

Eliza Revella Diop
CEO - Eliza Revella CS LLC
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To The United States Congress,

My name is Eliza Diop and I am a mother and business owner from Los Angeles, CA. My company is Eliza Revella Consulting Services and my brand is known widely online as Ellie Talks Money. I help people start & scale their businesses through strategic coaching & educational business courses.

I am speaking with you all today because I wish to testify regarding my entrepreneurial success in the last year and my belief that now there is more access to entrepreneurship than ever before.

My path to entrepreneurship wasn't one that many would expect. I became a business owner because I had to.

In 2019 before giving birth to my twins I was laid off from my job working as a Director of Sales. A few months later here I was with newborn twins and on the brink of divorce from my husband. It was nearly impossible to find work at that time due to my situation.

I continued to apply for jobs despite that and although I was called to several interviews, I was never hired. In early 2020 before the pandemic began in March, I finalized my divorce from my husband of 7 years and moved back home with my 4 children to live with my mother.

This was a humbling experience because I had always lived on my own independently. I got married at 20 years old, so I found myself making another big life transition by getting divorced and moving back home at age 27.

When I moved back home, I applied to more jobs, 53 to be exact. None of them hired me despite my years of experience. This was my first

intense moment of reflecting on the notion that starting my own business wasn't a choice any longer, but a necessity.

As I continued to strive towards employment and began planning out a potential business, I continued to receive public assistance until the stimulus checks arrived mid-May.

When I first learned that the stimulus checks were coming in April, I began to plan how I would use it and I envisioned that it could be the exact investment I needed to start my business.

When it arrived, I immediately put the \$1200 to use. I purchased a few domains, built my website, purchased my LLC, upgraded my phone, bought a ring light and subscribed to a graphic design program I would need.

From there, I began market research to identify how my skills in sales, business, finances and marketing could be put to use. I realized that Black and woman-owned small businesses were in need of digital marketing strategy, sales, marketing and funding so I decided to create social media content directed exactly to that audience. I knew that in doing so, they would discover my content which would bring awareness to my brand and business.

I treated my new business with the same intensity that I would have treated a job. While I didn't turn a profit for my first few months, my social media presence consistently grew and I knew that my marketing was working.

I leveraged free platforms like Instagram, Twitter and Facebook to promote myself and my business. I did not have the money to run ads, so I used organic marketing to grow. Starting with limited funds actually pushed me to add more value to my content and promotion so that it could drive traffic to my business without paid advertising.

After 5 months of consistently promoting, posting and using all of social media's tools, I made my first \$100k.

This was a milestone moment for me because I realized that from there, anything was possible. I continued to persevere and remain consistent in my pursuit of success. By my 10th month in business, I had made my first \$1,000,000.

I continued to leverage social media to build my audience and gain more customers. This helped me to continue to scale to a multi-million dollar business in its first year.

I am a testament to the fact that Digital entrepreneurship has created unprecedented access to customers across the world. It is providing access for people to start businesses and actually become first generation millionaires, build wealth for their families and more. At this moment, the barrier to entry for entrepreneurship is low and everyone has a chance to succeed.

Platforms like Instagram, Twitter, Tik Tok and YouTube give all of us the platform to share content, information and products directly to our intended audience. This can happen without paid advertising or media connections - purely through a decision to start, market research and consistent content creation.

I hope that my story shows other Americans that you don't need a perfect start in order to start your business and begin your entrepreneurship journey. Use what funds you have available to gather the necessities and the rest you can make happen through the tools we all have available to us through social media. You just need dedication, decisiveness, consistency, and faith.

We live in a time where entrepreneurship is more accessible than ever. I can confidently say that there is no better time to be an entrepreneur than right now.

