1. Investing in Success with Bench and FreshBooks - YouTube

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

Transcript:

[Music] my career actually started off in fashion and retail more on like the marketing and management side of um fashion and retail then realized I didn't want to be in the fashion and retail industry anymore um and was really interested in working in the entertainment industry and working with art activist um in the Bay Area and so from that that really just opened my eyes to issues around social justice it inspired me to support the Arts and support activism in this way through public relations and because I wasn't

seeing that happening um in the pr space um I also knew that PR agencies have a very toxic culture and as a woman of color I did not want to put myself through that kind of a work experience I decided as like I'm going to start my own business I'm going to start my own agency and so I did that in 2009 and granted like it was you know an up and down path and there were like side jobs I was doing and I was able to grow it into a place where it could be you know a full-time sustainable job and career so we've worked with a lot of like

creatives and entrepreneurs and Educators and arts organizations that are you know women l b poled and um doing really amazing work in their [Music] communities it all started with this podcast being boss and they were talking about fresh books and so I have to shout out fresh books because fresh books and bench had a partnership probably around 2015 is is when I think I started using fresh books there was a part where I was like okay I need more support in my accounting and you know wanting to transition from a so proprietor to an

LLC and so I was working with an accountant that was referred to me they ended up being this like horrible business person not only messed up my business a little bit but other people in our community and so was just a really awful experience of like working with an accountant that I thought I could trust and they weren't doing their job fresh books was like we have a partnership with bench for accounting and I was like oh my God this is what I [Music] need I looked at um you know QuickBooks too to see if that was an option I

wanted to pursue and I didn't like what they were showing me and offering and their customer service so I I've been with bench ever since and I've been really happy I felt more in control of actually knowing what was happening I didn't feel that way with the local bookkeeper with bench I just felt more like okay someone here is like has systems in place in policies and procedures and I know from my corporate you know retail side like those things do matter they're important um and when it comes to numbers and

taxes and all you don't want anyone messing that up for you and so I just felt like having actually a bigger company be in charge of making sure these processes are in place and there's trainings and all that um actually made me feel more comfortable just the dashboard being able to see like the graphs and the numbers all and that I felt like was a huge shift for me as a small business owner I was like oh wow I can see the business now I think if you're starting out like one of the best ways to actually be

successful and grow your business is to have a healthy um mindset and relationship with money and wealth don't do everything yourself like lean on um technology and tools um and people that can help you grow your [Music] business