

23. Anna Kamal - Love Letters Academy

Joke: Hi everybody. Thank you for listening to another episode today. We'll be talking to your brush pen lettering buddy. And my wonderful creative friend, Anna Kamal. Hi Anna.

Anna: Thank you for having me here.

Joke: So happy you're here. Oh my gosh, I love your energy. You're so fun.

Anna: Yeah. I got the energy from you as well.

You know, it's like, oh, bouncing the energy.

Joke: Yes. Energy bouncing. I love it. Okay, so tell everybody who you are, what you do, and if you have a big, scary, hairy goal.

Anna: Ooh. Hi everyone. My name is Anna Kamal. I'm from the Love Letters SG and uh, right now I'm running, um, this company doing brush pen lettering. Yeah, brush pen calligraphy.

So basically we are actually helping those who are want thing to learn, brush pen calligraphy, you know, with these very easy, simple to follow steps. Yeah. All right. To learn brush pen calligraphy. So basically to kickstart your journey. Yeah. So,

Joke: ooh, kickstart your brush lettering journey. Wow. Yes.

Anna: That's right.

So yeah, we, we, we have like special, uh, classes for beginners. Yeah. Especially in Singapore.

Joke: Ah, yeah. You're in Singapore.

Anna: Yeah, that's right.

Joke: Do you also do, uh, online courses or,

Anna: Uh, we do mostly right now since Covid, uh, we are doing online, uh, but we are slowly opening up to the offline classes.

And yeah. Any big scary, hairy goals. So cute. Yes. Yes. So big Scary hairy goal is actually to turn love letters sg into love letters academy.

so just saying that word like scares me and I'm ready shivering.

Makes me nervous. Yeah. But yeah, that's my scary, hairy goal.

Joke: Cool. So that is an amazing goal and it, it scares you, but you're doing it anyway. That is amazing. Yeah.

Anna: Slowly, one step at a time. Yes. Course currently. Yeah. We are gathering, instructors and then I'm training them. So, and Slowly then we will have, like the roadmap for our students. Scary, right?

Joke: Ah, that is such an amazing goal. I am. Thank you. Sure. So much. Thank much. 100% certain that it's gonna be amazeballs and that you're gonna totally rock it. Ooh.

Anna: Ah, thank you. I hope so.

Joke: No, you will, you'll, you're already you're already Ah, doing a great job.

So thank you. Tell us so much. Mm-hmm. Yeah. You're, you're doing, uh, brush lettering, um, and we were just talking about doing so many more things. Mm-hmm. So what are your thoughts on doing so many things at once? Mm-hmm. And, and do. Do you, what do you do?

Anna: Ah, okay. So, uh, besides just brush pen lettering, I'm also teaching, uh, in a primary school here.

but that's not my full-time, so I just do it, for the first half of the day until about 2:00 PM So I. Teach, uh, Malay language. So that's, uh, one of the language in Singapore. Yeah. And, uh, I also run a business, so I think that is, that by itself is something, uh, difficult and different. Mm-hmm. Yeah. So doing digital marketing, you know, Facebook ads and then your Instagram, your YouTube and all that, we are all planning all this.

So that by itself, Being a content creator. Yeah. Yeah. It's a whole new thing. And then calligraphy itself, you know, you, you also want to improve and then want to try out pointed pen. You want to try watercolour? You want to try this and that. So, yeah. Yeah. Yeah. And lastly, the most important, I'm also a mother of three.

Three beautiful girls. So that itself is also a full-time job. Yeah. Yeah. That's really juggling all these wow things. Yeah.

Joke: How, how do you juggle? How, how, how does it, how's it going?

Anna: Yeah, uh, how do I juggle? It's really a lot, a lot of help. I realized that it's really important to ask for help. Yeah. So when I had my first child, I wanted to do everything by myself.

Yeah. So I did. I tried and um, I actually. Fell into depression. Oh, yeah. So it was bad. Yeah. It was one of my worst, worst, worst days because I didn't want to ask for help. Right. Yeah. But now we have had a lot of help. I have a helper who help us with the house because if I do not have that, I will just be cleaning and cooking and.

And just really just clean the house and

nothing else. Yeah.

Yeah. So once that is down, I can actually, um, concentrate on other things. Mm-hmm. Like my, uh, children's education, you know, read to them and not play with them. And also at the same time, really, uh, work on my business. Yeah. So you, uh, sometimes it's difficult

because when I'm with my children, And I would think about the business, you know?

Yeah, yeah. So, yeah, being present itself, uh, it is a struggle. Yeah. So I really need to learn myself to discipline myself to, okay, stop it when, you know, uh, it is 6:00 PM you stop. Whatever work and then yeah, focus on your children, all that kind of thing. It is still a struggle, but I tell myself, okay, I'll do better the next day.

I'll do better the next day if I feel that I'm not doing well today. Yeah. So, yep. That's Wow how I am. You are juggling all this.

Joke: Yeah. Juggling and really disciplining yourself, which is I find very difficult to do, and then Yes. You know, having a family, having a business, and also doing a part-time job. Do you ever sleep at all?

Anna: Yes. Thank goodness. I was, I, I, I am able to sleep pretty well. Yeah. But actually a month ago, like for the past one month, my helper went back home to Indonesia. Yeah. So I had to do all the household myself. Yeah. So I was pretty anxious. I had anxiety, you know. I wasn't able to sleep for the past as in like sleep Well, yeah.

Um, BEC and I wasn't also very present in Instagram because I was really just focusing on the household, on the kids really Just to survive. Yeah. Yeah. But yeah, sh she's back now and I, it was tough, but I am really happy. Be that I rise up to the occasion and yeah. Yeah, you just do it. You know?

Joke: Yeah, you did it.

Anna: She just came back yesterday. So today my first freedom.

You're celebrating it with you. Yay.

Joke: Big party. Yay. Well, well, you know, when, when, uh, when you're exhausted or when you have so many things to do, the first thing that always goes is creativity. Mm-hmm. So, you know, feeling depressed and feeling like, oh my God, anxious, I have to do it all. I

can't, you know, your brain just doesn't have the room to do all the creative things that you would normally.

Anna: That's right.

Joke: Think of or do or, yeah. Mm-hmm. Yeah, that's right. So I'm so happy that you managed to juggle it and that you asked for help and that you're, you're, you're doing it great. Yeah. You're doing it. Yes. Yay.

Thank you. So good.

Anna: My daughter, she told me she's eight years old, and she told me that she watched this show, uh, Gabby Dollhouse and Gabby said that asking for help is a superpower.

Oh wow.

Joke: Wow, wow. Its, it's, it is, yeah. And its, its, you know, wanting to do it all by yourself, having that superwoman syndrome, quote, unquote syndrome. Yes. That is the thing. So, It's good to ask for help. It is amazing.

Anna: That's right, that's right. That's right.

Joke: Well done. Yay.

Anna: Thank you.

Joke: Yay. So, doing all these things, being a mom, having your own business, doing a part-time job, would you consider yourself to be a multipotentialite if you were to use a label like that?

Anna: Yeah. I, I just listened to the Ted Talk actually. Yeah. And I realized that Okay. Multipotentialite. I'm not sure if I am qualified to be one. Because I have, uh, I've learned about scholars, you know, who are really into different fields. For example, I know this particular scholar, he is a scholar in physics, maths, and music, you know?

Yeah. Yeah. That means they really learn in depth. In all those. Yeah. Um, I'm, I'm, I'm just scared to call myself that because I, I, I, I might not be having, you know, I might not have the full knowledge of every single thing. Yeah. Yeah. So would you still call that multi potential?

Joke: it's, it's interesting that you're asking that because in my, uh, opinion or in my view, uh, a multipotentialite is someone who is interested in multiple things, does not necessarily have to have the in-depth knowledge of all the things he or she is interested in.

Um, you can be like, Have different fields you like and then combine them like fluidly. Like this is, you know, that's how I view multipotentialism so, ah, yeah. And also like learning quickly because you're interested in so many things. You go like, Picking the, the golden nuggets from all the fields.

Anna: Uhhuh, Uhhuh,

Joke: like, this is something I wanted to learn from this field and this is something that's interested in me in like for example, if you do Facebook ads, What do I need to learn about that?

Oh, I want to learn more about this aspect of that. Mm-hmm. And then the rest, you don't have to know all of it. Mm. Yeah. So there, there are different terms to a multi. I see, I see. You can multi-passionate, multitpotentialite you have, a generalist or you know, So there's multiple terms for that, of course.

Mm-hmm.

Anna: Now, now that you say that, I think that, oh my gosh, I might be,

Joke: yeah. Yeah. I, I would say, so if I, if you, if you have a, a part-time job and you also do your own business and you, and you have your family and you, and you wanna try out other things like watercolor, you wanna try out Yes. Try, you know?

Mm-hmm. Yeah.

Anna: And I've always thought of trying, You know, Amazon stuffs, you know, selling online products. Yes. Yeah. And children's education and then like, what's wrong with me? There's so many things I

wanted,

Joke: there's nothing wrong you, there's nothing wrongs, nothing wrong. You are wonderful.

Yeah,

Anna: we just love knowledge and learning new things and trying things out.

Yes. So yes, thank you. Thank you for, you know, introducing me to this multipotentialism thing. Yeah. And there's really nothing

wrong with me.

Joke: There is seriously nothing wrong with you and, and, um, I love that you are now. Feeling like there's nothing wrong with you. Like, and for me it was realizing there are more people.

There's a term, one, there's a term for people like me and two, I'm not the only one feeling this way. Yay. I was like, yay, we're not alone.

Woohoo.

Anna: Oh wow. That's so nice. Have you heard of the quote, the Jack of All treats is master of none? Yeah.

Joke: Yes, I have. Do you know the full quote though?

Anna: Yeah, exactly. But.

Oftentimes better than a master of one of one.

Joke: Yes. Yeah.

Anna: Yeah. I always thought it's just halfway like that. but it's actually, it's actually better to have more, more treats, you know? Yes, yes. Yeah. So that's multipotentialism? Yeah.

Joke: Yeah. I, I would, yeah, that's, that's it. Yeah. We're applauding it.

Anna: Wow,

wow, wow. Yeah. But the problem is like, how is there, there's a disadvantage also, right? Because we want to do so many things. How do you like, concentrate or like, focus.

Joke: Um, and there you go. Yeah. So that's, that's. That's the thing, like you are already juggling all of it and you say to yourself, I am disciplined and okay, now I need to stop thinking about my work and, you know, be present in the moment with my kids, um, with my family, and.

I've realized like, I wanna do, I wanna do so many things. I, I have a case of analysis paralysis. I don't know if you've heard of that, like mm-hmm. As soon as I have like 20 things on my mind, I do nothing.

Anna: oh yes.

Joke: So, yeah. So I can't do anything wrong and I'm just, okay, let's do nothing.

Anna: and there will Netflix away.

Right?

Joke: Netflix it away. Yeah, for sure. So, so having to come up with like prioritizing what do you wanna do and, and also realizing that you simply cannot do everything all that's right at once. Mm-hmm. But you can do everything and you can be everything. So Emily Wapnick also has a great book, 'How to Be Everything', yeah, it's definitely a good read.

I'm not affiliated, um, in any way, but there's no affiliate marketing here. But it's just a really nice book. So, you know, wanting to be a teacher for example, but also running your own business. that is I think, uh, a great example of how to juggle and prioritize.

Mm. Your multiple interests. Yeah. Mm.

Anna: Thank you.

Joke: So do you have, yeah, no, no, thank you. So do you have any, any way of, of, dealing with having many ideas? For example, I have, uh, a notebook where I jot down everything, but I also have a list and they're also all over the place, so, But do, do you have like a way of dealing with having ideas?

Anna: Oh yeah. Mine's always. I need to quickly type it now in my, uh, phone.

Joke: Oh yeah.

Anna: Also, I have a note. Yeah. But even so, yeah, the notes are all over still. Yeah. So usually my ideas come in, especially when I'm bathing. You know, because that's when you're relaxed and there's so many ideas and then, oh my God, I need to jot it down.

I need to jot it down. Yeah. Yeah. So now I learned that if I have ideas, I quickly jot it down. Yeah. In my phone. But I also realize that the ideas, right, you need to quickly, put in an action as in like, do it, do do something about it, because if it's it were to stay, you don't really after a few days or weeks, right.

Yeah. You just go with the passion or the, the, the, the energy. Yeah. It just went away for the particular idea. Yeah, because I have ideas for reels and all, all that, you know, but then I was too busy. I just type it down, but I was too busy. And then when I came back to my phone and then I realized like, oh, okay, what am I supposed to do again with this idea?

You know? Yeah. You just lose it. Yeah.

Joke: Yeah. So that is true. That's true. But you know, you simply cannot do all the ideas you had it have in your mind at the time. You having them in the, in your mind, like when they pop up. Mm-hmm. I think it's very difficult to, okay, I have this idea. And if I execute this idea, it's gonna take me at least like a few hours.

I don't have a few hours right now because I was simply working in something else. However, you know, sometimes it does happen, like, oh, I have this idea, let's do it. And then I go from left to right. Mm-hmm. And then front to center and back to right again. Yes. I think I, I think it's nice. To go and follow the energy you have with it.

Mm-hmm. Mm-hmm. But typing out like what's the idea all about? Mm-hmm. Mm-hmm. Sometimes I feel that if you do that, you type it out or you write it out, like what is the idea? And when you have it all typed out, sometimes it's like, okay. It's done. I don't have to do anything with the idea anymore. I've written it out.

Mm-hmm. Does, does that resonate anything with you?

Anna: Mm. Okay. Uh, I think when you type it up for me, I will feel like a relief. Yeah. Like, you know, that that burden is like gone. It's like, okay, one idea down, like, uh, in my spreadsheet. Yeah. So in a way a lot of the hard work have already been typed out.

Joke: Yeah, exactly.

Anna: So yeah. Yeah. So for example, the captions or whatever. So yeah, you just. Record something and then straight away you can, uh, upload it whenever you want it. Yeah, yeah, yeah. So sometimes typing everything, it, it just, you know, yeah. Unload that, that load.

Joke: Yeah. Yeah, yeah. Definitely. Like, okay. That is a, a little bit of stress less.

Yes, yes. And, and you've got, it's, but if you have like an idea that is completely different from. Like not specifically having a reel idea or having a story or a post or whatever, but more like mm-hmm. Something completely different. For example, I would like to check out the field of tattooing, which is complet completely different from what I've been doing.

Right? So I could, I could type out tattooing, what should I. Start doing what, you know, what do I wanna do with it? And then I can type it all out. And maybe then the wish or the the feeling of I need to do this now will diminish, and then in a few weeks I can go back and go like, Yep. I still like it. Let's go for it.

Or I go like, Ooh, nope, I typed it out. It's good. The idea, it's not, I, you know, not every idea has to be, uh, executed. That's,

Anna: ah, yes, yes. That's, that's good. I think I did not, did not have that impression whereby like, you know, I, I always feel all the ideas I need to execute them, right? Yeah, yeah. But, but, By you saying this, that, that, that's true.

I think that will help me to feel more at ease, you know, and, and feel that it's okay. It's okay if you don't, you don't execute this particular thing.

Joke: Exactly, because otherwise it'll, it'll stack up and it is like, oh, I need to do, I have this idea and you need to do it now, or I need to do it this week.

And then maybe your energy is gone for that and like,

Anna: that's right. Yeah. Yeah.

Joke: Interesting. Right?

Anna: Yeah. I think you're giving me this idea whereby like I don't have to rush everything also. Yeah, yeah. To take it at my own time, own pace, because yeah, we are the ones who are giving ourself pressure.

Joke: Yes, it is. It's more of a new motto for me to mm-hmm. Think things more. Relaxed. Yes. Yes. It's difficult in this day and age where everything is like, go, go, go. Quick, quick, quick, and you have to do it Y yesterday, and if you don't have a reel, then you're not part of the whole in Insta family or whatever.

Mm-hmm Mm. And I'm like, no, it's okay. It's okay to take it. You at your own pace and

Anna: that's right.

Joke: Exactly.

Anna: Right. Yeah.

Joke: So we've been talking about, wanting to do everything by yourself.

Mm-hmm. Would you consider that to be your biggest struggle in your own creative journey?

Anna: Mm. Yeah, I think it used to be my biggest struggle, wanting to do everything myself, but I'm really happy that I have been outsourcing and delegating my, my jobs, uh, to others. Yeah. So for example, for the Flats, uh, my business, I have, uh, my own marketing agency, not my marketing agency.

That means I have, uh, a marketing agency doing my ads for me. And then in terms of admin, I have, yeah, I have. Um, this, uh, freelancer who's a virtual assistant, so she has been helping me out with all the admins, you know, all the inquiries. So that really, really, um, helped me a lot. If not, I'll be like four hours typing and, you know, yeah, yeah, yeah.

With customers and all that. But yeah, she's been really helping me a lot. So all I have to do is think of the bigger picture, you know, uh, coming up with a plan, looking out for instructors and all that. Yeah. So what I really want to do. Yeah. So that, that is amazing.

Joke: I love that. That is amazing.

Anna: I, you know, thank you so much.

Joke: Yeah, yeah. No, I'm serious. That is like, so good. So good. But okay for many people. Mm-hmm. outsourcing is not an option. Simply because financial, you know? Yeah. Mm-hmm. So what would your advice be or tip be if, if that's the case and you still have like a bucket load of work on your desk?

Anna: I'll, yeah, I'll say take your time. Because I only started to outsource like after three years after running a business. Mm-hmm. Yeah. So I didn't do it right away, you know? Yeah. So, I, I, yeah, I, I, I was sharing with your kid that, that my, I was, I've been doing, uh, everything on my own. It was a solo one-man ship.

Yeah, it's a one-man ship. So, eventually, slowly when I got my finance, you know, when you got your business and all that, slowly, then I tell myself, which are the things that I can afford to delegate. So it takes time. You don't have to rush to like outsource. Everything, uh, right now. Yeah. I would love to outsource everything, but then as of now, just two things first.

Yeah. Like that. Yeah. So really take your time. Slowly

Joke: Take your time. I, that is so, such great advice because we tend to do it quickly and wanna have That's right. To do it all and, mm. Yeah. Yeah. Take your time. Great. So you and I met through Instagram. So what will you say is like the best thing about the creative community?

Anna: Oh my God. That is like one of the bestest thing that, uh, I have ever. Um, I enjoy being in this, uh, Love Letters, like ever since I started Love Letters, right? It's meeting the community mm-hmm. That I truly enjoy the most. Yeah. Meeting you, meeting other artists who are, who are now friends. Yeah. Yeah. Um, and then because in our family, within our family, I'm friends, right.

Not, not many likes, uh, calligraphy or lettering or you know, or can feel us. Yeah. So we have to have our own girlfriends in, in this community. Yes.

Yes.

Okay. So we, yeah. Meeting like-minded people like you also, I think it is, it really lifts, lifts, lifts me up. Yes. Um, and keep me going and, uh, that's really wonderful.

So even when I'm doing classes, I meet so many participants from all walks of life. Yeah. And it is really, really meaningful because sometimes after the class they stay back and then they will share with me about their life, you know? And it is just so beautiful. Like, you get to meet a new friend, just from doing this lettering and calligraphy.

So, Uh, yeah, like just recently we had a class, I met a lady. She is doing a pe, she's a pastry chef. Mm. Yeah. And yeah, because I was commenting on her work, her calligraphy doesn't look like she's a beginner, you know, it's like super, straight and very neat. Yeah. Very consistent. And then she said that she's a.

Pastry chef. So she has been doing, you know, all this Yeah, yeah.

Joke: On the cookies and stuff.

Anna: Yeah. Yes. And that helped her, that helped her, uh, uh, uh, her, what's that called? Muscle, uh, memory a lot. Yeah. So when she did lettering, it was pretty easy for her. So I was really amused. And she shared about how she went to Japan to learn about, uh, Pastry making and how she related to calligraphy.

You know, like everything will take time to master. Yeah, that's true. Yeah. So I think meeting the community is really, really, uh, something that is super meaningful and like one of the bestest thing that has ever happened to me when I open up this Love Letters.

Joke: Oh, yay. That's wonderful. So lovely. So where can people can find you on Instagram.

And do you have a website?

Anna: Ah, okay. So you can find me in Facebook and Instagram Loveletterssg Hopefully it'll be Love Letters Academy. One day. Soon.

Soon. No

website. I am, uh, I am still, um, yeah. Uh, you know, revamping and all that. Yeah. So I think it's best to reach me out via Facebook or Instagram. Yeah.

Joke: Okay, cool. I'll make sure the, that the links are in the show notes so people can definitely check you out because yay, so wonderful work. So we were talking about some quotes.

what would be the quote you would like to, share with us?

Anna: oh, ooh. My favorite quote, and I think all my participants know this will be every master was once a disaster.

Joke: Yeah. It's

Anna: by T. Harv Eker yeah. An entrepreneur. Yeah. So I think in everything you do, yeah. Be it, digital marketing, entrepreneurship, lettering, you'll, you'll be bad at it first.

Horrible at it. Yeah, yeah, yeah. But you are on your way to be a master, so Yeah. Yeah. That's, that's the stuff. Yeah.

Joke: Love it. Love it, love it. Wow. Thank you. Thank you so, so much, Anna, for your time and your energy.

Anna: Wow. Thank you for having me. You. So

Joke: talk to you soon.

Anna: Yes. All right, you take care. Bye-bye