



The Limitless Women Podcast Dafina Smith

If you're a powerhouse woman who's filled with purpose and ambition but who's also exhausted from working way too hard and yearns for balance, then today's episode is for you. Meet Dafina Smith, she shares her journey on how she went from working at Bloomingdale's to becoming the dynamic and very successful CEO of her company Covet & Mane. Dafina shares her best practices for self-care while also implementing effective systems to scale businesses. Her wisdom will enable you to continue pursuing your aspirations while maintaining balance.

Dafina Smith is the CEO of her own hand tied hair extension company called Covet & Mane, that she lovingly refers to as, "the Chanel of hair extensions". WWD declared, "Covet & Mane's professionally applied hand-tied hair extensions have already found a cult audience." As a mother of twins, a wife, a leader in her community, and also a CEO Dafina embodies the life of a busy woman. She is truly an innovator and pioneer in the beauty industry.

Want to skip ahead? Episode Highlights

[10:21] Dafina tells us how self care is not only important in your personal life but how your business depends on it as well.

[18:10] How was Dafina able to generate a revenue that totaled to 6 figures a month without a website?! Listen here to learn how.

[21:03] Your brand in your business depends on what you say no to.

Episode Transcript

[MC] Welcome to the Limitless Women Podcast. Our mission is to help women business owners, like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Here's your host, the founder of Limitless Women, Laura Gisborne.

[Laura Gisborne] Today's episode is a little different. Since 2014 we've been hosting an event called the Limitless Women Legacy and Leadership Mastermind. What I do at this event, each year, is invite a hundred of my girlfriends to come together and really share principles and practices of what makes a successful business in today's world. In addition to that I invite a few of my peers, and role models, and women that I look up to who've really knocked it out of the park with their businesses, women who have scaled and also at the same given back and



created great contributions with their businesses. Today's episode is an interview with one of those women. I'm sure that you're going to get tremendous value out of this so if you are able to take some notes, grab some great insights for yourself, I think you're going to find this one really a lot of fun.

Laura: Dafina, are you here?

Dafina: I am here. Can you guys hear me?

Laura: I'm so glad. Yes.

Dafina: Yes? Okay.

Laura: All right.

Dafina: We have landscapers, convenient timing.

Laura: Yeah. *[laughs]*

Dafina: But, I hope that you guys, I have a mic, I'll also try to speak louder.

Laura: No worries. No worries. So, I don't know if the powers to be, meaning Andrea and Audrey can figure it out this. Oh, they did it already. All right. Perfect. All right, so then you can see me and I can see you.

Dafina: I can see you.

Laura: I love that. That's what I was hoping we were going to do. So, I just, it was interesting, I was reading this morning I was like brushing up on your bio and getting back to, you know, who you are and who you be in the world. And, I just want to take a moment to introduce you from my perspective if I may and then, we'll let you fill in all of your great details. Have you ever met somebody, like have you ever been in an event where you've met somebody like you had a party of your friends and you just knew that that person was your soul sister, like have ever had that experience? I feel like that's what happened for Dafina and I. We met in Scottsdale, right? It was Scottsdale, where we're going to the first *[Iconic]* together. And I don't know what happened, but we just fell in love at a hot minute and then we realized that we were at an event to try to meet other women, but we were like twins and we wouldn't – we wouldn't, I was like, I'm sure we're twins. I'm not sure how this works, but my last name is Smith too. So, I was like, all right, I know we're connected. But, we just, you know, when you hear more about her company and the hair extensions and all these, you're going to get it. But, we just – we just had such a beautiful soul connection right away. And we started to uncover one commonality



after another commonality after another commonality and became just fast friends and it's, you know, it's been on ever since. And, what I've been so impressed with as Dafina and I've got to know each other more is who she is as a leader of her business. So, I'll let her tell you a little bit about her journey with real estate and with the wig business and your family's business. I'd love to hear, you know, just give us a little context of how you kind of came to the journey of where you are today with Covet & Mane and law school throwing that in there and getting married and having twins and a few other cool exciting things that happened along the way. But, what I can tell you is that her business model is so fantastic, a true distinction that I speak about frequently and this is why I wanted to kind of go in a deep dive with her. Number one, she's so powerfully positioned that you never have a sense of posturing. You know, we talk about the difference between positioning and posturing a lot. When you're kind of new in business, you're scaling your business, where do you stand out in the marketplace? That's one place I want to go in this conversation and get her feedback. And the other place is the power of narrow and deep. I promise you those of you that are not monetizing to the level that you want, almost a hundred percent of the time it's because you're trying to be shallow and wide. You're trying to do a little bit for everybody, instead of really owning your lane and really understanding the power of your business model and who you're here to serve and how you're uniquely qualified, which is why I want to talk a little bit about the back story because I feel like your back story as I was kind of thinking about it that your parents, you're thinking about Atlanta. I was like, oh, this is all just the perfect progression, God's plan. Like you even...

Dafina: Yes.

Laura: Didn't see that you're in it. It's like the way it's come together is great. So, without further ado, please help me welcome *[clapping]* clap if you want to. We always want to hear that, you know, but sense and love out to my dear friend, Dafina Smith. *[kissing sound]* I love you.

Dafina: I know. I wish I could give you hug. That's such a lovely introduction, because I also, yeah, I won't go on love fest more, but...

Laura: *[laughs]* It's a mutual...

Dafina: It was a very timely. One of a person who really just been so one of the first at a time when I hadn't heard it in a long time of like how can I be of assistance and you've just been such a wonderful mentor of life and business and love and, you know, it's – it's just my pleasure to be here.

Laura: Thank you.



Dafina: So, I like to just be really transparent really, you know, a little blunt. This is – I'd like to say like a safe space, so I like to just kind of keep it very frank and be really real, if that's okay.

Laura: Please.

[0:04:53]

Dafina: And, you know, as – as – or is that, you know, I had a – I also had – I feel like I have the veneer and the polish as if I had a wonderfully like stable and privileged childhood and I did not. That came later. And I'm so thankful for that though, because it, you know, on the inside there's a lot of grit. You know, my mom married my stepfather, who is Nigerian. We were raised in the Midwest. And, he was laid off. And at a very formative time in my life, he decided to go from being an industrial engineer to opening a beauty supply on – in Minneapolis. And that was over 30 years ago. And, it was striking for me because I realized at the time about like kind of setting aside your pride of, you know, a career and, you know, the prestige and all the degrees and really just getting down and opening up boxes and selling, you know, and just kind of being very – putting your pride aside to really have impact of the business from the business. It was a great training ground for me. All my friends worked there. You know, there's so many colorful stories of people who came through...

Laura: As it is **[0:06:06 inaudible]**.

Dafina: Yeah, it was so great.

Laura: Also get it. Yeah.

Dafina: And, I grew up, I went to Georgetown University. I studied abroad in South Africa. I wanted to be an ambassador. I really wanted to have some type of impact internationally. And then, I found myself I think, you know, in front of the fashion industry and – and then, it just kind of began this very exploratory thing, where I really feel like I kind of like cherry-picked little skills from – and we have been on the fashion industry and to music industry and to real estate. And, I got to know – I mean, I've had some amazing experiences. And you know what? I always kind of go back when I was home and visiting my family and kind of, you know, you guys should do this, you should think about that, you know, you get to open to buy system, you need a budget, you need a CRM. You know, it just slowly and I slowly kind of tiptoed into the family business and any of you who have worked in the family business, I feel like I deserve like a badge.
[laughs] **[0:07:16 inaudible]**

Laura: You get a – you get a, atta girl, for doing the thing.



Dafina: Yeah. It was a lot. It was a lot...

Laura: Since you're nodding head, so I know...

Dafina: Yeah, it was a lot. And there was like, you know, as I started to have my own family, when I got married and had twins, I really, you know, I kind of wanted – I really just had this vision that I kind of call it like, you know, we – you know, a lot of times you're spoken to in visions and it was really just simply to the Chanel of hair extensions. To really add all of the luxury that I had seen, you know, working at top department stores, helping, you know, big brands glow – grow. Working with celebrities like Beyonce and real estate and just really kind of bringing together all of that – that really like best in class luxury to the extension and to the beauty industry and I just had to do it on my own and it was scary. And that's kind of what brings me – that's kind of what brings me here today. So, I -- that's kind of just like the background of, you know, how it all kind of concisely came together.

Laura: So, let me ask you a couple of questions.

Dafina: Yeah.

Laura: First that comes to mind is this is going to be like a total digression, but I want to make sure we don't lose it because I think it's something it's so important in this conversation. How do you manage – I mean, your company has grown very large at this point...

Dafina: Yeah. Yeah.

Laura: I don't know how many stylists you have or what numbers you want to share. That's all up to you.

Dafina: Yeah.

Laura: But, I can say that one of the things I'm impressed with is that you still manage self-care.

Dafina: Yeah.

Laura: Still manage to show up looking gorgeous, you know, genetics and all that good stuff as well. But, you do take good care of yourself and I think one of the things I hear often, again, from women is that they're exhausted, they're overworked, they push, you know, their calling is calling them.

Dafina: Yeah.



Laura: And you have -- what did Ryan say? It was like what if this is your moon shot.

Dafina: Yes.

Laura: Like you have internal grit and drive to actually like...

Dafina: Yeah.

Laura: Knock it out of the -- of this hemisphere and at the same time, you have the priority as a mama and as a wife and as a girlfriend and as a daughter to take care of yourself.

Dafina: Yeah.

Laura: So, talk about that?

Dafina: So, I think that -- a few things with self-care is that I had a situation where I didn't do that. And my last business I was just like I can work, you know, I am such a workhorse. And I -- my -- and I can be very stoic and I push off a few appointments and long story short, I had a staph infection with scars all over my face. And I'm in the beauty industry and our face is, you know, part of what we use to market **[0:10:01]** And I always say like I wasn't listening to God's voice first and He was like, I'm going to get you to hear me when I say, come out of it and put it all over your face and you can't hide it. I still to this day, you know, I still have some of the scarring. And, I'm almost like thankful for that because it is it's a daily reminder for me of like if you do not put some guardrails on, you will be mowed over and it won't be, you know, and thank goodness it was just something that was, you know, that was able to be treated and just on my face. But, for a lot of women we have like adrenal failure. I mean, there's so many can go all the way up to, you know, you -- heart attack in your 40s. So, for me, that's one thing that I think has been very good. The other thing is just kind of making peace with. I think I've built this system around. I am I keep telling, you know, my company and I think it's important to understand, I know I'm a workhorse, but that is a threat to our company. And so, I -- then, we try to...

Laura: Wait. Let's not go off too far. Did I hear you say I'm a workhorse, but that's a threat to our company?

Dafina: Yes. Yes. Because if you put too much on one person, we're not -- we're not a company. And it's also it -- it's not protecting our clients and protecting the whole -- all of these people who rely on us can't just be relying on one person. What happens if I get sick or I'm just not in the mood for a couple of weeks? So, I really try to be very intentional about building systems that -- that work without me.



Laura: Right.

Dafina: You know, and I'm there to guide them and I do work and I do it, but I really had to, you know, and we're doing something like, okay, but how do we get me out of – how do we, you know. And so, there's tools like very tactically I'll use tools like Zoom or Slack, where this way where we are having conversations and everybody is kind of aware of the conversations, so that they can go back and revisit it. And I'll try to just, you know, build in systems of auditing like watch what I do for this and kind of get an understanding of how I think.

Laura: Yes.

Dafina: And then, I think there's also just a point too where I've made of like I'm leaving money on the table and I'm okay with that. I try to operate from what is our brand's operational, you know, what can we do excellently and what can we do with ease and what can we do efficiently. And if it's outside of those three, it's not for us. And while I may get the money upfront, it doesn't work. You know, I really try to build the company, where I say we are 9:00 to 6:00 company. You know you can do whatever work you want to do off hours, but you can't expect responses from people outside of Monday and a Friday 9:00 to 6:00.

Laura: Right.

Dafina: I mean there's times when you have events coming up, etc. But, I understand that that leave some money on the table, but I'm trying to operate in a different currency a little bit now.

Laura: Well, and I think that that's – so, you know, I heard like 27 nuggets there. I mean, it's just as everybody else heard as well. But, I'm curious about the systems piece because as we all know, I'm a system – well, I don't say as all know. But, those of you who know me know I'm a systems geek. I love systems.

Dafina: Yeah.

Laura: And I feel like sometimes I came from McDonald's, my first job, right? The efficiency of that. But, it's also working in the legal field for so many years. I think that there's something when you go to law school and you get that kind of training about systems and how things work, it's a different type of education. And I want more creative visionary entrepreneurs to understand that all of your freedom lies in the systems, right?

Dafina: Yes.



Laura: The thing that doesn't feel nice, that's only natural for us, you know as we're visionary people often is the place where all the juice lies for your time...

Dafina: Yes.

Laura: For your financial freedom and mostly for your emotional freedom.

Dafina: Yeah.

Laura: So, I think that's the place where you and I are like so synchronistic as well. Let's talk a little bit about narrow and deep. Let's talk about when you decided to create Covet & Mane, you know there were other companies out there doing what they did. But, you saw, you know, how to build a better mousetrap and you didn't try to build 57 different products.

Dafina: Yeah.

Laura: You really said, this is what we're going to do. Talk a little bit about that?

Dafina: I think I – and I say this to a lot of women is that it is much slow is fast. But, when you don't, you know, and you don't have a lot and I'll be frank that this is another thing I like to be transparent about. I didn't need to take a salary because I was – I was married to someone who is helping with that. But, we live in the tri-state area, we have twins. People know this is a very, you know, expensive area. So, I didn't need it to make some money, but this is a self-funded operation, so I like to be just like transparent about it. It wasn't like I had investors or, you know, this...

Laura: And, I think all of us, I think – I don't know that everybody on this call, but I think all of us here do as well.

Dafina: Yeah. So, you know, you kind of looking at your budget and you're like, I can't do 90 products. I can't especially when you have products, I have to do one product. And I really had to start with where did I see the opportunity and then I was like, if I can't innovate, let me spend some time like not just selling another product, but where can I add some innovation. That slowed it down a little bit and it took longer, but that's where we were able to go faster because we went and added some innovation and added a little bit of intellectual property around that. So, we had a patent filed and, you know, you start selling before it's granted, but at least you have that in the, you know, in the IP world. And, I figured if I start small, I don't have, you know, customer acquisition cost. I can just do it really – I can do it incrementally and I think that that's really what you need when you're getting started. And I think that is just about reframing to the outside world why you're doing it. You're not saying I can't afford to go and start



with 19 products. It's, no, I'm very intentional and I'm obsessed and I'm, you know, I'm maniacally want to improve this one product, we're going to focus deep on this and we're going to innovate. That's how I frame it. And then, we started by inviting people. You know, being very forthright I have this idea of making some innovations. I'd love to have you, you know, purchase it. I'm going to give you preferred pricing, but in exchange, I really want your input. And I think especially when you start with a lot of women, I think sometimes you want to play bigger or better than we are than when we're first starting out. And if you're honest and you are humble and you ask for help, those people will be your – I mean, we love to help these women and give feedback and people love to be heard. And it's such a magical time of your business that I almost miss it sometimes.

Laura: *[Laughs]*

Dafina: You know that like that real intimate just...

Laura: Yeah.

Dafina: I mean that's how we started and it was just – it was slow is fast, but I always took it faster. We started by, you know, I thought of who do I really like, who's going to...

Laura: As far as stylist or your...?

Dafina: Stylist. So, I started with stylist, there was not website there was no – I didn't even think we had a name. It was just here's my idea and I was able to kind of and I started – I think I started literally with like four or five people and I just said here's the – it was a text message that I would send -- I sent to them very simple. It was like, you know, I have an idea, I really want to -- but in order for me to bring somebody to market, I really need your feedback and I want to collaborate. So, I think I started with six and I remember I had the – we would text – they would text us their – their orders and we would invoice them manually and we kept it very simple. I mean, I was selling that same model into the six figures a month with that – with no website before we...

Laura: Yeah. So, I want to...

Dafina: So, it just kind of started.

Laura: Thank you for sharing that and thank you for your transparency. And I want every woman who's listening now or in the future to hear what you just said. She sold into six figures per month, not per year. Six figures per month without a website. So, every place that you get stuck on I'm going to launch after the website is done, after this is fabulous, and after this is



tested. All of that stuff that holds you back is keeping you from being in service, it's also keeping you from monetizing. Right?

Dafina: Also keeping you away from a very magical point of your business.

Laura: Yeah.

Dafina: Which is when you're bringing in early adaptors, you're bringing in – these are going to be your disciples. They're going to go out and tell people how much you care and they see this is and don't hide that part. I think a lot of us are in a rush to hide and make it seemed bigger. And I think it's such a magical time of business, it's like your newborn baby and people love those newborn baby photos. So, put them into that process, you know, don't hide it and try to pretend like they're 5-year old, you know.

Laura: Right. Well, I'm hearing two things here, Dafina. One is that the place around the product could be so fantastic, but that's not what created the raving fans, what created the raving fans was that personalized attention that personal touch.

Dafina: Yeah.

Laura: And as you scale, I'd be curious about this because we're having a event in July.

Dafina: Yeah.

Laura: **[0:19:39 Inaudible]**, right? We're having it in Colorado called, Elevate. I'll tell you guys about it, but we're having an event in Colorado for people who are really serious about scale.

Dafina: Yeah.

Laura: Scale requires a magical formula, right? Just like an extra strategy if you decide you want to sell your company, there's some things you have to have in place.

Dafina: Yeah.

Laura: And the culture and the brand is part of what I feel like makes Covet & Mane unique in the marketplace.

[0:20:01]

Dafina: Yeah.



Laura: Like you are really committed when you and I are talking one-on-one, you are so committed that those stylists have what they need and they have that extra level of technical service. I think that's really stand out in the marketplace as well.

Dafina: Yeah. And, I think we said, you know, a lot of times as a brand, what you get revealed is who you really are as the brand gets revealed is what you say no to. And it's really hard...

Laura: Oh, that's so critical. Who you are as a brand it's revealed in what you say no to.

Dafina: Yeah. And there is a lot of, you know, there is a lot of new gimmicks or get on this stuff or we do this or offer this is a sale. And I said, we don't go on sale because Chanel doesn't go on sale.

Laura: *[Laughs]*

Dafina: We don't advertise because our best advertisement is our product and our people.

Laura: Yeah.

Dafina: And that is – that's really helped us that money that you would spend towards advertising. I spend on paying concierges and giving them, you know, a nice salary benefits that, you know, an ability to make a life being...

Laura: Yes.

Dafina: In service, but really elevating that experience. And growing that department as an intentional part of our, you know, and really pouring into them and really making them feel them feel a part of something bigger too. I think it's not just how you treat the outside people, but it's also how you treat your – your people on the inside as well.

Laura: Yeah. And I think that that's the whole thing. You know, to me, one of the most compelling or really compelling meaning to me I want to get it done fast. I often – I often hire way quicker than other people do.

Dafina: Yeah.

Laura: You know, I tend to be one of these people I'm like, who else is going to hire you?

Dafina: Yeah.



Laura: Like I just love, love, love building rocks our teams and then we get the reward of having team members who actually, you know, that we get to support them with a business gets to support them, it gets to support us, it gets to support others.

Dafina: Yeah.

Laura: But, I can tell you the stickiness of an amazing culture where they get to do to be a part of something that's bigger is delicious and I think that that's why people stay.

Dafina: Yeah. I had very, I mean, we've had very, very, very, very low turnover. And I mean, also I remember having about a year ago, I did a review with one of my team members and she started crying and she was just like I was living paycheck-to-paycheck before this and this is the first place, where I've, you know, I know what IRA is and I know what 401-K. You know, and just being able – it's – there's also ways to just for me it was a reminder of, you know, you can have impact with many different ways.

Laura: Yes.

Dafina: But, that feeling that she had and that loyalty that she has is can be to our – to – she's a true concierge and she's really there to help our stylist. And, you know, and I think that there's a humility that our team has as well of like, you know, we are exclusive in terms of who we let in, but once you're let in, we are humble, there's no pretense, we are here to serve you. And kind of that idea like that servant-based leadership, but also just like in your business as well of just humbling yourself to those who come in and trust you to give your money and really especially during – during COVID and having the salons be shut down and all, you know, all of that just really remembering to be beyond the transaction.

Laura: Well, I think it's one of those things again for smaller organizations, right? Because a lot of women who are here who are listening who follow us, you know, they're in startups, they try to hit that first hundred thousand a year.

Dafina: Yeah. Yeah.

Laura: Or they've hit that and then they've been told that like your business is no good because you haven't had a million, I'm like, [0:23:49 inaudible]. That's not what it is.

Dafina: Yeah.

Laura: It's a place of like how do you create a sustainable organization that if you desire becomes owner-independent, really...



Dafina: Yeah.

Laura: About you.

Dafina: Yeah.

Laura: That's scalable.

Dafina: Yeah.

Laura: You have a model that actually create greater and greater impact. So, I think that advice really hit tipping point this year in the midst of COVID. It seems like thing started speeding up in a lot of ways. You know what I mean? Like you are...

Dafina: Yeah.

Laura: Scaling in spite of the facts that salons were closed, which I thought was fascinating. Yeah.

Dafina: And I think that was one of those reasons we said no to, where a lot of people were like, well, what are you going to sell them or do this or do that or open up your stand, you know. And I said, "We're not going to sell." We're not going to sell to people, whose salons are closed. We're going to offer them complementary training. We're going to, you know, bring – one day, we just did something we were like just show up on Zoom and if you need to cry, cry. Like, we're here for you, we got it.

Third person: Mom, can we watch a video?

Laura: *[Laughs]*

Dafina: We had early spring break start because of...

Laura: Yeah. She's **[0:24:52 inaudible]** actually. We did, yeah, and thank you, again, I appreciate that because I know it was good timing.

[0:24:58]

Dafina: Yeah. So, it was kind of back to that just that wasn't a product, that was just more of a longer vision of like we're here for the long term. What can we do? We got it. They're just sometimes are the times to sell and then there's not. But, I think in these early seasons when you're looking to scale, embrace the season and the stage that you're in. Don't try to hide. Don't



try to be, you know, because then it's funny all these big companies then try to come and pretend to be small and they're doing, you know, all these things and then, the little people are trying to do stuff, where it's overly automated or it's overly, you know, funnel these and they're like, that's not season yet for you. And I think...

Laura: I don't think you can go backwards. I think you can go and pretend that you really care about client care after the facts.

Dafina: Yes.

Laura: Like, you either do or you don't. Is it a part of your culture, it's in your core values, which is a whole another conversation. We talk about scale, it's like...

Dafina: Yeah.

Laura: What do you -- what's your culture? What -- and I think a lot of times you get a solopreneurs or small business owners and they are like, I don't need culture yet. Well, yeah, you do. You need a mission, you need a vision. You need culture, you need core values now.

Dafina: Yeah.

Laura: And then, you can grow with that.

Dafina: Yeah.

Laura: And it's where you stand out in the marketplace versus when I get there I'm going to go backwards. Yeah.

Dafina: Yeah. It's like trying to move into a jumping train if you -- because once you've get it, it's like you -- you're going to -- I mean, I've been in that point now, where -- and I remember building this, I was like, let's build it as if it's going to be a multi, multimillion dollar company. And I did and it is. But now, I'm like, oh, my God, we have to build it even bigger. And, you know, and that -- that is like -- so, my only advice is like the structure and the framework, build it really big. It's just as easy to, you know, go from zero to a million. I know that sounds really weird, but you -- and I can't believe I'm saying this because ten years ago if you would have told me, I would have been like, "That's impossible." And it's just as easy if you have that framework, but you treat each season and you nurture the season still. So, when you're still small, you know, it's like, but I have the framework I think.

Laura: Well, I think that and then celebrate where you are as part of the journey.



Dafina: Yeah.

Laura: I'm hearing that you keep referring to seasons and I so appreciate that. And I just – we have about just a minute or two because I want to honor everybody's time for lunch. But, I do want to take a quick – quick jump over to what you and I talked about that kind of the – I think the first time we met you said you had percolating some ideas for what I want to do with getting back and making a difference. If you can tell us a little bit about where you are in that journey?

Dafina: Yeah. So, we – I had kind of thought about it a little bit. You know, I really felt that the beauty industry was it's so emotional, it's so – it's such a forgiving industry of it's a great second chance industry. And, I personally watched so many of my clients transformed their lives, their kids' lives and making, you know, some of them make up to a million a year.

Laura: Wow.

Dafina: In the salon, three to four days, four to five days a week, which is, you know, for not going to college in the US is amazing.

Laura: Okay. Wait a second. **[0:28:04 inaudible]** and become stylist now, okay? Just...

Dafina: *[Laughs]*

Laura: Like they make how much? Oh, my gosh.

Dafina: I know. It's actually, you know, with extensions had become like a necessity. So, we found an organization that I had talked to you about my ideas of really wanting to do something in the prison system and then lo and behold, actually, in two months, our first student and we found an organization called Fearless Beauty. And they work with the Women's Prison Association doing soft skills and also, now, sponsoring them once they get out of prison to go into cosmetology school. So, we have our first student from our first scholarship. And then, we just signed real estate space in New York City starting this summer, so we'll also be able to host some of like the workshops and stuff like that for them there and donate the space and kind. But, really trying to close that gap of, you know, recidivism in the US by giving women really great skill. And not just the skill that, you know, the cosmetology degree, but really our network leveraging the narratives and the stories and experiences of the stylists who I work with and also act as mentors, so giving, you know, because a lot of it is just like pricing and conflict resolution posturing. You know, like how do you show up and how do you position yourself and that whole [steep] of experience. So, that for me last year, we made the commitment. This year,



we just started our first and hopefully there'll be more. It also, just really connected me with like a little bit more of vibrancy of like of that sense of like this it's deeper than beauty what we do.

Laura: Yeah. So, fantastic, sweetie. I love you so much. And I'm so, so very grateful for you to have, you know, carved out this time for us to be with us, you know, just really it's such a pleasure to see you. **[0:30:07]** And every time that we get a chance to connect, I'm more inspired by your journey. So, continue doing the great work and thank you for choosing to give back.

Laura : Do you ever get lonely working from home? Are you hungry for connections with other women just like you? Each year, we host several live events for our Limitless Women community, where we come together to connect, grow, and learn. I'd love to see you at the next one. Check us out at LimitlessWomen.com for details.

[MC] You've been listening to The Limitless Women Podcast, with your host Laura Gisborne. Our mission is to help women business owners like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Are you a Limitless Woman? This is your personal invitation to learn how you can join our online community, grow through our business school and play with us at our live events. Go to LimitlessWomen.com for all the details. That's LimitlessWomen.com. Thanks for joining us!