

Creative x Life

Casey Kelly Pérez

TODAY.

01 **INTRO**

02 **10 THINGS I'VE LEARNED
& WORK**



Intro

01



YOU ARE BRILLIANT.

AS A MATTER OF FACT, EVERY PERSON IN THIS ROOM IS.



How many of you have ever thought...

⚡ “I’m totally overwhelmed and don’t know how to start or where to go.”



How many of you have ever thought...

⚡ “Why is everyone better than me at this?”



How many of you have ever thought...

⚡ ****blank stares****



How many of you have ever thought...

- ⚡ “I’m so curious and excited! (immediately followed by a strugglefest to get the work done).



How many of you have ever thought...

⚡ “I’m scared to make the wrong choice.”



Despite being brilliant, we often fall short of our potential because we are scared, anxious, or aren't sure how to take action.



**Today's goal is to have a little fun together.
And to be honest with ourselves.**



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And to be honest with ourselves.**

**Because being creative is a vulnerable thing,
and can be filled with highs and lows.**



**Today's goal is to have a little fun together.
And to be honest with ourselves.**

**Because being creative is a vulnerable thing,
and can be filled with highs and lows.**

**I hope today's conversation will give you
a little more confidence and courage.**



I'M CASEY KELLY PÉREZ.

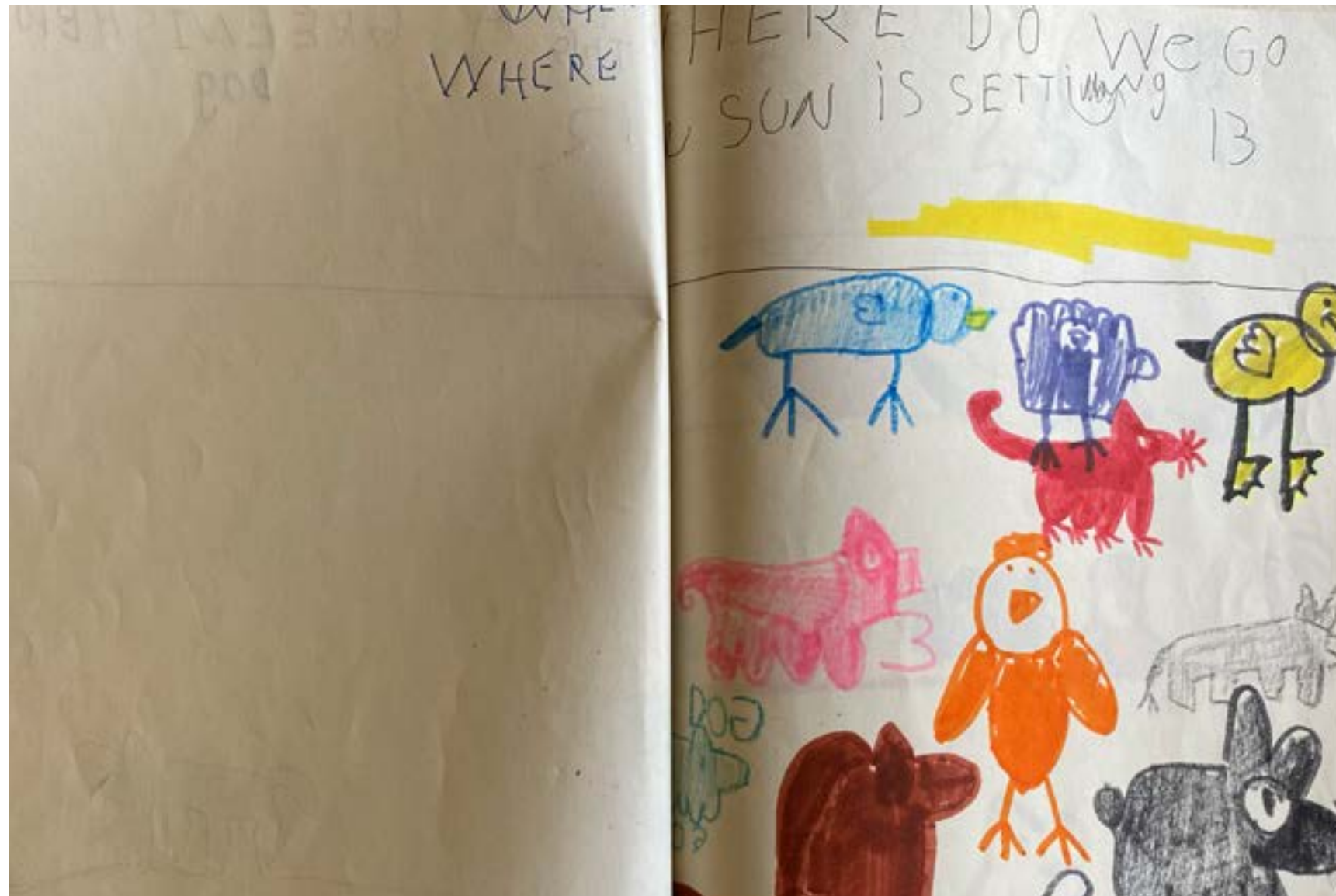
AND I STARTED OFF A LOT LIKE MANY OF YOU.





**I WAS A HAT BACKWARDS,
COOLIN' OFF IN A COOLER KINDA KID.**





**I WROTE AND ILLUSTRATED MANY BOOKS
WITH THE PAPER FROM MY MOM'S PRINTER.**





**I LIKED TO PAINT.
(CIRCA GRADE 3)**



**I FOUND ROCKS AND MADE
THEM INTO PETS.**



**I SOLD BEAD LIZARDS
AT GARAGE SALES.**



TODAY.

**MY INTERESTS AS A KID HAVE CARRIED
INTO MY DESIGN WORK AND CREATIVE LIFE.**



Limb!c 

**I'VE BUILT A BRAND DESIGN STUDIO THAT WORKS
WITH CLIENTS ACROSS THE UNITED STATES.**



**I HAVE TIME FOR MY PUP.
(HE OFTEN SITS IN MY LAP WHEN I WORK)**



I CAN WORK FROM ANYWHERE.



I TAKE TIME TO TRAVEL AND FIND COOL PLACES.





I CAN EXERCISE DURING THE DAY.



I CAN HANG OUT WITH MY FAMILY.



I SET GOALS TO LEARN NEW THINGS.

I work really hard.

It's not perfect.

I get stressed.

**But the work is incredibly fulfilling because
I've built a business that reflects my personal
values and goals.**



LET'S TALK ABOUT YOUR VALUES NOW!

**ARTISTS! DESIGNERS! ID! NEW MEDIA! ANIMATION!
ILLUSTRATION! ENGINEERS! GENERALLY CREATIVE FOLK!**



What do YOU value...

⚡ in your relationships?

⚡ in your work?

⚡ for your health?



Keep your list of values handy.

Hang on your fridge, or a place that you look daily.

Set goals and actions that align with your values.

(Hint: This works great for work, life, and other categories that are important to you.)



Value

Goals

Actions

Flexibility

I value the freedom to run to the store, grab a coffee with a friend, or exercise during the work day.

Work

- 1 Work outside the traditional 9–5.
- 2 Focus on Identity and Packaging for alcohol industry.



Work

- Set up a freelance brand design studio.
- Find clients that I can zoom and work with across the country.

Relationships

- 1 Meet a partner who loves adventure + being spontaneous, but is also driven.



Relationships

- Do things I love (mountain bike, ski, hike, golf, run), and really get to know the people I meet.



10 Things

02

& Work

02



Let's talk about work and life.

- ⚡ Work towards making progress in a confident, fruitful, purposeful way.
- ⚡ Some thoughts may strike a chord, some may not.
- ⚡ You may agree or disagree with me—all the better!
- ⚡ Each thought has a **relatable lesson** and **work**.



**THERE IS NO RIGHT
OR WRONG PATH.**

Lesson 01



I've taken a twisty path.

A really, really twisty path.



The twisty path.

2004

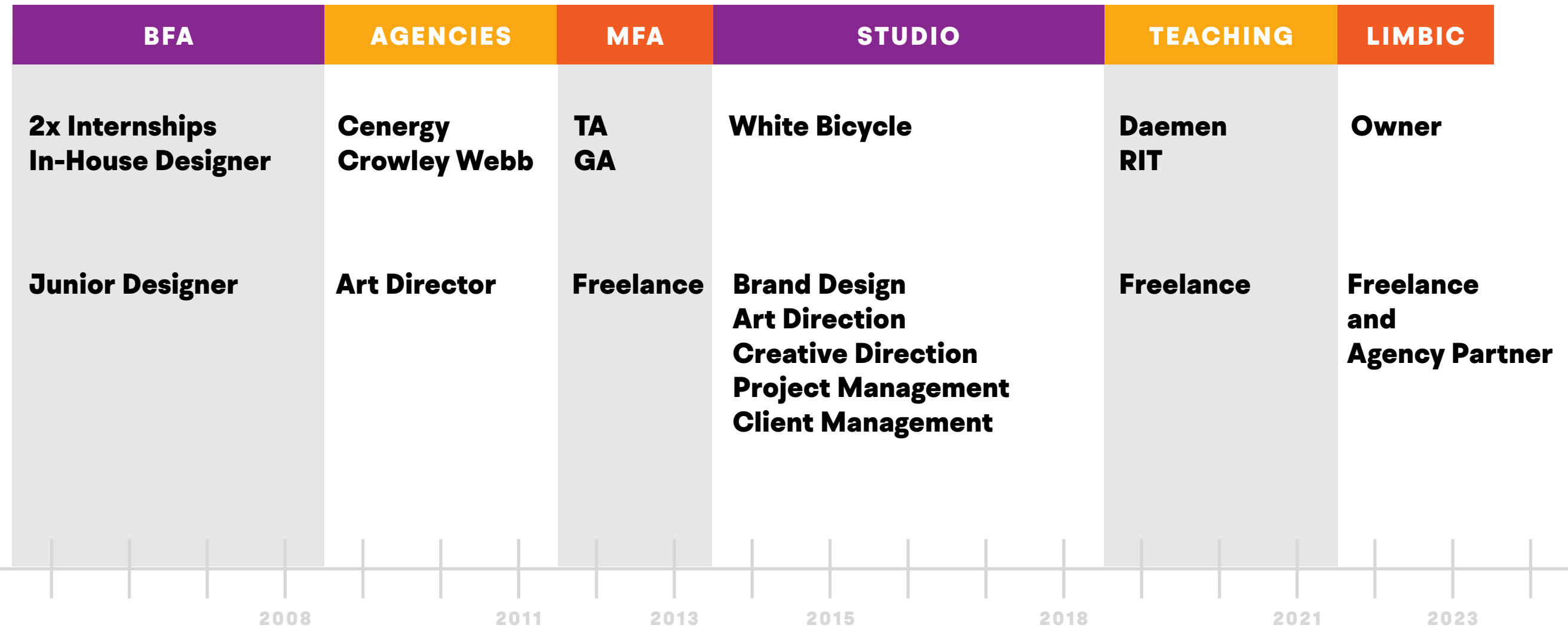
2008

2011

2013

2018

2021



2004

2008

2011

2013

2015

2018

2021

2023



Take it from me, it happens.

- ⚡ Try not to overthink your choices.
- ⚡ If you feel 'stuck' take action to change it; no one will change it for you.
- ⚡ Take calculated risks towards your goals.
- ⚡ Adjust and grow as you go.
- ⚡ No one really knows what the future will bring.



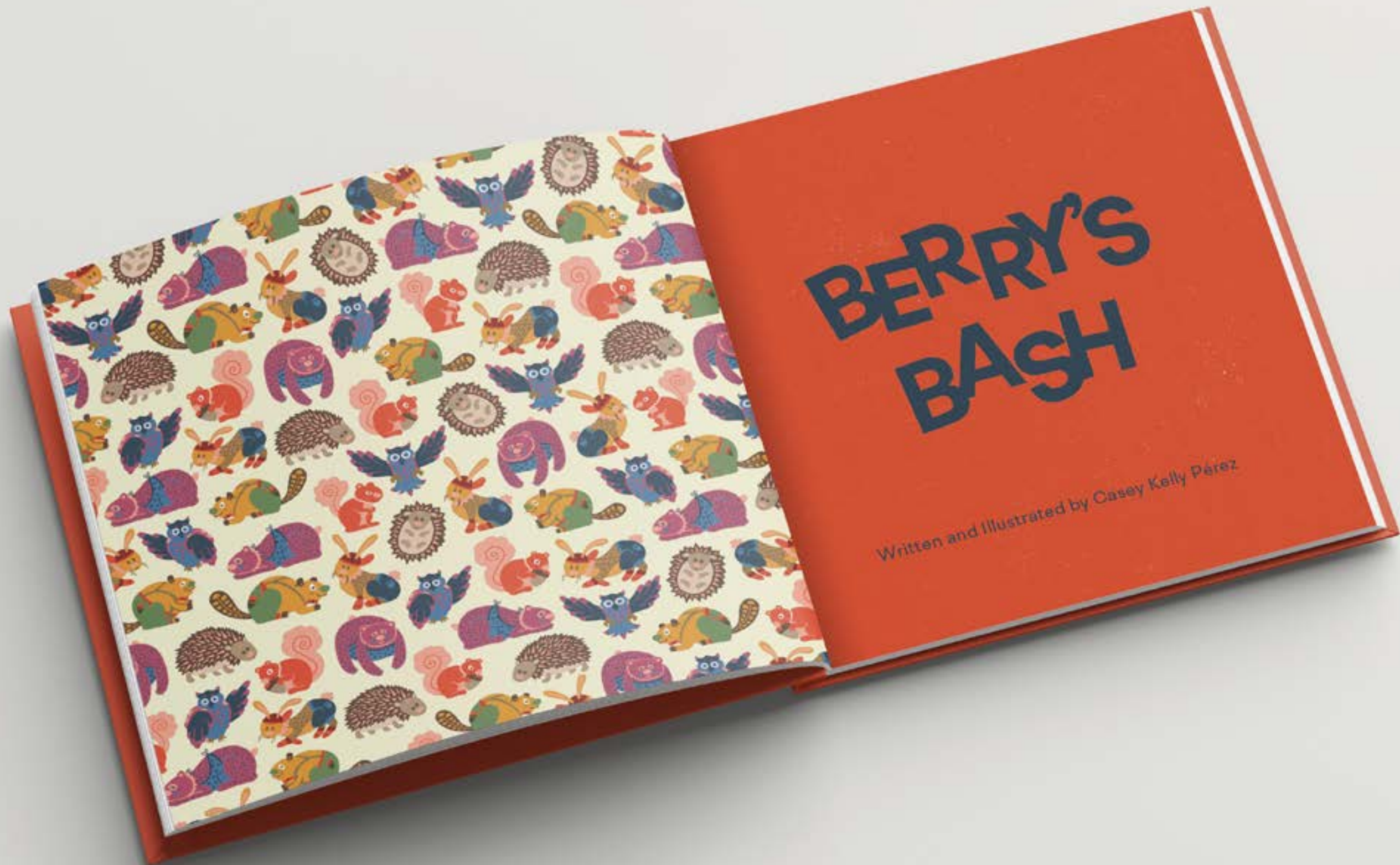
**A CALCULATED RISK
I AM WILLING TO INVEST
AND GROW IN.**

Lesson 01 in Action—Forest Crossing Friends









BERRY'S BASH

Written and Illustrated by Casey Kelly Pérez

One day, Berry decided to ask Stash the squirrel to come over to her den for acorn soup.



Stash said that she was busy and had to go shopping. So, Berry made dinner on her own that night.

Berry was ready to give up on trying to spend time with her friends. Everyone was too busy!



Her birthday was the next day. She decided to bake a cake for herself because she would be alone.

All of the critters in Whispering Woods gathered to throw Berry a birthday bash at her den. She was very happy!



Stash gave Berry a big hug and said, "I'm sorry we have been busy. We wanted to do something to show you that we are thinking of you, and that we care about our friend Berry on her birthday!"



NO > YES.

Lesson 02



Learn to say no, strategically.

- ⚡ Establish boundaries.
- ⚡ Do this both personally and professionally.
- ⚡ You might consider saying 'yes' to many things early on for the experience.
- ⚡ As you grow, you can be more selective.
- ⚡ Learn to build your decision making skills so you can confidently say yes or no to work, experiences, and relationships that align with your values and goals.



THE WORK DECISION FILTER.

*** Heck yes.**

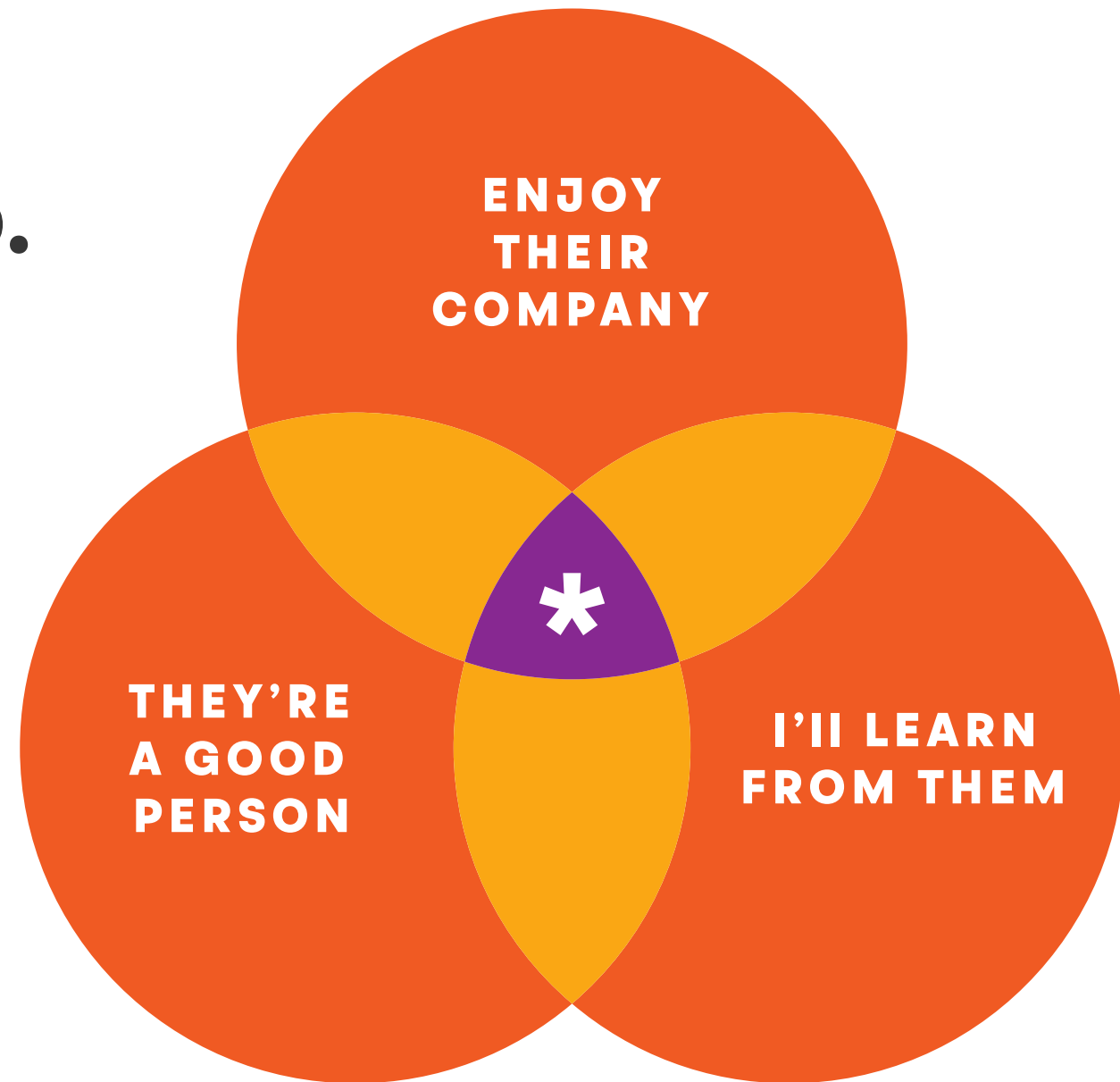
Maybe.

No thanks.



**WOW! IT APPLIES
TO RELATIONSHIPS TOO.**

*** Heck yes.**
Maybe.
No thanks.

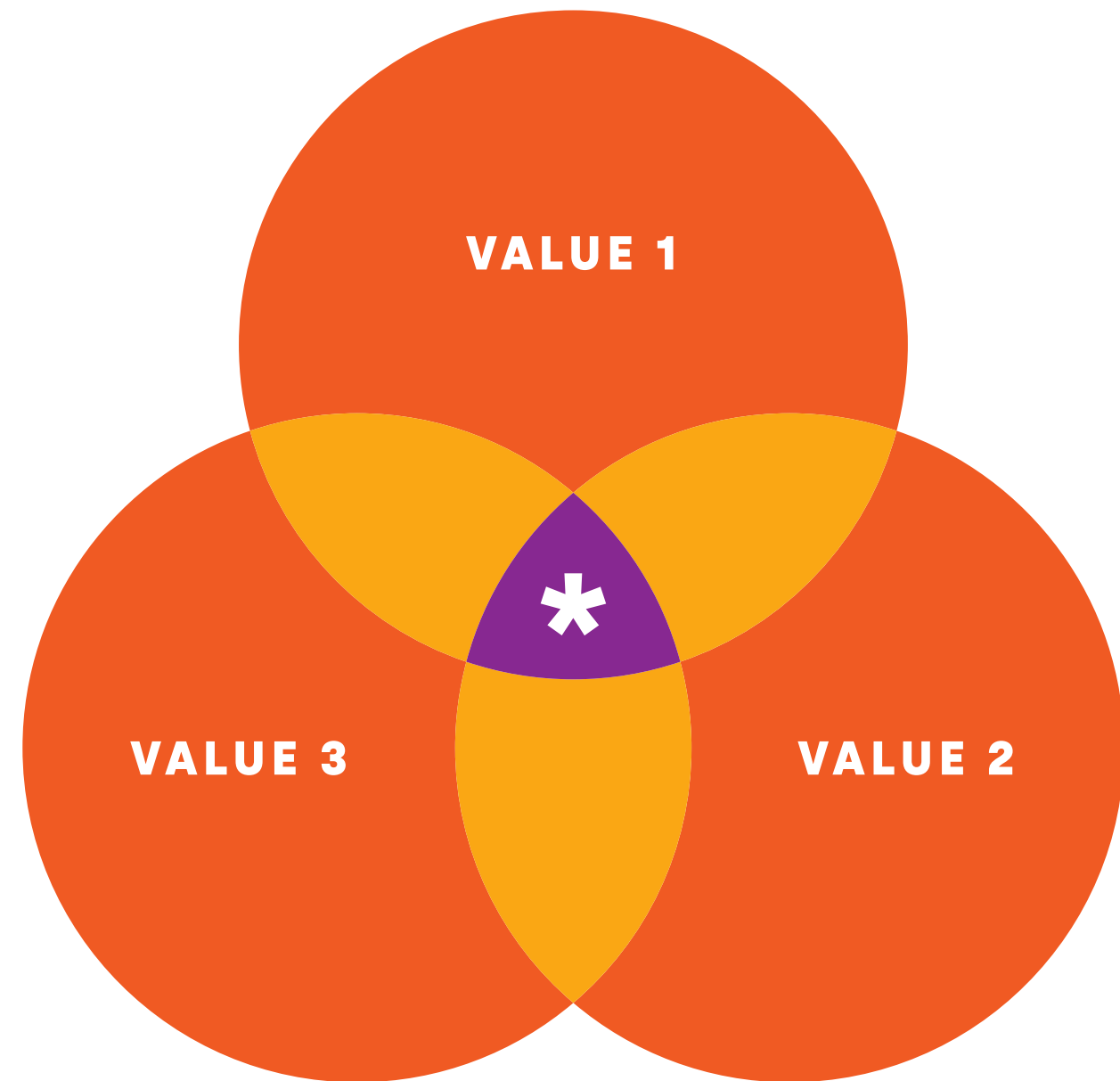


**WOW! IT APPLIES
TO _____ TOO.**

*** Heck yes.**

Maybe.

No thanks.



You get the hint.

- ⚡ Unsure?
...Just make a Venn diagram ;-)



**WHEN THE WORK DECISION
FILTER RESULTED IN
A GREAT COLLABORATION.**

Lesson 02 in Action—Third Act



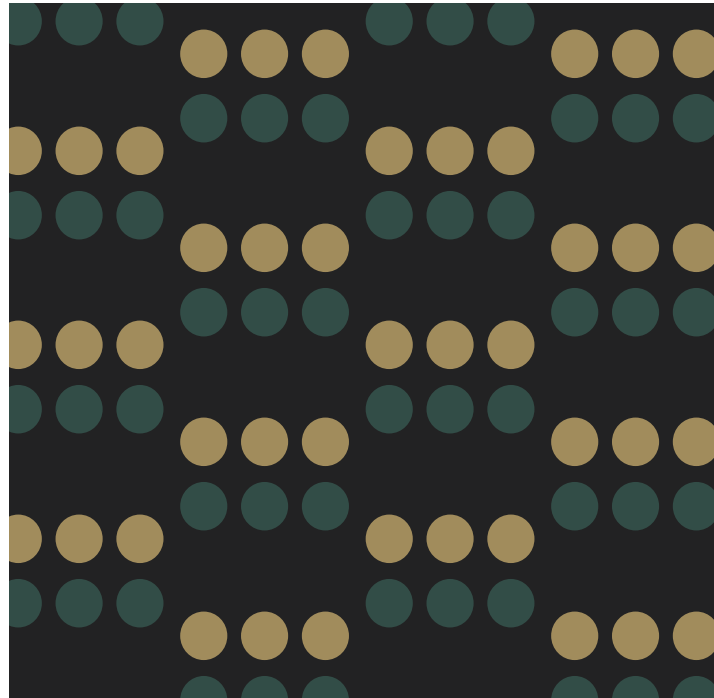
The Third Act Ellipsis

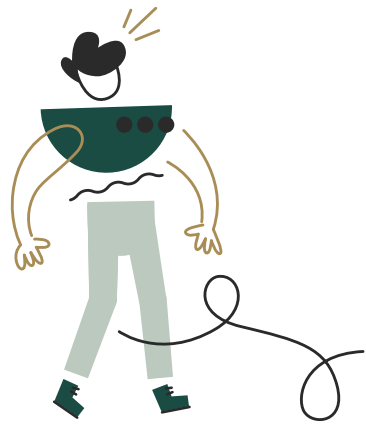
In writing, the ellipsis signals that there is **more to come**. It represents an **unfinished thought**.

A full life doesn't have to end at retirement. The ellipsis not only has 3 dots—conveying the three acts of life—it conceptually represents the guidance and expertise that Third Act Wealth Management can offer people to achieve **financial guidance** and **a fulfilling third act**.

Third Act

Wealth Management







**Let's plan
your next
adventure.**

[Learn More →](#)



**DEFINE SUCCESS
ON YOUR OWN TERMS.**

Lesson 03



Think about your most successful moment.

- ⚡ When was it?
- ⚡ Who were you with?
- ⚡ How did it feel?



What does success even mean?

- ⚡ It doesn't always mean working for a famous brand, or becoming a famous artist.
- ⚡ SUCCESS = FULFILLMENT. (Not shiny objects)
- ⚡ We are all fulfilled by different things because we value different things.
- ⚡ So, don't look at someone else's success and compare it to yours.



**SOME WORK THAT CAME
FROM LEARNING
WHAT MY DEFINITION
OF SUCCESS IS.**

Lesson 03 in Action—Distilleries & Breweries



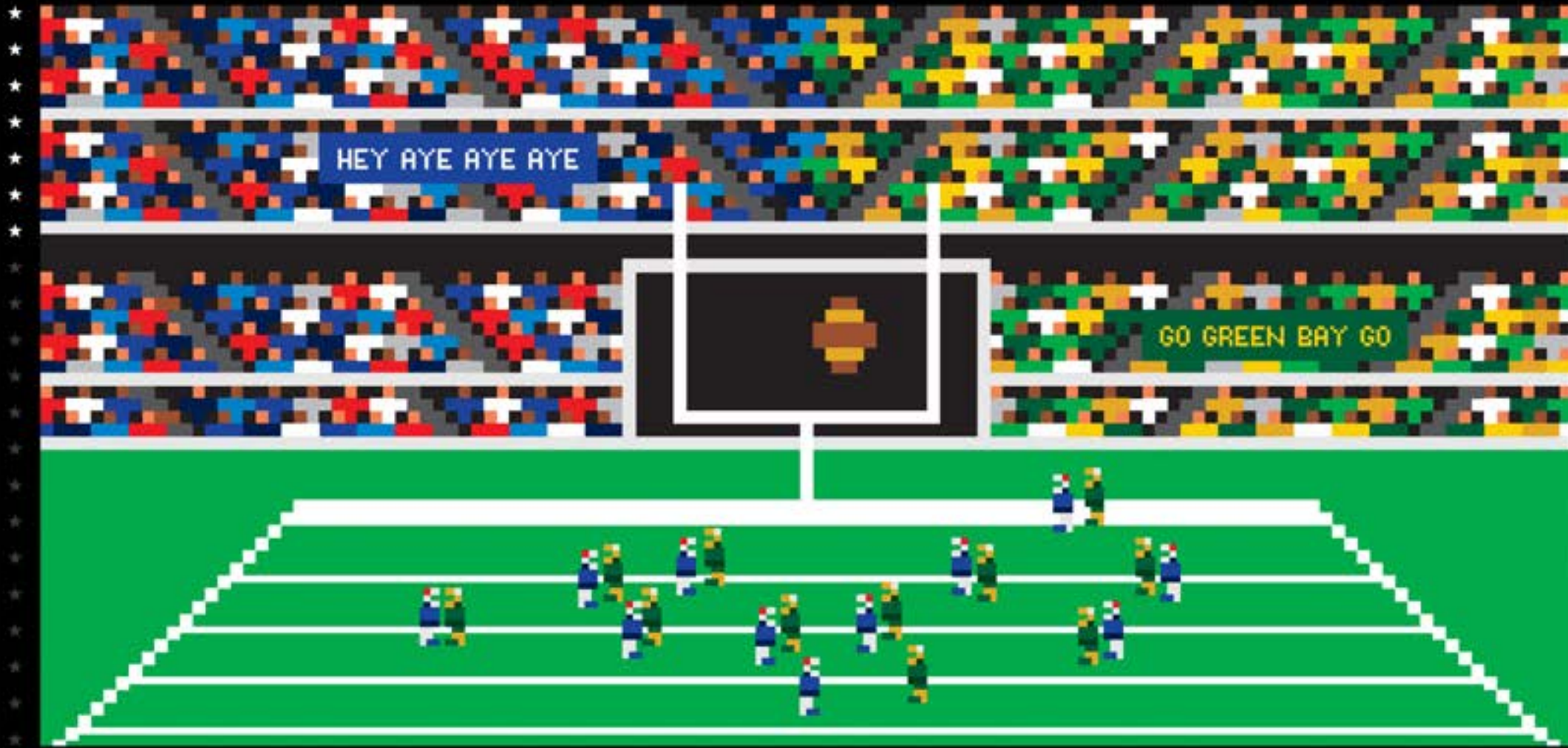




COMMEMORATIVE LABEL 2022-2023 FOOTBALL SEASON

FANFARE

WEEK 7 | ARTWORK: CASEY KELLY PÉREZ



BREWED & PACKAGED BY COMMUNITY BEER WORKS—BUFFALO, NY
 GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.
 ENJOY & PLEASE RECYCLE IF YOU CHOOSE TO PART WAYS WITH THIS CAN.

4.5%
 ALC / VOL

GREEN BAY
 AT
BUFFALO
 OCTOBER 30, 2022

GAME DAY
 ALE



STAY IN THE KNOW
 GOFANFARE.CO



CT ME VT MA NY IA OR SC MI 10¢ REF / CA CASH REFUND | 1 PINT (16 FL. OZ.) → 4.5% ALC / VOL



NEW REALM

DISTILLING
NEW
REALM
COMPANY

SMALL BATCH

VODKA

THE SPIRITS OF EXPLORATION

PRODUCT OF THE
UNITED STATES

CREATED BY
NEW REALM
DISTILLING CO.

ALCOHOL 40%
750 mL
80 PROOF

[Small, partially obscured label on the neck of the bottle]

UN
PRODI
OF

THE SPI

WOOD

SMALL BATCH

COMPANY
MILLER
MILLER
DISTILLING

...ATION, WE
RESPONSIBILITY
REPRODUCING
...OUR BREWING
...BEER AND
...FROM IT
...TEAM GOT
...GIVE THAT
...THROUGH
...THAT WE
...TECHNIQUES
...VODKA
...NOLOGY.
...TO THE CORK
...READING, THIS
...GOOD ABOUT.
...ANOTHER.

WELCOME TO

A NEW REALM.

IN THE SPIRIT OF EXPLORATION, WE PRESENT A SPIRIT WITH RESPONSIBILITY AT ITS CORE. WHILE PRODUCING NON-ALCOHOLIC BEER, OUR BREWING TEAM BREWS FULL STRENGTH BEER AND THEN REMOVES THE ALCOHOL FROM IT WITH SCIENCE. OUR DISTILLING TEAM GOT TO THINKING... CAN WE GIVE THAT ALCOHOL NEW LIFE? IT WAS THROUGH THIS INNOVATIVE PROCESS THAT WE DEVELOPED THE TOOLS AND TECHNIQUES TO MAKE AN ULTRA-PREMIUM VODKA WITH A SUSTAINABLE METHODOLOGY. FROM THE SPIRIT ITSELF TO THE CORK AND THE LABEL YOU'RE READING, THIS IS A VODKA YOU CAN FEEL GOOD ABOUT. GO AHEAD, ENJOY ANOTHER.



DISTILLING
**NEW
REALM**
COMPANY

SMALL BATCH

VODKA

THE SPIRITS OF EXPLORATION

PRODUCT
OF THE
**UNITED
STATES**

CRAFTED
BY
**NEW REALM
DISTILLING CO.**

MADE
IN
**ATLANTA
GEORGIA**

ALC/VOL 40%

750
ML

80 PROOF

RECYCLE.
REPEAT.

DISTILLED FROM GRAIN
NEWREALMDISTILLING.COM

DISTILLED & BOTTLED BY
NEW REALM DISTILLING COMPANY
550 SOMERSET TER, NE UNIT 101 | ATLANTA, GA
1209 CRAFT LANE | VIRGINIA BEACH, VA

GOVERNMENT WARNING:
(1) ACCORDING TO THE SURGEON GENERAL,
WOMEN SHOULD NOT DRINK ALCOHOLIC
BEVERAGES DURING PREGNANCY BECAUSE
OF THE RISK OF BIRTH DEFECTS. (2)
CONSUMPTION OF ALCOHOLIC BEVERAGES
IMPAIRS YOUR ABILITY TO DRIVE A CAR OR
OPERATE MACHINERY, AND MAY CAUSE
HEALTH PROBLEMS.
VODKA 750ML



8 57918 00753 5





DISTILLING
NEW
REALM
COMPANY

SMALL BATCH
BOURBON
WHISKEY

THE SPIRITS OF EXPLORATION

MADE
IN
ATLANTA
GEORGIA

CRAFTED
BY
NEW REALM
DISTILLING CO.

750
ML

90 PROOF

DISTILLING
**NEW
REALM**
COMPANY

SMALL BATCH

**BOURBON
WHISKEY**

THE SPIRITS OF EXPLORATION

PRODUCT
OF THE
**UNITED
STATES**

CRAFTED
BY
**NEW REALM
DISTILLING CO.**

ALC/VOL 45%

**750
ML**

90 PROOF

MADE
IN
**ATLANTA
GEORGIA**

WELCOME TO

A NEW REALM.

IN THE SPIRIT OF EXPLORATION,
WE PRESENT A BOURBON THAT OBEYS
NO BOUNDARIES. WHAT YOU'LL FIND
IN THIS BOTTLE IS THE RESULT OF
THE CAREFUL BLENDING OF PASSIONATE
CRAFTSMEN, AND IT SERVES AS LIQUID
INSPIRATION FOR THE SMALL BATCH
INNOVATION PROGRAM IN OUR ATLANTA
STILLHOUSE. YOU WILL TASTE THE RESULT
OF YEARS OF WORK, A LEGACY OF
RESPECT, AND A TIMELESS TRADITION...
THE BEST THINGS ARE WORTH THE WAIT.



DISTILLING
**NEW
REALM**
COMPANY

SMALL BATCH

BOURBON WHISKEY

THE SPIRITS OF EXPLORATION

PRODUCT
OF THE
**UNITED
STATES**

CRAFTED
BY
**NEW REALM
DISTILLING CO.**

MADE
IN
**ATLANTA
GEORGIA**

ALC/VOL 45%

750
ML

90 PROOF

ENJOY RESPONSIBLY

RECYCLE. REPEAT.

DISTILLED IN TEXAS AND KENTUCKY
NEWREALMDISTILLING.COM

BLENDED & BOTTLED BY
NEW REALM DISTILLING COMPANY

550 SOMERSET TER. NE UNIT 101 | ATLANTA, GA
1209 CRAFT LANE | VIRGINIA BEACH, VA

GOVERNMENT WARNING:

(1) ACCORDING TO THE SURGEON GENERAL,
WOMEN SHOULD NOT DRINK ALCOHOLIC
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CONSUMPTION OF ALCOHOLIC BEVERAGES
IMPAIRS YOUR ABILITY TO DRIVE A CAR OR
OPERATE MACHINERY, AND MAY CAUSE
HEALTH PROBLEMS.

BOURBON 750ML



8 57918 00788 7



DISTILLED AND
BOTTLED BY
Buffalo
Distilling Co.
BUFFALO, NY

ONE FOOT COW

VODKA

THE Original Flamingo

40%
ALC/VOL

80
PROOF

1
LITER

Rise TO THE Occasion



ONE FOOT COCK VODKA

ESTD.

1883

Smooth Genuine Resplendent

THIS HIGH PURITY VODKA IS DISTILLED FROM CORN GROWN IN THE FARMING COMMUNITIES OF UPSTATE NEW YORK USING STATE-OF-THE-ART TECHNOLOGY. CRAFTED FOR A PREMIUM GLUTEN FREE EXPERIENCE WE KNOW YOU'LL ENJOY!

DISTILLED WITH 100% CORN.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

BFLODISTILLING.COM
FOLLOW US
BUFFALO_DISTILLING

DISTILLED AND BOTTLED BY
Buffalo Distilling Co.
BUFFALO, NY

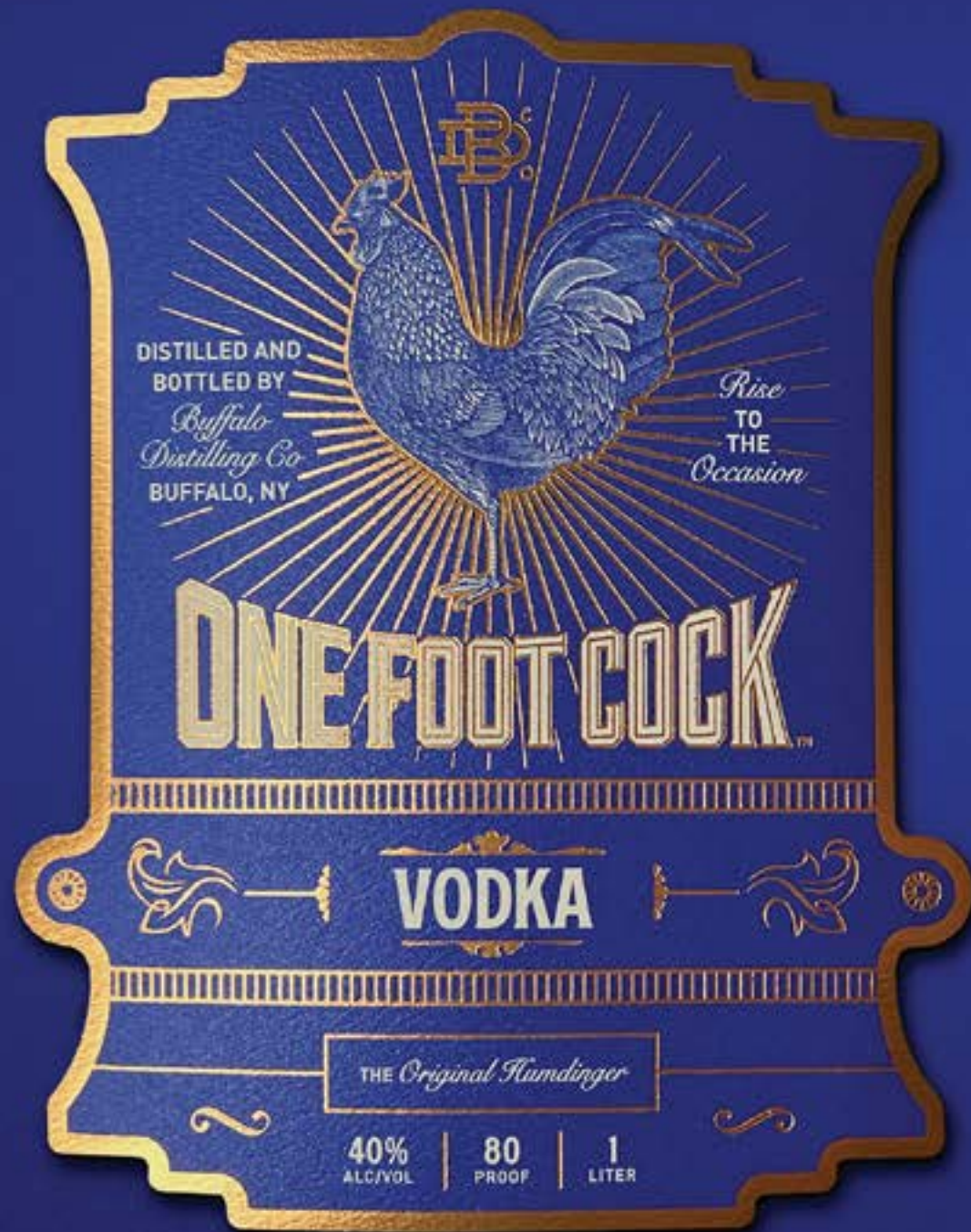
ONE FOOT COCK

VODKA

Rise TO THE Occasion



Original Humdinger



**STOP COMPARING
YOURSELF TO OTHERS.**

Lesson 04



Ever feel like you're not good enough?

- ⚡ When did you last compare yourself to someone or something?
- ⚡ Why?



You have to make messes to progress.

- ⚡ You're the best at being YOU. So focus on that.
- ⚡ There are billions of people in this world, and there is only one YOU.
- ⚡ Everyone struggles, even if it doesn't show.
- ⚡ Don't *wish* you were like someone or something.
- ⚡ Do the work and find yourself in the process.



FINDING MY VOICE IN MURAL PAINTING.

Lesson 04 in Action—Murals













What you don't see here is me profusely sweating as I embrace my fear of heights.

**COVET THE PROCESS,
NOT THE PRIZE.**

Lesson 05



An Olympic medal is not the real reward.

- ⚡ It is merely a symbol of all of the hard work that went into the process.
- ⚡ It is not easy, or everyone would win.
- ⚡ Winning requires resiliency, hard work, and effort when no one is looking.



The real reward is the process.

- ⚡ Be present in your struggles.
- ⚡ It is okay to be uncertain.
- ⚡ Putting effort into your process is the only way to achieve your goals—as a creative professional, and in your life.
- ⚡ Just start. DO THE WORK.



**I COVETED A FAMOUS
JEWELRY MAKER.
SO, I ROLLED UP
MY SLEEVES AND BUILT
A JEWELRY BRAND.**

Lesson 05 in Action—Pretty+Grit



P R E T T Y + G R I T 







"people are capable,
at any time in their
lives, of doing what
they dream of."

THE ALCHMIST
Ⓞ



**EVERYTHING
ALREADY EXISTS.**

Lesson 06



In a world filled with stuff, how do we come up with ideas that no one has thought of?

- ⚡ Our world is full of clichés and tropes.
- ⚡ We don't necessarily need to overthink or reinvent the wheel, we just need to see things from a different perspective.
- ⚡ Something commonly known > Remix = Magic



**AVOIDING THE
COFFEE SHOP CLICHÉ,
TWICE.**

Lesson 06 in Action—Coffee Brands



SASSY SQUATCH COFFEE



Sassy Squatch Coffee celebrates the **simple joys** and **adventures** that life has to offer.

Our meticulously roasted coffee is created with **love** and **care** by keeping the sasquatch ethos forever top of mind: **leave no trace**.

We make **small-batch coffee** using **environmentally** and **socially responsible** methods and resources, proving that bigfoot can leave a small footprint.







**SASSY
SQUATCH
COFFEE**





IT DOES
EXIST

IT DOES
EXIST

SMALL BATCH

ORGANIC



*Fine
Grind*



*Est'd
2021*



*Whole
Bear*

COFFEE

SMALL BATCH
ORGANIC



LEAVE NO
TRACE

EST. 2021





**SASSY
SQUATCH
• COFFEE •**

**SASSY
SQUATCH
COFFEE**

**SMALL BATCH
ORGANIC**

ORGANIC

SMALL BATCH



**FOOT SMALL
BIG FOOTPRINT**



*Est'd
2021*

**IT DOES
EXIST**



**SASSY SQUATCH
• COFFEE •**







Revitalize Coffee Brand Story

Revitalize Coffee makes life more vibrant. Not only is our coffee **meticulously sourced**, roasted, and **incredible tasting** — it's motivation and satisfaction knowing that you are revitalizing our world one sip at a time. We see coffee as a **catalyst to connect** with someone over a cup of coffee, as well as the **opportunity and privilege for us to give back**. We take pride and responsibility in that every time you purchase our coffee, you're giving to someone who is leading an effort to infuse **energy** and **vitality** into their community.



REVITALIZE
COFFEE





Coffee that fuels
community.

Shop Now

3:36

control

option

command

Z

S

D

X

C

V





Launch Blend

ORIGIN **Ecuador**

TASTES LIKE **Berry, Nutmeg, Vanilla**

ROAST LEVEL

NET WEIGHT **12oz (340g)**



Thank **YOU** for being an incredible human and buying this coffee! Because of **YOU**, we are one step closer in our **company's mission of revitalizing the world**.

Yes, that's right, **YOU** just helped someone infuse energy and vitality into their community through a revitalization project.

We search for and select only the top rated specialty coffee beans in the world. We are dedicated to continually perfecting our roast to deliver you the best cup of coffee.

1. Keep drinking our incredible coffee (a portion of every bean sold goes toward our mission).
2. Do **YOU** have a project that will fuel your community? Or maybe **YOU** want to get involved?

Join us!

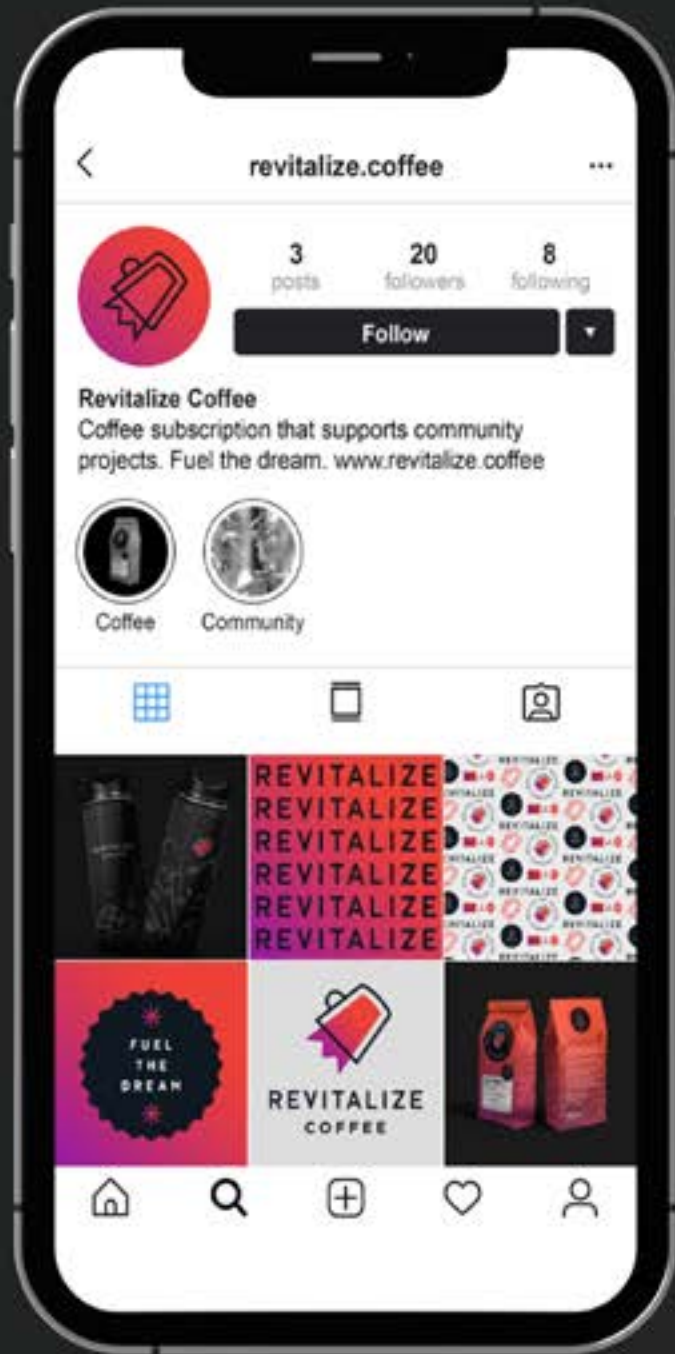
Learn more and visit mission control at www.revitalizecoffee.com

Fuel the dream.



www.revitalizecoffee.com
[@revitalizecoffee](https://www.instagram.com/revitalizecoffee)







ke life more
e is meticulously crafted
small batches, creating a
premium product. But, for



FUEL THE DREAM

We make life more vibrant.

Revitalize Coffee empowers people to connect and fuel their community. We do this by crafting incredible coffee that supports your efforts to make our world a better place environmentally, emotionally, and economically.

ESTD 2022

FUEL THE DREAM





Coffee that fuels community.

[Shop Now](#)



are 100%
the craft of making
coffee, and the pursuit of
helping others, goes here.

Fuel your day.

Sign up for special offers, community projects, and events.

email@example.com

[Subscribe](#)

★★★★★

"It smells so good and then it was smooth and calming. Kind of like tea but it's coffee (which is sooo much better)"

Amy

Community first.



Launch Pl



**MAKE REJECTION
YOUR FRIEND.**

Lesson 07





Microsoft

Ever get rejected?

- ⚡ Just because you got turned down doesn't mean you're a loser, or less than.
- ⚡ It's about fit. And timing.
- ⚡ Take feedback that is applicable and relevant to improve your skills.
- ⚡ Same goes for relationships. Rejected? Better to be rejected than end up in an unhappy job or relationship. Better things ahead.





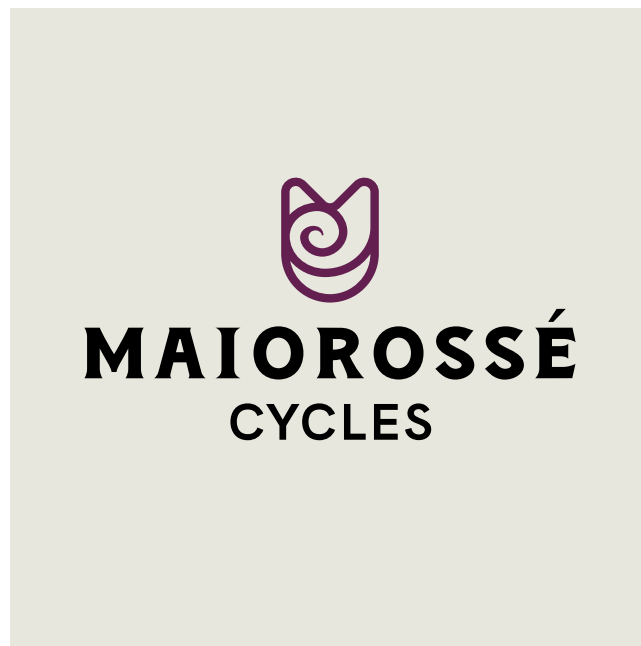
Lesson 07 in Action—Maiorossé Cycles



Maiorossé Cycles

Maiorossé Cycles are bespoke bicycles, handcrafted with the finest steel. Inspired by old-world Italian culture, and traditional techniques, Maiorossé was launched in 2021. We love cycling, and hope that our high-quality and beautifully crafted bicycles leave their mark in this world, inspiring others to ride well and ride far.









MAIOROSSÉ
CYCLES



MAIOROSSÉ
CYCLES

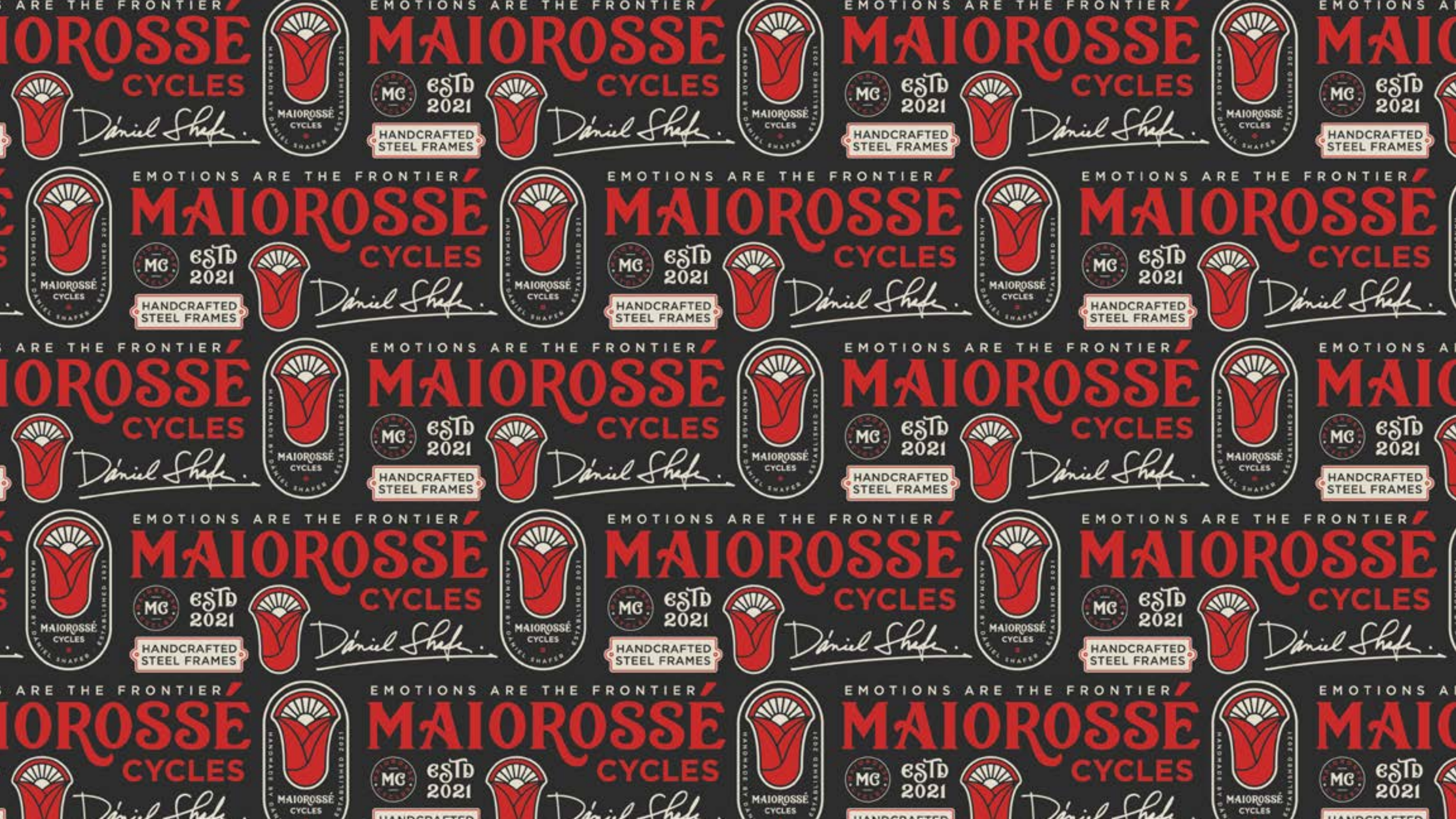


MAIOROSSÉ
CYCLES

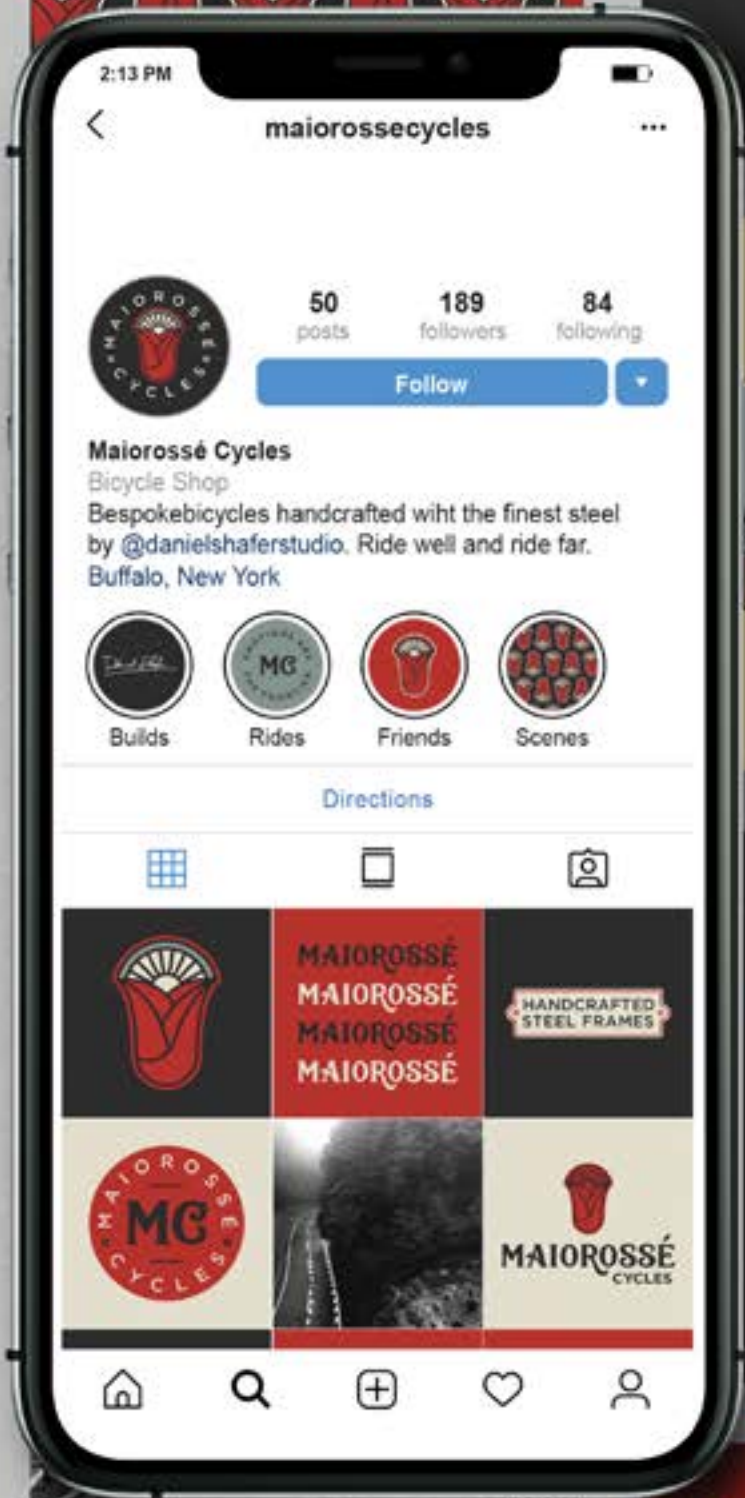


MAIOROSSÉ
CYCLES









STEEL FRAMES



MG MG MG
MG MG MG
MG MG MG
MG MG MG



CRAFTED FRAMES



MAIOROSSÉ







**BRIDGES ARE MEANT
TO CROSS, NOT BURN.**

Lesson 08



Don't take things personally.

- ⚡ If a job didn't work out, or if someone did you wrong, move on gracefully.
- ⚡ When you cut ties in work, or relationships be direct and empathetic.
- ⚡ You never know where a past job, connection, or relationship will lead you to in the future.



**ABOUT THAT TIME IN 2022
WHEN I WORKED FOR A COMPANY
FOR TWO WEEKS.**

Lesson 08 in Action—Yes Way Rose





GRATITUDE GOES FAR.

Lesson 09



Always approach opportunities with gratitude.

- ⚡ Appreciate the world and the people in it.
- ⚡ Practice gratitude professionally, with family, peers, and with yourself.
- ⚡ Don't ever expect anything in return.
- ⚡ When your heart is filled with gratitude, your perspectives will change for the better.
- ⚡ Always say thanks.



**A PROJECT
I'M GRATEFUL FOR.**

Lesson 09 in Action — Andrew Bird







W/ SINKANE **ANDREW BIRD** OCTOBER 11 2016 STATE THEATER | ITHACA NY

UNDERSTAND YOUR INNER ANXIETIES.

Lesson 10



Does a topic, tool, or process make you tick?

- ⚡ Sometimes we have nerves due to lack of knowledge or understanding.
- ⚡ Rather than getting defensive or anxious, dig into what's causing you to procrastinate or put you on edge.
- ⚡ Dig in! Explore. Don't worry about messing up. You'll strengthen your skills and interactions.



ARTIFICIAL INTELLIGENCE

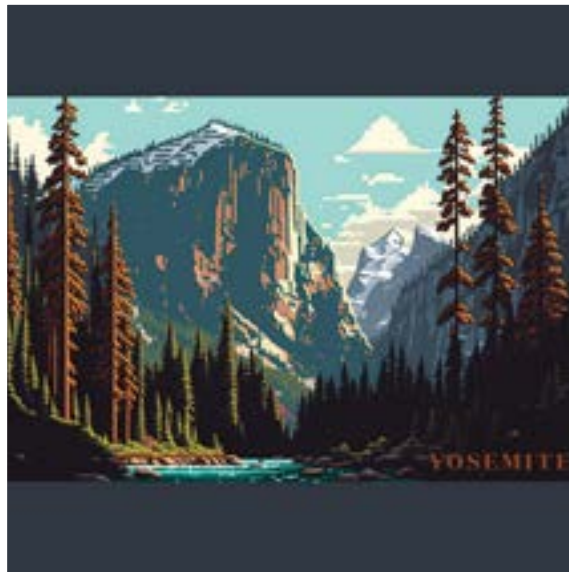
Lesson 10 in Action—100 Day Project













10 thoughts, summed up.

- 01 **THERE IS NO RIGHT OR WRONG PATH.**
- 02 **NO > YES.**
- 03 **DEFINE SUCCESS ON YOUR OWN TERMS.**
- 04 **STOP COMPARING YOURSELF TO OTHERS.**
- 05 **COVET THE PROCESS, NOT THE PRIZE.**
- 06 **EVERYTHING ALREADY EXISTS.**
- 07 **MAKE REJECTION YOUR FRIEND.**
- 08 **BRIDGES ARE MEANT TO CROSS, NOT BURN.**
- 09 **GRATITUDE GOES FAR.**
- 10 **UNDERSTAND YOUR INNER ANXIETIES.**



Thank You!

Casey Kelly Pérez

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