that bigger idea. Cool.

Joke: So where can people find you?

Dominique Falla: People can find me on dominiquefalla.com. And so I've got lots of tools and free worksheets and things to help you kind of get clear on lots of different stuff around this idea.

I've also got a podcast called the creative spark podcast and it used to be that I just did solo episodes where I would, you know, talk about my philosophies and ideas that I kind of write down in books, but I've also started interviewing. Very specific niche of guest, but you'd be amazed how many there are.

And my specific niche is that they're female, that they are funnel builders and they used to be freelancers so used to be okay. It used to be that's right. So I have this argument that the freelancing model is broken. Mm-hmm, you know, trading your time for money. It's a great way to get started, but it's not a great way to finish your life.

There's no, uh, superannuation, there's no holidays, you get burnt out. So I think that, you know, whilst making that move from your day job to freelancing is a great first step. I then think that people get more sort of job satisfaction and also more I'm gonna put air quotes around a passive income.

There's no such thing as it's not passive mm-hmm, but it's certainly income that doesn't rely on you to be there. In order for it to happen. So, you know, automating your business with things like a funnel, these are the people that I interview, so they were web designers or graphic designers, and then they've, you know, worked out how to automate and systemize their business.

Yeah. And then I interview them on the podcast. So I'm really enjoying that cuz I get to peer behind the tech curtain and get them to share their funnel stacks with us, which is great. And yeah, they love it because no one's ever asked them about their text before and they're like, oh, I can nerd out.

Joke: This is so exciting. Cool. Nerding out about tech. I love it.

Dominique Falla: Yes, definitely. It's a definite, specific skill set that you have to be, you know, creative enough to build a business, but also nerdy enough that you don't get. Scared by linking your email marketing to some sales pages, to some automation, to all that sort of stuff.

Joke: That's so cool. And so you have that podcast, is that the same as you just mentioned the creative spark or...?

Dominique Falla: Yeah. So every, every second episode now of, so all the back episodes, I think there's about 36 or 40 or something, is just me ranting in a room. , which is awesome. I love it. And. And then I'm starting to yeah.

Sort of slip in every second episode is an interview with a female funnel builder. So cool.

Joke: So those female funnel builders how did you, know about them? Did you have your own, community where you spoke to them or do you have other. Ways of finding all these amazing people.

Dominique Falla: it's yeah, it's a there's no, there's no Facebook group where they all hang out yet. Cause it's definitely a newly emerging group of people. , you know, it's kind of like back in the day, they were like, mommy bloggers, you know, this kind of group, and then now there's fem preneurs or whatever. Solopreneurs, so, you know, female funnel builders is just a kind of

And, and extract of that, but no, I mean, these are just people. When I'm trolling around the internet, looking for inspiration and ideas and ways to do things. These are people that catch my eye or attention. , some of them obviously are people I know. So I know for a fact that they were a freelancer and now they have funnels in their business.

But look, anybody who. You know, if you, if you're on Facebook and you see an ad for some kind of, you know, digital product or something like that, and you either buy it or you opt in for something,

and then, you know, before you know it, you're on their mailing list and they're upselling you on this. And there's a trip wire there.

And you know what I know pretty quickly when I'm in a fully functioning funnel and I'm, been around the block enough to know when some chick has her shit squared away. So, you know, if I'm just like interacting with people, On Facebook that I don't know. And then I end up in their funnel and then I can start kind of poking around and going, oh, this is pretty cool.

And there's a there's Russell Brunson is, king of the bro funnel marketers. , but he has this term called funnel hacking, which, describes perfectly what I do and what any other funnel builder does. And as soon as you see a good looking funnel, you go , you go for a bit of a poke around

And so that's, that's literally how I found quite a few of these people. So, I mean, I'm interviewing tomorrow night, I'm actually interviewing Sarah Maki, who she's a big deal. Like if you are , if you're in the funnel world, she's, she's a big deal. And I definitely don't know her at all as a person, but I've been in many of her funnels and, and referred several of her products to my friends because, you know, she knows what she's talking about and she's yeah, built a fantastic online business.

So very excited to cool. Poke around in her funnel. So sounds so rude.

Joke: You can say that the way you have. Good, amazing, good looking funnel. Can I poke around?

Dominique Falla: That's good looking funnel. You got there. That's cool. Can I have a look at it closely? Yes. And I mean, the thing about look, when you, when you interact with people, From the outside it's people have described a funnel as being like an iceberg.

You know, you only kind of see the bit they want you to see, and there's a lot going on in the, back that you don't, you're not necessarily aware of it. And so it's really nice to talk to people about

how they've actually built it and what their strategy is and things that's cool.

Joke: That sounds like a lot of fun to do. Well, good luck with all those, amazing interviews then. .

Dominique Falla: Thank you. It's good. Fun.

Joke: So it's great fun. So you said like there's a lot going on in the back and you also mentioned, like the struggles of, imposter and shiny object and having all those ideas. Do you have any tips on struggles like those?

Dominique Falla: I think a lot of people don't, they either don't set goals or they don't set goals that they then map plans to. So, I mean, you know, to pull out all the cliches that a goal without a plan is just a wish . Yes. My goal is to make a million dollars by Christmas. Right. That's lovely. How . So, you know, actually mapping out the plan. How are you gonna do that?

Joke: Yeah. This is. 2030.

Dominique Falla: Okay, is good. Yeah. Well, that's a bit better, but unfortunately the more, the further you push the goal, the easier it is to just not achieve it because you know, it's so far away that you don't even worry about it. So I set very specific goals and then map a plan backwards.

Yeah. To the point where I'm gonna actually have a 30 month goal. On at the moment. So I have 30 months of plan leading up to this goal, cuz it's a big goal. Wow. So, you know, I won't be able to achieve this goal by the end of this year and or by the end of next year, but I'm hoping that, with enough steps I could get there by the end of the year after.

So I've set literally a 30 year financial goal. So I've mapped each month back from there and I've also mapped. The activities that I'm going to do to get those monthly financial goals achieved. So I

actually worked back from the finances and then working forward from the actual steps. So, you know, when we were first chatting this evening, I'd kind of joked that I've got every minute planned out for the next seven years.

not quite, but I certainly have a monthly target or a monthly focus. Yes, and I don't get too specific cuz that takes the fun away from it. But I certainly, you know, if I decide to shiny object syndrome, go off and do some other thing, I'd better have a good reason to convince myself to get off my plan.

that's great. Um, so yeah, just setting, setting goals and then that way, you know why you're doing something because just sort of arbitrarily saying, oh, I'm gonna. Record 27 podcasts this week. It's like, well, if there's not an actual, tangible reason for doing it, then it's easy to just. Yeah. I only did 12.

I'm tired. Yeah. do you know what I mean? So it's kind of, it's good to have. It's good to map everything you do to an actual goal that you've decided is really important to you. And then I think that just because no matter what you're doing and no matter how much fun it is, at some point you'll be tired of it or over it.

And so it's very easy to just. Get distracted by something that seems more fun. And so just having a reason to push through is actually really important for someone like me, because I have to be entertained at all times. So if something's boring, I'm the first person to go getting off this. Right. I'm bored.

Someone described it as being. That when you start a project, you're standing on one side of the canyon and then you can see your goal on the other side of the canyon. But at some point you are down in the mud ah, at the bottom of the canyon and you've got nothing, but this climb back up. So the goal is super easy to see when you are looking across it.

But when you are down in it, it's horrible. You just wanna sit down and cry

Joke: That is such a good imagery. And like that is it? Oh yes. So, so 30. Month goal. Yes. In steps per month. Like keep it general, but still across the canyon, you see where it, where you're gonna go.

Dominique Falla: Yes. That's like good. And another kind of metaphor to stick with the canyon is that if you build multiple bridges, it'll take you much longer to cross cuz that's the I that's what, when we have lots of projects on the go, they're all trying to get across this canyon.

But if you're building three bridges, it's gonna take you three times as long to get across. And then all three could get you across. It's like built one and then use that to get you to the next canyon. Yeah. So it's, you know, we are all starting new things cuz it's much more fun. The messy middle. So look, I'm the worst.

I'm the worst offender of all. So this is why I have to be so strict with myself. Okay. But, um, it seems to be working. Yeah.

Joke: It sounds like you definitely got a plan and you know what you're talking about and, it's been so lovely talking to you. Do you have, any quote that you'd like to share for the listeners to stick in their minds? Like.

Dominique Falla: Back in the day, I had difficulty being creative on a daily basis because my day job didn't allow it. Right. So I always used to say that creativity was a muscle and you should exercise it every day. And so that became my kind of mantra.

You know, you can't just put off creative projects until the holidays, because you'll just be unfit. You'll be like, it's like saying I'm gonna run a marathon, but I'm not gonna do any training in the six months leading up to the marathon. I'm just gonna sit on the couch here and then I'm gonna run 30 miles and it's that's bad.

You're gonna yourself. Exactly. Pull something painful. With creative projects that people are putting off or procrastinating on. I always used to say that, you know, it's a muscle, you've gotta exercise it every day. And so I really try, you know, when I've got my notebook

here, where I try and write things down in every day, I'm always trying to make stuff even in a busy day, which is filled with meetings and marking and all this horrible stuff.

It's, you know, the trying to make sure that. Some sort of exercises that are going on in your creative psyche every day is really important.

Joke: That is a great quote and a great story behind it. , and I would love to letter that to get that as a that'll be awesome. Creative exercise. thank you so much, Dominique.

And, I look forward to, talking to you again soon. I will leave all the information in the show notes about where people can find you.

Dominique Falla: Awesome. Thank you very.