

[00:00:01.390] - Speaker 1

Welcome to the More Life podcast, where creatives problem solvers and entrepreneurs talk about squeezing more out and finding meaning in this crazy thing we call life. Let's dive in. Going on, guys? Welcome back to another episode of the More Life Podcast. I'm your host, Bart Aniston. This week we are here with Victoria from Finder Point. Victoria, say what's up to the people?

[00:00:28.100] - Speaker 2

What's up? What's up?

[00:00:29.500] - Speaker 1

Thanks for having me. We're glad that you are here. And if you are here also for the first time, I want you to subscribe hit the notification Bell if you're watching this on YouTube, and please leave five star reviews wherever you listen to podcasts. Okay, Victoria finder point. E commerce, web business. Tell me everything, tell me nothing. We're going to cover it all in this conversation. The first thing is where did you come from originally?

[00:01:00.600] - Speaker 2

I am from Ukraine.

[00:01:01.970] - Speaker 1

No, sorry, that's not even remotely what I'm talking about. How did you start this? Just for context, for everyone else that's listening. Victoria started working in the same coworking space that I also work at, and we immediately hit it off in terms of working together, business and sharing lots of laughs. She laughs at all my jokes, which makes me feel really good, even though I know I'm not as funny as you make me feel. But yeah, Victoria is an ecommerce, web developer and designer, and you've been doing this for about a year. So what? I mean, like, where you come from, it's almost like how did you show up here? Because you kind of did not have this type of career path to be a web designer.

[00:01:46.930] - Speaker 2

Yeah. Honestly, it was kind of random how I fell into it. I didn't really like the way that I was going towards. Originally. I worked at Enterprise Car Rentals. Great place to work. Gives you the support to be your own boss. Except for this quote. But honestly, I just didn't really like where it was headed. I didn't really want to move up that corporate ladder. So I just decided to look at other things that I thought could work. So I just applied to this one agency and they did design development. I just applied to be like an account manager and they showed me the ropes. I thought it was really cool that something like that was out there. I had no idea ecommerce was even a thing at that point. So they kind of showed me how to work with Shopify, how to do a lot of different integrations, design development, work, whatever. Then I just started to pick up myself. I started to learn a little bit more, start to connect with people in the industry. Everyone seemed pretty like determined to keep pushing and keep going, keep driving. I was really infatuated by that feeling.

[00:02:51.770] - Speaker 2

I thought it was something that I could work towards and grow with. So I just kept going. Honestly, after school I did a postgrad Humber. I did account management where I got the opportunity to work at density. So from there, I worked on the LVMH account with the Flora. I worked with Louis Vuitton, different types of brands. It was only for a couple of months as an internship. However, it really gave a good insight as to the expectations that these big companies have and how to go about these accounts and how to grow a business and any little thing that you and I wouldn't really have the opportunity to understand. And then honestly, at one point, I just thought that it was a dead end. At that point, I just got too comfortable. And that's one thing I don't like is comfort. Comfort makes me lazy. I feel like it makes me very bored and just not determined at all.

[00:03:52.630] - Speaker 1

Are you an adventure seeker?

[00:03:54.400] - Speaker 2

Yeah, I think I'm a thrill seeker. I'm an adventure seeker at the beginning. Sometimes it's a little bit

scary to dig your toe in the water, but once you get into it and once you understand that there's more to the picture and that you can, it's just all internal feelings that you don't even know what's going to happen. Once you kind of put that aside and once you kind of give things a chance, it starts to flow better and you can really understand that you're more capable of doing that.

[00:04:19.940] - Speaker 1

You actually thought you were at the beginning and you're kind of lucky. You've jumped into a world of design and creativity at a point where it's kind of very democratized, like, accessible to anybody. You know, you took a post graduate course, you picked up skills on your own. Youtube is readily available to you. You have Skillshare. Whatever it is, you can pick up skills so much easier. Like the old guy, the Room me President who went to College for this and took courses and classes. They're not teaching this stuff in high school. They just give it away for free. I'm just like, hey, I paid really good money for this.

[00:05:03.570] - Speaker 2

Give me a job.

[00:05:04.430] - Speaker 1

Yes, please, somebody don't destroy my industry. It's not destroying it. If anything, it pushes us to do better. I even think of companies like Adobe who I've recently just stopped paying for because I'm like, I hate you guys. I love them because that's what I learned in school and that's what I grew up on. But at the same time, it's like, yeah, there are other better tools that cost less money and do a lot of things are very powerful, like Sigma. I'm a huge fan of Sigma.

[00:05:31.420] - Speaker 2

Yeah.

[00:05:31.790] - Speaker 1

So tell us more about the journey. So then when do you go from I'm working as an intern to I'm going to register a business.

[00:05:42.330] - Speaker 2

At that point, I feel like it was a decision I had to make whether I needed to pursue a full time position at an agency where I already wasn't feeling comfortable at. You have to understand at this point in time, everything was virtual, everything was online.

[00:06:02.490] - Speaker 1

This is covet time, right?

[00:06:03.860] - Speaker 2

Yeah, it's peak time. Even though I work, everything is online. Even though I do everything online, I still really love that human interaction. I really like to talk to clients and kind of do more exploratory work in terms of how we would get things done and come up with some sort of solution. And I feel like at the internship, I was boxed in, and I wasn't really given an opportunity to grow and learn, whether it's from doing something great or a mistake, like things happen. So, yeah, I mean, at that point, I thought it was all or nothing. I knew that if I didn't take that leap, I would have regretted it. And that's one of the worst things you can ever do. I definitely would have regretted it. And I'm so happy that I did. They weren't happy with me that I was leaving.

[00:06:52.350] - Speaker 1

We showed you the secret sauce, and then we're like, Bye. Thank you. Next.

[00:06:57.450] - Speaker 2

But that's what you have to do. You know what I mean?

[00:06:59.690] - Speaker 1

So basically you're saying you're gangster.

[00:07:03.790] - Speaker 2

No. At the end of the day, everyone's interest, anyone's going to do whatever's best for them. Being a business owner, if I have employees that come up to me that kind of go through the same process or go through the same journey, I understand they want growth, they want different types of potential exposure, that maybe it's just not working for them. So it's definitely like a learning curve. It's a process you have to take, and you have to understand that everyone's path is different. People that started in the industry 20 years ago, they could be comfortable. They could like having that nine to five security. To me, it just wasn't really desirable. And I just thought it's either going all in now, see what happens. Worst case, I started another company and another one. If that doesn't work, maybe I'll apply sober. Maybe. But, like, no.

[00:07:57.150] - Speaker 1

Would you say you're a designer or are you a marketer? A solution based marketer?

[00:08:02.710] - Speaker 2

I think a little bit of both. I've always had that design. Yeah. I always have the appeal as to what looks good and bad and what kind of people vibe with and in terms of processing everything and the strategy, as well as how that goes together. But I also understand solutions. I understand how things work, where we have problems and how to solve those problems. I firmly believe that you can solve any issue that you have ever, especially with Shopify, especially with ecommerce, especially with anything. It's a battle, but there's definitely lots of work.

[00:08:50.690] - Speaker 1

Would you say, like, the way that you work, you've had to learn a lot, because this is where my fascination with you started from. Like, look how young you are, how smart you are, and how fast you have. Like, I feel like this industry is kind of like double Dutch on top of it.

[00:09:10.760] - Speaker 2

Yeah.

[00:09:11.470] - Speaker 1

And it takes kind of practice to learn how to do that. And I'm like, look how fast this girl has just jumped in and started doing it. She's like, It takes a lot of people a lot of time to learn. Okay? I'm not a freelancer, okay? I need to be a business. So what do I do differently? How do I work on systems and processes and delegate tasks and focus on my PNL reports and reporting to my bookkeeper? You have figured that part out very quickly. By my estimation, you just started this last over. I'm like, okay, if this was a movie, this is when you were cut to me in 2017, like, spinning my wheels, trying to create lightning. Whereas I'm like, oh, you've avoided a lot of the pins balls, which I'm like, that's really cool. And then the more that I talk with you, I'm like, okay, you're pretty savvy. You have your good head on your shoulders, so you're understanding the business side, which I think is even more commendable than the design side. And we've had this conversation many times on the podcast where design is becoming more of a basic commodity.

[00:10:27.630] - Speaker 1

There's so much good design out there now. So it's like, okay, how do you differentiate yourself? I think it comes in the form of how do you solve someone's problems? How do you provide that solution? How do you get them from point A to point B? Yeah. Okay. Even less talking about how you set up your business, you predominantly put it all. You predominantly put it in your website and your Upwork. Now, I told you already this funny story about up work where I started building account like in 2016 or 2015, and their computer software did not like me. I'm not going to say Upwork is racist, but I am going to say that I uploaded a picture of a white person and it worked. And they would not accept my profile with my photo and then said that they would not accept my submission of all that work.

[00:11:30.530] - Speaker 2

Better of work. Yeah.

[00:11:32.130] - Speaker 1

Seriously, they're lucky this didn't happen in 2022. I would have canceled them. Okay. Yeah, it would have been not good. Upwork was a cool and great solution. It still is because I'm on there. Even though no one hires me on there. I'm still navigating since talking with Vika with Victoria. Sorry, I don't want to put that out there. Crashed out from the record. She showed me some tricks of the trade on how she's navigating lead generation in a way that I think is so modern because it's like, okay, I never would have thought of this. Yeah, but it's kind of like hacking the system. It's very post 2020. Like, it's very like new school, and it makes me feel very old when I talk to you, when it's like you're sharing these little tricks. I'm just like you're like a hacker. You're just out here hacking the system, making it work, and like, oh, here are the building blocks you have to complete before you move to the next level. And then you're just like, no, I'm just going to jump all these extra things I'm supposed to do now. I don't want to learn all this.

[00:12:48.150] - Speaker 1

This is like antiquated. There's actually a faster and a better way to do this. I'm just going to skip all your stupid stuff and go over here. I'm just like watching it's like, damn, I really messed up. So talk to us about Upwork, how you started on there and how you position yourself on there.

[00:13:03.780] - Speaker 2

Yeah, for sure. It's been very interesting. The way I started was actually all credit goes out to my business coach. He showed me the ropes, he showed me how to do everything. He honestly put me on so much so he's definitely been a blessing in that case. But I have looked into it previously, and it's just one of those things where it's like, if you put in time into it, there will be some sort of reward that comes out of it, just like with any other platform.

[00:13:35.590] - Speaker 1

So you're saying I haven't put enough time into it?

[00:13:37.680] - Speaker 2

I mean, 10,000 hours is kind of like pushing it.

[00:13:40.850] - Speaker 1

10,000 hours pushing it.

[00:13:43.130] - Speaker 2

But if you're consistent, it's about consistency. If you're consistent with it, if they see that you're interactive with it, if they see that you're actually looking to get some meaningful jobs out of it and some decent connections, then I think it's worthwhile. But no, I mean, going from the beginning, I set up my profile. At first, everything is kind of slow. But as soon as you get that one first client, one first customer, that's when it all changes. You get that good review.

[00:14:11.220] - Speaker 1

For those that are listening, I'm rolling my eyes.

[00:14:15.190] - Speaker 2

You get that good review. And I mean, honestly, it's up from there. You just kind of keep automating it. You keep working at it. You keep perfecting your pitch, uploading new case studies. I feel like Upwork also forces you to really provide the service, because this way, if you don't do something proper or at least you don't set that expectations and deliver on the expectation, you're more likely to get a bad review. And then that's going to impact your ability to get future jobs.

[00:14:48.330] - Speaker 1

Can you put your Upwork reviews on Google or on your website?

[00:14:52.050] - Speaker 2

I guess, yeah, you can pull it from there. I mean, they're your reviews, they're kind of nurtured towards you and very intimate in that way. That's definitely a good way to go about it. That's another reason

why. And I've actually had people that would be looking for Shopify experts in the area and like, my Upwork account would come up as a search option in Google. So this also optimizes SEO. If you're trying to get out there a little bit more organically. So, I mean, in terms of that, it's just kind of getting on board with how the system works. Really understanding the limitations of what you can and can't do, making sure that you're still in limitations of their rules as to they don't want you to take things out of the platform. They kind of want you to keep everything for sure. Exactly. It's your account. Like no one else is left. Touch your account type of stuff.

[00:15:47.630] - Speaker 1
Let's know what you're doing.

[00:15:48.940] - Speaker 2
Yeah, but they still kind of have those limitations. However, I feel like the opportunity is really good to not use it, and it's just a good cash flow system. It's just a good way to get things running. It's a good thing. Yeah, exactly. Up to speed and for you to learn way quicker than I would if I went the traditional route and just started to produce content and maybe get a client in three months.

[00:16:20.210] - Speaker 1
You see how she's throwing shade at my content? Okay, she's throwing shade at my content marketing strategy. Maybe you'll get one client in one to three months.

[00:16:31.070] - Speaker 2
No shade, never. No shame. But you know what I mean. There's way to go about it. People are open to it as well. There's a lot of big companies that go to places like Upwork.

[00:16:40.930] - Speaker 1
Which I'm so surprised.

[00:16:42.050] - Speaker 2
Yeah, me too. Honestly, they've had good experience. Some have had good experience, some haven't, which is unfortunate, but I really tried to be that differentiating factor. That when they found me. They're like, thank God I found you, because everything else kind of sucked.

[00:16:58.610] - Speaker 1
Why Shopify? Why ecommerce? Why not like something else? Is that what you learned first? So it's like your first love type of thing?

[00:17:09.790] - Speaker 2
Yeah, I think so. I think I just fell into it, and it was just kind of something that I really enjoyed when I was younger. I actually really loved to go shopping with my mom. So I always had this, I don't know, passion, I guess, where it's shopping in general.

[00:17:24.300] - Speaker 1
Are you a material girl?

[00:17:25.440] - Speaker 2
I love it.

[00:17:26.870] - Speaker 1
We're going to go to the rapid fire questions at the end. I'm joking.

[00:17:33.450] - Speaker 2
I dabble here and there at the mall recently online.

[00:17:38.610] - Speaker 1
Do it now, right? Like live your life.

[00:17:41.280] - Speaker 2

So, I mean, I don't know. Shopify just made sense for me. Everything about their platform is just so versatile. They're always up to date. Their company culture is just so amazing in the way they treat their employees and overall commitment. They have really good environmental sustainability goals. How to try to cut back different emissions and try to help whether it's decreasing Black Friday, I don't know, emissions, or they try to give back a lot. So I feel like their values and the platform, the service that they offer just align perfectly. But that being said, looking into the future, I feel like they have already. They're like the Apple of Ecommerce 100% they know what they're doing, they know what's coming, and they know how to handle it. And it's just natural that you kind of pivot into Shopify and grow with them.

[00:18:38.690] - Speaker 1

Yeah. Like you're very much Shopify. I'm a very WordPress person. We're like on opposite sides of the spectrum. I do traditional content marketing and you do a pork marketing. I'm surprised you don't have an Android phone. And I have like a BlackBerry pause. Yeah. Blue Bubble for life. I guess that also matches, like the CPG stuff you do because super good products. It's like, okay, I love this whole narrative, this whole trajectory, only because there is an influx of new people who are starting businesses, who are becoming overnight successes through their TikToks and through their Instagram reels and posts and through anything social media related. You could become a star overnight. All it takes is one blog to pick you up one algorithm to say yes to you, and all of a sudden those candles you've been making in your house, ten at a time, all of a sudden now you need to make 10,000 at a time. And people are giving up regular nine to five jobs to start more of the okay, I'm going to take control of my own finances. I want to be somebody who is a boss where I want to make my own money, whether it's a side gig, a side hustle, or like a regular five job.

[00:20:04.610] - Speaker 1

So everything aligns that way. So I love that for you in the sense that, okay, you are one of the people who is like saying no to traditional work to start your own venture. And you're also predominantly helping companies of people who have also said no traditional work. I will start my own venture as well. The people that you meet most of the time are these are younger people.

[00:20:34.170] - Speaker 2

They vary from people that have been in business for 2030 plus years to someone that's been just starting out and they kind of want to try out and see what will happen. But it really all depends. Everyone has different goals, whether it's just to have some sort of income coming in, just something here and there, whether they're just trying something out that's new and different for them or whether they're starting their fifth or 6th business because they already know the industry and they already know how profitable something is going to be. But it's really interesting because all these people will come from such different paths. And hearing their story and hearing everything they've done and hearing how they got to this point is inspiring in a way, mostly because they also took that risk. They also put everything out on the line, whether it's going to work out or not. This is the thing, right? Like, you can never have high expectations. You just kind of go at it and just put it in your all and do your best.

[00:21:33.670] - Speaker 1

Yeah. How do you feel about the whole creator. I'm a CEO, I'm a boss. Babe. World that we live in. There is not the same excitement. It sounds horrible, and I don't think anybody cares except for me. Nobody cares about men in business. Well, that's because men have been in business forever. But I'm like, there's a new wave, okay? There's a whole bunch of BIPOC people. There's a whole bunch of younger people who are trying to make it. But there is this very special community of women who want to be self employed or entrepreneurial, and B, want to support others to do it. I totally get that. Especially when you think only 60, 70 years ago how most women didn't even have their own money. So it's like, okay, now not only do you enter the workforce, but now you could actually be the boss and you can make the decisions your own way, the way you wanted to run a business. Have you found this community to be, A, are you a part of it? And B, how do you find it to be helpful?

[00:22:53.070] - Speaker 2

Be really honest with you. I'm not really a part of any, like, female community.

[00:22:59.590] - Speaker 1

Not because you're the business.

[00:23:12.010] - Speaker 2

I don't know. I don't think that me being a female should categorize me in any sort of way.

[00:23:19.470] - Speaker 1

I love that answer.

[00:23:21.190] - Speaker 2

Just because I'm a female doesn't mean I'm less risk averse or like, I want to take less chance or do anything else that a man can or can't do. I think it's time we step out of that narrative that's been like, oh, women couldn't do this and this 50 years ago, this and that. It's like, okay, let's just move on from that. Now we're talking about today and what in the future. Yeah. It's just like, I don't know. I feel like that whole transition is just so overdone at this point. And it's like, are you people? I mean, I get how women promoted. I understand the reason behind it in terms of personal branding, whatever. They can definitely relate to other women. However, it's like, how long are you going to milk that for? Until you start promoting something valuable to everyone else. You know what I mean? It doesn't matter if you're a male female. You know what I mean? Whatever your pronouns are, like, it doesn't really matter. I mean, just do something like help the community. Just be you right?

[00:24:24.250] - Speaker 1

I have the same feeling like, a lot of times, especially when I was on the grind when I first started this business. I'd be invited to very specific industry black events, and I think I went to like, one or two. I'm just like, I only want to be considered because I'm the best and I only want to talk to people who also, I find, are cool and are the best. I don't think it helps if we're picking based on your skin or because of your gender. How do you calculate how feminine do I have to be to be considered the best of my job or how black do I have to be to be considered the best of my job?

[00:25:08.770] - Speaker 2

I don't know. It's so marginalized at that point. It's like you're putting yourself in this box in this boundary where you're technically not allowing yourself to be inclusive with anyone else beyond that. You know what I mean? It's like, what if I want to come to one of those events as a white person to an all black event? How would I feel? I would love to see you try included. Would that be okay?

[00:25:31.840] - Speaker 1

Of course it would be okay. But I think you feel very awkward.

[00:25:34.570] - Speaker 2

Like that's the thing. It shouldn't be like that. We're all here to talk about business. We're all here to help each other grow. We have the same common goals. So I feel like our background and how we got here shouldn't be that big of an impact as to where we want to keep going, because it's what the goals or the horizon that we're focused on, not kind of where we come from.

[00:25:56.800] - Speaker 1

That's great. Speaking of Horizons, what's next for fighter point? We need to talk about where the name came from. Unless you really have a very great story to tell.

[00:26:12.510] - Speaker 2

Not really. I just thought things be fine. It's fine at the point you want to be at this fine point with your ecommerce. We have this goal, and we want to get to that finest point.

[00:26:27.710] - Speaker 1

A brand or a logo, rather, is just a logo.

[00:26:32.520] - Speaker 2
Yes.

[00:26:33.650] - Speaker 1
The name is just the name.

[00:26:36.000] - Speaker 2
Exactly.

[00:26:36.610] - Speaker 1
It's whatever the brand story you attached to. Yeah, it does not matter. I don't think you can explain to me what the word McDonald's translates like for real, word for word. I think it's just someone's last name. But if you say the word McDonald's in every country on the planet, they understand hamburger, French fries.

[00:26:58.640] - Speaker 2
Yeah, exactly.

[00:26:59.400] - Speaker 1
So they understand what is the brand. Oh, yeah. The name doesn't matter or the logo doesn't matter as much. But how it relates to your brand story and how you market it, I think that's the most important thing. What's next for you? What are you trying to evolve in your business? I could probably help some of our listeners. Honestly, I feel like it's really and I'm going to ask you to talk closely to the microphone.

[00:27:27.030] - Speaker 2
Sorry. I feel like next steps would definitely be Soning in on how we will grow our business. Whether it's through content marketing, whether it's more personalization.

[00:27:38.880] - Speaker 1
Joy, the dark side, content marketing become an influencer. Write blogs, big TikTok, start dancing.

[00:27:47.040] - Speaker 2
Yeah, get there soon. But it's also about building a community with whether it's future clients or whether it's other agencies or other business owners, mostly because that's where a lot of value comes from. You learn a lot from them. So I feel like that's really important. It's kind of hard when you're first starting out, it's kind of hard for you to be working in the business, plus on the business. So as soon as you get out of working in your business, you're more capable of working on your business and expanding it and growing your clients and being more open to new adventures and new possibilities and services and anything that kind of goes with that. So I guess this year and maybe this quarter is going to be that transition period where I step back from doing more of the in house work. I step back from doing most of the design as I really understand the process now and how we get to that client satisfaction peak to really zoning in on helping other creatives. If someone loves to do design, I'll be that conduit. Exactly. That's the word I was looking for, to nurture them, help them out, help them grow, and then potentially help my clients grow as well.

[00:29:08.210] - Speaker 1
So how are you going to do that? Was the hard, hard questions I've heard of people hiring like virtual operations managers. I've heard people hiring consultants that can help systematize or build up your Monday.com platform and kind of give very in depth. Sops do you have a plan?

[00:29:36.830] - Speaker 2
I already have a virtual assistant, and she takes care of some back and stuff. For me, I think the next step would definitely be to hire a full time project manager so they can take care of a lot of the client communications and which takes up majority of the time. It's a lot. But if someone can manage that, that'd be great and then moving forward, definitely have a full time developer. That's really important as we do a lot of development work and kind of hopefully maybe push into some Webstery stuff

eventually. So just try to pivot in a different direction and try to test different projects after that. It's really just about extending our services really niche down on who is our actual consumer ideal client and how we're going to help them out as best possible.

[00:30:33.760] - Speaker 1

You have like a small pool of people right now that are helping you. You're growing a business that haven't even been a year yet. Congratulations. Do you have people that support you? Because I feel like I had people that supported me when I was fifteen. I was in freelancing, but I have a family. People are very concerned when I said, this is going to hit make it or break it time. I'm not getting any younger. And some people in my life are very supportive in the sense of to an extent, do a job, you get paid for it, you pay your bills.

[00:31:14.170]

Yeah.

[00:31:15.100] - Speaker 1

I like those people. They're valuable. Some of them are related to me by blood. And then there's other people who I hold even closer. And it's because we have a similar mind track on wealth building and growing it to as big as we can. And like you said at the beginning, maybe have another business or another venture and another idea. And I feel like you're on that path where this is great, the agency life is great, but it's not the end all be all for you. And, like, okay, you may have other ideas and other things. Does your family do your friends that are close to you, do they understand that about you? Do they know that side of you?

[00:31:59.180] - Speaker 2

So my family, yes, especially my mom. She sees that side of me, and she's really supportive. She's always been really supportive of everything that I do. And just her being like, you're so smart. I feel like that's just kind of so heartwarming to me.

[00:32:17.440] - Speaker 1

Does your mom know what you do?

[00:32:19.200] - Speaker 2

To an extent, she thinks I do, like marketing, but because that's what I went to school for. So it's kind of in the realm, but she doesn't really get it completely. My brother, he kind of understands, and he's 18, and I try to get him to develop and do stuff for me. He doesn't work on the side for me. Sometimes I pay him hourly, but, yeah, they get it. My dad is in this old world. He's busy with his own business. It's too much for him to handle.

[00:32:46.420] - Speaker 1

Is that where you got the entrepreneurial spirit from?

[00:32:48.890] - Speaker 2

Yeah. My dad, he sold Canada when he was early 20s by himself, no money, slept in a park bench, super poor. Eventually he got into a basement, kind of lived there for free. He helped do some work around the house for some lady. And then that's kind of where he went from. He went typical European, started in construction, built his way up. He's done a phenomenal job. He brought me and my mom over. So my life would have been very different if it wasn't for my dad. So I'll always be thankful for him. He's an amazing, super, kind hearted.

[00:33:24.890] - Speaker 1

Wow. You said two nice things about your parents. I haven't said anything yet.

[00:33:28.870] - Speaker 2

They're great people. They're really good people. I honestly don't have anything bad to say about them. And even, like, my family back home in Ukraine, they're so great. I feel like I'm very blessed. They come from the family that I have, even though there's not too much of us. I know you have, like,

a super big family.

[00:33:44.750] - Speaker 1

I have a huge family. We have lots of family meetings.

[00:33:48.730] - Speaker 2

Yeah. For us, there's not too much of us, but we're all very close knit.

[00:33:52.910] - Speaker 1

That's very good, though.

[00:33:54.110] - Speaker 2

Yeah, it's good. It's really good. But, I mean, in terms of my friends, they get what I do, but they can't explain it. When someone asked them, they'd be like, I don't know how to explain it. Like, I don't know what to tell you, which is okay.

[00:34:07.220] - Speaker 1

Victoria's other own world.

[00:34:08.520] - Speaker 2

Yeah, which is okay. I mean, I don't expect anyone. Plus, honestly, I think it's part of my thing where it's like, I haven't been too vocal about it to everyone.

[00:34:19.210] - Speaker 1

We've been working on that we've been talking about, like, you got to get your social media.

[00:34:22.490] - Speaker 2

Yeah. Just sort of, like, promoting myself more. But then again, I'm still figuring stuff out. So that's kind of where that goes.

[00:34:31.720] - Speaker 1

I feel like my mom and maybe some of my older aunts and uncles, they're so conservative. They're like, you made money. You have to put it away. Like, you have to hide it. Don't do it. No, Mum, I'm going to make a lot more money than this. Oh, God willing. God willing. We don't know what will happen in the future. I'm just like, I'm going to work my ass off to provide the life that I want. And to them, that's like, crazy. You should just be happy that you were able to buy groceries today. I'm just like, there's more to life. I want more. Am I allowed to have more? Because that's exactly what I want. That's what I knew. They love me. They support me. They care for me. I have friends who are the same way. But there is a difference when you have somebody or people that are close to you who understand the other side, who's like, no, there is an infinite amount of resources because money is not real. Money is a concept. Everything's fake.

[00:35:28.590] - Speaker 2

Yeah, sure.

[00:35:29.850] - Speaker 1

Stay woke. Open your 30 today. But seriously, there's that different side where there's enough resources for everybody who wants it to have it.

[00:35:47.220] - Speaker 2

Yeah.

[00:35:47.850] - Speaker 1

You just got to crack the code. And it's not like a one size shoe that fits all. It's kind of like you got to work on your code to crack and then it will work for you.

[00:35:58.900] - Speaker 2

And that's the thing. There's this one thing that I don't know if you're familiar with. Naval Robbie Kant, he's like, yeah, he's really good. He's a serial entrepreneur. It's a lot of this stuff. He's amazing. And I don't remember who he was on a podcast with, but whoever he was talking to, they said, More life podcasts soon, coming soon. Toothy to near you. But if he was speaking to someone and he was like, the guy was saying basically how you have to stop looking for how to stop looking for how to answers. Because whatever works for you is not going to work for me. Vice versa. The more you look for how to, the more like you look for processes or steps on how to get rich or how to be fit. Whatever the case, whatever your goal is, you don't want it bad enough to keep trying it for yourself and find your own path.

[00:36:43.610] - Speaker 1
You're actually blocking yourself.

[00:36:45.050] - Speaker 2
Exactly.

[00:36:45.640] - Speaker 1
Because you now believe or subscribe to the idea that I have to do these things exactly where if you were to open minded to the problem, you don't know what solution might come to your brain that's the thing and everyone's circumstance is so different.

[00:37:00.790] - Speaker 2
The littlest thing has a big impact where you live, who you know, who your friends are, whatever the case is. So it's like find your own path and don't be scared to try new things because you'd be surprised at how much the possibility there is out there and how much you can actually achieve when you put yourself out there and just go for it. It's really all it is.

[00:37:24.980] - Speaker 1
You have heard it here, guys. First. Just go for it from Victoria. From finer points. Victoria, thank you so much for being on the podcast.

[00:37:33.770] - Speaker 2
Thanks for having me.

[00:37:34.720] - Speaker 1
All right, great. Where can people find you and how can they connect with you? Because this goes out to like 10 million people every single week.

[00:37:42.490] - Speaker 2
Yeah, you can follow me on Instagram. We follow the agency at finer points. Econ you can find me on LinkedIn. Victoria martinezca, I think you may put it in the Google.

[00:37:57.350] - Speaker 1
That takes a lot of work to sell it.

[00:37:59.130] - Speaker 2
Yeah, but yeah, reach out. I'm always happy to talk. I'm in big chatter box.

[00:38:04.610] - Speaker 1
I've noticed. All right, guys, this has been the more life podcast again. If you haven't subscribed yet, subscribe like follow notification Bell, peace out.

[00:39:17.770] - Speaker 1
You.