1. How Bench Helped This Multi-Hyphenate Marketer Focus - YouTube

<https://www.youtube.com/watch?v=5fk1Ux29-OQ>

Transcript:

[Music] foreign I do integrated digital marketing strategy for small businesses and solopreneurs and essentially what that is is I help them with their inbound marketing strategy when it comes to website um social media and email but what I tell people that's kind of special and unique about my Approach is because I do have a background in journalism and fashion media but then I also have an MBA with a focus in strategy and Entrepreneurship I try to be the person that Bridges the gap between you know more business first quantitative people

and you know the more qualitative creatives [Music] out of grad school I was actually teaching high school at the time um and I was over the journalism program at the high school and so I did a lot of um taught a lot of classes around like writing and creative Direction Advanced video production things like that um but like I said I was also in grad school and so right out of grad school I took a position at a startup um which is a I tell people it's a Netflix story for another time but it ended up going completely left as I'm

sure you know you know with startups that happen sometimes and so honestly out of a need for survival I just kind of started taking projects with folks you know in my network um and I was working actually with an executive coach at the time and I was like okay am I gonna you know keep going down this you know entrepreneur path or am I going to try to find you know like a full-time gig um and really the the entrepreneurship is is what stuck and so I decided to just lean into it full time and you know made everything official launch my

website and all the you know related collateral to that and here I am going into my third year of business [Music] foreign [Music] things you know officially and so I got to a point where I was like okay we've gotta you know nail down some things so of course I want an open like my business account and you know got my LLC got my Ein and you know I actually worked with a Tax Advisor actually that I met on um like social media she like posted something and said she did like small business taxes and I was like okay I

need to talk to her I actually ended up working with her and she's the one that kind of introduced me to kind of how that process works um but I realized like the way that the process worked with her there was a whole it was a whole lot of doing everything at the end and I was like I need something that's kind of automating keeping things together as I go um and I don't necessarily know you know what those things are and so I knew that I needed to um find a tool that was helping me regularly like monthly helping me figure

out what my estimated taxes were quarterly helped me figure out what my profit and loss statements were I knew I need to have all those official documents especially if I was going to try to you know grow the business foreign [Music] yeah um I just actually just started working on you know my books for 2022 and so um you know just comparing it to the process like I said that I went through with the tax person before um there was a whole lot um that they already had and so there were just a few things that you know I

had to give to them and so just the process of tax filing in itself the process I would say the time has at least been cut in half um but yeah just even in terms of you know like I said with the bookkeeping just being able to pull my reports whenever I need to um and just also the ease of being able to um message my bookkeeper or message my Tax Advisor I feel like typically you don't have that direct access like overwhelmed by the noise especially working in different marketing and social media and all that space there's

just so much information and you know there's so many people telling you what you should and what you should shouldn't do um and I would just say eliminate as much noise as possible and just stick to the things that you really feel you know align with your purpose and align with like your overall mission [Music] [Music]