

18:08:39 Thank you Carrie so much for being here today.
18:08:42 Such a pleasure for those schools.
18:08:48 No, I met Carrie not that long ago.
18:08:51 And it's one of those people that he's touched.
18:08:55 Pleasure to talk to that. I just, Oh,
18:08:58 I was obsessed to have her here. So thank you so much for being here.
18:09:01 Thank you so much for having me, you know, you know,
18:09:03 when you get on the phone with someone and you immediately click with
18:09:05 them.
18:09:06 That's how I felt with you.
18:09:07 I was exactly the same.
18:09:09 I like it.
18:09:12 Honestly, today's the first time we see each other's faces.
18:09:15 It's like seeing an old friend of writing.
18:09:22 So I want to talk to you about communities, communities.
18:09:26 That's a big war.
18:09:27 Yes.
18:09:36 You are a community craters, such a strong community creator.
18:09:40 So how did you start at the with is how did you build a community?
18:09:43 Because we're talking in, in real life community here.
18:09:45 Yes.
18:09:46 I think it probably started, well,
18:09:48 I think I'm a natural collector of like-minded people.
18:09:51 So it's pretty natural for me to be like bringing women together,
18:09:53 bringing family together. I've been doing it since I was in college.
18:09:58 I, my background's in education.
18:10:00 So I used to have to bring students together and families together,
18:10:02 and I would create a classroom community.
18:10:28 And it was really important to me that it felt inclusive for my
18:10:31 families. And then once I left education to, um,
18:10:34 become the founder of bra,
18:10:35 I kind of use that same strategy of cultivating community.
18:10:38 So everyone feels included no matter what their race, religion,
18:10:42 culture, background, age, but also that they felt supported. Um,
18:10:46 and at the time when I was running my own business,
18:10:48 I felt so isolated. And any time I sought out community.
18:10:51 There it was all these old white men.
18:10:53 And I was like, where all the women.
18:10:54 I have to say.
18:10:55 It's tough to be an entrepreneur, his staff, to be a business owner.
18:10:59 And I think we had this discussion already,
18:11:01 and I mentioned him many times in the podcast yet.
18:11:03 You cannot.
18:11:04 Uh, relying necessarily on your friends or your families.
18:11:08 One is about your business.
18:11:09 Because there are different values in both our knowledge.
18:11:12 And someone that loves you as a person necessarily done.
18:11:15 Labio as an entrepreneur.
18:11:17 It's so true. I think no matter what idea I would come up with,
18:11:20 my mom would say it was great.
18:11:21 That's a great idea. It could have been the worst idea in the world,
18:11:24 but that's what our family does. White based support us blindly.
18:11:26 They're,
18:11:27 they're not going to be the mirror we need to reflect and be like,

18:11:30 is this a good idea?
18:11:31 You'll make me laugh because my mom doesn't speak English and she will
18:11:34 listen to my podcast and she will say, Oh,
18:11:36 You, you sound very, very professional.
18:11:39 You're you sound very, that, you know,
18:11:41 You're talking about.
18:11:42 And we love them for that.
18:11:46 Business owner. That's an, a Trump minority. You need to know,
18:11:48 like that's not necessarily true.
18:11:50 Exactly.
18:11:51 Your investment can go through the drain.
18:11:53 Exactly.
18:11:59 Um, and that's, you know,
18:12:00 part of the reason why I founded the brand network was we need that
18:12:04 mirror. We need that.
18:12:05 Honest person that we can be vulnerable with and feel safe.
18:12:09 That we can bounce ideas off and say, is this a good idea?
18:12:12 Am I going to make money doing this?
18:12:20 Or to say, I have no idea what I'm doing. I need help.
18:12:23 What would be your best advice?
18:12:24 That's why I created the community and the women come to it because.
18:12:28 Where we don't look at each other as competition.
18:12:31 We look at each other as collaborators,
18:12:33 we look at each other as women that really want to support each other,
18:12:36 like a good bra. That's why I named it.
18:12:37 I love that.
18:12:39 I want everyone to know if you think of a bra, you know, support.
18:12:44 Um, that's just the baseline of the Y.
18:12:47 Why not.
18:12:48 A little pump too.
18:12:49 If you need a little Patty.
18:12:52 Exactly.
18:13:03 And it just kind of grew from there.
18:13:05 And I think what's infectious about bra is that once a new member
18:13:09 comes in.
18:13:10 You feel this.
18:13:11 Immediate support. You're like, Oh, you're a bronze member. Oh, okay.
18:13:14 Come in, come in. You're immediately.
18:13:15 Members this week.
18:13:16 I told.
18:13:17 [unknown] aye.
18:13:20 I wasn't medically we're sisters.
18:13:25 We love to the same place and it was amazing feeling.
18:13:31 Yeah. And then that's exactly what I want to create because all other
18:13:35 networking groups.
18:13:46 Entrepreneurial groups or either way too expensive.
18:13:49 Thousands of thousands of dollars where we're not invested in me and
18:13:53 me personally or professionally.
18:13:54 And it was very cold and I wasn't finding the, the war.
18:13:58 It's the same. It's all about.
18:13:59 In my case, I call it the work culture with my team.
18:14:02 But it's also about.
18:14:03 You have to design the culture of your community.
18:14:05 Yes.

18:14:07 Like, would you accept clicker?
18:14:08 Click.
18:14:09 Cliques people or would you not?
18:14:12 Except the gossip is up to the leader to say, this goes,
18:14:15 or this doesn't go.
18:14:19 How do you, how do you deal with those situations?
18:14:21 How do you say this is not a cliques community?
18:14:23 Because that I haven't, I haven't seen it.
18:14:25 Community at all.
18:14:27 Yeah,
18:14:28 I think it's a model that I'm constantly talking about how to show up
18:14:32 for each other, how to support each other.
18:14:34 I'm not in there going, Hey girls, did you hear this,
18:14:36 this new little thing about so-and-so over there?
18:14:38 When I have meetings?
18:14:39 So I think modeling and showing your leadership.
18:14:50 And people follow they're like, Oh, this is the expectation.
18:14:53 It's kind of like when you walk into a library,
18:14:55 you already know you have to be quiet. The culture of that situation,
18:14:58 you already like, Oh, we have to be quiet.
18:14:59 So when people come into bra,
18:15:03 They know it's elevated. They know what's its professional.
18:15:05 They know they're going to be supported.
18:15:07 And I think that's modeled from me.
18:15:08 And then it just trickles down to all the other members. Well,
18:15:11 you are just infectious at EHS.
18:15:15 One people to smile like you and to feel that energy all the time,
18:15:19 but how many members Bri has right now?
18:15:22 Right now I have almost 400. So.
18:15:24 Mostly in Los Angeles because that's where I'm based.
18:15:26 But I do have members across the country.
18:15:28 Um, I'm eventually gonna be opening up chapters.
18:15:31 Um, but you know, COVID.
18:15:36 God put the brakes on that. That's really, really exciting,
18:15:40 but, okay. So you have events.
18:15:42 How do you decide what events are good for your community?
18:15:45 First thing is how can we create social impact strategy?
18:15:52 So every event has to be not just for us,
18:15:55 but some way we can give back to our community,
18:15:57 whether it's like during the fires, we helped, you know, um,
18:16:00 that Los Angeles fire department.
18:16:01 The red cross.
18:16:13 Uh, during the election season,
18:16:15 we paired up with a nonprofit called fair fight that helps prevent
18:16:19 voter suppression. So that's the first thing it was like,
18:16:21 who are we going to partner with?
18:16:22 Because I can't just take all the money.
18:16:24 We have to have some kind of social impact strategy.
18:16:26 And I think that's also what sets bra apart.
18:16:28 Um, from working groups. So once I have that, then it's like,
18:16:31 what are the goals? Do we want to be inspired?
18:16:33 We want to be educated or motivated. Sometimes it's all three things.
18:16:36 Yeah, why not?
18:16:37 Um, and when we have our biggest event of the year,

18:16:39 which is women on the rise.
18:16:40 We actually honor the women within bra,
18:16:43 because one of the things we lose as an entrepreneur.
18:16:46 Is, we don't have that boss telling us you're doing a great job.
18:16:48 You've won employee of the month, or I want to give you a raise.
18:16:51 Congratulations on your efforts. It's just us.
18:16:57 So I created women on the rise to acknowledge the women that are in
18:17:01 bra, like a boss. Would there an empowerment leader,
18:17:04 a visionary leader, a woman who is on the rise.
18:17:07 And we partner with a nonprofit proceeds of the ticket sales,
18:17:10 go to the nonprofit. We get dressed up. We have Rosie,
18:17:13 we were a fancy hats and we give it a.
18:17:15 Awards to the wonderful women are a community. That's so great.
18:17:18 Can't wait to be there. I need to wear my hat.
18:17:20 Yes, it's it's ladies lunching and it's usually in the spring.
18:17:23 Okay. Looking forward to it, getting my, my hat.
18:17:26 Okay.
18:17:27 I have obsessions and everyone knows that his sunglasses shoes and
18:17:30 hats.
18:17:33 I slung as I have those three. I'm good. And you know what?
18:17:35 They always fit.
18:17:36 No matter what your weight, those three items will always fit.
18:17:39 Exactly.
18:17:41 Those always need to get me. It's like you are.
18:17:45 Little things that makes you unique.
18:17:48 I always dress in black. So.
18:17:52 All the rest is an extra. Yeah. I love that.
18:17:57 So let's keep talking about people because.
18:18:01 Yeah. I found out that I was for two years.
18:18:04 Parents association.
18:18:08 A prescient.
18:18:09 And I just found out that the two years I learned to hide people.
18:18:12 It's hard to the other people.
18:18:15 It's really, really hard to deal with people.
18:18:17 And mostly one year.
18:18:28 Association and that everyone has ideas and everyone thinks that they
18:18:32 can talk and they can,
18:18:34 they have a saying it's really hard to be.
18:18:36 Either in those environment, how do you deal with those situations?
18:18:43 You know, it's funny.
18:18:44 I haven't really had come in contact with too much of that within the
18:18:49 broad network. Um, it's kind of like when we cut.
18:18:52 Are very clear on our core values and the mission of bra.
18:18:54 Um, being that everyone has a voice. Everyone is treated equally.
18:18:57 Uh, we include all, everyone shows up and listens.
18:19:01 And doesn't wait to be heard.
18:19:05 You know,
18:19:06 the difference between you can tell when somebody is listening to you
18:19:08 or someone who's waiting to talk. I want to say that.
18:19:11 Those times I learned to love people again.
18:19:13 Yeah.
18:19:15 That's good.
18:19:16 Buddy, you need to learn.
18:19:17 To choose the right place for you.

18:19:19 Maybe it was me that it wasn't the right place for me to be.
18:19:22 As a working mother, as a working woman,
18:19:24 also put on myself or this.
18:19:27 And there was just too much noise. That is,
18:19:29 that's not how I run a business.
18:19:31 Yeah, no, that's exhausting too.
18:19:32 Yeah.
18:19:34 A lot of noise, noise, noise, and no one's hearing anything.
18:19:36 And then nothing's getting done.
18:19:46 Exactly. So, okay.
18:19:48 So tell me some of the things that brought are planning to do the
18:19:52 discovery,
18:19:53 that how do you have to transition this community into the online.
18:19:57 Luckily prior to the pandemic.
18:19:58 75% of what we did was already online. We had our coursing.
18:20:02 We had our accountability group, which is called wisdom Wednesday.
18:20:04 Um, and we had our, you know, natural meetups.
18:20:09 We're always online because I've members all over the us. Um,
18:20:12 what I miss are our fundraising events. Those were done.
18:20:18 Yeah. So that was a very hard switch.
18:20:21 And when we first got in the pandemic,
18:20:23 I was putting on a conference in July.
18:20:25 And it was going to be all about money women.
18:20:36 You know, earning more money, charging,
18:20:38 what they're worth saving money, investing money.
18:20:40 And it was going to be in long beach, you know, outright on the ocean.
18:20:43 And then that got shut down and I just put my feet in the sand.
18:20:46 I was like, no, this has gotta be in person.
18:20:48 No, I'm glad because I wasn't part of Rabuck that.
18:20:51 So now when you're doing, I can be there.
18:20:53 Exactly.
18:21:01 So for events like conferences,
18:21:03 there is something magic that happens when you're in a room with
18:21:06 people,
18:21:07 the energy you pick up from them that is so motivating and so
18:21:11 thrilling. It fills your soul that I can't replicate via zoom.
18:21:14 No those little intimate things, I'm just, I'm not that magical.
18:21:18 So I continued with the education, motivation and inspiration.
18:21:21 On a digital platform.
18:21:22 I just tried to sprinkle in a little bit more fun.
18:21:24 Um,
18:21:25 so I don't want to ask someone to sit on a zoom call for eight hours.
18:21:28 Absolutely not.
18:21:29 Let let, let me ask you a question. So in order to be a member,
18:21:33 Yes.
18:21:36 Apply besides paying the fees,
18:21:38 they do have cases of people who apply on the,
18:21:41 in qualifies to be part of bruh.
18:21:42 Yes. In fact,
18:21:43 there's only one real reason you would not be qualified to join bra.
18:21:47 And that is, if you are a woman who it works in direct sales.
18:21:57 Um, or more multi-level marketing because, you know,
18:22:00 maybe selling the essential oils or the health shakes,
18:22:03 because technically you're not an entrepreneur.

18:22:05 You're selling somebody else's product.
18:22:12 You didn't have to build your website.
18:22:14 You didn't have to work on your social media.
18:22:16 That parent company provides you with everything.
18:22:18 Cause you're a distributor.
18:22:19 So I also found women who are working these and no shame on them.
18:22:22 Go girl, go.
18:22:23 But typically when they come to networking events,
18:22:25 they're looking for clients first. Yes.
18:22:27 People join bra because they looking for community first and Hey,
18:22:31 you made me your next best friend. You may meet your next new client.
18:22:33 But I feel that's really the only caveat to not being accepted.
18:22:37 You're, you know, I support you.
18:22:38 And when you're ready to do your own hustle and get your own brand
18:22:41 going, we're here for you.
18:22:42 Where do you have a good idea or you've been doing it for 40 years.
18:22:44 Bras here, but that's the only reason you would be denied.
18:22:47 Yeah.
18:22:56 That's interesting. Yeah. I never thought about that.
18:22:59 I never thought that someone who will be in multi multi-level
18:23:02 marketing, that they will consider their SEM, that themselves.
18:23:05 Entrepreneur.
18:23:06 Yeah, I think it's their parent company.
18:23:07 That's telling them that they are.
18:23:09 Well, I, I have a huge philosophy that my team.
18:23:12 I need everyone in my team to think as an entrepreneur.
18:23:15 Yes.
18:23:23 That's important. Everyone should be thinking outside the box. I mean,
18:23:26 but at the same time, they know that they are not entrepreneurs.
18:23:29 So that's what the difference is.
18:23:31 Yes.
18:23:32 [unknown] we'd have to take a lot of risks.
18:23:35 Yes. And it's expensive.
18:23:37 It is expensive.
18:23:38 Um, it's we put a lot of our time.
18:23:40 They live me that sometimes we work more, more hours.
18:23:43 The day.
18:23:44 Can offer.
18:23:45 Oh for sure. And it's some of the best work I've ever done.
18:23:56 Yeah. I don't mind working long days when it's,
18:23:58 when it's for building my own dream, my own desire.
18:24:01 And that was brought in at work when I was working for somebody else.
18:24:04 I was like, is it five o'clock yet? I want to get out of here.
18:24:06 Nobody treated me like an entrepreneur.
18:24:08 Yeah.
18:24:09 Well, but also that's the soft part. Then I,
18:24:11 I love that being part of this community because it's.
18:24:33 I also believe that your team did to have the space to grow.
18:24:36 I hear so many people that interview with us and say that they want to
18:24:39 move to work with us because they feel like they cannot grow anymore.
18:24:43 And that's one of the saddest thing that I can hear us an
18:24:46 entrepreneur,
18:24:47 because I want anyone who comes to work with me that feels like,
18:24:50 and they can grow an embarrassed to third time in.

18:24:53 Us because.
18:24:54 They compensated for it. And that's how you're empowering.
18:24:57 That's how,
18:24:58 what you are doing with your team and the people you touch with this
18:25:01 podcast.
18:25:02 That's what true empowerment is, right. It's giving them a copy.
18:25:05 It is.
18:25:06 You are doing it. You're doing it.
18:25:07 Thank you. Thank you.
18:25:08 Even see when people hear this and they feel empowered,
18:25:11 they feel Shas to treat them their team, um,
18:25:15 differently is Ida.
18:25:16 I have to tell you.
18:25:17 People ask me what I feel most proud of.
18:25:20 Yes. I feel very proud of my clients and the work that we done.
18:25:22 But my proudest moment is the team I have. Yeah.
18:25:26 They are able to build this amazing team of people that we've all
18:25:29 collaborated together.
18:25:31 And I'm so fortunate to have a great team as well.
18:25:33 And I know for entrepreneurs hiring that first employee is so scary.
18:25:37 It's like, Oh, now I got someone else to work.
18:25:39 But, you know what.
18:25:45 For you out there who listen to this podcast,
18:25:47 it's okay to make a mistake.
18:25:49 I'm probably the first person you hire is not going to be the right
18:25:52 feed when you.
18:25:53 Your company grows.
18:25:55 Right. So we're going to need other people as you evolve.
18:25:57 Not everyone can evolve.
18:25:59 With the company I had to go.
18:26:02 Through several transitions of people, which they're hard,
18:26:06 but not everyone can evolve at the same time.
18:26:18 I agree.
18:26:19 And I think if you're an entrepreneur listening to this and trying to
18:26:22 figure out, is it time to hire someone you should ask yourself,
18:26:25 are you ready to make more money? Because you can,
18:26:27 if you don't hire help,
18:26:28 you're never going to get to that next level because you can only do
18:26:30 so much as one person.
18:26:32 Yeah.
18:26:33 So many people come to.
18:26:35 The come to us for marketing.
18:26:36 But they don't understand that marketing takes a lot of long time to
18:26:40 get.
18:26:41 Results is a strategy and it's not only about the money.
18:26:44 It's about getting brand awareness.
18:26:46 Marketing is not sales.
18:26:48 Many times they get frustrated with that fact.
18:26:58 And that you didn't tell me, I hire you for doing this. I say, no,
18:27:01 you hire me.
18:27:02 So you didn't have to do all this because your time is worth a lot
18:27:07 more doing what you do well that doing this.
18:27:11 Correct. Yeah.
18:27:12 And some of the best marketing I've ever done has been come coming

18:27:16 from a place of building relationships. That to me is the,
18:27:19 one of the foundations of my marketing strategy is.
18:27:22 That's part of marketing. When I present my ecosystem.
18:27:25 I part of marketing is face to face.
18:27:27 Part of marketing is when PR for yourself, Mark.
18:27:30 Part of marketing is all those little things that you don't believe
18:27:33 that you're doing it, but you're doing them.
18:27:35 Yeah.
18:27:36 So important and.
18:27:54 I don't and it's hard. I'm sure when you were working with clients,
18:27:56 how they differentiate between the two and you're like, no, no, no.
18:27:58 They're, they're the same. They, they help each other.
18:28:00 And marketing is not, you know, sell, sell, sell,
18:28:02 sell it's planting seeds and planting seeds that will eventually grow.
18:28:05 And maybe a week, maybe in three months, maybe in three years,
18:28:08 but there is something even more important than people don't.
18:28:12 Keep in consideration.
18:28:13 Time.
18:28:14 Somethings that are only meant to be.
18:28:16 In the right time.
18:28:17 Like some companies said they went bankrupt 10 years ago.
18:28:21 Today, they could have been a hit.
18:28:22 Maybe they weren't in the right time. The technology wasn't out there.
18:28:26 Yeah. There's so many factors that are involved.
18:28:28 So the only thing I can say, you have to be patient. Yes.
18:28:31 Like building a community.
18:28:33 And you have to be strategic about it.
18:28:35 You can't just put up a post and say, okay,
18:28:37 I'm going to make all this money.
18:28:38 No.
18:28:42 You have to have a plan, you have to have a strategy.
18:28:44 And then how are you going to accomplish set little goals at the time?
18:28:47 Of course, as an entrepreneur,
18:28:49 you're always looking at the big picture.
18:28:50 Yes.
18:28:52 Always.
18:28:53 Always.
18:28:54 And that's right to the voice, what he should be doing,
18:28:56 but then you need to go one step at a time and be willing that.
18:29:00 Because things change.
18:29:03 Copy of the Capuchins on all your life and your plans go away.
18:29:07 So you need to re-strategize and be open to that.
18:29:10 And be fluid to it. Right? You have to have the flexibility.
18:29:12 Um,
18:29:13 Yeah, because without flexibility and adaptability,
18:29:17 Oh,
18:29:21 Oh,
18:29:22 Yes, I was.
18:29:28 Oh, yes, she froze. Oh no. Okay. She was talking about.
18:29:31 Adaptability and flexibility.
18:29:33 Yeah.
18:29:34 I did. Hello.
18:29:35 Yeah.
18:29:41 Yes.

18:29:42 Can you say we were talking without the adaptability and flexibility?
18:29:45 So without adapting.
18:29:49 Evolving learning something new and growing.
18:29:51 You're just gonna die off like the dinosaurs.
18:29:55 You have to be willing to adapt and grow as a business owner,
18:29:57 or you're not going to be successful.
18:30:00 And you would need to be willing to reinvent yourself as a person,
18:30:03 as a brand.
18:30:19 And there is something I always talk about that is you need to learn
18:30:22 how to renegotiate with others, with yourself, with your company,
18:30:26 sometimes their relationships that they don't work anymore.
18:30:28 So you need to make sure that you can't renegotiate them either.
18:30:31 If they're working someone working for you,
18:30:33 or are you working for them?
18:30:34 Yep.
18:30:35 Rather than being honest and straightforward,
18:30:37 that's the best advice I can.
18:30:39 Give at any given time.
18:30:41 It's it's all about being authentic, right?
18:30:43 That's everything you're talking about.
18:30:44 True authenticity is being honest with yourself,
18:30:46 but also with what you're selling.
18:30:48 What you're trying to do.
18:30:49 Absolutely carrots. Thank you so, so much for being here today.
18:30:52 I'm sure we're going to call you again because we left a lot of things
18:30:56 to talk about, but.
18:30:57 I'm going to keep talking to you anytime.