



MONTHLY NEWSLETTER



THE SPACE BETWEEN

JANUARY HAS THIS STRANGE ENERGY TO IT, DOESN'T IT?

MY CALENDAR WAS DECENTLY FULL THIS MONTH... WALKTHROUGHS, STRATEGY MEETINGS, PLANNING HOW I WANT TO PUSH MYSELF AND THIS BUSINESS FURTHER THIS YEAR. A FEW STAGING PROJECTS CAME THROUGH, NO CRAZY NUMBERS YET, BUT I CAN SEE WHAT'S BUILDING. I'M ANSWERING EMAILS AT ALL HOURS (WHY ARE THERE ALWAYS MORE EMAILS?), FIELDING RECOMMENDATION TEXTS, LAYING GROUNDWORK.

BUT HERE'S THE THING: MOST OF THE WORK RIGHT NOW IS INVISIBLE. IT'S THE KIND YOU CAN'T PHOTOGRAPH OR PUT IN A PORTFOLIO.

I'M MAPPING OUT HOW TO BRING ON TEAM MEMBERS, BEING INTENTIONAL ABOUT NEW INVENTORY INSTEAD OF JUST FILLING THE WAREHOUSE, WORKING ON A LITTLE REBRAND, DROPPING THE AMPERSAND, JUST MAARTEN CROIX NOW, BUILDING SYSTEMS THAT ACTUALLY WORK INSTEAD OF MY CURRENT "I WROTE IT DOWN SOMEWHERE" APPROACH. IT'S ALL PREPARATION FOR WHAT'S COMING.

AND HONESTLY? IT FEELS FOREIGN. I'M BUSY, BUT NOT IN THE WAY I'M USED TO. THE SEASON HASN'T QUITE HIT ME YET, BUT I CAN FEEL IT COMING. IT'S LIKE STANDING AT THE EDGE OF SOMETHING BIG AND USING THIS QUIET MOMENT TO MAKE SURE I'M ACTUALLY READY WHEN IT ARRIVES.

THE NC WINTER WEATHER HASN'T HELPED MY MOTIVATION EITHER. EVERY WEEKEND I PLAN TO ORGANIZE INVENTORY HAS SUCCESSFULLY BEEN CANCELED BY FREEZING TEMPERATURES... WHICH IS FINE... I'M FROM AN ISLAND. MY GENETICS CAN'T HANDLE THIS COLD ANYWAY.

HERE'S WHAT I'M LEARNING THOUGH: THIS IN BETWEEN SPACE IS WHERE THE FOUNDATIONAL WORK HAPPENS. NOT THE PRETTY WORK, BUT THE WORK THAT MAKES EVERYTHING ELSE POSSIBLE. GETTING CLEAR ON WHAT I WANT THIS YEAR TO LOOK LIKE IS JUST AS IMPORTANT AS EXECUTING ON IT.

WE'RE ENTERING GROWING SEASON, AND I'M EXCITED FOR WHAT'S COMING... FOR THE GROWTH THAT'S ALREADY HAPPENING EVEN IF I CAN'T SEE IT YET.

WHAT ALL THIS PREP IS FOR

WHILE I'M OVER HERE ORGANIZING INVENTORY IN MY HEAD AND DODGING FREEZING TEMPERATURES, ALL OF THE PHOTOS IN THIS NEWSLETTER ARE A REMINDER OF WHY THE INVISIBLE WORK MATTERS... SOME OF MY FAVORITE SPACES WE'VE CREATED.

THESE ARE THE MOMENTS THAT MAKE ALL THE BEHIND THE SCENES CHAOS WORTH IT.

JANUARY CHALLENGE

WHAT ARE YOU PREPARING FOR THAT DOESN'T LOOK LIKE
 PROGRESS YET?



TRUST WHAT GROWS UNSEEN

WHAT INVISIBLE WORK ARE YOU DOING IN YOUR OWN LIFE THAT FEELS UNCOMFORTABLE BECAUSE YOU CAN'T SEE THE RESULTS? MAYBE IT'S PLANNING SOMETHING BIG. MAYBE IT'S LEARNING SOMETHING NEW. MAYBE IT'S JUST GETTING YOUR SYSTEMS IN ORDER BEFORE THE CHAOS HITS.

WHATEVER IT IS...TRUST IT. TRUST THAT THE IN BETWEEN SPACE MATTERS. THAT THE PREPARATION IS PART OF THE WORK, EVEN WHEN IT DOESN'T FEEL PRODUCTIVE.



I'M GENUINELY EXCITED TO WORK WITH EACH AND EVERY ONE OF YOU THIS SEASON AND FOR EVERYTHING THIS YEAR IS GOING TO BRING. MAARTEN CROIX YEAR 2...LET'S BLEEPING GO!

KELSEY