

TRANSCRIPT

Ep 078: Shydeia Caldwell and Brittany Josephina on Bringing a Big Vision to Life, Crowdfunding Funding, and Leveraging Niche Communities to Grow

Intro Clip, Brittany Josephina: Your vision, and your business is like a seed. And you and only you plant that seed into the ground and you in the in the work that you do and the people that you bring on to the team, you guys are collectively, nurturing, watering, pruning, that vision. And even if your vision is not taking bloom yet, and nobody can see it, because it hasn't yet began sprouting its leaves. You know that vision exists. And that is what you need to hold on to. I think it is fundamentally important. Just because you don't see it, what happening does not mean it's not happening. And just because something is delayed, does not mean that something has been denied.

Suneera Madhani: Welcome to CEO school. We're your hosts Suneera Madhani and Shannan Monson, and we believe that you deserve to have it all. Less than 2% of female founders ever break 1 million in revenue, and we're on a mission to change that. Each week, you'll learn from incredible mentors who have made it to the 2% Club, as well as women well on their way sharing how they defied the odds so that you can do it to your real business now, class is officially in session.

If you don't have a digital business yet, with an online component, stop what you're doing immediately. And even if you have one, but are looking to scale it. This is the sign that you've been waiting for. Now more than ever, we need smart, ambitious driven women to level up as leaders and share their knowledge on the internet. If you're a service based entrepreneur, and you're ready to start on the path for something big, sign up for our free report video series to learn how to start and grow a digital business with 10x scalability at <https://join.theceoschool.co/starter-learn-more>

Shannan Monson: Welcome to the CEO school Podcast. I am so excited to introduce you to today's guests. We have Brittany and Shydeia with us with Black Girl Magik. Brittany Josephina is a wellness practitioner and botanical designer harmonizing with the natural world to explore sensuality, connection, and surrealism. And Shydeia is a Spirit led guide, master of ceremony, diviner and wellness educator helping black women uncover and embrace their narratives through ancestral healing traditions and well being practices. I found them both on Instagram with the crowdfunding campaign that they're doing for Black Girl Magik. And I'm really excited to introduce you guys. And tell you a little bit more about their story. So thanks for coming on the show today.

Brittany Josephina: Thank you.

Shydeia Caldwell: Thanks for having us.

Shannan Monson: Okay, I'd love to, Shydeia, will you tell me a little bit more about your background, we'll just dry jump in your background and how you two came together to create Black Girl Magik?

Shydeia Caldwell: Yes, so I'm originally from South Carolina. And I met Brittany in New York City, actually, when I was 21 years old. But before, prior to meeting Brittany, Black Girl Magik was really a product of my environment and my childhood experiences. So between the ages of 10 and 18, I went to nine different schools. And with that experience, I consistently had to start over had to make new friends, find community. And sometimes within that experience, I didn't find community or make new friends. And so I spent a lot of time alone reading. And I actually was a part of this thing called the accelerated reader program in my school, and whoever was the top accelerated reader was the one who read the most books. Well, that was me. I read Hakka books. And a lot of the books that I read were about African American culture, African traditions, just different stories of me wanting to understand more about my identity, my culture and my people. And I really feel like that experience of reading those books and immersing in those imaginative realities, I was able to come to a place where I was like, You know what, I want to create a space where women who are looking for a place of belonging, can feel it, can experience it, and be in it. And through my school experiences, at my high school, I experienced my first sister circle, and a sister circle is really having someone facilitate a space for you to open up to share your story, to connect with other community. And I always knew I wanted to create that space. When I quote, unquote, grew up. So at 21 years old, while interning in New York City. In my junior year of college, I found your Black Girl Magik and had the first Black Girl Magik meetup in Prospect Park. And Britney, join me there. And Brittany, she is always funny because she started facilitating improv. And I was like, okay, who is this girl? Facilitating at the Black Girl Magik meet up and I was loving it. I was here for it. I just wanted to, like, get to know her more. And so I let Brittany kind of take it from there.

Shannan Monson: I love, I didn't realize that. That's something that had started while you were in college. And from this love, of love of reading and connection, I think that's something a lot of people can relate to, you know, being lost in books and stories and seeking out that community and how beautiful that turned into really sisterhood circles. So Brittany, I would love to hear from your perspective. You know, you saw this meetup in Prospect Park. And how did that, How did you go from a meetup in Prospect Park to where you're at today?

Brittany Josephina: Yeah, so I remember at the top of that seminar, Both of us are the same age. And so essentially, we were both in college at the same time. And my spring semester ended, I was at home, and I put a tweet out into the universe. And I was just like, I want to hang out with some really dope women this summer. And so that's initially how Shydeia and I became in conversation with one another, we only hung out once and then not too far after she had the first Black Girl Magik meet up. And when I went, it was hands down one of the most transformative experiences that I've had in a wellness space. And this is because it was hands down my first time in a space that was designated for healing for sisterhood for community and connection that was full of just black women, that have never been my experience within a wellness space. And so it did so much for my psyche, I say that all the time, it did so much for

my safety, it was such a healing container. And the way that it ended up facilitating during the event was that I, I share the same values that Shydeia has, and I care so deeply about cultivating an environment where people feel comfortable, feel safe, feel seen, feel supported and sharing their truth. And so I'm always I always have my eyeballs aware of how people are engaging and experiencing a space. And so I stepped into that I couldn't, you know, also be a container to hold the women as well. And that's, that's, it's beautiful, because I kind of see it like if it was a movie, it's like sparks were like flying in the air. And there was this synergy that Shydeia and I were experiencing in that I now realize was so much bigger than what we understood. And this speaks to why we entered each other's lives is to do the work that we're doing right now. So after the first Black Girl Magik meetup, again, our audience were, it was a range of people in terms of ages, some people even brought their little sisters and some people were older than us, we were 21 at the time. But a majority of the women that came there were also in college as well. So what happens is that, you know, July ends, that's when we had it, then we go into September school begins again. And what happens, the women want us to come and bring this Black Girl Magik space to their communities at college. So that was the uptake of Black Girl Magik, we just dive right into the university space, cultivating these tender, rich, communal spaces of truth telling of self connection of Reclamation.

Shannan Monson: I really want to just honor what you've created and what you've built. It's so beautiful that it started from a personal need that you had and that you were able to create and fulfill something that served so many women around you. And I know something that a lot of times people will ask is, how do I know if I have a good idea? How do I know if people are interested, and you just filled a need that you had personally, and we're able to call in community with that and create something. When you got to a point where people were literally asking, wait, come to this at my college campus comm This is important. We need it here. And I think that's the best way to really take something so grassroots, everything about your experience reminds in building. Black Girl Magik, so far just really reminds me of a really natural organic filling a very deep need and creating these sacred spaces. So my question for you is, what is your vision for what's next? You know, it went from meetups in Prospect Park to college campuses. We've been in the middle of a global pandemic for a year now. What is your vision for Black Girl Magik?

Shydeia Caldwell: Yeah, so I love that question. So I want to mention that we went on tour 2019, we went on tour and toured across the United States. And we went to New York, Washington, DC, Atlanta, New Orleans and Los Angeles. And I feel that was the moment that the vision became crystal clear. Because we were able to really be with our community one on one, and have them verbalize to us what they wanted and what they needed. And what became clear is that they needed Black Girl Magik to be more than just a once or twice a year experience. They needed Black Girl Magik to be a part of their lifestyle. They needed black girl magic to be a community that they could depend on that they could participate in and, and heal together with other like minded women. And so me and Brittany knew from the tour that we had to create this membership platform, that is the first first step to the vision of what we're building out and creating with black girl magic, because we want to make Black Girl Magik, a space for for healing, a regenerative healing space of Reclamation, so that these women can reclaim their

ancestral practices and traditions, so that they can be input in community with people who understand their experiences. So that they, they have a home, a home for healing. And no matter where they are in their journeys, that they know they're welcome. That's the vision.

Shannan Monson: That's so beautiful. And I know how important having those sacred spaces where you can share shared experiences and shared trauma and healing together. And it's really incredible, really incredible the work that you're doing. Something that's really interesting to me is that you've done such a phenomenal job of listening to your community and then turning around and delivering exactly what they've told you that they need. So what was that process? Like? like for you? Can you I want to be in the moment with Shydeia and Brittany, you know, you just finished an event in Atlanta and LA, you have all these women telling you what, what they need. How did you take that in and turn it into what the community is today and in the vision that you have for what's next?

Brittany Josephina: Yeah, that's a great question. Because after We came home from the tour, then that our next step was really about visualizing what our next steps would actually look like. Because we understood that infrastructure needed to be put into place to actualize this reality, we understood that creating a membership space and creating this sacred space that would exist in a digital realm that would reach more of our audience would enquire and need from us a lot more power behind this essentially. And so that is what, essentially choosing a crowdfunding campaign. You know, it is absolutely no secret that it is difficult for black women to receive funding as it pertains to their businesses. And, you know, Black Girl Magik is a sacred space. And we're also a business. And so we understood that crowdfunding would be our avenue, because we didn't want to have to actually wait to make this happen, because that community expressed a sense of urgency and a need for what we were, what we are essentially creating right now. And so in August of 2020, in the middle of a pandemic, we're like, you know, what, let's usher this thing into the world. Let's plant the seed, and let's water it, and let's call on community to support us and making that happen. And I would say that this was the best pathway that we could have taken and the most aligned pathway, because community is something that is naturally woven into the work that we do. And we're we're really expanding what it looks like to be a community and support community as a whole. So crowdfunding, our journey thus far has, it's gone through phases. And it's been about us speaking up. That's number one. Telling people this is what we're doing and amplifying, but also calling on other people to also be our voices, also be our amplifiers. And really rallying and understanding the value of creating a space that we are creating. And even if you not, aren't a black woman, you understand that, you know, such a space is so tender and so valuable. And you understand, you know, I think the responsibility that we carry as human beings in this journey and experience that we're all having is supporting each other, and getting that access to healing, that access to elevation, that access to transformation. And now I feel like we've been crowdfunding for almost maybe like six months, I can't even say, and it's beginning to pick up even more. So I will say that it is, it's not something that is, in our experience that we're like, we put this crowdfunding, yeah, we got, we killed it, we like got all our money in one month. Like, that's not our journey. And we are very proud to embrace a more intuitive, a more organic and a more natural approach to growth. Because I find that that for us, this is sustainable. And we're just tracking

forth and keeping dedicated in a vision, and I'm seeing the results of it picking up and things amplifying, for us. Yeah,

Shannan Monson: I want to just acknowledge, I want to take a minute and acknowledge what you have done. Starting a business is hard and getting cash is the first thing that you have to do. And we talked with, if you're an avid listener of the podcast, you've heard this before. But less than 3% of VC funding goes to women and less than 1%, to minorities, not to minority women, just to minorities in general. So if you are a bipoc woman, the chances of getting VC funding to start a business are almost impossible. And it's something that you know, Shydeia has done with her company, as a brown woman. It's very, very different. And so realizing that that wasn't really an option or an avenue, like you have so many barriers to entry. And I just, I want to acknowledge that. You saw that. And you understood that and instead, and you still said, this is so important. It needs to happen. And we're going to do it in a way that is in better alignment with the vision that we have anyway. And I love what you said that it didn't happen overnight. Because I think sometimes that's the when I think of crowdfunding, I think of Kickstarter. And you see people do a launch and in 10 days hit a goal and I think it sets kind of an unrealistic precedents. Can you tell us more about what that experience has been like when you first launched it? Were you worried that it wouldn't work? Have there been times where you wondered if you would reach your goals? Can you kind of talk us through that process?

Brittany Josephina: Yeah, something that I definitely want to say is I, I really understood personally, is that I didn't even need the validation of VC to know that what we were doing had to happen, because our community had already communicated to us and like, I also feel like spiritually, our ancestors had already authorized it and said it will be. And so as, as a business, we're very spiritual. And we navigate from that spiritual vision and the gifts in the revelations that come to us. And so that is what I've been grounding and leaning into as youth continued on a journey. When we first launched, I felt like we had a very positive response to it, I will say that, and truthfully, it brought so much warmth to my heart. And I noticed a lot of our already immediate community. We have a mixed community, like initial black romantic services, black woman, for the most part where we have events, we've done more audiences. So our total community came and showed up and the donations were definitely rolling in. I would say, also, in addition to what you're sharing, I'm like, I'm, I'm just totally not here for the only vision being represented that beings is like an overnight success, because it's not honest. And it's not truthful. So I just tried to navigate from what I observed in our environment, as like as a horticulturist, right, working with plants and understanding how things grow. I'm like, I don't I don't think in that sort of way. And something that I would say, is, what we've been doing is really emphasizing for allies, the absolute necessity it is for them to step up, and to show up and to utilize the resources and the communities that they do have to come in and support us and pouring into our community and what we're building as well. It that that has been a part of our growth in obviously received not, I don't want to say obviously, but in receiving funding, but I've realized, like, it's interesting crowdfunding, it wasn't just like, oh, we're gonna launch a crowd fund. And we're creating this space. It's also about us an exploration of how can we be community and community with people who are allies and who are ready to show up, and then also experiencing people who want to be allies and like, don't, don't know how to do that. And

as vocalizing in a way, like, this is how we need your help. So I feel like it's made us as business women, stronger communicators, and what our boundaries, our expectations and what our needs are. And I don't want to generalize and say that women have this experience where they have a hard time expressing their needs. But there are some women who have that experience. And so I say, that's been also part of the journey about just feeling fortified and knowing that you know, what, I deserve what I want. And so that's why I'm going to ask for what I want. And it's going to be without apology, it's going to be with compassion, it's going to be with I wouldn't even say ancestral authority, in a sense.

Shannan Monson: So powerful. That's really powerful. I'm sitting over here, just nodding my head at everything that you've said, and something that really stands out to me and I, I want to speak up and be very loud about this. It absolutely is our responsibility as white ally allies. You know, if you're a white woman listening to this, we were we all make up the community that we live in, and we do have accountability and ownership. And I think sometimes it's easy to kind of look away from everything. You know, when there's things that are going on in the world that are hard. It's easy to not take ownership responsibility, say Oh, that's good. ferment that's out of our hands. And there's always things that every single one of us can do to make the world a better place to live for everyone in it. And we are stewards of the earth and of each other. And that's something that's been really a big part of my journey to realize that it is my responsibility to speak up and to be supportive and to amplify voices. And I think sometimes people feel uncomfortable because it's not their space. Right? I recognize sitting across from you that Black Girl Magik isn't a sacred space for me, right? My role is to help amplify it, and not to take part and take up space. And I think what a phenomenal way that we can help steward each other by financial support by amplifying voices, by recognizing needs in the community that we all live in, so that we can have a better, a better future for our children than the one that we grew up in. And I would love to hear more about this harnessing the power of your ancestors, because it's something you've managed, you've mentioned a few times, and they haven't heard it talked about matches is new to me. So I would love to hear where did that come from? And what does that look like for each of you?

Brittany Josephina: Well, I'm just going to jump in and say that shout out to Shydeia's ancestors. Hands down, I'll let Shydeia actually first start and share about her ancestral journey. But she has such a powerful calling over her life that she had continues to to live, and has always lived even as a young girl. And it's demonstrated, and we get to see it now with Black Girl Magik, that her ancestors and the call that she has over her life is so profound, that it's inspired me. And given me actually she's lighted a pathway from, from my connection to my ancestors. And that is also what we'll be doing through the membership space. So Shydeia, I hand you the floor.

Shydeia Caldwell: Of Course, yeah. So I would definitely say that tapping into the power of your ancestors is by forming a relationship with them. So I am a big advocate of ancestral connection and ancestral veneration, which, in simple terms, means creating an ancestral altar for your ancestors. And personally, a lot of my work, it's around how to create an ancestral altar,

like guiding people in sessions through doing altar building. And it's been a very huge part of the work within Black Girl Magik. Because Black Girl Magik is very much heavily influenced by my ancestors, who have been exporting me on my journey throughout my whole life, to who I am. And I would say that ancestral connection is about remembering who you are. And I know who I am. And because I know who I am, I'm able to step into this work into this calling. And be an advocate for the ancestors of the world to say, it is so important to have an ancestral altar, it is so important to connect with your lineage, because that is where I feel a lot of the generational healing that needs to take place, not just within black community, but communities as a whole will happen. Even down to the trauma of in the violence of America. And the things that have not been so proud to say have happened in America. Those things are healed and addressed. When we go back through lineages, learn the history of our people and fix the trauma.

Shannan Monson: That's so powerful, that's really powerful and I'm so glad that you're able to do this work on a bigger scale with the membership community, I would love to hear hear your both of your words of wisdom for other entrepreneurs that are starting out. You've both done a phenomenal job of building community. I mean, 1000s of women on Instagram that are healing daily from the content that you post, you have events that you've posted all around the United States, you've built a really powerful not just community but business and done it through crowdsourcing and alongside the women in your community, what advice would you give to maybe yourself a few years ago, when this was just an idea in your college apartment,

Shydeia Caldwell: I would say to myself, to stay true to the vision. Don't let other people steer you away from the vision. Don't let others turn it into something that it's not stay clear. And affirmative in the vision, because it's the vision that your ancestors gifted you because they assigned you this role to complete. And by you staying clear, and that you're you're becoming clear of who you are. What your destiny, your purpose is in this world. And with that, you will never fail.

Shannan Monson: Oh, I love that. Have there been times in your journey that you've felt like someone has tried to steer you away from your vision or create, you know, maybe discouraged your vision? And how have you dealt with that?

Shydeia Caldwell: I would say living in a Western sis colonized society every day, is a temptation to steer me away from my vision. Because what we're creating, and it's not just my vision anymore, it's the vision of me and Brittany, what we're creating together has not been done before. What we're building out, has not been done before in a modernized way. And so yeah, I just, I just feel like Matt, engaging and like, following, I guess what you could say, the temptations which could come through advertisements, or like, I'm listening to someone who, you know, positions themselves as an expert in a certain field and telling you that you should do business this way. Or, oh, you need to, you know, have the community this way. Like a lot of the work that we're doing is centered around, listening to our inner voice within. And also other people as well, but really just listening to our inner voice because our inner voice is not just our voice is the voice of our ancestors, and it's the God within us. So

Brittany Josephina: Something I would also add to that too, I guess this would be for me, something that I went in for in part to different business owners, which is your vision, and your business is like a seed and you and only you plant that seed into the ground. And you in the in the work that you do and the people that you bring on to the team, you guys are collectively, nurturing, watering, pruning, that vision. And even if your vision is not taking bloom yet, and nobody can see it because it hasn't yet began sprouting. It's its leaves. You know that vision exists. And that is what you need to hold on to. I think it is fun. Mentally important, just because you don't see it yet happening, does not mean it's not happening. And just because something is delayed, does not mean that something has been denied. It's very, I feel like, as my experience as a business owner has been that this, it's very spiritual to be a business owner. And it's very connected to healing, my own personal healing as I grow as a business owner, because as I'm healing, and and becoming even more self aware, that impacts how we are navigating the business that impacts how I think about the business that impacts ultimately what the business grows into becoming. So slow and steady, does win the race. And I can tell you, because I, I'm a woman of the earth as a Taurus, I'm a woman who works with plants, and I know how things are grown, and your vision is growing, you know that, so just keep nurturing it.

Shannan Monson: I could do this all day. That is such good advice. And I just want to repeat some of the words you said just because it's been delayed, doesn't mean it's been denied. That's powerful. And I love thinking about a lot of times, we'll say, you know, they just don't catch the vision. Or maybe in early entrepreneurship, you're frustrated, people don't catch the vision. But I always say there's no vision to catch what other other people if they, if it hasn't been built yet, there's nothing for them to see. And so rather than trying to be a vision caster, and try and explain your idea to others, build it, show them and it's so interesting, in hindsight, you probably experienced this too. I feel like once you've, once you've created it, people are like, Oh, what a great vision. This is amazing, right? I did that to you guys. I love this. This is amazing. Right? But if maybe you'd said that in your college dorm room, I might have said, well, but that seems you got a lot of challenges in front of you. And so it just goes back to show that you can I really truly believe you can build anything. And it's not necessarily anyone else's responsibility to understand it. Something you said earlier, I can't remember if it was my day, I Brittany, but earlier in the episode, you said, I really wasn't looking for validation. I had that already. You know, I knew I had the calling from my ancestors, I knew that this was the right thing to do. And I do think we have that really strong inner voice. But sometimes it can be hard to drown out everyone else saying, here's the way that a business should be run, or here's the way a community should be built. So thank you for sharing that is really powerful. I would love to kind of hear about, okay, if you're going to, if you're going to crowdsource another company or start over, maybe you're going to repeat this process from start to finish, what would be the top three pieces of advice that you would give someone else specifically as it regards in regards to crowdsourcing, okay, if you have a company, you want to start and you want to crowdsource it, here's the three things that we did, that really helped us be successful that I think you should try.

Shydeia Caldwell: I would definitely say that one thing is to create a directory of the people that you want to reach out to. So we personally use notion. And it's been amazing. But particularly

with notion, like something I was really proud of this week is creating this directory that we used to use an Excel Doc, but now is a notion to like, track the progress of who we're reaching out to. And like when we're launching, you know, that partnership with them, or, you know, what's the progress of it? And like, How far has it come along? And like, what are they interested in doing with us? So it's like, basically taking all these meetings and things that we're taking with people and bring it into a framework that is very easy to digest, and makes you feel excited and not overwhelmed? Because I think that's important to feel excitement and joy around the word and not feeling overwhelmed and like, burnt out around it. Yeah.

Shannan Monson: Yeah, it's I think anytime we're biting off a big goal, right, we've got we have a big vision and a lot, something that we want to do it can feel overwhelming. So I love that advice about having it written down and having a way to track it. I'm curious, how did you go about building that directory and that list?

Shydeia Caldwell: Um, honestly, it I'm a Virgo rising. So like, I'm all about organization, and honestly, it's just super intuitive. It's a gift. I, it's just something I saw it. I'm like, Oh, this is still an Excel. Let's move it. And then I just built out the directory. So I yeah.

Shannan Monson: Yeah, I'm curious, who did you pick to be on the list? Like, what was that process like of deciding, okay, these are the people we're going to reach out to? How did you brainstorm that? Or it sounds like it was a very organic process. But sometimes I asked because I think sometimes this can feel overwhelming, you know, how do I even make a prospect list? How do I even know who to reach out to? So could you share a little bit of insight into what that looks like for you both when you had an empty sheet of paper? Where did you begin?

Brittany Josephina: I could definitely share that Shydeia. She's such a great visionary. So she essentially like spearheaded the vision, which is she, we were in conversation with one another. And we were like, We want to look and find people who have shared values or shared passions. So where where where does us as a company and individuals share in with another person, as it pertains to what do we care about? And what do I Where do our values hold. So that's really like how that got started. And just disclaimer, because that's the pathway that you're doing it, it's phenomenal, because you can find many different pathways that intersect with someone so for us, like, we intersected with communities who cared about ancestral healing, we connected with people who had a passion around herbalism. Because we also have that passion. We connected with people who are passionate about providing more equity in general, providing more equity and wellness. We connected with other women, business owners who, who are passionate about sisterhood and community. So where are we we didn't want to pick people at random. Because what we have learned is right, it's like kind of like when you're creating a niche community, your power is in being Nisha, what is that specificity that aligns me with someone else, because there's a likelihood that I'm going to get a better response. And as business owners, I do feel like, you know, it's kind of like being going to the casino. When you, when you do get a response back, you know, it helps it helps energetically like the momentum. So just it helps to go towards people who are more likely to respond than to not respond, is when you get

a lot of non responses, you might get less motivated. So I still say aim big if they do align, but go for people who have that intersectionality. With what, with what you do.

Shannan Monson: Yeah, I think that's great advice. Whether you're talking about crowdsourcing or partnerships, or your podcast, collaborations or product launches it what's so interesting is that it gives you the opportunity to go wide, because you're already deep. So you have a really specific why you've a really strong mission. And so it's easy for other people to say, Do I align with those core values, do I, is this also what our company stands for? It's just also what our organization stands for, but still gives you the opportunity to go into these really nice communities. I didn't even think about, you know, herbalism, and plants, there's a whole I love plants, and I don't know nearly as much about them as you do Brittany, but I love plants. And there's so many Instagram communities that bond over their love of plants. And so I love that example of how can you in your business when you're want to grow and collaborate and grow your community? How can you find other organizations, communities that have the shared, same core share values, as well as some of these interests and kind of like niche sections that you have inside of Black Girl Magik? Very cool. I'm I'm ready to crowdsource now honestly. The first thing you did in terms of crowdsourcing, you got clear on your why and your vision, you looked for other companies that shared that vision within those also specific interests that you share. You created an amazing list that was very organized, I'm really impressed. I'm not an organized person today. And I love that you have it tracked so simply, what is the maybe the third piece of advice that you would give for someone at this point? Yeah, maybe I'll, I'll ask it in a different way. I just I'm always trying to go in threes. 123. So like, step one is figure out your why. And find who's aligned with that. Step two is make a list. You know what I'd love to hear what was the Ask process like Brittany earlier you mentioned that sometimes women don't have Ask for their needs. And I really resonate with that. I think that sometimes it can be hard to speak up and say, Hey, this is what I need. So once you had this prospects list, I keep calling that it's such a sales term. But once you have this list, what, what was the Ask process? Like? And how did you go through, you know, reaching out connecting and bringing in funds into the company?

Brittany Josephina: Yes. So I'm so excited to dive into this because I can confidently do this. And also, I'm going to share what our asks, asks are. And if you're a listener, and you're like, I'm here to ask you can I can eat that? Please, you can email us. So

Shannan Monson: Let's do it. I love it. That's why we're here.

Brittany Josephina: So a couple of things, which is, for starters, Black Girl Magik, we are crowdfunding to create a digital membership space for black woman to reclaim their roots, step into their power, and embrace their destinies. And so we are crowdfunding on GoFundMe, the link is Bitty, backslash BGM fund. So f u n, d, and we're raising seven 7k. We're at 22k. Right now, there's a couple of ways that we're inviting community to join us in the journey. So the first one being a raffle ticket or hosting class or selling something. So what's happened in the crowdfunding journey is we didn't come up with this, our community members were already doing this. And I was like, Oh, this is such a phenomenal pattern. So what has happened is

people who are creative in any capacity or sell products, they've been raising money through selling their products and giving us either a percentage of the proceeds, or full proceeds if they're hosting a class. So that's been beautiful. Another aspect has been people. Well, for instance, a woman who's an astrologer, her name is Sarah, she provided a raffle fun for Black Girl Magik and Rachel Ricketts, where she gathered practitioners that she's in community with and asked them to donate their services, and then gave their communities access to buy a raffle ticket and win a service with those people. I said, Oh, that is so phenomenal. And through that she, she's just honestly, the them. She has demonstrated to us what ally ship ally ship really looks like when they recognize their power. And they put that power to us. So she raised almost \$5,000 for Black Girl Magik and a month, which is crazy and amazing. And we're so grateful for it. So that's one pathway. Another pathway is use your voices, join us in the rally, share with your community, put it in your newsletters, share about black magic, in your newsletters, share about black magic in the Instagram Live, that's something that you feel called to do. Just use your voice because what I've noticed is okay, okay, I love speaking in nature terms again, but it makes me think of birds. And what will happen in bird communities is that you ever watch birds, and they all turn in the same direction? How does that happen? And microseconds, what's happening is, is multiple, multiple birds are turning in one direction, and then the other birds will follow. So it's 51% of the birds are turning in the other one direction the rest of the birds are gonna follow. So I feel like it's the same way when it comes to crowdfunding and utilizing our voices. The more voices, the more energy that we can get behind the vision, the more things that are going to flow in that direction. And if we can share that excitement, and we can share that enthusiasm, we can really create powerful change. And I say that because I recognize that sometimes we all as human beings may experience feeling powerless, feeling like the challenges or the problems that are in society or in our intimate lives are so overwhelming and so big. But if we can start with where we are, we can raise our voices, we can use our voices, we can really enact change. That's a part of the manifestation process. So if you're listening and you're inspired, and it's something in this conversation has touched you, please support black magic and then also So I mean, I've been blown away, like, by our own friends who I'm like, I know we're all on our journeys and trying to like navigate what not donating, what they have \$5 \$20 \$10 everything goes a long way. Everything matters. And so we're just grateful for the support that we received.

Shannan Monson: That's a beautiful analogy. I've never thought of it in that way. But it is, it's so powerful. And it starts with, you know, one bird turning into birds turning. And we really do have so much more influence than we, I think take credit for, regardless of if you have a social media influence or not, you know, this is something that I've been talking about with my sister who's not a social media influencer, she has an incredibly powerful impact on the people around her. And I think sometimes we think it like you said, it can be overwhelming. It's such a big problem. I don't have I don't have enough money to help I can't get there. So that was really interesting about a lot of crowdfunding, a lot of times. It's \$1 \$5 \$10 donations, and it's the sheer power of the quantity of those that you know, I think all of us can donate \$1 every single listener to this podcast donated \$1 to Black Girl Magik after listening to this episode, if Brittany and Shydeia shared something that was powerful, powerful to you and helped you in your journey shed \$5 \$10 collectively, we have so much power and that's something that I've really been inspired

listening to you guys talk about is that we really do have just so much impact and influence and responsibility to steward to each other and I appreciate you sharing and asking like that, what else good Okay, so, hosting events donating your services. We will absolutely link up the GoFundMe is a GoFundMe, right?

Brittany Josephina: Mm hmm.

Shannan Monson: Okay, we'll absolutely link that up in the show notes so you guys can support Black Girl Magik. What other any last words of wisdom you want to leave us with? If there's only one thing that you could say to another entrepreneur out there or someone listening? What would it be?

Brittany Josephina: Listen to your intuition and honor it.

Shydeia Caldwell: And I would say embody your spirit. And she will provide or they will provide.

Shannan Monson: Oh, that's good. Just got chills listening to this. Alright, where can everyone find you? Um, are you aware you guys on Instagram? What's the website, best place to follow up and learn more about everything? You're building a Black Girl Magik?

Shydeia Caldwell: Yeah, so you can find our website at www.blackgirlmagik.com . And then the same thing for Instagram. We're at Black Girl Magik. My personal Instagram is @shydeia, and Brittany's is @brittany.josephina.

Shannan Monson: Perfect will link both of those below. Thank you so much for your work and for coming on the show and sharing with us about your journey. I am so confident that it's helped so many women listening and I've definitely feel inspired and enlightened. So thank you so much for coming.

Shydeia Caldwell: Thank you.

Suneera Madhani: Thank you so much for listening. We hope you enjoy the show. Follow us at CEO school on Instagram for show notes, inspiration and exclusive behind the scenes that you won't find anywhere else. We also have an absolutely incredible resource for you. It's the seven lessons we learned building million dollar businesses. These are complete game changers and we want to give it to you absolutely free. All you have to do is leave a review of the podcast, why you love the show, screenshot the review and email it to Hello@ceoschoolpodcast.com and we'll send it your way.