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182. Funding for Women Owned Businesses with Kayla Bey

Janice Hostager: [00:00:00] Quick question: How did you pay for your business when you started? If you said savings, you're in good company. Sixty-eight percent of women business owners did the same thing. That was me, too. Completely bootstrapped. About one in four put it on a credit card. In my case, my businesses were easier to bootstrap because they were all service-based businesses, and I had relatively few expenses in the home office.

But even computers and software cost money, right? There's a whole world of funding out there that most small business owners never even touch: grants, loans, and this one surprised me, government and corporate contracts. Yeah, even for small service-based businesses.

My guest today is Kayla Bey. She's a business strategist who focuses on grants, donor, and investor funding. She spent seventeen years doing procurement contracts and nonprofit work at companies like Meta, Whole Foods, Dropbox, and Tesla.

That means she sat on the side of the table that decide who gets the money. So I'm talking with Kayla about who should go after funding, who shouldn't, where the money actually is, and how to get it. So let's get into it

Well, hey Kayla, welcome to My Weekly Marketing

Kayla S. Bey: Hi, thank you for having me

Janice Hostager: So you went from paralegal to television to grant writing to procurement at Meta and Tesla's Gigafactory project. Then you got laid off, right?

Kayla S. Bey: Yes

Janice Hostager: that moment. Tell us your story about that, 'cause I, I have a feeling it had some impact.

Kayla S. Bey: Yeah. Yeah, absolutely. Like most people, you work really hard in your career and, and going to college for some, and you land a dream job or a job that you feel like, wow, this is gonna provide that security and stability that you're looking for, when you're grown up and you get, your career started.

So, with all of that comes layoffs, especially working with big tech. So you [00:02:00] mentioned places like Meta working with Tesla's Gigafactory RFP, as well as Whole Foods and Dropbox

and all these different places, right? These big billion-dollar businesses, sometimes from the top down have decisions and cuts to make.

So a lot of it is wrapped up in the business model and you just experience these layoffs. For me, it happened multiple times, and after about the third time, I took it as a sign that I should use my existing experience with procurement, with legal, with contracts, consulting, grant writing, right?

Everything that I've built up over the years at these different job opportunities and different places and invest in myself and figure out a way to have a different mindset about it because you are stepping out of an employee's mindset to being a business owner, CEO, and your mindset is pivotal for that change

Janice Hostager: Yeah, that is absolutely true. And I think a lot of times as business owners, we slip into that employee role a little bit. Like, if we're working on a project, we get so heads down focusing on one thing that we don't ever step back and become that CEO. But, yeah, I love that you mentioned that.

Kayla S. Bey: Now,

Janice Hostager: you hit six figures your first year being employed by yourself. So I have to ask you, did you fund that first year? W- it

Kayla S. Bey: Yeah

Janice Hostager: severance, credit cards, all of the above, none of the above?

Kayla S. Bey: actually none of the above, at the time I was working under a contract, And simultaneously I was building my business. So now they've coined the term of, having a side hustle or, just... For me it was just building a business and doing something again, because I'm having the trauma of being laid off over and over, right?

So now for me, I'm thinking, "Well, maybe I should try it a different way." So slowly I invested in my business while also working as an [00:04:00] employee. And I think the greatest thing about kind of my message and what I talk about is the duality of experiencing both. I feel like sometimes it's taboo to talk publicly about that transition and why you should be investing in yourself and why you need to have a business and invest in your hobbies because those opportunities turn could be...

You can monetize those. I think it's important to have the conversation. Yes, it's okay to be an employee if that's your thing, but for me, to me, the preference would be self-employment, making decisions, and being able to grow creatively, right? And to put out what you want, have more ownership of your abilities and talents.

So, that's kind of where we are.

Janice Hostager: Yeah, I've heard it said that the only safe business is being self-employed, and I've kinda come to, to agree with that 'cause , obviously being self-employed has its own risks as well, but at least it's in your hands, right? You feel like you have a little more control over it.

yeah.

Kayla S. Bey: Even if it's an illusion, right, that you have everything under control, the point, right, the point is that you're building something for yourself. hopefully you're passionate about it, you really enjoy it, right? And so that, that way it doesn't really feel like work.

But also at the same time, we're thinking about business models, business plans, funding, and getting really serious about it, so

Janice Hostager: Yeah. So most women start, especially service-based businesses, they start their businesses with savings or credit cards, and very few ever pursue grants or loans. Why do you think that is?

Kayla S. Bey: I honestly think it's because it's intimidating as it relates to contracts, and that big funding that you're looking for and need for sustainability, you may have 150-page document or a 75-page document, and it's asking you to provide information to the T, and it's a checklist that can be overwhelming because there are so, so many [00:06:00] nuances.

You have to r- you know, think about regulation and compliance, you have to be mindful of how you've registered and what codes you're using and what filters you're using, and then also just what services or products you're providing. So it can be overwhelming to think through all the things that you need when you're going after big funding or even if it's 10 or $15,000.

You're still gonna have a compliance piece, and you're gonna have an accountability piece where whether it's reporting, financial, you just really have to be super organized and you have to be really serious about it. Because if you're missing things or things are inaccurate, then it makes it more challenging, right? Just makes it more challenging moving forward, especially if, for example, you're in contact with procurement specialists and people that are owning that life cycle of the grant or that big contract. You wanna make a good impression on them, and you wanna make sure that you're bringing everything that's required from a compliance standpoint

Janice Hostager: Hmm. you feel like with getting outside funding as a business owner, do you feel like that puts more pressure on you? Because I think that was the feeling I had when I w- considered it early on. I thought, "I don't know." It's like what if? You know,

Kayla S. Bey: Yes

Janice Hostager: You're saddled with a bigger debt, financial debt, or a

Kayla S. Bey: Y- yeah, th- that's right. And you're right. I'll tell you two different kind of ways to look at this. I personally had very low and minimal expenses, right? Because I'm a consultant, I

offer services, so I don't have to worry about certain things like products or having a brick-and-mortar or location for people to come and visit me at.

So for that piece, I had a low startup cost, so that's why I didn't need the funding. On the other hand, people who do need that and are looking for that I think it's imperative that they figure out, okay, I wanna make sure that my plan is well laid, and I need to just ensure that...

One thing that I would suggest is having certifications. The reason why I'm bringing this up as it's associated with funding is [00:08:00] because a lot of donors and, the philanthropy community as it relates to grant, they are encouraged by organizations and businesses who have additional certifications, whether that's minority, whether that's woman-owned, whether that's veteran-owned, right?

Janice Hostager: Okay

Kayla S. Bey: get too much into that but for- from a terminology standpoint, it's important and it looks better, so to speak, if you have these certifications because now you have created an opportunity for you to be put in a group of people who have expanded opportunity because of those certifications.

And if you have multiple certifications, that only expands your opportunity. So I think that's one of the insights that I would highlight,

Janice Hostager: Okay

Kayla S. Bey: of, man, I would like to go after this big funding. I'm ready for it. I've been awarded in the past. Or even if it's your first contract or grant that you're going after, being prepared in terms of your documentation is imperative and again, everything's gonna fall back really on compliance.

Okay? So once you get to those two things and you check that off the list, now you can go confidently after offers that are gonna support your mission, support your business, and, to me, a kind of beeline way to get there is with certifications.

Janice Hostager: Gotcha. So who do you think should go after outside money and who honest-honestly really shouldn't be going after outside money?

Kayla S. Bey: Yeah, yeah. I would say people who have established a business or organization. I personally love to work with companies and organizations who have been around at least three years, and the reason why is because of that data. you're able to look at outcomes and the impact that you've made over the last few years.

Not to say that if you're just beginning that you shouldn't go after it. It's just going back to the checklist of having everything [00:10:00] you need, whether that's insurance specifications for that RFI and RFP. You wanna make sure that you're putting yourself in a position to win.

Vice versa, some people that probably shouldn't go after outside funding initially is people that are super brand-new. Your business has been on the ground 60 days. someone who maybe doesn't have social media presence. They don't have any reviews.

Social media following isn't as important, but you wanna show that you have ownership of the domains within social media platforms. You wanna at least have the page. Even if you're not posting, you wanna at least have that from a marketing and advertisement standpoint. but also you just wanna focus on getting reviews and building your clientele.

So if you're still in those stages of developing and building your business, then I would probably hold off. but people who have certifications have already previously been awarded, they've been around at least three years or more, they have their tax filings, they have their 990 forms if they're a nonprofit, things like that.

They're just well-established, and you can Google their name or look them up and easily find what they do and offer

Janice Hostager: Okay. Okay. So, three years experience. Are there certain indicators that it's time to start looking for funding? I would imagine expanding your team or something like that, or are there signs that when it's time

Kayla S. Bey: Yeah. Yeah, absolutely.

Janice Hostager: What

Kayla S. Bey: yeah, it depends on the person, how much maybe support you have, whether it's volunteers. There's a lot of variables that go into it, but I would say at the point where you definitely feel like you are capped, and you need expansion. At the point where you feel like maybe you've double-booked yourself or triple-booked, and you're getting your calendar all cattywampus

Janice Hostager: Mm-hmm.

Kayla S. Bey: You know, that's a good sign of, okay, maybe I need some help.

Janice Hostager: [00:12:00] Right

Kayla S. Bey: Just anything from a product standpoint, the demand, right? If you're selling out, if you're starting slow, and you're, you wake up and you're selling at the farmers market, and now you're, like, triple, double sold out.

They're asking for it. The demand is picking up. You can't keep up with people wanting your product. And this also goes for online as well, okay? So just think about it, however this

resonates and applies to your situation. If people are constantly asking, you can't meet the demand, it's time to expand. It's time to look for funding.

In addition to that, with services, if you're booked and you feel good for the month, also, if you're having consistent cash flow and that revenue is consistent, you are seeing maybe an increase or a spike and it's starting to grow. Maybe last month you did three thousand, and then the next month you're doing nineteen thousand.

That may be an indicator like, whoa, okay, what happened? I need to maybe start looking for funding at this point because I'm able to grow in my capacity

Janice Hostager: Mm-hmm. Gotcha. a, a lot of times, business owners will have a credit card. When is that a reasonable bridge, and when is it a red flag? Is there an amount that you shouldn't rely on your card or...

Kayla S. Bey: Yeah. Yeah, that's a great question. I would say to that one, building business credit is necessary, right? Because it opens up opportunity for bigger funding. So yes, use your credit card, make sure you're tracking your expenses, gas, foods, all of those tax-deductible line items that you wanna be able to use at the end of the year, yes, use your credit card for that because you're building your business credit, and it's directly linked to your funding down the line.

Okay? So yes. However, I would personally put a cap on my business credit card. So if you're bringing in, let's say you're bringing in $7,000 a month from your business in cash flow, I would probably maybe set my limit at 14 or 15,000, [00:14:00] right? Because that is a kind of a cushion there.

Maybe there's a month where you have some wiggle room, but it really is all about planning, and I know things are unpredictable so, I can only give the best advice. However things happen and come up, right? So if you can build in that room that margin, then that's also obviously very helpful.

Janice Hostager: So let's talk a little bit about like where that money is. so we have, we just talked about credit cards obviously, but we- there's grants, there's SBA loans, there's microloans, lines of credit. Which one would actually fit a small service-based business?

Kayla S. Bey: Yes. there's a bunch of options. I personally would first look at grants because typically you do not have to pay them back. In some circumstances, they have reimbursement addendums to them, but more often than not, it's grant money is money that you do not have to pay back. so I would start there.

I would look at the history of previously awarded, donations. I would look at that and see if that's aligned with your mission or the business and services or products that you provide, right? And then I would just consistently check those. So definitely the grants first, I would be really honing in on that.

And then secondly, again, back to the certifications, right? Those certifications are gonna allow for special funding. And when I say special, I mean in the sense that you have now a license or certifications attached to your business, so it puts you in a different bracket when agencies are looking to contract and have those agreements so you can win those different awarded solicitations and contracts.

So I would look at contracts and procurement services on a city, state, and federal level second. So grants first, and then I would look at becoming a vendor for local municipalities, school districts and then different [00:16:00] agencies. all of those government entities have opportunities for procurement and sometimes it's under finance department.

If they don't have procurement, they'll have a finance and purchasing department. And then thirdly, maybe instead of jumping right into credit cards and additional funding after that point, I would probably wanna just get some professional advice from an accountant and someone in that industry to help with next steps.

But in terms of a small business getting started, grants first, and then your local procurement office second, on a city, state, and federal level, as well as sam.gov. I have to throw that in there. I'm not sponsored by them in any way. I'm just throwing it out there because that's where all of the federal government contracts are, and there are literally trillions of dollars sitting there waiting for your business, so...

Janice Hostager: That is really interesting because that, that would never even occur to me. I ha- it has recently because, I was to a conference recently with the City of Austin, which is where we live, and it was like, oh, it just for some reason just never entered my consciousness. The other thing I never really thought about until recently is grants, and there are a decent number of grants out there. Like I did some research just when I was preparing for this, this episode today, and I was just really amazed at how many grants there are just sitting out there. It's money. And some of them require a small fee, but, it's if you need to expand or you need some funding, I think it's a, it's what a great opportunity, right?

Kayla S. Bey: Yeah, absolutely. A- and you wanna find grants, you wanna find those applications where, they're not charging anything. I also wanna highlight this, because when you're doing something that you've never done before, or you're entering into an industry like finding funding for yourself or your business, there's some things that you just don't know about.

You're unaware. So in the height of technology and where we are, we wanna make sure we're not being scammed. so let me also clarify, when it comes to sam.gov, once you go on there and you register and you're, you become a [00:18:00] vendor and you're looking to do business with government entities and agencies, it is imperative that you understand that now your profile and dashboard in this portal has went live, and now people can see it's public information, and people can now see that you're a business owner, right?

So they can reach out to you. So what they do a lot of times when that happens is you go live in their system, and then other marketing agencies and advertisement agencies are using Sam.gov as a marketing lead list, so now they're calling you. They know that you have a active profile now. And so now they're like, "Hey, I have this opportunity.

I see you're on Sam- sam.gov." I remember one time I spent 30 minutes on a call with a guy because he mentioned sam.gov, but he wasn't a representative. They're never gonna call you, okay? If you don't initiate contact with them, they are never going to just randomly call you and see how you're doing, okay?

So I had to learn that. What they're doing is they're calling and saying, "Hey, I see you're on sam.gov. I have previous clients. I can help you. This is only 89.99, or this is only $399." A- and so now you're thinking from a business owner mindset, " I need to invest in this."

and so just be careful. I really, really recommend, using all the free resources that are available from credible organizations and businesses. And the safe zone to me is the Better Business Bureau, sam.gov, and then your city, local state, and federal agencies that you know have help.

They have the chat box there that can talk to you. But just make sure that it's a reputable business, and do not put up any money if you're going after free services like sam.gov or grants, okay? You shouldn't be paying... Sometimes there's an application fee, but I... I- it's a very, should be a very minimum amount, okay?[00:20:00]

Because you're looking for funding, so it shouldn't be, uh $150 application fee or anything like that, right?

Janice Hostager: Yeah.

Kayla S. Bey: and then if you don't mind just repeating your question one more time, because I went off on a tangent.

Janice Hostager: No, no, I think you answered it

Kayla S. Bey: Yeah.

Janice Hostager: you know, I

Kayla S. Bey: Okay.

Janice Hostager: that, that's just, I think you hit it. We need to just be really careful. I think my question was really about grants and I was just amazed that there were so many out there. And the

ones I saw, some of them did have a $25 application fee, which to me it seemed reasonable,

Kayla S. Bey: Yes

Janice Hostager: do your research, check them out, make sure that they're a, a real organization.

You're not just sending 25 bucks to nobody or just to a scammer or something. You

Kayla S. Bey: Yeah

Janice Hostager: that much, but yes.

Kayla S. Bey: Yeah

Janice Hostager: So perfect. Yes, I appreciate that warning too, because that's

Kayla S. Bey: Sure.

Janice Hostager: need to think about.

Kayla S. Bey: Yeah

Janice Hostager: so now you've been on the buying side at Meta and Whole Foods and Dropbox, right?

So

can small businesses really win corporate contracts like that? Or even solo consultants, can they win with a big corporation like that? Do they have an in?

Kayla S. Bey: Yeah, absolutely. Absolutely. Again, this is gonna boil down to certifications and your compliance, but also the third thing I would highlight is those relationships. Do not feel intimidated by big corporations because they have a billion dollar spend at the end of the year. Look at it from the perspective that they're a regular client, they just have more resources, and sometimes what you literally have, whether that's a product or service, is the one thing that they're missing, right?

And they can't find it on a bigger scale. It's something so specific or so niche or it's just a value, right? And a expertise or skill set that you possess that they need. So don't count yourself out. Think bigger, right? And that's been my philosophy is, okay, that seems like a [00:22:00] ridiculous goal.

But then you just go after it, right? Anyway, right? you have to be delusional about this. I have to be honest with you when it comes to believing in yourself because traditionally that's not how we're taught, right? Not how we're taught to think. So now we're reverse engineering how to win in a different landscape.

So think bigger. It's okay because if everyone's thinking the same, nobody's going after it, and to me that's more room, right? You have now put a target on yourself where there's more opportunity, and even if you just keep trying, eventually someone's gonna know your name and they're gonna recognize you.

So back to my point of relationship building, okay? The procurement specialist, the decision makers, the people who are accepting and auditing your proposal, your grant, your contract, those are the people that you need to be rubbing elbows with, so to speak, okay? Because those are the decision makers, and once you've built that relationship, now you...

they recognize you when you, when they see your proposal. They understand, oh, okay, I know about this organization. I'm familiar with this business. They have credibility. They have a great turnaround time. They communicate very well. So all of those different things now it's like, okay, when they see your name pop up, okay, it helps.

That relationship is something you need to build. 100% that would be my third pillar there

Janice Hostager: Okay. Oh, good to know. So now, because you've written so many grants and reviewed a lot of vendor bids,

Kayla S. Bey: Yeah

Janice Hostager: What makes an application stand out from everybody else in the pile?

Kayla S. Bey: Sometimes simple is better. but I'll tell you, looking at, again, certification, I know you guys are gonna get tired of me saying that, as well as compliance. You have every document attached. You have... If there was an addendum, you have everything to the accurate, right? I'm [00:24:00] looking for what is accurate, who has provided exactly what we've asked with- within the scoring metrics or rubric.

A lot of times these opportunities tell you exactly how they're gonna score you. So instead of just providing a generic scope of work or providing generic deliverables within a proposal, now you're looking at the rubric. It's just like school, right? It being a study guide. You're using this as a checklist to make sure you're aligning and answering every single question.

You're not leaving anything to chance. Um, and if it's something, a skill set or product or service that you can't cover, you wanna speak to how you can subcontract that out, collaborate or partner with other businesses to fulfill that need. Don't just leave it blank, right? Don't be like, "Okay, they'll just mull it over, whatever."

No, you need to say, "Okay, hey, I don't know how to do this. However, I'll partner with this company or I've subcontracted with X, Y, and Z and this is the missing piece here that's gonna cover that deliverable

Janice Hostager: Is that kind of a common mistake that you see that for people that get rejected is that they leave information out?

Kayla S. Bey: Yep, exactly. Exactly. They've left off an attachment they've waited 'til the last minute, they've missed the deadline by five minutes, six minutes, seven minutes. that's a big one 'cause technology is great, but we have to make sure we're doing our due diligence logging into those portals.

Sometimes you forget your password. You're in the 11th hour trying to process something and you've forgotten your password, and you're like "Wait, wait, wait, wait," "where's my password?" Or, "I thought it was this and I can't find it," right? And so that is the kind of worst place to be in that frantic, chaotic mindset, because what you're doing and accomplishing is already somewhat overwhelming, right?

It's like a fish out of water. You're not comfortable doing it. you need this funding. You've gather all of this information and documentation. [00:26:00] You've invested a lot of time into it, right? So this is not the time to drop the ball whenever it's time for you to actually submit. So I suggest and recommend submitting 24 to 48 hours in advance.

That way you can go back, double check, you can look at errors. Um, I just had a presentation the other day on government contracts, and I ended up sending three versions of the presentation because I found an error, and then I found another. I was like, "Whoa, whoa, whoa," you know what I mean? So once you sleep on it, come back, walk away, take a break, look at the information again.

That's right, you have to muddle it over. I would say that's another kind of key tip. I feel like there's a lot of insights here, okay, guys? I'm giving you, I'm giving you a lot today.

Janice Hostager: is good stuff. Yes.

Kayla S. Bey: But checking and be making sure that you're just so detail-oriented. So, again, just double-checking it, making sure it's correct. So I would say the deadlines are a big one, missing the deadline, not having all of the attachments, and then there just being small errors, whether it's spelling or punctuation, and it's just really small things, right?

Because these are huge contracts, this is a lot of funding. So they wanna make sure that the person behind the business can deliver, right? If I wanna do, have a quarter of a million dollar contract with you, you need to have everything literally perfect. I don't wanna put so much emphasis on it, but even if you feel like you're, it's not something that's in your wheelhouse in terms of capability statement and that's not a strong suit for you, find someone on your team, partner with someone, get some support, help and free resources.

Utilize what's available. It may take you a little longer, but at least you know you're doing it correctly, right? And the people that are from those entities are the ones that are helping and supporting you. Okay?

Janice Hostager: Mm-hmm.

Kayla S. Bey: so they're gonna show you the correct way to do it.

Janice Hostager: Is there a list of RFPs for the bigger corporations or is there like one place you go to their website? Where do you [00:28:00] even find that?

Kayla S. Bey: Yeah. Wow, that's a really good question. it really depends. A lot of times these big organizations subcontract, okay, with those government entities and agencies that I mentioned earlier. So on a federal level, some .gov. On a state level, it's gonna be the state of Texas or wherever you live. On the city level, same thing, right?

And then you can even go to your county level. So whatever county you live in, or there's multiple counties that are around you, they all have those opportunities in a solicitation bid, okay? That's different from a grant, which you're gonna typically fou- find with different foundations, organizations, trustee accounts, and things like that.

That's something separate. But as it relates to getting those bigger contracts and trying to find them and where they're listed, it's a lot of times gonna filter down through those government entities and agencies. Rarely is a big name organization gonna say, "Hey, I'm looking for, 100,000 engineers because we have this big great plan coming in two or three years," right?

It's definitely a little bit more discreet than that. So you can't just go on their website. It's gonna typically be filtered through those dashboards and portals with those other entities

Janice Hostager: Okay. Oh, such good stuff. Okay.

Kayla S. Bey: Yeah

Janice Hostager: this has been so enlightening, I think, for me for sure. Because, like I said, I don't really think about this. We're so head down every day trying to get the work done, and when I think of funding, I think of banks, you know? So it never, all of this never really even occurs to me, so I'm so, so glad that you brought a lot of this up. I do have to ask you one marketing question though. So

Kayla S. Bey: Yeah

Janice Hostager: this incredible business without social media, 'cause you call yourself an introvert. So how did clients find you? because a lot of us out here are the, on the introverted side, so I'm just

Kayla S. Bey: Yeah. Okay. Yes. Stand united, all the introverters. it's funny, it's just life has a funny [00:30:00] way of doing things. There's so many twists and turns. I grew up playing

basketball, and I ended up playing on a college level, but I always had a lot of attention on me because I was in front of big audiences, and arenas, and different tournaments.

So there would be hundreds of thousands of people that I would be playing in front of. So I think that part helped in the sense of, okay, I'm not afraid of people looking at me or judging me. It's just that you have to get out of your own head because you like your own company, you, you like your quiet time, right?

You're okay with removing yourself from the hustle and bustle of the world to be in your own mind. And so with that, I think I had to overcome the fact that in a lot of situations, one, you have to represent yourself. That's the first thing, right? You have to have that confidence and that that mental agility to understand, okay, this is something that I'm doing, I've committed to it, so now I have to go out in the world and show what I know so people can...

So I can have that visibility and exposure, right? Because if you don't say anything, if you don't speak up about yourself or champion for yourself, nobody's gonna know that you exist because you're an introvert. So I really had to get over myself in a way that I have a message to get out.

I feel like there's a valuable skill set in what I do in consulting, and I love to give insight to people so they can just be better. You know what I mean? Make better decisions. And yeah, I just love it. I'm really passionate about it, so it does not feel like work to me. however, I think- Also looking at, for example, if you're into movies and you have your favorite comedian, watch those shows.

Watch and view how they are in crowd interactions. if public speaking really isn't your thing, take a course, right? Or find something that's gonna help you. Maybe there's a theater in your local area where they do open mic night or things like that. Really challenge yourself to get out there because that's the only way that someone's [00:32:00] gonna know who you are.

Unless you're behind the scenes. Or you're a photographer even things where you don't have to be so front-facing. I would also say that a really quick point is to consider that if you haven't built your business or started your business yet, even if it's not aligned with your personality, if you think you can overcome it, great.

But if you know that you are a person who prefers to be behind the camera, maybe you're a writer, author, and you like to be behind the scenes, then create your services, products, and business around that where it doesn't have to be front-facing, right? To me, you'll stick with it longer because now you're in your element and you're comfortable versus forcing yourself to do something that's outside of your personality.

You know what I mean?

Janice Hostager: Right. 100%. Yeah. I think no matter what business you have, awareness and visibility is that first part of it. Like you

Kayla S. Bey: Yep.

Janice Hostager: people

Kayla S. Bey: Yep

Janice Hostager: exist, how are they gonna do business with you?

Kayla S. Bey: If you prefer to be behind the camera, do that. You don't wanna be front-facing, it took me a while to get on social media. I'm actually very, still very much new, and I've presented in front of hundreds of people in a workshop and training class before.

And so there's a difference in doing things in person versus being online, and I had to think about it from an introvert's perspective. Yeah, but there may be 30 people that look at my video, but that's no different from me being in person and having 30 people sitting in the classroom.

So I

Janice Hostager: Right

Kayla S. Bey: that layer of overthinking it, and being a perfectionist and obsessing over it because it's so easy to do where you're just like, "Okay, I need another month. I need another three months. I'm not ready. I don't have the graphics. I don't have the, you know, video. I don't have the th- all the things."

So, to me, it's just better to start. If you don't mind, I'm gonna read one really quick quote here, and I wanted to get it right. This is something that Forbes released, on their social media. "Start where you are. Use what you [00:34:00] have. Do what you can."

Janice Hostager: Yes. Perfect. I love that. So much of this requires putting yourself out there. Even the certification part of it is definitely work. After contracts, going after grants, all of that requires you putting yourself out there and taking a risk. But I don't know who, who said this recently, but they said, "Every week I try and get three noes. So as, as much as I do, that's my goal, to get a no, because then I know I'm really pushing myself." and oftentimes they get yeses that they would've never tried if they wasn't, if they weren't comfortable getting the no.

I think goes for all of this and including social media. Who knows what could happen if you try? But if you never get it to the plate, you'll never hit it out of the park, right? So

Kayla S. Bey: Yeah, that's right. You never know. You'll have a viral moment. Not that that's the point, but so many people just inadvertently, they just get on there, they post, they're passionate about it, they're sharing what they do, and then before you know it, it's just a weird way of how things work now.

Janice Hostager: Yes

Kayla S. Bey: go viral, which is so funny because it's not me talking or anything, it's just a, a picture of some land and me saying, "Hey , this is what I want for my birthday." 375,000 views on that singular post, and I'm not even talking on it. So I thought the irony of that was hilarious.

Janice Hostager: just don't know. you really don't know. the ones you spend hours putting out there and just get 200 views now you have a book coming out, or is it out already?

Kayla S. Bey: it's actually still coming out. It was a little delayed. This is my birthday month, and there has been a lot of great things happening. I'm so excited. I can't really talk about them yet, but

Janice Hostager: Okay

Kayla S. Bey: been so many really amazing opportunities and collaborations. And so it is still coming out, but it's a little delayed.

I'm gonna try to get it by the end of November, but I'll have the links and everything will [00:36:00] be on my social media and available there if anyone's interested. It's titled Wait! Was That a Joke?

Janice Hostager: Love it. And where can people find out more about you?

Kayla S. Bey: Yeah, so all of my social media across TikTok, YouTube, Facebook, and all the others, I have to say one and then the others, is just my name, Kayla S. Bey. So that's K-A-Y-L-A, the letter S, and then Bey, B as in boy, U as in egg, Y as in yo-yo, is my user handle on all of my social media, and then obviously my website, vizioclaraconsulting.com

Janice Hostager: Perfect. Thank you so much, Kayla. I learned a ton today,

Kayla S. Bey: Yeah

Janice Hostager: my listeners did too, so thank you so much

Kayla S. Bey: Yes, absolutely. Thank you so much for having me.

Janice Hostager: Okay, I don't know about you, but my brain is full. I hope you came away with as many ideas as I just got. I love that funding isn't just for tech startups or people with product businesses. It's really for anyone who's ready to stop doing everything on a shoestring budget, and who doesn't wanna do that?

Links for all the resources we talked about today, including Kayla's new book, are in the show notes at myweeklymarketing.com/182. Thank you so much for joining us today. I'll see you next time. Bye for now.