

# Hello,

# *I'm Kiki Brown!*

"RCI is truly a blessing to me because when you're engulfed in your craft, you very rarely look up to see who's watching or if you've missed anything. "



INFO@NICE2MEDIAMARKETING.COM  
WWW.NICE2MEDIAMARKETING.COM



Minority business owners often face operational challenges, such as making the right connections and knowing where to begin. How do you navigate this challenge? Or how did you overcome this challenge?

The operational challenges I faced since starting Nice 2 Media is finding good help. You would think with so many influencers and content creators that you see on social media, one would want to collaborate or want to partner and support your platform so that it benefits both but that's not the case.

Knowing that's it's on me until I can find the right person is what's on my mind right now. I have an amazing assistant who helps me with admin tasks but the content and everything else is just me. Still a challenge but one that I won't complain about.





## Tell us one invaluable lesson you learned on your entrepreneurial journey.

One invaluable lesson I've learned throughout this journey is someone is always out there to take what you've worked so hard to create. No matter the relationship, your experience or the industry. Someone is way more hungrier than you are.

So you gotta keep grinding, keep learning and stay focused on your job. Be as ready as you can be. And secure. So that if it does happen, you're not struggling or hurt. You have too much to do to think about it. Chop it up as a lesson learned and keep it moving!





Do you have a favorite book, YouTuber, fellow entrepreneur, etc., that inspires, educates, or entertains you on your entrepreneurial journey? Tell us how this educates, inspires, or entertains you.

Because of my time, I don't read as much as I should I do watch podcasts and interviews so that's helpful. I learn from unusual platforms like "The Shop" on Uninterrupted (YouTube).

I listen to Black Girl Burnout and Side Hustle (Apple Podcasts). They're reminders that I'm not by myself and there's always room for improvement.





## What is the position of your business now versus before working with Riverside Center for Innovation?

RCI is truly a blessing to me because when you're engulfed in your craft, you very rarely look up to see who's watching or if you've missed anything. RCI have been extremely helpful to me because they've helped me find my strengths and weaknesses.

Not critiquing me so much that I want to quit but to the point where I want to see myself successful and with the tips they taught me. I'm more confident and I'm eager to start more projects. I also learned to pace myself. Not everything is for me but not every answer is a "no". Maybe a "not right now" and I'm ok with that. I didn't know that before.





## What is one short-term goal (12 months or less) you have for your business? Why is this goal important to you?

One short term goal is to develop a strong team of influencers, content creators, and admins to help expand the brand to bigger clients. I'll need more funding and hopefully an actual office to work out of.

It's important because it seems as though people take you more seriously when you come with a team verses doing it by yourself. They "get" you but it's not the same when you have a team.

I've been doing all this by myself and my mind is focused on what's down the road. In order for me to get there, I need a strong team to hold the ropes steady so I can walk across.





## What's been the biggest obstacle for you while starting your business, and what was it that helped you overcome that obstacle?

Finding people who actually want to work. People don't respond to emails or phone calls or texts. They would rather you slide through a DM or see them out in the streets. Unfortunately, you're not getting an authentic response.

I want that young society that was eager to get to work and prove themselves for a bigger purpose. Now, it's a struggle just to get one college student to respond to an email in an appropriate time period. I'm holding it down until I find that right one. It's all I can do right now.





## If you could give an aspiring entrepreneur advice on getting started, what would it be?

- You're not alone. You're doing just fine. This is a part of the process and you have to appreciate the process.
- Everything you see on social was curated. Filters were added, music was added, there was editing and time was spent just to make the right :30 second clip. That's not life.
- Be patient.
- Get to know the right people.
- Find a mentor.
- LISTEN!
- And know when you're doing too much and when you're not doing enough.







## What model or fellow entrepreneur do you follow and/or admire, and why?

I follow Tabitha Brown because her story is motivating. She has multiple platforms and brands. She is truly inspiring to me. I have more than one brand and I work hard in making sure I represent them well and right.

She reminds me it's ok to mess up sometimes. It's not who I am. It happens and I have more chances to try it again.

THANK GOD!





## One word that sums up entrepreneurship. Explain.

Exhausting.

Not in a bad way. But I work so hard for my business but at the same time because I'm not where I want to be, I'm not working hard enough.

So I have to get up extra early and stay up extra late to stay ahead (not easy by the way), I won't be satisfied until I reach my goal(s).

