1. How Bench Helped This Social Media Entrepreneur Start Out Strong - YouTube

<https://www.youtube.com/watch?v=OKvJriepjT0>

Transcript:

[Music] I think I had the company name set aside for 15 years I just had no idea what it was that I was going to do um so I spent close to 10 years in uh the same company kind of progressively um gaining more responsibility in the marketing um field I ended up as the director of marketing at that company and my last year at that company as the fulltime director of marketing I was also freelancing about 20 hours a week at an agency heading up um social media for much much bigger businesses bigger Brands than I'd ever

worked at before and I think in that experience I really got kind of the agency bug I really enjoyed working on multiple projects and um just the fast-paced nature of all of it but I really found myself missing those small business Vibes again it's kind of what I'd always known it was my career for you know close to a decade and it just it kind of hit me one day out of nowhere I was like you know what this is it this is what I'm going to do if I can be balancing you know a full-time career and an additional 20 hours a week

There's no reason I can't use that same amount of time um and effort into doing my own thing so I gave a lot of notice to both companies that I was working for I think I gave like an 8-week notice just went all in I was working as a director of marketing we worked with a lot of outside agencies and some of them we had an amazing experience with but many of them I I felt like there was something lacking either either felt like I was getting spoken to in a condescending tone or we were treated a particular

type of way because our budget wasn't maybe as high as some of their other you know medium to large siiz businesses I just really felt like there was a better way to do it number one for us is always client satisfaction I that's absolutely what drives me is having happy clients getting to see them delighted at the work we do so I think that was really the driving force behind wanting to launch uh a social media agency in particular because I think it's it can be really hard to find great social media help especially with purely

organic social media um at an affordable price the last I would say five years at that business I was also um director of HR so I was also handling payroll and hiring and um you know policy manuals and all that kind of stuff so I do think that I got I you know I went into entrepreneurship understanding all of those things well enough to know that I couldn't do my accounting by myself I just know myself well enough to know that I'm not that organized on that end um and you know I can't file my taxes

myself either so I would say I think it was the first month that I opened that I reached out to bench because that was just from day one something I knew I needed and I knew um it just wasn't going to be something within my wheelhouse we use a ton of um stock assets we use a ton of graphic design tools Tech and resources like that are by far biggest expense it can be really easy for me to sign up for a bunch of different services or tools to try um so in that way it's really nice to be able to kind of look at those Cate categories

and and say okay this has kind of made a big job maybe it's time to you know dial down and and really adjust whereas if I think I was just looking at transactions on a bank statement that were coming in by day I wouldn't I wouldn't be able to see that bigger picture of what we're spending on certain things in certain [Music] categories get a lot of experience get as much experience as you can in whatever field you want to open your business in um so that you're sure that you're the expert we're all going to

have that impostor syndrome anyway um so I think arming yourself with a lot of experience will really go a long way um and plan ahead you know there's no reason that uh you can't spend 6 months a year five years planning the dream planning the business um I did so much planning beforehand and I really I owe a lot of My Success to that um because I didn't just quit my job one day and jump right into it without a plan um and I was able to open up day one knowing how clients were going to pay invoices and

um that bench was doing my accounting and you know this and that so um yeah you know make a plan make a formal business plan like they would tell you in any you know business or entrepreneurship class or course um even if you don't need financing act as if and and put that information together for yourself so you can give yourself um a good head start and the best chance of success [Music] possible