

PODCAST TRANSCRIPT



EPISODE 39

*Candid Conversations with  
Phenomenal Executive Women:  
Vivian Olofin*

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HAPPY EXECUTIVE WOMAN

## Episode 39

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### Vivian Olodun

#### **Coach Anita Charlot:**

Welcome, welcome, welcome to this episode of The Happy Executive Woman Podcast. As you know if you've been listening to the podcast for a while now, every month I have candid conversations with phenomenal women, and today will be no different. I am just like... I have a girl crush on Vivian, she is just so amazing. She has the most adorable spirit, you will hear in our conversation today, but I wanted to give you a little background about Vivian, and I will share her bio with you and then share with you how we met.

So Vivian is known as the Mini-Mogul Money Magnet. She is a serial entrepreneur, a micro-influencer, and an author. She is also a rising star, speaking honestly with her peers about what it is like to build a business that serves the rich and famous. Vivian is the ghostwriter behind luxury real estate articles published in Miami Herald and the Sun Sentinel. She co-founded a boutique marketing firm that has grown to over six figures in less than two years. Her nonprofit Behind the Leaf hosts Flourish Media Conference annually in Miami, Florida, introducing her Little Black Book of millionaires to small business owners looking for angel investors. Unapologetically Black, she doesn't hide her Afro Latino and Nigerian heritage. Vivian, candidly jokes about her position as an advisor to thought leaders, while facing the fact that she is often the only Brown girl in the room. She is professional and witty, bravely pulling back the curtain to show that if she can do it, so can you. So I have to tell you, I met Vivian when I went to - I believe it was the first time I went to Flourish Media Conference, or maybe was it at Kim's event?

#### **Vivian Olodun:**

I think it was in Vegas.

#### **Coach Anita Charlot:**

Yeah, yeah. Okay, so we met in Vegas, at Total Woman Experience. I was speaking. I was on the panel then as a keynote speaker, and Vivian had this very calm, peaceful, very confident air about herself. I was like, man, she doesn't seem to get, you know, razzled about anything because we could see, you know, that there was a little confusion going on over in that area. And Vivian was... she had that look like, you know, if you could see me, you would see me putting my hand like, okay, it's gonna be okay, let's calm down. We can do this or that, but I was like, wow, okay, this is great. What I enjoyed about meeting the Flourish team - and you've heard from Tracy, Tracy Timberlake before as one of the guests- but what I enjoy so much about the Flourish media team, and Vivian and all that they're doing is that they are so about their tribes. So they call their members, they don't call them members, they don't call them, you

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know, clients. It's all about the tribe. And they really embody this, right? So this year, as you guys know, I actually had the opportunity to share the stage with some amazing women at the Flourish Media Conference. And that was, for me, it was like, Oh, my gosh, here is a group of, you know, women, here is my tribe that I have been participating with, and pouring into over the past several years, and now I get to stand on stage. This year was year six of the conference, and I have to tell you, I think Vivian, I don't know if you know this, if you've seen the video clips, but I think four people interviewed me to ask me to provide feedback about the conference. I love it. So I was like, Okay, well, one person asked certain questions, the other person asked different questions. And so I was like, You would have thought that I was being paid to market the Flourish Media Conference. But it was, so it was... so you have to be in the room, right? We have people who were attending virtually, but to be in that room, and to have the energy in that room of women of color, and several men of color all coming together. It was... it was almost surreal to be sitting in the audience and hearing from people who look just like me on the stage that have walked away from corporate jobs and have, you know, or you know, because of the pandemic have had to figure out how to pay the bills and have built million-dollar berms and are employing so many people. It was one person on the stage, and she has five different businesses, but she's holding it down. So if you're in that room and you get to see these people, it's one thing to see them on the computer, it's one thing to listen to a podcast, but when you're in the room, and you're in the room with an organization that is upping their game, every year, things are running smoothly behind the scenes. You know, it's very professional, it was very light, very colorful, the energy was great. Okay, so just so you guys know, I'm smiling, like, okay... so there's my first, you know, push for Flourish Media Conference. I promise you, you don't want to miss this. I'm gonna give you all the information, you know, in the show notes, where you can find anything. You can learn more about the Flourish Media Conference, you can learn more about Behind the Leaf, but trust me, just trust me.

So Vivian, now that you know - Vivian is not paying me to say this, I promise - now that I've shared all of you know, what I think and how I felt and just how amazing it is to be in the room. If you can share with the listeners, how the conference got started, like, where did this all begin? And how did you come up with the idea to do this?

#### **Vivian:**

Well, first of all, thank you for having me on here on your show. I've been listening, and it's so wonderful to hear all the wonderful conversations. And thank you listeners for tuning in you are committing and sharing your time and adding value to your life in such a way that you will never get in any other environment. So you are just blessing yourself. So give yourself a round of applause. So when it comes to the Flourish Media

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Conference, it all started with a business lunch. I was having a business lunch with a colleague of mine, or someone who's quite wealthy, and had invested in a large development here in South Florida. And we were sitting down having lunch, and it just so happens that it was the same day as the Black Lives Matter march, the one that was happening in Texas, where the two police officers were killed. And the room was very heavy because it wasn't super filled, but every single person who was in there was like eyes locked on the television screen because there was a lot happening in the ecosystem. You know, it's election season, and we all know how that ended up, but it was just a very tumultuous time for a certain group of people. And, and so during the interview on the television, the reporter stopped at a woman-owned business, and asked this woman, you know, how she felt about this march happening on her street? And the questions were very leading, like, you know, you know, is this keeping you from making business? How do you feel about this? You know, wouldn't you want for them not to be here and those kinds of questions. I never did get to hear what she said, but the person I was having lunch with, turned and kind of just said out loud, he was like, you know, people don't respect people anymore. People only respect money. They only care about money, and I felt a weight that many minority people and women feel in several different environments where you feel this responsibility to lighten the mood of what's going on and to make other people feel comfortable with what's going on in the world. Because this person I'm talking to does not look like me. They're obviously not a female, it's a man. Complete different background - 100%. And so I said, Well, what are you going to do? Give them your money? I thought I was being so funny because I knew he was a billionaire, and I knew he had the money to give, but I really thought that he would laugh it off and we can continue our conversation, but he did not. He said... he took a beat. And he said, Yeah, I would, I wouldn't make my money available. And you know, I learned about that gentleman at that moment that he had been married to a minority woman for most of his life, and he had two daughters who were also minority women. And while he himself is a Caucasian person from France, not even a US citizen, he made a lot of money in the US and paid a lot of attention to investment because he is a venture capitalist. And he shared with me that when women received business funding, they are eight times more likely to be successful and to keep that business open for more than five years and to become an employer.

**Anita:**

Wow.

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**Vivian:**

And I thought wow, you know, and then he laughed at me and said, You know, I believe in women he's like, but you know, I like to make money. He's like investing in women. It's just a good investment. That's all there is to it. And so after that lunch, I started to inquire with other people in my network who I know are quite successful or, and very well off, and I started to find that most of them felt that way. And while the time we were done, we had raised and gotten commitments from that investment pool up to \$15 million.

**Anita:**

That is amazing. That is so amazing. Oh, my gosh, I promise you. I was about that number. I kept throwing that number out all over LinkedIn, all over Facebook, all over Instagram, as I was promoting the event, I was like \$15 million to invest in women-owned businesses, and I had someone reach out to me, I was like, was that... Did I read that right? I was like you absolutely read that right.

**Vivian:**

Yeah. Yeah. Right. It's a very real number. And you know, in the first year, the first couple of years, we were partnered with Florida International University, we made the steps to make partnerships with our Small Business Association offices, and that money has been verified. You know, it's, it's a very verified amount of money. And so it's important to note that at the Flourish Media Conference when we talk about \$15 million, we're not talking about a pitch competition. Because when we started, this initiative in 2016, a lot of large organizations and corporations started to host pitch competitions for women businesses. And while I'm super excited that they were able to bring attention to a real problem, because women, at the time when we started, we're only seeing 3%, 3% of investment dollars like overall. And unfortunately, now that we are in 2022, that number has dropped drastically, some statistics have that number as .5%. And so it's a real issue. And what has happened is because it became trendy, to give a \$10,000 check, or \$100,000 check or a \$50,000 check and to do a pitch competition, please note that that means that there are hundreds of people who have applied to be a part of this pitch competition, there might be 20, or maybe 15, who are chosen to be on stage too, you know, to take photos and what have you, but there's only one winner. And \$10,000 is not going to make a significant difference in a business. That can even pay for the virtual assistant that you desperately need, right? Or the, you know, the technology that you need to purchase and keep in place, or really good CPA to keep your finances in order. That's, that's not going to take care of that. So the numbers have dropped over the years. And I want you to know, I mean, I think we all are probably Netflix

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professionals at this point, after the pandemic, and so I will assume that many of you have seen *Inventing Anna*, which is about Anna Delvey, who is, in my opinion, a scam artist. But what she was doing and getting investment dollars and asking for very large amounts of money, 20, 40 million, 15 million. Those are the numbers that your counterparts are asking for. That's the number. Because when you take apart your business, and you say I need someone who's full time who can help me, an executive assistant, you're going to offer them anywhere, depending on where you live 35,000, up to 55. And sometimes 90,000 Depending on where you live, right? And so, you know, looking at those numbers, once you build out what your perfect your ideal business would look like, getting one check one time for \$10,000 is not going to do it.

#### Anita:

No, not at all. Wow. So I'm just I'm sitting here and I'm thinking about how I would have felt if I was sitting at the table during that coffee exchange, and he just out of the blue said yes, an answer to your question. And kudos to you for not, you know, just hearing what he had to say and then just letting, you know, letting it go. But you pulled in additional investors and you... How did you end up connecting with Tracy to get Flourish Media started, or did you start it first and then Tracy came in after? How did that grow from the first conference at FIU to where it is today?

#### Vivian:

Oh, that's a beautiful story too. So when we started the conference, we had more people involved, and the woman who was existing and helping me with that business mentioned to me that we needed to have more exposure and that we needed to work on how we were showing up in the online space. Because why I've always been active online, I never approached it like an influence. I never approached it in a way, to galvanize a community of people. It's nothing... It's not something I've ever done before. So it was suggested to me to connect with this woman named Tracy, Tracy Timberlake. She happens to live in Miami, and I was encouraged to reach out and talk to her. I found her on YouTube. I reached out and she answered me and I thought, Oh, that's cool. And then I just asked her, I said, Can I meet you in person to do an interview with you? Because at the time, I was practicing my own editing skills when it came to video editing and directing and things like that? She said, Yes. So when I met her, we had a really nice rapport, she seemed like a really nice woman. And the more we talked, we realized that we're interested in the same kind of things, and helping women business owners do more of leveraging the online space. And when we had the very first Flourish Media conference, Dr. Tracy and myself, well, she wasn't even a doctor at the time. Just Tracy, and, and we had separate businesses. I had my own business, a consulting firm, which I help high net worth individuals and focused a lot on real estate professionals and

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people in the banking and finance world, and she was an award-winning YouTuber. And after the conference, that first conference, when we put all of our skills together, and we were able to get 78 women business owners to come to FIU to participate without a community without any kind of, you know, messaging, we did not have a unified front or anything like that. But when we were able to do that, those different women then would reach out to us and say, hey, you know, I want to do an event like this. Can you help me to design my campaign? Hey, I want to put together a great social media campaign. Can you teach me how to do this? And we started doing intensives for those ladies who came. And after that, we started to look at what started and we said, Well, I think we need to open a business that only serves this tribe. Because you still have your business, and I still have my business, but neither one of our businesses actually does the things that these people need specific.

So we created Flourish Media as a result of the flared first Flourish Media Conference, the business actually didn't exist until after the first conference.

#### **Anita:**

Wow. Wow, it's just so... it sounds like there was definitely a need for it. Right? And when, after that first conference, you guys saw that, wait a minute, you know, we need to people, these women out here need this service. We have the knowledge, we have the skill, we have the experience, let's go ahead and put this together and continue to help these women grow in their businesses. And at the same time, you were consistently putting on a conference every year. So I remember when I was at the conference in 2019 I believe it was, it was amazing. Like I was like, oh my goodness, we had the separate breakout rooms and the speakers are qual- now here's the thing... the quality of talent. Yeah, it's no joke. I have been to conferences and you're like, wait a minute, what did I pay? Are you kidding me? I could have watched this o,m you know, YouTube. I could have, you know, watch the short or clip or whatever they call... a reel on Instagram. But even when I attend virtually because I have you know, attended other things virtually, I'm in Chicago, you're in Miami, but the quality and the caliber of people that you put in front of your tribe is just amazing. It's just amazing, and the things that you walk away with, you know, taking notes. And what I enjoy about it is I can't write fast enough for all the information that is coming. You know, you guys allow us to video you know, you're encouraged, you know, taking notes, whether it's you taking a video, everyone's like get your phones out, do this, do that. It's so amazing. It's not stuffy, right? It's not stuffy at all. It's very rare. Everybody is so down to earth and people that you would not normally have access to, you have access to it if you're in this room.

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**Vivian:**

Correct, and all of that is done by design. So after our first two years at FIU, we started to catch a lot of momentum, and like I said, it was trendy to have events for women empowerment, and we always research. I'm very intentional with everything that I do in my life, and Tracy, Dr. Tracy says, you know, the way you do one thing is the way you do everything. And it's true. And I, you know, and I'm one of these people who does a lot of research. So we invested in our entire team to attend as many other women empowerment events as we could to highlight some of the things that we could learn, first and foremost, but also to be able to get clarity on how are we different because we don't want to ever waste our tribes time. If they're going to come to, you know, they're going to invest in a plane ticket, a lot of them a hotel room and all this, we want to make sure that it's worth their time. So what we decided as a community very early on is that we didn't want to focus on inspiration. That wasn't our jam. We didn't want to focus on empowerment. We felt like the women who would who would be attracted to receiving \$15 million for their business were already empowered. They clearly are courageous on some level. So we didn't mean that, but what they needed is to be more efficient. They needed tools, they needed action steps, they needed to know the right type of people so that they could make the right moves moving forward. So when we put together our conference, we focus on matchmaking and relationship building, and we design our agenda so that you're getting great information, but you also have time in between, to walk up to the speakers, ask them questions, get their contact information. You know, we even end the days fairly early compared to other conferences, because we intend we want you to go have dinner, go have drinks, right? Go out and party. I mean, you're in Miami, Florida in February. There's no better place to be, right? Beautiful, you know. So if you want to do a beach day afterward, or go to the beach in the morning, or go have yoga or whatever it is you want to do, we want you to have the time to do that. Because we realize that it's relationship building for a lot of us who look like us that we don't have, we don't have that part when we are very highly educated, Black women, in particular, the highest growing demographic of accelerated degrees. I mean, you want to talk to some PhDs and master degrees having people talk to a Black woman, you know, so we're not done, right. So I'm not attracted to the different kinds of cohorts and things that are designed to help minority people grow their businesses, I think that they overstepped by requiring quite a lot of red tape before you can get involved. And then also required for a lot of business owners to kind of step away from their business for I've seen up to six months to be involved, right, yeah, to be involved in some of these cohorts and programs that are offered by very big names, especially in the finance world. And I think that there's a severe disconnect on what it looks like to actually run a business as a minority woman, and need funding. Because you don't have the time to step away from your business, most likely, because you don't have the right systems in



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place. So we focus on our speakers that they all are teaching about different systems and methods that they're using. One other thing that we added three years ago, that I'm pretty sure that we're the only conference that does this is that we ask our speakers to contribute to a small business grant for attendees. And I think that that single decision has been such a beautiful, quality control behavior for our speakers. And I think that's why when you attend the Flourish Media Conference in person, you honestly feel like somebody just gave you a big hug. Everybody who's there really cares about your growth and your ability to flourish, they really want you to do well. And they're not just saying that. If they're on our stage, they've made a donation to our nonprofit, so that we can give three \$1,000 small business grants to our attendees, and it's just a matter of a flow and a vibe and behavior and energy that we think is very important.

#### Anita:

Yeah, I've never been asked to do that before, but it was because I believe in, in the mission, because I've attended before, and I know the value of being there. When I was selected to speak, and then, you know, I was, there was the request, or they asked for the donation, I didn't hesitate. I sent it right back. I was like, Oh, I know that this money is going to, you know, a woman, business owner that is actually trying to do something, right? Where sometimes when you give money, you really don't know where the money is going, or it was going to be used in the manner in which they say is going to be used, but I had no problem giving the donation, I just really, honestly, and truly believe in the Flourish Media Conference, the mission, Behind the Leaf, all of it! I am there, for all, all of it, all of the things. Whenever I can jump on a plane and get to Miami, I am there. And you said something that - and we're going to get to it in a minute - I'm going to ask you about your relationship, your dating, what how you met your husband, all that good stuff because we do want to encourage and let the listeners know that just because you're a woman on a mission, or you're a woman that is passionate about something, whether it is a business or hobby, that you can still attract and maintain, you know, authentic loving relationships. You don't have to play small or dumb yourself down just to have love. So we neither one of us... I see neither one of us as being one of those women that are going to play small. So we definitely have to talk about how you... your dating and how you met your husband and all of that. But I know that you mentioned giving time to do things in the morning before you get to the conference, or to do things after in terms of drinks or going out to dinner being in Miami. It was really nice not to have to get up and be somewhere at eight o'clock in the morning. Right? That was amazing. That was absolutely amazing. I can get up, I can take my time. You know, I took my Uber over, I had breakfast at the little cute little place downstairs. It was just such is such a vibe, right? It's such a relaxing, welcoming vibe without feeling like... like you have to, Okay, we got to do this right now. There was no

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no one there with the foghorn and timers saying okay, you gotta go, go, go, go. Let's go, go, go. Everything just ran so smoothly, and my husband actually came down that Friday, and we had beach time on Saturday, even though it was almost below zero here with five to six inches of snow in Chicago... it's always - Flourish, I am always in Miami in February. Oh yeah. Miami is the place to be in February. So and I'm always there for Flourish. Everybody knows: February, I need to go to Miami.

So I know that you wrote a book *Stumbling Through Adulthood*. And in this book, you know, you're sharing tons of wisdom. Walk me through why you decided to write the book and why you felt it was important to share your lessons. And then if you don't mind, if you could share a little a few of the lessons with the audience so that we wet their whistle, so they're gonna go out and buy the book as soon as they're done with the podcast.

#### **Vivian:**

Oh, thank you! *Stumbling Through Adulthood* is an interactive journal for failing forward. So it's a constellation of 25 different short stories in 25 sections. So I've, excuse me, five sections. So I've separated the book into schoolwork, relationships, and being able to look at your life, at least for me to look at my life, and look at some of the really high-impact moments that forced me to change my behavior. And so one of the things that I really deeply believe in is journaling and writing down your thoughts so that you can reflect on them. And the reason why I decided to write this book was that because you know, Flourish Media was doing so great, and a lot of people call me the Mini-Mogul Money Magnet because I've had the great privilege of working with millionaires and billionaires household names that you know, every day, very famous people. And I'm a nobody, you know. There's nothing like... I mean, if you peel back enough, you can find anything spectacular about everybody. And I think that is that's something I'm just saying but I truly believe. I think that everyone is spectacular.

However, you're buried underneath layers and layers of trauma, of bad decision making, have learned behavior that doesn't serve you, have relationships that pull away from you, that don't pour into you, have all kinds of things that you're attacked with as an adult. And so, *Stumbling Through Adulthood*, one of the things that I focused on the very first story, and I will... brace yourself, I'm gonna curse. The very first story is That Bitch, Sallie Mae. Okay? Sallie Mae, if you know who she is, that used to be the name of the student loan, initiative, and organization, which is now called Naviant.

When you get a loan for university or pursuing higher education, you know, a lot of us are not equipped with financial education to know how that's going to impact us moving forward. Right? And so it's a story about the very first bill that I received from Sallie Mae. And I was just shocked by the number, it was killing I. I couldn't believe it. And to be completely transparent, you know, at the time I owed 90- I think it was \$94,000,

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something like that. Now I have three degrees. So I do have something to show for it. But \$90,000 plus is \$90,000 plus money, right? And so when people see like, what motivated me to be such a hard worker is I enjoy making money. I really do. I love it so much. However, I needed to make money. Right? I had this crazy bill! I was working like I have five kids and an alimony payment! You know, and so, I take you through this kind of evolution of my comfort level, with money, and with wealthy people, and with different relationships, because I also share a story with - excuse my language again - but it's the name of the story is called Fuck Boy.

**Anita:**

Uh huh.

**Vivian:**

And it was a guy that I was dating, and it was just my observation of him. So in my university study, he was very, very popular, came from a well-to-do household, his parents are music producers. And, you know, everybody kind of wanted to be with him. And I, my senior year, I felt like it was almost like my turn because I'm one of these cool girls at school. I should be able to date a guy like this, who has this great pedigree and background. And when I started to date him, just for a couple of months, I found out that he was abusive. And he's the one and only guy who's ever put hands on me. And I had to take a look back at like, what was important to me when it came to looking for a partner. And was it that this person was shining bright in front of other people? Am I really dating somebody just so that I can brag that I am with the popular person? Or do I want someone who's gonna treat me well? And it just so happens that that particular person, when we left from college, actually developed a really bad drug habit. He went on a... he went on our robbery spree! He actually raped seven women, and was convicted and went to... was convicted into prison for 101 years.

**Anita:**

Wow. Oh, my goodness, I'm so glad you get out of it.

**Vivian:**

Yeah. And it was in it's so crazy because when you look back on your own life, I'm sure that there are things that you would think of as, oh, this was a failure, because at the time, even though he was abusive, because of the kind of guy that he was, from the outside looking in, it looked like I had failed. Wow, you lost that great guy. But I had to trust my feelings and trust what I knew was right. And I knew it wasn't right for me to be in an environment like that. So what I'm asking anyone who's reading *Stumbling Through Adulthood*, my book and interactive journal, is to simply get real

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about what's actually happening. Not the narratives that you're telling yourself in your mind, not the narratives that you're getting from the outside world, but to look at how your behavior and your decisions are affecting you. Because right now we're in an environment where at Flourish Media we have a mastermind called Made for Millions, and we can have a mastermind like that. Because when we built our business, which you heard that we had no intention of having a business, we were simply right solving a problem for people. That business is a multi-million dollar business. And it's a beautiful thing because the amount of money that you make is directly connected to the number of people that you impact, and the people that you help.

So when I think of the fact that we have a multi-million dollar company, I think about all the people that we help, and hopefully, the women, that we're showing that there's a possibility that you are legitimately made for millions because you are! Your idea is here to help other people, and the more people you will help, you will automatically make more money. It's just the way that money works. So when you're hearing narratives of, oh, I can't do this, or nobody in my family has ever run a business or every person I've ever been with has been abusive to me. Every person I've ever dated has cheated on me. Every person, you know, every guy I've ever known in my life never gets married to the mother of his children, you know? All these things that you tell yourself, I encourage you to start journaling because there's a difference between what we're telling ourselves, and what is real.

#### Anita:

Right. Mm-hmm.

#### Vivian:

They're not the same thing. So for me, when I met my husband, you know, it was right in the midst of all these different dating calamities that I had, and a friend of mine - my very best friend, she was my maid of honor my wedding - she moved to London temporarily. So I wasn't able to be out here thottin in the streets, right? Without my partner, right? She told me, she told me, You should join Tinder, that she was meeting like all these nice people on Tinder. And I was like, girl you crazy. I was like, You're meeting them? Because you're in London. I'm In Miami, Florida, you know who I'm gonna meet? Yeah, like, like some crazy people. She's like, man, give it a try. And she told me, you know, take your time with this gonna be fine. So I did join Tinder, and I had this mindset of, I'm doing this to have fun. I'm not gonna think too deeply into it. But I'm not gonna waste my time. Right, because at the time, I had a really beautiful corporate job that I was really enjoying, I was excelling in because my mindset was, was really great at the time for that environment. And I didn't want to be pulled away from that or distracted. I wanted to excel in my career, and so as I was swiping and swiping and

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swiping, I said, You know what, let me pay attention to these bios, let me really look at these guys, and I'm going to have these conversations with these gentlemen. But I am not going to go out with everybody, not doing that.

So I found this guy, and he said he was an unexpected nerd because he was Black guy, had long dreadlocks, and then it said that he had graduated from MIT. And I thought, oh, that's super cool. You know, cuz that's a very prestigious school. Right? And I thought, you know, so I started to talk to him. And ladies, listeners, that was my very first and last Tinder date, because I married him!

Anita:

There you go. There you go. Tinder should, should be sending you some money for the Tinder success story, or highlighting your relationship or something.

You know, that's... I love how you put that, right? In this arena with executive women because we a lot of the clients that I work with have this preconceived notion that whatever they're doing that the guy has to be involved in exactly the same thing, or that he has to match the resume. Right? And stepping outside of you know, what, if what you've been attracting hasn't been working for you, doing something different, you know, shaking things up a bit, trying things that you wouldn't try before, dating someone that you probably would not have dated before. You never know what you're going to run into, but I think as you mentioned, and I'm sure as people work through, *Stumbling Through Adulthood*, if they're really honest with themselves, it's not what he necessarily what he looks like, you know, how much money he makes. I know that's important, but you want to look at the character of the person, right? And once you get clear on what it is you need to attract into your life, then you start to... you can identify it when you see it.

So being on your mission at the time, working in your corporate career, meeting your now-husband, how did you navigate that? How did you navigate? Or how did you identify that he was the person that would be okay with you being such a go-getter and such a, you know, a high achiever? What was it that let you know that he wasn't going to be intimidated by your grind?

**Vivian:**

Well, you know what, I didn't know at first. And I want everybody who's listening as you're pursuing your different relationships to give your relationship space to grow. Because when I decided to start dating my now-husband, we actually set aside time to be together. So we'd work out together, something that we both were very interested in, and I was so busy, that I knew if I needed to, I had to tie our time together to something productive, because otherwise I was going to not show up for our dates, or I was going to check my phone or not be present. So when he said that he liked working out, I say,

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Oh, well, I'll work out with you. And so we'd work out twice a week. And after work, I would go hang out with him or he'd come to my house, we'd work out together, we'd have dinner, we'd have our sexy time, which is always fun.

**Anita:**

Yes.

**Vivian:**

And it was just very wonderful. And what it became, for me was an outlet or an escape from my corporate drudgery and building these businesses and doing all these things. And honestly, it wasn't until we went to dinner with a friend of mine, who right now is the head of my graphic design department, and she brought up something at work to him, like just at the table, assuming that he already knew because we had been dating for a while. And she was shocked that he didn't know. And I was like, oh, yeah, I was like, I have a lot going on my business, but I don't really talk to you about it. Because you know, you're my escape. And he was like, Oh, well, I would love to know more about that. And he showed interest and what I was doing and the things that I cared about, and he's continued to do that. Because if you do attend the Flourish Media Conference, you will see him there, because he now takes off work to be there with me, every conference, and it's the sweetest thing. And so I would say, you know, as a highly competitive woman, someone who's running an organization, remember that you make time for the things in your business. So you have to make time for your personal life too. You know, you can't expect to have like this wonderful result without putting the time in because everything requires its time.

**Anita:**

Mm-hmm. It does. It really does. For someone to rush into something, you know, a lot of women are like, Oh, my goodness, you know, I'm getting older, I'm approaching 40, I need to I want to have kids, I need to find a husband. And they're rushing, and they're going about it the wrong way. Right? They're looking at it in terms of a biological clock, versus really connecting with, you know, the man, and I like to use this term that is perfectly imperfect for them. Right?

**Vivian:**

Oh, yes, exactly that. You want somebody that is designed for you, and getting clear on what is important to you helps a lot with finding the person who's going to fill that void. And I think, you know, ladies, you have to make the time to find out what you'd like. I can remember being in my early 30s, in my late 20s, early 30s and talking to my father

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a lot about like, I don't like being single and, you know, why can't I find somebody and all this, but my father was saying to me like, Vivian, you're not a fully evolved person. It's like, when you get to a place that you really love, you - and remember what I was saying that I was like, really happy with where I was in my career where I lived, I was happy about my job, and you know - because you need standards, right? You need standards. You need to be able to say, No, you know, I'm not available. If you call me last minute to go out on a date, I'm not available. If you want to pop up at my house, because you want a level of respect. When you're going to be with somebody long-term, you want to be with someone who you can build a life with, not somebody who's been like, you know, just be good for right now. And if that's what you're looking for, then let that be what it is. Don't decide that you're going to have a good time with somebody, and then you want to require them to behave as though they are your life partner when you know it's not, right? You just be honest with yourself. You know, like for me, and my, and my now husband, when we were dating, our second date was to the NBA Finals. And you know what, we were in box seats at the NBA Finals, because I had box seats. And I invited him. He didn't pay for nothing, right? But that's the lifestyle that I was living, and the next time he took me on a date, he matched what I gave him. And the next time we went on a date, I think it had just fallen on... It was his birthday. We live in Miami, I know a lot of people, and I knew that they were doing a resort thing in Bimini in the Bahamas. And so I asked my friends, like, can you set this thing up for me? And we went to the Bahamas for the day! But that's something that I did not because I was trying to impress him, but because that is literally the lifestyle that I already live. I already live like this, so if you can't match this, if you're uncomfortable with it... You know, that gave him an opportunity to show me because sometimes you don't need to ask people - you don't need to ask are you making a lot of money? Are you educated? Honey, you read the book, and ask him if he's ever read it or something similar, and that will show you that oh, maybe intellectually, you're not on the same level.

#### Anita:

Mm-hmm. Yeah, that is so true, that is so true. Your conversation reminds me of a workshop I used to hold, and it was a super long title. Now I realized that but it was the bomb, right? It was How to Determine the Dating Potential of Another Person in 10 Minutes or Less. That was super long. So, you know, I'm gonna resurrect it, but it's just gonna be called 10 Minutes or Less. But it was, you know, not having to ask the questions, right? Being very, very clear on what it is you want, and I also like to use this term: you need to identify the quality and the personality and the spirit of the person that is going to be a compliment to your life, not a complication. Right? So then you want to, you know, in this workshop, I teach women how to, how to read the energy of the other

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person without having to ask the questions like, you know, just like you said, you know, mentioned a book that you've read and asked if they read it, right? Giving him the floor, letting him talk, you know? People will talk themselves, they'll give you all their business if you just be quiet and let them talk. So those are, you know, just being clear on who you are, knowing what you're looking for, and not being afraid to show who you are. Because if you were worried about him and how he would respond, then it would not have felt good. You would always be looking over your shoulder and wondering, did I say too much? Is he going to be concerned that, you know, can he match this or that? You were just being you, and if he could, you know, if he could deal with being you being you then all good! If not, then no harm done, right? You don't waste a whole lot of time with someone that is not going to be able to accept you for who you are. So I'm really good, I'm really enjoying this conversation.

So what at what point did you decide, and if it was a decision, but I know you, you're a beautiful mom already, and then you're expecting your second child, which I'm so excited about. I was so excited to touch your belly. I didn't get to touch your belly with the first one. I was like, Wait, oh my god, it's so adorable. But when did you feel that you were ready to be a mom, and how has that changed you?

#### **Vivian:**

Well, you know, my husband's love made me ready to be a mom. It really did. Because when we got married, again, ladies are about being yourself at all times with your partner, and me being myself was being transparent about the fact that I never had a goal to be a mom. I've always had a goal to be a career woman, to having a successful marriage has always been a goal of mine, but not to be a mother. And so when it was time for us to get married, we had these conversations around, you know, do we want to be parents? What kind of lifestyle do we want to have? You know, what do we want to be excited about in our retirement? And I love family. I love the idea of having a really large family. But I never wanted to get pregnant because I was so afraid of giving birth. I thought it would be like so painful. And the truth of the matter was that I had fibroid issues, and I had a fibroid that had grown to the size of a grapefruit.

And I was well aware that in order for me to have kids, I needed to have this fibroid removed. So I talked to my husband about it, and we decided that I that we did want to have children, so I had the fibroid removed. And it was the care that my husband gave me in my recovery, that showed me, we were going to be great parents. He was so attentive to me, so caring, I mean, really like the best nurse ever. And I thought, wow! When we have a baby, I'm not gonna have to worry about being the only and the sole caregiver. This man is clearly a wonderful caregiver. So, um, within that same year of me having my fibroids removed, I think I removed them in April, and we were pregnant by November.



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**Anita:**

Oh, amazing.

**Vivian:**

Yeah. So that next year, we both practice our nursing skills and being caregivers and making those adjustments. And, you know, as someone who has a thriving career that again, comes back to making time. So that's prepping my team, letting them know that I plan to grow a family, making sure that we have the right systems in place, and I'm spending the right money on the right materials and spending the right money and time on the right people. Because one of the beautiful things is that over the years, with Flourish Media, our multi-million dollar marketing firm, we really have maintained, basically the same staff. But we've definitely had people come in and leave. And being honest about myself personally, because again, the way you do one thing, the way you do everything, and being honest about what I feel is success, and what I feel is valued from a team member helps identify who's going to make it who isn't and being able to cut ties sooner rather than later because I knew that we were that I would be on maternity leave I wouldn't be there. So if I was going to allow anyone who didn't fit to stay, they have the potential to really crumble the team as a whole.

**Anita:**

Yeah. Yeah. Wow.

**Vivian:**

Yeah. So those are some of the things that were put in place. And when we were deciding now to have our second child, that's a result of how cute and wonderful my first child is! Also, like, in my mind, like, oh, having kids and be really difficult, or, you know, the child won't listen to me, I don't know what I was, like, I just, in my mind, it's gonna be so difficult. But honestly, it's because I have a great partner, and I have a lot of support. So ladies, please don't think you have to do this by yourself. Ask for help and be open to receiving it. And that was the biggest lesson that motherhood has taught me. I have to surrender. Surrender to help from others.

**Anita:**

Yeah. Which can be tough when you're used to, you know, doing everything and being in charge and releasing or letting go of some of that control, so to speak. Yeah, it's challenging, but one thing is for sure, like, I have my best friend, it was so funny: I had my boys before, you know, well, before she had her children, and she used to call and my kids would be crying, you know, in the background, and she'd be like, oh, I gotta go

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girl, you know. I can't handle that. And so when she was pregnant, I was like, I'm so excited for you. And she's like, Yeah, I'm gonna have this baby on a schedule. I'm not going through all of that, you know, she just had this whole attitude. Like she's gonna control everything and the baby's gonna go down for her nap at you know, a certain time and like... I could not wait! I was so excited for her to have this baby so she could get hit upside the forehead with the reality that you don't control anything. You can't control - you don't! So it is definitely, you know, something that you have to as a mom you as a new mom, you have to really understand and identify, you know, the things that you can and cannot control asking for help is great.

So I'm going to talk to you a little bit about, you know... I know that you, you know, are a very strong woman, and sometimes I hate that work because it doesn't allow for us to have, you know, bad days, but I know you are a woman on purpose. I know you are a very driven woman, and I know you have a lot going on. You have, you know, you're married, now you have your first child who's absolutely adorable. I like stalk your Instagram page. I don't know if you see I'm always putting hearts on the pictures with the baby.

**Vivian:**

Oh, we appreciate it. We are cute on purpose.

**Anita:**

Yes, yes. Yes, I'm loving it. And I love all the photoshoots. I just love it all. But as a woman, you know, who has so much going on, you mentioned asking for help as a mother. What about like a mental health support system?

**Vivian:**

Oh, yes, mental health is a really big thing. So I had a very easy first pregnancy. Now I say that because it was during the pandemic, I couldn't go anywhere. So I was just laying around making a foot, and making an eye. You know, it was very easy, and so it was after I gave birth and postpartum - and I definitely had postpartum depression - and that was the difficult part for me. And breastfeeding was a difficult part for me, and trying to come to terms with my physical limitation, because I did have a C-section, because like I shared before I had fibroid surgery. So, you know, that was a part of that journey. And so I needed the mental health support, big time. Otherwise, I wasn't going to be able to be present for my baby, my husband, and then later on from my business as I came back to work. And so that lesson, experiencing postpartum, experiencing that sleep deprivation, I was like, how are any humans making it with kids? What is going on?

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**Anita:**

Yes. Yes.

**Vivian:**

It's crazy. And so you know, being able to experience that has given me an empathy that I didn't have before. And so I bring up mental health a lot, because not only did I experience it myself, but through the pandemic, I know that many, many people are not built to be in quarantine for this last three years, and it's very difficult, because you may have built your life around a particular routine, and you're not able to live that routine. And then, within my own family, I had two different people in my family, who actually attempted suicide during the pandemic. Yeah, and then I had my own mother who had a heart attack during the pandemic. And she, I live in Miami, she lives in LA. So there's a lot going on, and, you know, I even had my grandmother pass away during the pandemic. And it was just hard to go through all of that. And so not only have I taken my own mental health very seriously by getting a therapist - I see a therapist every two weeks - but even in my relationship, as positive and wonderful as it is, being in this environment is unnatural. So we decided to start seeing a marriage counselor as well, in 2022, just to reset and to find different boundaries and to work on our communication, because, you know, I love my husband, but I didn't plan to spend 24 hours a day with him, for three years! Yeah, so different habits that you can develop and communication styles that you have to revisit now that we're hopefully getting back into a normal, more normal, that there is such a thing, behavior. But in addition to that, I also had to lean into the fact that this pregnancy that I'm having is much more difficult than the pregnancy I had with my first child. So I've experienced a lot of pain. I've been on bed rest on and off a lot. You know, I've had to figure out pain management without taking any medicine because I am pregnant. So I've been open to things like going to the acupuncturist. I have a nutritionist, my acupuncturist happens to have a degree in nutrition and dietitian to help me with what I eat. I already shared about my marriage therapist, my personal therapist, but then also making sure that my team is supported with counseling sessions and things like that, too, because guys... you know, we're all going through it. And, you know, being able to operate in this environment is not easy, and I want to really take a moment to recognize the fact that, you know, minority people suffered at a very higher rate for a long time with this because of their access to medical support and medical care. And, as we are getting out of this, I really want to encourage you, if you are having any thoughts or feelings around your mental health to seek some support with that because this is such an unprecedented, unnatural environment for any of us to be in, and the things that may have worked before or not going to work now, because it's so different. You know, the definition of insanity is to try the same thing expecting a different result.

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**Anita:**

Right. Right.

**Vivian:**

And we have all been in this pandemic together, and this is the most not sane thing the US has ever dealt with. So please, you know, if you have any pride around that, you know, let it go. Yeah, it's it's not this is not normal on any level.

**Anita:**

Honey, you, you just preach the word, let me tell you: 2020, with all of that, you know, the civil unrest that was going on and being on lockdown and a pandemic, and then I had the bright idea. Since I had more time at home, I didn't have to travel, you know, the hour, hour and a half going to and from work, I was going to, you know, take a trauma-informed yoga training, so that I could provide this as a service to my clients. Well, you know, we always think we're doing everything for everybody else.

**Vivian:**

Mm-hmm.

**Anita:**

So, in taking that trauma training, we each had to tap into our own trauma. So not only was I dealing with the pandemic, and with the civil unrest, but now you just opened up Pandora's box. And I had all this stuff going on at the same time, while I still work a full-time job, I have a business, I have a husband, I have children, I have a senior mom that I'm caring for. It's like, hold up. When we talk about mental health support, girl, I had 2.5 therapists in 2020. 2.5! People are like, wait, what's the .5, the .5 was the instructor for the trauma-informed yoga training class. And then I had a somatic experienced practitioner, and I had a talk space therapist. I was like, Look, I don't care what Black people say about getting mental health support, I'm going to do what I need to do for me. So kudos to you for recognizing you know that you and going after the additional support that you need. Also for your marriage, I think that's great. And the fact that you said that you are concerned about the mental health of your team, that's just... that just speaks volumes to who you are and who, you know, the company, the energy of the company that you've built. So thank you so much for being who you are, and for providing that opportunity and that ability for your teammates to also have support as well.

Oh, honey, okay. So I know I don't want to keep you too much longer, but there are a couple more things I'd like to cover if that's okay with you.

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So I know that Flourish Media has a lot of different services that they can offer to their clients, and you mentioned the mastermind earlier. I know also that... I believe you have internships every year that are going to begin in April, is that right?

**Vivian:**

Yes. So at Flourish Media, we are a full-service marketing firm. We do offer a bundled service. It's called The Ultimate Flourish Experience, and we offer it... this is the season for it because during the season, we onboard our clients and we're with them for the entire year, which is really exciting. And a new thing that we've decided to implement this year is our internship program. So we have three core hooks of the internship. We have one that's active right now and we have another one that starts in April. So if you are a person who's interested in learning about marketing, advertising, business management, then this will be a wonderful opportunity for you, and it is open to, of course, naturally college students, but we've had interns at all different levels and all different ages. So if you're a person who's stepping into a new career or because of the pandemic, you're no longer active in your previous position, and you want to keep your skills up or sharpen your skills or just stay in the work environment, and this will be a great opportunity for you. It's a 90-day internship. So 90 days just to spend time working within Flourish Media, and developing your skills, and it begins April 1. So great thing to look into to get on our email, list, and participate so you can stay up to date. If you're following us at Flourish Media CO. We are @FlourishMediaCO on all social media, but Instagram is our primary source, and you can stay and follow us to get updated information.

**Anita:**

That is amazing. That's an amazing opportunity. And do they have to be local to Miami?

**Vivian:**

No, you do not have to be local to Miami, it is a remote virtual opportunity. Though, if you are in Miami, the benefit is if we have special events or things going on here locally, you'll be invited to participate. So we did have some of our internship participants who were present at our Flourish Media Conference, for example, in February.

**Anita:**

That is an amazing opportunity. So we will definitely have links to all of this information in the show notes. Make sure you head on over to the show notes, and even if it is not something that you may be interested in, we all know somebody, so be sure to share this opportunity with those in your network.

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I understand that there's a Family Planning series coming up in April. Can you tell us more about that?

**Vivian:**

Yeah. So as I share, you know, going through motherhood and pregnancy, one of the things that comes to light is the communication that I get from the tribe. I've been getting outreach from a number of other entrepreneurs who are asking, you know, how in the world, are you able to have two babies back to back? What kind of structure are you having? More people sharing about the challenges that they're having with adoption, parenting, alimony, time-sharing all of these different things that come up with having a family and running a business. So we've decided to support one of our clients, The Joseph Firm PA, which is down here in Miami, Florida. They are hosting a family planning for modern families from April 4 to the 8th. It's a virtual series that will take place over one week, we have a number of different professionals who are going to come and talk about the legal aspects of family planning the financial aspects of family planning, and the mental health aspects of family planning. And so to be clear, family planning is what you do before, during, and after marriage. So before marriage would look like Prenuptial agreements or agreements on how you will manage children and custody before you are married, or if you choose not to get married at all. During your marriage, you may have something like a time-sharing agreement, your wealth planning in the future, how you plan to invest as a couple of things that you want to grow. Things like... the things that Anita is so very, very good at your relationship building and conversations that you need to have in order to maintain a healthy and non-toxic environment. And what happens after the marriage, so things like separation, alimony, timesharing custody, how much you have to pay for your children, when do you stop paying for alimony or the children that have been that come of a marriage. What happens if you adopted your children, and they're not your biological kids? So, that's the kind of conversation that we intend to have that week. So I'm really excited about that. And as we have more information, we'll definitely share it.

**Anita:**

That's gonna be amazing. You know, these are some... a lot of the things that you were mentioning people don't even think about, right? This is not something that that people actively take part in before they get married. But all of these things come up after, and then I think if you have all of these things figured out in the beginning, you talk them through, you're on the same page, then there are no surprises later. It reduces the amount of stress. I used to ask this question, right, what if marriage was only two years? And the idea was, you know, sometimes people say, Well, the first two years of marriage are the hardest, and I don't know if I would have stayed married to my person

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if there was an option, you know, for me to to opt out. But if marriage was only two years, and if you on the anniversary of your wedding day, both of you were to show were supposed to show up at the courthouse and decide that you wanted to continue to get married. If you hadn't, or if one of you didn't show up, then there would have already been - and this is just my, my thought process, right, this is nowhere and no one's legal system, this was just me posing the question - but my idea was, all of the things that you mentioned, would have been worked out prior to you getting married. So at the end of those two years, if you decided not to get married, it was already decided what was going to happen, you knew who was going to get what, and all of these things were figured out. So it's nice to hear that there is actually a firm that is putting together this Family Planning series. These are very important things that people don't think about until they're in the middle of it, and then that just causes more stress and more unnecessary fighting. If you figure it out upfront, then we know what's going to happen. We know what we're responsible for, and we know how to move forward after that. So that is amazing, and I cannot wait to share that with our listeners.

Question for you: do you know right now, and I know we're just in this we are aren't even in March, so you may not have figured it all out yet, but is it going to be recorded? Is it going to be during the day, in the evening? If people are unable to attend because they're at work, are they going to have the opportunity to watch replays? Do you know what the plan is for that yet?

#### **Vivian:**

We do plan to have this broadcast via zoom, so we will have a recording of it. And we haven't set up the logistics of where you can access the recording in the future, but we do plan to have it available. The times are dependent on the availability of our speakers. So we will most likely have to get back to you on the at the exact time of day that it's going to take place, but we're super excited about what this series can offer and who it can help.

#### **Anita:**

That's amazing. I'm so looking forward to this, and I'm sure I have several clients that I could share this link with to this series, because they could they could use this information. Even my single clients, at least they'll know what they need to prepare for ahead of time.

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**Vivian:**

Yes, yes, for sure. And then, you know, we're having quite a lot of conversation about you know, depending on what state you're in understanding if you are a parent, because there's certainly are situations where you may have a child with someone who you're not married to, and depending on the state, unless you have certain legal documents in place, you're actually not a parent.

**Anita:**

Wow. Wow.

**Vivian:**

Yeah, you're not a parent. So you know, for example, and this is a little bit of a juicy one for Florida: if you are married, let's say you married someone, you all have decided to separate. You've been separated for many, many years. You find a new partner and you have a child with your new partner, but you never divorced your first partner. That first partner that you're married to is the parent of your child in Florida.

**Anita:**

What? Wow. Wow. Yeah. Yeah, that's juicy.

**Vivian:**

Yeah, so that's something that really pertains and applies to many, many, many, many relationships, many children, many families across the board, but if you didn't know that, you're not going to find that out until you try and register your poor child for school or you're trying - and God forbid they have a medical problem, and you find out that you don't have any authority over helping your own biological child.

**Anita:**

Wow. Wow. That will be quite a shock in the moment.

**Vivian:**

Yes, it is, and it happens every day. So we're trying to do our very best to eliminate that because in this place that we find ourselves in with the pandemic and different very serious medical issues that have happened to a lot of people, they've unfortunately found that out at the hospital.



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**Anita:**

Oh, I can't imagine. And then if the if the if that first spouse is bitter,

**Vivian:**

Oh, yes. It gets wild.

**Anita:**

Oh, I cannot even... I can't even imagine having been... I'm married for the second time. This is the last time in my book, but I can't even imagine having to try. Try to work things out with my previous husband. No, ma'am.

**Vivian:**

Yep. And the the funny thing about that is it can escalate very quickly. Because if the first spouse finds that out, and things are not well, and now you have the child somewhere, you know, just somewhere that they don't live, they can actually register that you kidnapped their child. Even though they've never met the child, right? Like they don't know the kid. They're not biologically connected in you all. You aren't together. Very messy very quickly.

**Anita:**

Oh, man talk about vindictive exes. Well, Vivian, thank you so much. I have really enjoyed our conversation today. I always say that these candid conversations or conversations between me and my guests, and that the listeners are just you know, getting to be a fly on the wall while we talk about things that are important to us both. So I appreciate your being a guest on the show, and I would love to have you back in the future. Let our listeners know how they can... how they can reach you, how they can follow you. You mentioned Flourish Media CO, but what about Vivian?

**Vivian:**

If you want to stay in contact with me, you're more than welcome to find me on all of the socials. I am @VivianOlo on all social media. That's V, I, V, I, A, N, O, L, O. And if you'd like to go to my website, I'm VivianOlodun.Com. And I look forward to connecting with you all.

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### Vivian Olodun

**Anita:**

Thank you so much, Vivian. I really appreciate you again, and you know I'm just in love with Flourish Media. So I will be sharing with our listeners all of the links that you provided, and be sure to... you guys mentioned or you heard us mention Vivian's book, *Stumbling Through Adulthood*. So in the show notes, you will also have a link to purchase the book as well. All right!

**Vivian:**

All right. Thank you for having me. Thank you all for listening. Bye. Bye. Bye.