1. Violet Moon Jewelry Blossoms Under the Wing of Bench's Financial Guidance - YouTube

<https://www.youtube.com/watch?v=ukM3OwDhQGY>

Transcript:

[Music] I went to school at UC Santa Barbara for math um financial math and statistics and after I began working in that career I realized that corporate life wasn't for me and I looked into different ways I could be My Own Boss including yoga teacher training travel blogging and I remembered how much I loved arts and crafts as a kid so I signed up for a weekend long jewelry course in Santa Monica and after one weekend I was hooked and I went all in bought all the tools of which there are many and that was about six years ago

and um yeah I was able to leave my day job about 2 and a half years ago thanks to Tik Tok I've always felt strongly that I want to be in charge of my days and my time and not have to ask for time off so that's how I was able to fully delve into the entrepreneurial journey and along the way I listen to several um entrepreneurial podcasts Audi books um just trying to learn from experts as I go um because I had this like conventional background and what I kept hearing was do what lights you up and hire out as soon as you can for the

things that um are not your like genius your zone of Genius um so for me that includes bookkeeping for sure because even though I have some sort of financial background I'm not a professional so I want to make sure that I'm doing everything right in the irs's eyes and and leave that to the pros I started working with bench before I even quit my day job found bench through one of those entrepreneurial podcasts um I think it's called biz chicks and yeah she just helps women with um money and their financial um

situation so that was a question that she received and she said for small businesses she would recommend bench and you're the only company I looked at and it's been great it's been um over two years now that I've been working with bench so yeah the team that I work with is always available to answer any and all the questions that I have I've loved it it's been a seamless experience so working with bench has helped me look at my finances in a different way bench has always been available when I'm like

what is this like line item mean one thing that was pretty eye openening was seeing like where the money is going my business expenses like the cost of the metals and the gemstones and the courses I'm taking so that's been eye openening um just all good information to take in I recently invested in two welders for the permanent jewelry business and bench let me know that I'm able to like write that off over the next several years like a depreciation schedule so that was something that I didn't know about

before just knowing that these tools that are definitely investments will be taken into account for years to come one thing that comes to mind is when I was a little kid I wanted to be an artist but I was discouraged because of what other people adults um told me they said like oh like artists don't make any money so I went into this like steady career of being an actuary Finance um and did not love it so just trust yourself and know that you know what's best for [Music] you