1. How Bench Helped Natasha Eubanks Make a Mark in the World of Black Entertainment Blogging - YouTube

<https://www.youtube.com/watch?v=HbU-caaLCHM>

Transcript:

 [Music] I founded um young black and faas it's when I was in actually I graduated college but I was in between waiting for law school to start and I was working a job as well as interning for um the attorney general for the State of Texas and I just was bored I Lov I've always loved celebrity entertainment news at the time T boys were the only way we could get entertainment news and I came across something called a Blog at that time and I was upset because they were like posting things every day but I

noticed that um they were only talking about celebrities that didn't look like me and I knew that there were black celebrities and black Hollywood out there I don't know what it was but something about it was just like well maybe I could do it myself and so I started just Googling and like finding random information online started to find Paparazzi images and I was like this is a whole new world but at the time blogger.

com was just a free blogging web software or whatever and I created like CSS I use my limited skills of like computer science to make a website and taught myself basic coding and basically looked at their source code and replicated it to see how each line worked and so I would just do it myself I would put in every code every line of code and see oh that does this that does this and I just created my own website and did the same thing I just flipped it but for black celebrities [Music] instead I think when I got offered money to talk about a movie and I'm like

that's a thing like I watch movies all day I talk about movies all day y'all about to pay me like $10,000 to talk about a movie on my website cool um I knew then that there was if I wasn't putting any effort into this and these things were just flying at me then maybe if I actually like took it seriously I could get even more [Applause] if it's something you're truly passionate about and you have to understand you have to be passionate about it because there's going to be most days you're going to want to quit

you know it's just it's hard you know running a business and doing this as well so the only thing that gets you through is because you see what you're bringing to the field like even though it's an inundated and like very it's a wild wild west type field if you can see like what value you're bringing to do it that if you left you don't feel like it would still be there then you should do [Music] it a lot of this has always been bootstrapping it's always been learning on the go it does feel like you're

always trying to make sure you set money aside to bring in the expert on this and bring in the expert on that but sometimes it's not an expert and sometimes you don't even have enough money to do that so it is a constant battle in you in the finances and resources you have to continue to be productive but you also have to grow and growing takes even more money and I think that's been the biggest lesson for me is not necessarily being scared to spend money to grow and I think that's where for me like making sure you have a

 professional bookkeeper that was not on my to-do list of things to to put money into there's too many other things that affect you on a day day to-day basis that you would much rather spend your money on instead of you trying to bootstrap it and do it yourself at the last minute if you have it done professionally you can not only see the money you're you're missing because people haven't paid you maybe sometimes you're double paying things you're seeing things that you forgot w't

autopay these are all things that professional bookkeepers like when I say fine to comb it's fine to comb so being able to just have a goto like already have it done cuz it's being done on a constant monthly basis and then at the end of the year your bookkeeper does it all you know puts it all into one package and now you have a place to just go immediately reference it grab it and turn it in so that you don't miss deadlines um and it's done right you know you feel like it's been checked and

 double check by professionals so it's just good to have someone that is so knowledgeable to do these things for you and to guide you along the way [Music] [Applause]