

Ready, Set, Take a Risk and Say Yes with Fernanda Romero

Lara Schmoisman

This is coffee number five. I'm your host, Lara Schmoisman. Welcome back to coffee number five. I'm so glad you're here. Every entrepreneur has their own journey. We all had to go through different things to be where we are today. And I truly believe that I wouldn't be here today if I wouldn't be, because of all the experiences that I had. For every person, entrepreneur can look a little different. Today, I'm interested in learning about the journey of Fernanda Romero. Fernanda, an actress, singer, model and entrepreneur, who has immigrated from Mexico City to the US in order to become memorable and sought after. Hi, Fernanda, thank you so much for being here. It's amazing to have you here on the show today and to be able to compare notes about transitioning from being an immigrant to be in this business woman in Hollywood basically, because you have this Hollywood career or that you work with incredible people, Latinos or not Latinos, you worked with Eva Longoria you worked with Christian Slater with Charlize Theron, so many people, just tell me about it. How did you get there?

Fernanda Romero

Ah, a lot of hard work to be honest, dedication, manifestation. I don't know, I when I told to myself, like I wanted to do this as a career because I kind of fell into the Acting career by accident, you know. And when I say that, it's like a beautiful accident because, you know, I came here I fell in love with somebody. And I came here really just to study fashion design, merchandising, I went to school for that I got two degrees on that. And, I was designing my whole thing was in not being an actor. I mean, I always kind of liked acting at home and doing things but for my family, but as a fun thing, but never kind of saw myself like, Oh, I'm gonna be an actress, you know. But when I got a taste of it, I was like, Oh, my God, this is acting. I've been doing this my whole life. This is a method. Wow, I've been doing this my whole life. This is fun. This is me. It's so weird. It was so strange. So it's this acting felt like a second nature. Like it felt like home. And then when I just said I, I was so naive and ignorant in how the business was handled. Really beautiful. And that's when you don't have that. I think sometimes ignorance could be a bliss.

Lara Schmoisman

Oh, totally.

Fernanda Romero

Yeah. Because I didn't know, you know, who was who was this? I wasn't nervous on meetings. I didn't really care. I just wanted to be doing fun stuff and art. And I just thought, yeah, send me to Paramount, like I was gonna knock on Paramount Pictures and go in and be like, I'm here. cast me. But I was so naive. And so like, I guess, ignorant, but it was so good. That it worked on my favor. and nice. I started booking all these jobs,

Lara Schmoisman

Well, maybe cause you had those expectations, that those people that they come to be an actress and actor come and they're trying just so hard that the desperation of one thing sometimes goes against you.

Fernanda Romero

Yeah, I was just really like, eager to do this adventure, you know, to just do it to be excited. I don't know, to this journey. I found it like it was fun. And it just was very instinctual. I don't know all this crazy stuff that later comes with a business that I wish I didn't know now what I do,

Lara Schmoisman

You're not naive anymore.

Fernanda Romero

No. And then I know who is who and then I know this. And then I know that, that I wish I just you know, it was inevitable. But it was just beautiful when I started and it was just really nice. And it was the beginning also of like, you know, Latinos, and now it's just, you know, it's getting more saturated.

Lara Schmoisman

Well, and also you're not only an actress or a model. Also, I heard like that you were a part of a pop band in Mexico. And now you're also a businesswoman. You have your line of perfumes, oils and candles.

Fernanda Romero

Yeah.

Lara Schmoisman

Oils and candles. And it's amazing to realize how much you learn as you go. And what was your experience of becoming an entrepreneur?

Fernanda Romero

I've been always very instinctual and believing in the stuff that I do. I'm put out there and I'd been very much like, not really scared of like, what they're gonna think, yeah, I didn't know what I never made oils in my life. I never imagined myself make candles. But I knew that I believed in the story behind which it was how we created it. My best friend and myself, it was the whole thing about manifestation and the universe believe in that. And then we paired up with a good product. It just makes sense. And when you believe I think in whatever you're doing, when you're putting out there is just full of, you know, I think the best thing that someone can do or a creator or because I have a lot of friends that want to put stuff out there, but they're always so scared. What do you got?

Lara Schmoisman

Yeah, I think the fear is one of the things that I find most to anyone is what he buys someone who is a natural entrepreneur from someone trying to be an entrepreneur.

Fernanda Romero

Yeah, they just or they stayed in the idea. I have friends. I mean, it's been years. They're like, Yeah, why did you do this? But they stayed in the idea. They never accomplished it. If you don't put it out there, then no, you know, and even though people could be like, I mean, there's so many stories. Same with big actors. They got you know, nos so many times.

Lara Schmoisman

Yeah. I want to talk about to you because coffee number five is about understanding what makes people tick, understand how we brand ourselves, and art something so personal. How do you come up with a sense that it will attract your right target?

Fernanda Romero

Well, there's four scents, and they're all curated with the four elements, you know, water, air, fire, earth, and there were all four curated with a specific scence and stone. So each one goes also with and horoscope sign. So it's just not like, Oh, this is just going oh, I

Lara Schmoisman

I need to know now I'm Capricorn. Which one goes for me?

Fernanda Romero

Well, but but this is the thing. Also, it's nice to go with your instincts. You know, because it's like, you could be a earth sign and noodle might not feel the other one and design you you can just go with your instinct what God takes to you. But obviously, it's like I curate, we curated it with a specific your, your and you're very grounded. No, you're more like a grounded, you want to be grounded.

Lara Schmoisman

I did my my birth chart, like a couple of weeks ago for first time, and I found out that I'm a Capricorn, with ascendant in Cancer and moon in Leo.

Fernanda Romero

Wow, our Earth oil is fig and patchouli, there's more like earthy, it's more like, grounded. Um, but it's just the fact because maybe, you know, that's the thing with our oil, sometimes. I mix them and I want to be like, mixing my Aqua with a little bit of Earth, which is like, you know, flowing, but I want to be grounding, you know, grounding my idea. So, you know, the carnelian stone is like, it's just like really good for work. For grounding. It's just really good for healing,

Lara Schmoisman

Talking about scence because, um, you know, those people who always use the same perfume, and they're known for that scent, do you believe that each person has a scent that belongs to them?

Fernanda Romero

I yeah. 100% that's what I wanted to create the sense because sense great memory.

Lara Schmoisman

Uh, huh.

Fernanda Romero

can trigger good things. Usually they're good things. And that's why like, for example, the road one, my best friend was like, I want to smell like my grandma's roses. You know, my grandma used to smell like this expensive rose garden. So we created White Rose. And he was specific one because it's just, it just triggered her. So many good memories with her grandma and like things. So I was like, okay, and I won gardenia, but I want to feel like I'm in like garden in Tuscany running or something and lots of flowers, you know. So when I wanted to create those scents, I wanted to make sure that I'm taking you somewhere. That was the whole thing with avita. And I mean, it has branched out a little bit more into different products, like, you know, we have room sprays, we have the candles, we have the spell candles, which are curated with different like Palo Santo sage, etc, etc. And I mean, it's just like, it's a fun line. For me. It's a very specific niche. Like, this is not like math, you know, thing. I mean? Maybe we'll be when.

Lara Schmoisman

But I like niches niches are good.

Fernanda Romero

Yeah, I love it's just a very specific niche that it's also I am sustainable brand, it's just very little plastic only, like our big candles are in boxes but we don't believe in the whole packaging and packaging and packaging is such a waste.

Lara Schmoisman

I know! those packaging is also that I mean that you need to get scissors and open it's so hard

Fernanda Romero

And plastic that you're gonna throw into seconds, the fall, you know, keep the box even though we're boxes so beautiful, but you know, just people don't keep the box, you know, and we just don't believe in massive waste. So everything like from our little bag is recyclable. You know, we just believe in that that's our motto, you know, creating good memories, being a sustainable brand and just keeping that message there.

Lara Schmoisman

What were your challenges in starting a brand? Because of course, you just say that you didn't know anything about candles or oils? What do you start?

Fernanda Romero

Where do you start? Well I started doing a lot of testing a lot of what was good for your skin? what not, you know, things like that. I mean, I spent quite some time into making mixes and what was the right, you know, percentage in my scheme, because I'm also like, a person that I like to smell and I like to smell the whole day, you know? Yeah, the perfumes that you apply and then like an hour later You don't? You're like, Where is it? You know, you don't smell? Yeah, I mean, the good thing about oils, oils go into your skin and your pores as well too, which, when you sweat, if you sweat or you being working

or stuff, then it comes out again. Which is really, and you can reapply as many times our oil, our vegetable base as well. So then you can apply on your, you know, hair, armpits coming everywhere. So it's really good. Do it a campaign for the baby oil as well, because I develop a baby oil sense because baby scents are

Lara Schmoisman

Oh my god, they're so good.

Fernanda Romero

Yeah. And also room spray for babies. Because when you're changing a baby diaper, you know, it's terrible.

Lara Schmoisman

So you're a businesswoman, your car, an actress, and as well your mother, what tips can you give to someone who wants to be an entrepreneur, being a mother and have do it all basically

Fernanda Romero

It's crazy. To be honest, it is crazy. Sometimes my boyfriend comes home and he's like, are you still working? I'm like, I know I am. I'm sorry, I need to finish this. I mean, it's tough, you know, but the rewarding is really nice. I feel like always has the beginning especially for my brand that I have put so much into place in the years of work, then later is just starts to pay off. You know, also with my grants I've been very specific into like, I wanted to grow slower, but surely, like I have clients that they always come back that's always really like loyal customer loyal stores, you know, they just keep re buying rebind

Lara Schmoisman

How did you approach your first customers and the first stores.?

Fernanda Romero

I was just like, I mean, I was just like the same with acting. I was like, Hi, how are you? So this is what's up. I just believed so much my brand that I even the stories I said, Listen, I have an oil beauty brand. That is also amazing.

Lara Schmoisman

I'm the same way. And I believe that's why I don't have a sales department in because it's me brand, it's me. And if I don't believe in it, if I cannot tell you about it, nobody will tell you better.

Fernanda Romero

And I can't believe that this piece of paper is just so amazing. And it's gonna bring you so much satisfaction. You might say, well, I want that piece of paper. So what what is it? Like? But if I tell you what, this is a piece of paper and \$5

Lara Schmoisman

Well, that's something I found in a lot of entrepreneurs, they're, they're embarrassed to say the good things about the product because I don't like to brag, but you need to sell your product! if you don't believe in your brand, how are you going to be able to build and sell it for you?

Fernanda Romero

I mean that's the same going back with that thing, you know, and that's what happens sometimes to actors to you know, when you it's a career that you have a lot of rejection and just being general the world you know, not everybody's gonna like your product. Not everybody's gonna like you know, everybody's gonna be your fan and that's okay. That's okay. Because you don't have to be liked for like, everybody. There's different things and that's okay. And you have to be fine with rejection.

Lara Schmoisman

One of the things I learned the most in the last few years as having my own company is that I'm nothing without my team. But my team needs to be the right fit. If the right fit is not going to work out.

Fernanda Romero

Yeah, and everybody Case sometimes rejection, you know, doesn't mean that they don't like you, maybe they don't, you know, want you on that moment, or you're not just so specific. And I just had to learn that sometimes the hard way or sometimes, you know, with with time, especially, you know, with acting, it's just such a place of like vulnerability, you know, because we're creative, and we're putting yourself out there and you're always like, expressing yourself. And then, you know, it comes a time like rejection, and then it's like, boom, you know, and you're like, Oh, my God,

Lara Schmoisman

I think it anything in the world that you do, you need to make yourself vulnerable, because that's what makes you attractive also, because it's not like very, Bernard Shaw said, it's not the perfection that we fall in love with is the imperfection.

Fernanda Romero

imperfection, I think imperfect makes perfect. Because, like, I think when you are a person who show their flaws, and it just makes you who you are. And especially with business, you know, I had the opportunity to work with beautiful brands, amazing brands, big brands. And, you know, I mean, LA, there's so many beautiful women, you know, and you're competing with the whole world, because everybody comes to LA to make it model. There's, you know, everybody crushes German, French, like, everybody's in LA, for the same reason. And they want the same job. So of course, there's a lot of insecurities. And you know, and I will never forget, I was like, I remember like a line and they're all like supermodels, top models, and that, but, and I got the job. And I was just I will never forget. And that's when I go back always. And how did I get the job because like, maybe I just didn't feel intimidated. I was me in the room. And to be honest, I didn't feel like I'm here, maybe because of something else. But everybody was a frickin top model that were so boring in the room. There's always like this competition, and I honestly not understand that because I don't see another agency as a competition. I see them as a future collaborator. Yeah. You never know there is a space for everyone. If you're good at what you do, yes, yes, yes, yes. And then sometimes I know, some people get like, this one. And this one, I've

learned with time that when that's going to be for you, it's going to be for you, no matter what, you know,

Lara Schmoisman

Also, when you let it go, and like it happened to me and say, I don't care if I'm single the rest of my life, then I met my husband.

Fernanda Romero

Always, because when you just let it go, and you're just not forcing things, you know? And, yeah, it's, it's really, it's really amazing, but definitely my, I guess, advice for someone that wants to do something, it would be that to believe first in what you're gonna put out there. Who cares, whoever's gonna do because there's what they call my money for spatial causes. Like, there's always those Gremlins, you know, talking to you, your maybe your parents, your friends, your boyfriend, you're this, you're that? No, you can do that over that one day, you're gonna do that, then? Where are you going to beat over your mom, you have three kids, those people and that, like noise needs to go and do you. Because it's only one light. And my moto has always been, I'm gonna leave, like, there's no tomorrow. Like, if I want to do the AMA to do it, you know, and, and I'm so honored and blessed that I've been doing whatever I want, like, I just do it, you know, believed in no fear. And now I'm like, I want to go and do a travel, I'm going to do it and just put myself out there And people can tell your positive energy always and that you're always ready. Whatever. Whenever I call you, or whenever I talk to you, you're like, I'm here. I'm present. I'm here for you. And I love that. Well, thank you. Yeah, I mean, I try sometimes it's just and that goes with acting to you know, I been always the Yes, I mean, later on. I gotta say I got a little bit more like no, I wish I was more peeking my projects, which, you know, I'm gonna go back to my first essence but um, but I think what open a lot of doors for me it was that I was a Yes girl. You know, like, I remember when I worked with Jessica Alba and they had to do in a harness and I had to be like, hanging myself and things. Just things I've never done in my life. You know? Fernanda, have you done that? Yes. No, I never did that. Okay, but I was just a Yes girl. Like, they know

Lara Schmoisman

How to get in trouble for saying yes too much.

Fernanda Romero

No, because I just believe in myself and I say Fernanda, you can fuck it up.

Lara Schmoisman

I love it. Well, thank you so much for being here.

Fernanda Romero

Thank you so much.

Lara Schmoisman

It's always a pleasure to have you and to talk to you and people out there to say Yes,

Fernanda Romero

I think so. If you want doors open, like just be a yes person instead of like, if there's a movie with actually Jim Carrey. Yes. Yeah, it's just like, it's you think he's very much into all this too. It's really funny. But being a yes person will open so much doors, like just be that positive energy. Like, yes, I can do that. And then you you are gonna figure it out.

Lara Schmoisman

Absolutely. I truly believe in saying yes

Fernanda Romero

I have many stories because I said yes. And then I was like, Oh, my God. Okay. I need to sell this. And I did it. It's just, you know,

Lara Schmoisman

it happened. And it happened. So Fernanda can happen to you too. Again Fer thank you so much for being here.

Fernanda Romero

Thank you so much.

Lara Schmoisman

It was so good to have you here today. See you next time. Catch you on the flip side. Chau chau.