



On Their Way Transcript:  
Episode 2- Elbi Elm

**Jade:** Hi, I just wanted to say thank you to anyone who liked, posted, commented or gave feedback or listened to the first episode of *On Their Way* last week. It was so great getting to hear everybody's feedback, and, like, what everybody thought. And it was nice hearing how many of you guys liked it which is great cause I liked it too, and who doesn't like a little bit of validation.

**(Jade laughs)**

**J:** It reminded me a bit of when I write plays and how my favorite part of writing a play isn't the actual writing of the words, but my favorite part is getting it to the actors and then having the actors give it the audience and seeing how everyone's own interpretations and lives and thoughts, how they all feed into this thing that I thought up and how when it's in the presence of more than one person it becomes something real. Like it becomes something tangible and it becomes something that, like....that matters, and...yeah, that's...it just felt a lot like that and it's wonderful. It's like magic and I just wanted to thank you...for helping me create that. So episode two of "On Their Way" is coming right up and remember this is a WGC Production.

**'On Their Way' Theme Song composed by Bajio Alvarado  
(It's light and energetic. It puts a little pep in your step)**

**J:** Elbi Elm is the Founder + CEO of The Culturist Union. Born in Pontiac, Michigan, raised in the Army, and groomed by the USAF in Intelligence Technology, Elbi has spent the majority of her life traveling and learning unique and interesting things about herself and the world around her. Elbi is a SCAD and Howard University alumna with a degree in Theatre Arts Administration and Management, she has developed a keen eye for equitable community organizing and development, and a deep passion for the arts. With over 15 years of leadership experience, Elbi is responsible for the culture, growth, profitability, and sustainability of The Culturist Union. Lover of warm weather, Oak trees covered in Spanish moss, cobblestones, and vintage cafes, Elbi is rooted in Savannah, Ga with her son Langston and their snake Remy. Welcome, Elbi!

**Elbi:** Hi. Hi, good morning.

**J:** Good morning, I hope everything is going well. How are you doing today?



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**E:** I am good. You know, a funny story happened. Our snake got out last night.

**J:** Mhmmm. Oh.

**E:** And we spent like four hours trying to find her and she was just under a corner under some clothes, but yeah, it was crazy. So, yeah-

**J:** It sounds crazy.

**E:** So, yeah, snake life is not always the best life.

**(Elbi and Jade laugh)**

**J:** Well, that's just funny. I hope Remy is secure and restful today.

**(Elbi and Jade laugh)**

**J:** Alright, let me just start off with a question. So, where are you from? Where are your roots?

**E:** So, that's a really, that's a really tough question. I know that doesn't sound like a tough question, but it's a tough question for me because I was born in Pontiac, Michigan and I lived there until I was six years old, and then my mother married my step-father who later adopted me, but I've lived all over. And so I don't think I've lived anywhere longer than maybe, three years. So I would probably say D.C. is my roots because I've lived there twice.

**J:** Once for college at Howard and the other time-

**E:** In the military stationed at Fort Meade.

**J:** Oh.

**E:** Yeah.



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**J:** How do you think that affects your outlook on life and community since TCU (The Culturist Union) is focused a bit on community?

**E:** I would say that it gives me an advantage since I've seen multiple ways that communities are formed. Multiple ways that communities can be prosperous and I've seen ways that we as people can, you know, tear down communities or not build communities. So, I think it gives me an advantage since I've been able to see it in so many different ways.

**J:** But now you are settled in Georgia, in Savannah. Is this a place that you want to be for more than three years? Is this going to be-

**(Elbi laughs)**

**E:** I don't think it's possible for me to live somewhere more than three years. I think after about a year....I'm coming up on a year here and I'm getting the itch. Like it's time to go.

**(Jade Laughs)**

**E:** It's...I don't know. It's a thing, but I do feel like I'm going to stay here until I accomplish what I want to accomplish.

**J:** And what is that?

**E:** I wanna create a brick-and-mortar gathering space here in Savannah. Like, I want to have, you know how in D.C. they have *Busboys and Poets* or in other places, they have hubs where you can go to if you're a person of color, if you're a minority, if you're Black. You have these cafes or these, you know, restaurants that you can go to, and you feel community and you feel like home and it feels good to you? You know? And there's events and it's centered around community? Well, we don't have that in Savannah and so, I want to create that and then I want, you know, to get it on its feet and then I can figure out what my next conquest is.

**(Elbi chuckles)**



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**J:** So The Culturist Union is that your...your way of creating that community you spoke of in Savannah?

**E:** Absolutely, so I had to....I had to learn how to pivot and adjust. It was really hard to get access to capital, especially as a Black woman. It's definitely difficult to, you know, access those monies from banks or from the community or from the city or whatever, so I kind of pivoted and started doing partnerships with people who already had brick-and-mortars and, you know, going into those business and hosting events and putting on forums and workshops and working with museums and all types of things and so that has afford me the opportunity to network and build the community that I want to create. So, now it's time to give us a home.

**J:** Okay, just for our listeners, just so they can get a better understanding of what The Culturist Union is, can you explain to us what The Culturist Union is?

**E:** Absolutely! So, The Culturist Union is, I like to call it a "cultural hub" and we center all of our work on the social and economic empowerment of Black creators, entrepreneurs, and business professionals.

**E:** So, basically, what that means is that we come in and we host forums, workshops, we curate events, we do vendor's markets, all to amplify the Black voice. So, for example, a few of the events we've done...we did a Black womens' yoga retreat on January, at the first of the year. We've done professional headshots at a networking event where you can come in and have drinks and get your headshot done and, you know, mingle. We've hosted, you know, Martin and Will Smith trivia nights.

**(Elbi chuckles)**

**E:** Yeah, we've done...and recently we've done, like, a pop-up series with a local coworking space where we've taught anything from like, "how to budget" to, like, "how to calm down", "how to breathe". Anything that you can possibly think of if it empowers the Black voice, we're probably gonna host some events centered around that.



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**J:** I actually want to talk about one of your events, because it was really intriguing when I saw it on you guys' Instagram. So, on April 23, 2020, The Culturist Union and The Coastal Georgia Minority Chamber hosted a virtual bipartisan political forum, which is where local leaders and state leaders from Georgia came to talk about the issues that were affecting the communities that The Culturist Union is for. So, I just want to ask you how you came about creating this and what type of role in political life do you want The Culturist Union to play?

**E:** So, I don't believe that you can have social and economic empowerment without dabbling in politics in some capacity, because that's where policy is formed, that's where legislation is formed, and so it would be at a disadvantage for us to not to get involved in local politics and not to encourage our community to get involved in local politics. But what I was noticing for myself is that I wanted to get involved in local politics, but no one taught me how. You know, we go to the polls to vote for the for the president but no one tells us about the process and I think that's a form of voter suppression and...and I wanted to kind of give people an opportunity to hear from their local politicians and also be informed on how to actually use their power, use their power of voting and, you know, be apart of the process. And I got to partner with the Coastal Georgia Minority Chamber, the executive director of the chamber is a mentor of mine, and so I told her, I said "I think we should do this forum, I think we should, you know, do it and I don't want it to be a debate. I really just want it to be a central location where people can get the information they need to get" and she said "let's do it", and so we did. And we did, I wanna say, four or five of them over the course of a month.

**J:** And this was, the event I spoke of specifically, was a virtual event which of course was brought on by Covid-19, as a result. So could you also tell me about how it has been transitioning from a brick-and-mortar entity to a virtual entity.

**E:** YES!

**(Jade laughs)**

**J:** Oh, you're eager I see.

**E:** So,



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**(Elbi laughs)**

**E:** I will say, okay, so I know a lot of people are like “oh, Covid really messed my business up. Covid really messed my business up.” I feel like Covid was an absolute blessing for TCU and here’s why: money wise we were, we were draining because we were hosting these events, but we didn’t wanna charge this over zealous price and so the amount of money we were charging verses the amount of money it takes to put on an event was negative, and we were having conversation about “what are we actually going to do next?” We were looking at a brick-and-mortar space to open up our own co-working space, and we were in talks with the city, but you know how you have that gut feeling like, this is not a good idea?

**J:** Mhmm.

**E:** But you also have pressure? I don’t know if it’s internal pressure or it’s external pressure where you feel like you have to make a move or you have to do something or you know? So, I was feeling like I had to get this spot or I had to do all of these things and I remember maybe two to three weeks before Covid I said “I really just need the world to stop for a couple of weeks” So, I can get my life back together. And it did, and I was so so grateful, because I was able to host all of the events that I’ve been wanting to host without the expense of having...you know, I just sit at my computer. I do some marketing and voila, there’s an event, and I don’t have to worry about hors d’oeuvres or getting a DJ or like renting a space and “oh my God, how many ticket sales do we have” and “who’s gonna show up” you know? Like, I don’t have to worry about that and that was great. And also I’ve been able to reach more. Our community has grown. I think we’re at 42% growth since Covid. Because-

**J:** Oh, congratulations.

**E:** Thank you. Because of the power of the internet. People share it. People, whatever, they don’t have to leave the comfort of their homes. They can pull it up on their phone. So yes, eventually, I do want to create a brick and mortar space for us, a cafe space for us, but in the meantime I’m cool with this.



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**J:** And since TCU is so focused around community have you noticed any difference in how the community functions and operates between being in person and then being online?

**E:** Absolutely. So, I'll say this: we just hosted an event on Juneteenth and it was called the Black millennial roundtable and we talked about pretty much anything Blackity-black-black-black. Like, we talked about economics, we talked about Black families, we talked about Black LGBTQ+, we talked about Black politics, civil rights, everything and we had over 200 comments where people were really *really* using their voice and really sharing their opinion. Typically, when we have events we get a lot of niceties and we get a lot of like, "oh, this is great, blah blah blah", but it doesn't go further than that, and I kind of feel like when you do these events, you know it'll be nice to do these events in person, but when you do these events on the internet you'll get these people's authentic selves. Whether that's bad or good, that's their authentic voice and I appreciate that.

**J:** Ooh, and a way to pivot, since you brought up how people are their authentic selves online, I'm going to pivot to some of the things you've said on your Instagram that when I was scrolling through I said "oh, I wanna ask you about that"

**E:** Okay.

**J:** You've said on Instagram that your daily mantra is "I can do hard things" so what does this mean to you and what methods do you use to make your mantra a reality?

**E:** Ooo, okay.

**(Elbi Laughs)**

**E:** I...I...that's my mantra because I had a lot. In order for me create TCU and actually go forward with TCU I had to overcome a lot of self-deprivation a lot of self-doubt a lot of fear a lot of insecurities, because TCU wasn't my first business venture, but it's the first one that I actually launched and got off the ground.



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**E:** And for me I had to tell myself that it's not always gonna be rainbows and butterflies and life isn't always gonna be rainbows and butterflies, but you are capable and as long as you are capable you can do it. And so, I have to tell myself everyday, because it's hard having a conversation with a stranger.

**J:** Oh, yeah.

**E:** It's hard, you know, talking to an investor about getting money. It's hard to append all of your days, you know, making these social media posts and then maybe getting one or two likes,

**J:** Oh, believe me I know.

**E:** Yeah, those are tough things to battle with and then couple that with you have your everyday life whatever that life looks like. Like, I'm a mom so I also have to give my son attention when at times I would rather be working or I would rather be spending time with my son, but I have to work, you know? And you have bills to pay and you have...you know? Life doesn't stop and so all of those things can be hard and I have to remind myself that "you are capable, you can do it".

**E:** And so, I think that I typically do, I have a journal so every morning, not every morning I'm lying.

**(Jade Laughs)**

**E:** Most mornings I try my best to do most mornings, but you know it teeters. It falls off. You know I might take a week or two off, maybe even a month or two off, but I always hop back on. So, I try to journal my thoughts of gratitude in the morning. Before I get out of bed I try to take some deep breaths and recenter myself and I try to visualize my day. What that day is going to look like, how I'm gonna accomplish my goals, what do I need to accomplish, I try to breathe that in. When I'm stressed I try to find a space throughout the day, like a quiet space. Close my eyes, center my breath, and just take a couple of deep breaths and I just remind myself that like "You can do this. You have the power of your ancestors. You have, you know, strength that you probably don't know you have and you are capable." So, I think that's pretty much what I do, and you know sometimes I just have a good cry.



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**(Elbi laughs)**

**E:** Because it's so cleansing to get that thing out sometimes.

**J:** You've also been very open about how being a Black women business owner can be challenging, so tell our listeners what you've discovered with these challenges and how you've handled them.

**E:** Yeah, so I've discovered that not everybody is cheering for you, but that's okay. I've discovered that you know, you're going to have to be...you're going to have to do things sometimes, no, not sometimes all the time, you're gonna have to work twice as hard, and you're going to have to do twice as much and that it's an unfortunate reality but it's reality. And people will not take you seriously sometimes or people will question your, you know, your expertise in that subject. People will question if you're qualified or if you're qualified to be a leader and you're gonna have to constantly prove yourself. Like, I feel as the leader of TCU when I'm out in the community, when I'm talking to community leaders, I have to *constantly* prove myself. Like I constantly flex my resume, all the time because I have to lead with my resume because, if not, then I'm just this Black woman yapping her gums, you know? But on the flip side of that you also have people who are encouraging you and who are lifting you up and you have to find your community. You have to find your tribe. You have to. You have to. Even if it's just one or two people. When you find them you hold on to them, and you lean on them. And I think that's what I discovered too. I also discovered that as a Black woman we also have advantages. We, the statistics prove that we are building businesses far faster. They're not telling you we're doing it with less capital, that most of them aren't progressing, but you have the knowledge that there are other women like you who are doing what you're doing. And so you can always find a community of supporters anywhere.

**J:** And with the recent protests that have happened with Black Lives Matter and racism in the United States, have you found that your business has seen more business as a result? How has that affected TCU?

**E:** Yeah. Yeah, I have, and I have mixed feelings about it. You know on one hand I'm very grateful.



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**E:** I'm very grateful that people are starting to recognize the work, the hard work, that me and my team have been doing for the past year and a half. It feels good to finally be recognized to finally have your platform amplified, your platform given the light it deserves, because we deserve it. But on the other hand it does also feel a little advantageous for these people to hop on the Black bandwagon, and so I have to wrestle with it a little bit because I think that...I think I would do myself a disservice if I came at it bitterly, so I have to be grateful and I have to say, it "well then it really doesn't matter when they came as long as they came." And if they come then how do we make them stay and how do we keep their engagement and how do we keep their focus on amplifying Black voices. So that's my job right now.

**J:** And how are you doing that?

**E:** By constantly creating these events, these discussions, these forums, these virtual events that really really tell our story. You know, I talked about it a little bit before, but that Juenteenth discussion was right on time and people are still talking about it and sharing it and it's great because you really got hear...everybody on the panel was Black. Everybody on the panel was a millennial. We had a state representative to a single Mom on the air. We had people from diversity and inclusion. We had people who flipped houses. We had people who really are experts in their professions speak on issues, and not everybody agreed because we're not a monolithic group, but it was great. And so to have those discussions and do these events I think it's important. I think another thing that is important is for us to take up the political mantle in some sort of capacity. Whether that is advocating for your city budget to increase their allocated dollars to Black businesses, I don't want to say minority, because, you know, I think that sometimes we get shoved out when you use ambiguous words. So, I wanna say I think that we should, everybody in any state, any city should advocate for their local government to divert dollars to Black business. I think that we should ask where are our community centers? Where are our policies that help us, you know? Talking about, you know, having more community policing versus, you know, the police policies we have currently in place. So, you know, I think there's more work to be done but I think-

**(Elbi sneezes)**



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**E:** Uh, excuse me. Constant engagement. I read a book a few months ago, I can't even think of the book's name right now, but one of the things that he said in the book...I can't even remember the author's name. I'm messsin' up. But-

**(Elbi and Jade laugh)**

**E:** But in the book what stood out was that he said "companies don't have a money problem. Companies have a problem-" like people don't know that you're there. And so my responsibility for TCU is to market TCU. Like that's it. I have to market. I have to shout from the roof. I have to let you know that we're there and we're doing good work. And so that's my responsibility and role right now.

**J:** And what marketing techniques do you use?

**E:** So, you know I'm no marketing guru. I really do wish that...sometimes I wish I would have gotten a degree in marketing because I think it would have helped me a lot better. But, you know, social media is king right now. I also do a lot of, like, email marketing and I'm delving in to text message marketing. I love grassroots marketing. There's *nothing* like a good old flyer at a Starbucks cafe.

**(Jade chuckles)**

**E:** You know, cause you don't know how many people you're gonna reach. I like tounge-in-cheek things. So, we have these little cards that just have our logo on it, and on the back we have a QRC code. So, we don't tell you what it is. We don't tell you any information you just have to QRC code it and see our website and see what pops up. So, you know, good old conversation. Calling up people. "Did you know we had an event?" I love tagging people. I love tagging people. Cause you're gonna see that we have an event and I'm gonna ask you to share and that's pretty much it.

**J:** Now, you're the founder, you're the CEO, you do the marketing, you're constantly creating. Do you ever experience burnout? If so, how do you deal with it? If not, how do you avoid it?



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**E:** I absolutely experience burnout all the time, but I have a team. So, I do have a team. I have a team of people who help me. I have my co-founder, Carmen, and I have a woman named Erin who does our web development and sometimes does our marketing. But Carmen doesn't live here and she's more part time, and then we have Erin who's, you know, not a part of the company she just helps out. So, what I typically do is I try to delegate as much I can to them depending on their own personal lives and work schedule and then I ask for help. I really do. I ask for help all the time. I'm like "hey girl I know you're doing this. Can you look over this and, you know, give me some feedback?" and when they give me feedback I go "can you just, can you change that for me the way that you see it?" Boom. And now I have a little break. What I've had to learn from myself with TCU is that it's okay to take breaks. It's okay to not always be working. So, on Sundays I don't do anything with TCU, not a thing. And there are some days where I put myself on a hard cut-off. I say "okay at three o'clock or four o'clock I'm done for the day. I don't care if it didn't get done. I will submit an email saying "hey, I'll get it back to you the next day" or something like that. And I had to be okay with that, because as much as I love the work that we do it will get to the point where I don't love it if I don't set those boundaries for myself.

**J:** Boundaries. Boundaries are very very important

**E:** They are very important. Like, I think that's the thing for me this year. Setting boundaries. Setting boundaries.

**J:** Now another big sort of mantra of TCU in general is "Taking Up Space". It's on your website. You have it on merchandise. So what does "taking up space" mean in the context of TCU and then why do you think it's important to your TCU members?

**E:** I use "take up space" because I think that there have been so many times where, especially Black creators, Black business professionals, Black entrepreneurs, we make ourselves small or we feel small in spaces that we're not...we're the minority or, you know, our voice isn't being heard or we don't feel like we're getting the advantages or opportunities that we should get. And so I want to remind people that you are enough and that you have the opportunity to make your voice the prominent voice. To make what you do just as big as anyone else.



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**E:** And so I tell people all the time, like, when I was at SCAD, when I was going to school for acting, one of the things my professor used to say when we would go to auditions is “that 60 sec or 90 sec that you have in that room, that is yours and you need to fill the room.” He would say “fill the room” Which basically meant take up all the space. Like make your voice big so it goes to all four corners of the room. Make your character. This is your moment to shine so fill it up. Fill up the space and I took that with me everywhere I went and I want people to also fill up their room. Fill up their communities. Fill up their conference rooms if they have an opinion. Take up your space. Like you are allowed and you should feel empowered to do so. And so it’s just a reminder to be you and be the best you.

**J:** Question: you said you went to school for acting at SCAD. Do you still have aspirations to act in any way?

**(Elbi sighs deeply)**

**E:** No. So, okay.

**(Elbi laughs)**

**E:** Yes and no. Yes and no. I’m 31 years old now, and I know I’m gonna say something that’s gonna contradict things I’ve already said but I feel like that moment has passed. I don’t think that I’m going to be some, you know, Broadway star or star on some hit sitcom. I don’t think that that’s gonna happen for me and I’m okay with that. But, I mean, if there’s an opportunity that comes along in the future I definitely wouldn’t turn it down. But I’m not looking for that opportunity, if that makes sense.

**J:** Okay, then here’s a question, how did you transition from wanting to be an actress, a Broadway star, to being a business owner. What was that like?

**E:** So, I’ve always wanted to do both. I’ve always wanted to own a business. Always. When I was in elementary school I used to get in trouble because my mother would have, like, Hostess cakes or you know, Zebra cakes or whatever. And we lived in Germany and downstairs in the basement there was like this basement window.



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**E:** And kids would ride their bikes cause our backyard was the playground and so I would put a little flyer on the window and say like “zebra cakes. 50 cents. Capri Suns: \$1” and I would sell, like, the stuff she just bought.

**(Elbi laughs)**

**J:** But you made money for the family. I see.

**E:** And so I’ve always had that entrepreneurial spirit. Even in highschool I would create these, like, signing groups and we would create these little concerts and people would have to pay a dollar to come to these things, so I’ve always been interested in creating business and I’ve always had that spirit in me. But I think when I was at SCAD I had to have a hard truth with myself that it might not work out for you. I know that that is really really contradicting a lot of what the message is for people, but I think that that’s an individual process and journey. And for myself I had to say “you are a single mom and you have responsibilities and this isn’t working out the way that you thought it was going to work out. So, you can do this for the next six, seven, years and get your big break or you can turn to another passion that you’re *equally* as passionate about where you know that your success is a little bit more favorable.” And so I had to have that hard truth with myself. Which, you know, like I said, I don’t regret that for myself because I felt good in my spirit when I made that transition.

**J:** And you’ve mentioned earlier that you have made other business ventures, you’ve made other businesses, how did your experiences with those businesses help you on your journey with TCU?

**E:** I think, for one I set my intention when I created TCU that I was going to go all the way. I was gonna go all the way no matter what, because I believed in it wholeheartedly, and I didn’t give myself an opportunity to have a plan b. With my other businesses I didn’t take up that same drive, but what it did was, those other businesses and those other ventures, set me up. I was able to lean on those networks and those relationships that I had already established from, you know, from previous ventures. I was able to learn what works, what does not work. I think....people always want to know what they want to do next. What is the next move? But I think it's equally important to know what you don't want to do.



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**E:** And so, for me, doing all those business before let me know that is not what I want to do. And so I was able to, you know, find my niche.

**J:** Now, with WGC I know my first intention with WGC is not the business that I'm executing now and it's shifted. How has TCU, your idea of TCU, shifted from your very first conception to the place you're at now?

**E:** Oh God. I would say-

**(Elbi laughs)**

**E:** So, I used to be embarrassed by that because I would feel like "oh my gosh, people are gonna think that, you know, I have no concept of my business or that I'm all over the place" but at the end of the day, businesses change focus and everything. So, when TCU first got started it was supposed to be an all women's coworking space, only because I was a member of a women's all working coworking space in Minnesota. And so I felt like that was the first time I saw my vision in life, you know? That was the first time I saw something I had in my head for years actually put to, you know, in real work. And so, I kind of copied what they were doing, but it didn't fit for me.

**(Jade laughs)**

**E:** And then I went from that to just being completely, like, militant. Black militant for TCU and it was...that's not my personality and it was hard to maintain.

**(Elbi and Jade laugh)**

**E:** And then, then I was like "let it be for everybody" but then I also didn't feel good about that either, because I really really really wanted to focus my work on Black lives, you know, and Black entrepreneurs, Black creators, Black business professionals. And so, it took me a while, I took me a *while*, to be able to feel comfortable in my lane and I think that that's a journey. Like I said in the beginning, TCU was gonna be this, like, a thousand square foot, little, you know, space with some couches and maybe a record player. Some hippie shit.



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**E:** Like people were just gonna, like, zone out there. But then I went to Atlanta where the Gathering Spot is and they have like, this thirty thousand foot space and I came back home, like, “we’re gonna get a thirty thousand square foot space” You know? And then I had to settle slowly back down to what feels authentic and good for me. What do I want to create, and so that’s where I am now and I feel good about it, but it takes a while to find your groove. It’s almost like when you watch a show and they say the first season sucks, because people have to like, find their groove, it’s like that with business owners. Like, you have gotta try on a bunch of shoes until you find that glass slipper.

**J:** So, you’ve mentioned earlier in the podcast how you have to build your own tribe and build your own community to help support you during this time, so how did you go about building that tribe and community for yourself?

**E:** So, I will say that I am fortunate to have some real ride-or-dies with me. Like straight up and down I got some friends that like, we don’t have to talk every day but they ride-or-die. And so the first thing that I did was I reached out to them, and I said to them “you don’t have to agree with this decision I’m making with my life and this business or whatever, but I need your support.” And they were able to support me. And the second thing that I started to do was I started to attend networking events that were specifically for Black women entrepreneurs so I could find people who were on this journey with me. And then when I found them or if I saw them at a vendors market or I saw them out or if I was just fangirling on Instagram I would slide into their DMs. Like “hey, love what you’re doing. Just purchased a product from you,” cause support, it’s an action word. So, if they were selling candles or they were selling soaps or whatever, I’m gonna purchase it and then I’m gonna say “let’s meet up. Let’s have a conversation. How can we support one another?” You know, and that could be a weekly or a monthly dinner. Or that could just be sliding into each other’s messages everyday like “oh, I see you girl. Great. Congratulations. I’m proud of you.” And then I started finding mentors. People who, not necessarily what I’m doing, but people who are excelling in their lane and so I had a mentor who is a radio personality and I reached out to her. Like I said, the director of Coastal Georgia Minority Chamber reached out to her. I have, you know, professors that I reach out to, and I’m vulnerable with them. When I’m struggling I tell them that I’m struggling. When I feel like this is the worst decision I’ve ever made in my life why am I doing this, I tell them that so that they can help...help me bear that burden.



On Their Way Transcript:  
Episode 2- Elbi Elm

**J:** Oh, well, it's time for that good old last question.

**E:** Okay.

**(Jade laughs)**

**J:** So, the last question. Elbi, you're clearly on your way to success. You are doing your thing with TCU. You're putting in the work and getting the results so, Elbi, tell me

**E:** Thank you.

**(Jade and Elbi laugh)**

**J:** What is "making it" to you? How will you know when you've made it?

**E:** Oooh. I will know that I've made it. This is gonna...oh, okay.....well, you know what? It's my answer so whatever.

**(Jade laughs)**

**E:** I will know when I've made it when I don't have to work this hard. Like when I can just pop up a vision and it gets done. Like, that for me is how I know that I've made it. There is this woman in Savannah, if you ever go to Savannah there's this restaurant called the Pink House, and there's really really great food and it's really pricey or whatever, but it's really great food, and the owner of the Pink House is this little old lady and she don't do nothing, but everybody is afraid when she comes in and they're like on they're top game and she just comes in and she'll have lunch with her friends and she just leaves and she'll give little reports like "oh, you guys put too much salt on that filet" or whatever and, like, that's goals, sis. Like I wanna be able to call, you know, I don't know, Dante, my assistant, on the phone and say "I wanna create, you know, a Black roundtable discussion or I wanna create a house party" or I wanna do whatever, and it's just done. Like that to me-

**(Elbi laughs)**



On Their Way Transcript:  
Episode 2- Elbi Elm

**E:** Like, my God. That is a dream.

**(Jade and Elbi laugh)**

**J:** Alright, well, Elbi this has been great. Thank you. Thank you for giving your time to us, so we could just talk shop.

**E:** Thank you for having me. I appreciate it. And best of luck to you. I'm so proud of you this is awesome.

**J:** Aww, thank you very much! Thank you.

**E:** You are well on your way.

**J:** I appreciate that.

**E:** You know you're somebody who doesn't have to worry. You drip success so don't worry.

**J:** Aww, not drip.

**E:** Yes.

**J:** Alright, so can you tell our listener where they can find you and TCU?

**E:** So, you can always find us on our social media, @thecultristunion on Facebook and Instagram, and @cultrist\_the on Twitter. You can always find us on our website [www.thecultristunion.com](http://www.thecultristunion.com). Hit us up, we're friendly. We'd love to hear your comments or opinions or anything so, yeah, that's how you can find us.

**'On Their Way' Theme Song composed by Bajio Alvarado**

**J:** Alrighty, that was episode two of On Their Way: A WGC Production. On Their Way was created, hosted, and edited by me, Jade Madison Scott.



On Their Way Transcript:  
Episode 2- Elbi Elm

**J:** The theme was composed by Bajio Alvarado, and the logo was created by Amaka Korie. If you liked this episode please leave us a review on iTunes, follow us on Twitter and Instagram @withgoodco, or tell your friends to tune in next time. Word of mouth does wonders. If you really liked our episode please consider buying our merchandise at our website [wgcproductions.com](http://wgcproductions.com). That's how we keep everything and running. You can also find our episode transcripts and show notes at [wgcproductions.com](http://wgcproductions.com). If you're a business owner like Elbi those show notes can really come in handy, cause we make sure to put in some resources for business owners just like you who are on their way. Okey-doke, I'll talk to y'all same time next week and until then remember to take care of yourselves.