

Love What You Love Podcast

Episode 26: Starting a Small Business with Be'Anka Ashaolu

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Hey, I'm Julie Rose. Welcome to *Love What You Love*. I'm an author, creator, and enthusiast, and I've always been intrigued by the things that people are super into, so every week I'll introduce you to another fascinating human who's into really interesting stuff.

Welcome back! Or, Welcome! I'm kind of stunned, actually, that it's Thanksgiving week already. October was such a blur, and November has been, quite literally, the weirdest *Twilight Zone* month I've experienced in a very long time. And then suddenly, here we are in the last week of November. It's also the last week of Native American Heritage Month. I'd highly recommend you check out Episode 19, which is my chat with author and educator Corinne Rice about Indigenous culture. I would definitely recommend following that up with a visit to her Instagram, which I'll link in the show notes, where she provides education on a range of really important topics.

The last week of November also means it's Thanksgiving here in the US. And listen, I totally understand that the traditional Thanksgiving narrative is problematic in the extreme, and it is total garbage, and should be tossed out as such. But it's also pretty much the only time we as Americans actually stop and think about what we're really grateful for. I'm so grateful for people who are super passionate about that they love because they're bringing light to the world. I'm grateful for all of you, obviously, who are curious, and open, and believe, and love, and hope. And I'm grateful for this podcast which has kept me sane and has provided shots of pure joy when I needed it the most this year. These have been challenging times, to say the very least. Here's to the beautiful souls who have made this year easier to bear. Speaking of, let's meet this week's guest.

Be'Anka Ashaolu and her sister Jeronica Macey did something absolutely audacious this year. In the midst of a pandemic, they opened a thriving specialty coffee shop in one of the largest cities in the country. Nirvana Soul is an explosion of bright colors, uplifting artwork, unique drinks, and a warm feeling of welcome. In this conversation recorded a few weeks ago, Be'Anka and I chat about vision boards, coffee trends, not getting intimidated, building community, and so much more. So find out why Be'Anka loves building and running a small business, and why you might love to support small businesses too.

Julie: Hello, Be'Anka! Thank you so much for joining me today!

Be'Anka: Hi! Thank you for having me.

Julie: I'm so excited to talk with you because, at least in San Jose, Nirvana Soul coffee has been all over social media, and I'm really interested to know: Why a coffee shop, and why right now? What's behind that?

Be'Anka: Well, the coffee part of this actually started a long time ago. I'm in this business with my sister Jeronica, and she's been in the coffee business for almost 20 years now. And really early on in her career she knew that she wanted to have her own coffee shop. The reasons really are that coffee brings people together, and we really wanted to create a space that would, sort of, nurture that sense of belonging and community. So, after she got back from Sacramento where she lived for 10 years, she got back home to San Jose, we decided that we would go for it together. We wanted to do something big together. We always knew we'd work well together. We're only 11 months apart so

we've always been very close. So, when we had the opportunity to go for it, we really decided to do it.

Julie: So, it's a coffee shop, it's a gathering place... It's hard to gather right now, but what's your vision for this shop?

Be'Anka: I think it still, even in a pandemic, has been and what we envisioned it to be, a gathering place. Right now of course everyone is standing outside in line, and we're only doing, you know, six people at a time in the shop. But even so, I think it's created a sense of hope for people. We've heard that it's been really inspiring, and that's really what we wanted anyway because this has been a long journey for us. It's taken us almost two years to open our own shop, and we knew we wanted to do it in downtown San Jose. San Jose is a very fast-paced, hustling kind of city, and we just knew that there was opportunity to get people to slow down and that people would be craving the chance to slow down, and that's what coffee and tea does for people.

Julie: It's been a two-year journey. What pushed you guys over the edge into actually going for it and doing it?

Be'Anka: That's a good question. I always say that a lot of this started with the two of us by us just living together. When Jeronica came back from Sacramento, she came to live with me and my husband, and we just got to talking about what she would really want to do now that she was back home. And she's always had this dream of opening Nirvana Soul. She's had the name for ten years.

So, we were talking... I'm a very optimistic, anything-is-possible kind of person, and I'm like, "We should just go for it. What are we waiting for?" So we had a vision party with some girlfriends where we all did vision boards, and on those boards Jeronica and I had put that we would open Nirvana Soul by the end of 2019. We picked the date... It was all arbitrary but we were like, "We need a date because this is a SMART goal now." It was going to be New Year's Eve of last year.

Obviously, we didn't hit that date, but I think just having that kind of commitment kept us going, and we knew we wouldn't give up. And so, no matter the obstacle that came our way, we were going to figure it out, and we figured it out all the way to opening our own shop.

Julie: Did either of you have backgrounds in small business or the restaurant industry?

Be'Anka: We do not. [laughs] So, Jeronica knows coffee, yes. She's been managers at shops, she's been shift leads, she's helped other owners open their own shops, but that's probably as close as we've gotten. Then my background, I had spent five years in retail tech, so I just had a lot of information on retail businesses, a lot of direct-to-consumer brands, how new business were opening, and how they were working. I didn't have the hands-on experience of actually working in the hospitality industry, but I think that combination of things probably helped a lot.

Julie: I read on your site that you both, kind of, had a love for coffee thanks to your great-grandmother. Can you talk a little bit about that?

Be'Anka: Yes. So, my late great-grandmother, she just passed away last year, just shy of 101 years old.

Julie: Oh my god!

Be'Anka: Yeah! She was, I think, a month shy of her 101st birthday, so we got to spend a very long time with my grandmother. We actually grew up with her. There was a time when she would actually babysit us at her home in Eastside San Jose. When we were younger and we spent so much time with her in the mornings, she would have coffee every single morning. She would drink Folgers coffee every single morning, and as she got towards the bottom of her coffee she would divide it into three cups for my sister, my brother, and myself, and we would just add water to it and a ton of sugar. We look back and we're like, "It's probably crazy, three kids having coffee with our grandmother." But it was time that we will always remember and treasure, and it obviously has made a huge impact on our lives today.

Julie: So, beyond that way of growing up, which obviously has a lot of sentimental, nostalgic value, and then your sister working in coffee shops, did you both grow up in a coffee culture? Do you feel like San Jose even has a coffee culture?

Be'Anka: That's a good question, because I wouldn't say that we grew up in a coffee culture, in the sense that people weren't drinking specialty coffee. Like I said, my grandmother was drinking Folgers, my mom would actually go to 7-Eleven to get coffee before she went to work. So, we didn't really think about coffee in a way where it was, like, specialty, and understanding the beans, and roasters, and farmers in the way that Jeronica and I do now.

So, San Jose's coffee culture is definitely growing. There's a few specialty shops in downtown and around the downtown area. I think it is something that is becoming special to this city, but I wouldn't say it's historically been a big part of San Jose, because San Jose is still the capital of Silicon Valley, and I think tech is what really has been the biggest part of our story and before then it was agriculture, so it hasn't been a focus on coffee.

Julie: There's a Starbucks on every other corner, and there's Peet's, and Philz, so how do you guys differentiate yourselves from those chain businesses?

Be'Anka: I think the chain stores are more about convenience, and I get it because that's where I would go to get my morning coffee. I always say my favorite tea is a Starbucks honey Citrus Mint tea, so I get it. When you're just in a rush and you just want to go quickly and grab a cup of coffee, you know you're going to get a consistent experience there, and you know what experience you're going to get. So, there's a place for that. We're a third wave coffee shop, so a lot of it is about the slowing down, about the quality of the beans, about where the beans come from, about coming in and getting that latte art, and speaking with your baristas, and growing a relationship with them. So, it's just a different experience, but I think there's a place for both.

Julie: How did you go about learning about where you source your beans and all that?

Be'Anka: So, this is twofold because Jeronica's worked in specialty coffee for the past few years, so she was able to learn that through other shops that she was part of. Then the other side of it is just going online, and doing our own research, and googling. We also follow a lot of roasters. We feature different roasters in our shop. Just this month we're featuring Q coffee roasters from Richmond. They're a black-owned, women-owned coffee roasting company. A lot of those roasters, they do the research for us, so we benefit from the people who have actually lived and breathed this for a long time. We're really just the beneficiaries of it.

Julie: You said that a Starbucks tea is your favorite tea, but what is your favorite coffee?

Be'Anka: So, I'm not the coffee drinker because coffee does make me anxious, unfortunately. So, if I have coffee I will have it on, like, a Friday, where I can have the weekend to recover. [laughs] And when I do, I probably will just do a plain iced coffee. Ours is really good. We also have a Ground Control brewer with a triple filter, pure coffee that you can drink plain, so I'll probably do that. Recently... We're also a tea shop so we sell tea, so I'll drink a Happy Soul tea with a steamed macadamia milk that Jeronica makes for me, and it's great. So yeah, I'm a surprise person who doesn't drink coffee.

Julie: That's so funny. I love it. I noticed that you serve things like beet lattes, and turmeric lattes. Are you guys coming up with these ideas? Are you seeing trends elsewhere in the industry? Like, where does a beet latte come from?

Be'Anka: You know, I think it's a combination of both again. So, Jeronica has been experimental with coffee for a long time. She has worked with other baristas that are also experimental, and they participate in these throwdown competitions, and everyone's really, really into it. So, going back to San Jose's growing coffee culture, that's been part of it, getting all the coffee shops coming together and hosting these competitions where people can come up with these different types of drinks.

So, Jeronica, I think, gets a little bit from that, but then she also will really maintain industry trends and what's happening out there in the world outside of San Jose in coffee. And she brings all of that together to bring things to customers that are going to surprise and delight. That's what we want to do, is really push the envelope here and give people the chance to try different things.

Julie: So what is a beet latte?

Be'Anka: That's a good question. It is steamed tea; it's a tea latte. It has beet powder, just like you would have with a matcha powder, and you steam that all together and bring it all together to make a beet tea latte.

Julie: Okay! Got it. So, I can imagine this was an incredibly daunting undertaking to open your own shop. What was the hardest part? I'm sure a lot of it was hard, but what was the hardest part?

Be'Anka: The hardest part for us was financing. We've spoken about this quite a few times; we write about it on our blog, because we started with no money. So, we knew that we were going to have to get an SBA loan, which we eventually did, but we didn't know the process of that at all, so that was also a lot of researching, and talking to different people and advisors, and trying to figure out that entire process, which was a *lot*.

We also did a pitch party with our friends and family at the beginning of this journey where we just showed them what our idea was, and we were able to get a little money from our family, which was such a blessing. And together, those two things have gotten us to this place but it was *the* hardest part by far, starting from zero dollars and getting to where we needed to be to get our own shop.

Julie: Is the process of getting an SBA loan... is it just hard for everybody, or did you find particular things that you were running into that made it harder?

Be'Anka: I would have to say it's probably hard for everybody. It's probably just the nature of going through the government to get money; it's naturally challenging. I will say that, from what we've seen, and what our background was, it did feel like you sort of have

to be perfect. So, it's a discouraging process. There's a lot of things that they require from you, a lot of paperwork. There was a time when Jeronica had a student loan issue that was creating a blocker for us to move forward, but the banks weren't allowed to tell us that, so we were trying to figure out why we were getting blocked.

Fortunately, we ran into someone who was like, "Look, I'm just going to tell you guys what's going on because you're going to keep running into banks telling you that you can't move forward," and that was the way that we broke through, and that was after being denied by, I think, three banks at that point. So yeah, it is difficult. I think it's no secret that it's particularly difficult for women and people of color to close SBA loans. It's difficult for us to get funding generally, even if you went the VC route. I think it's less than 1% or something of VC money that goes to women and people of color. So, we sort of anticipated that that would be a challenge.

But just like anything else with that, we were like, "We're just going to keep moving forward no matter what," and we knew there had to be a way. Fortunately, we broke through and it happened. We couldn't tell you the magic of how all this came together, and we always joke, like, "Hopefully we're a real business!" because it was as lot of paperwork!

Julie: Oh my god, I can imagine. So, you had a goal of, like, December 31st, 2019. You actually opening... It was the summer?

Be'Anka: September 26th, 2020.

Julie: Got it! Yeah, so there's obvious challenges of opening during a pandemic, but were there gifts within the pandemic that helped you open, or was there anything that, kind of, helped turn things around for you that seemed like they were going to be really difficult but actually were a blessing?

Be'Anka: You know, I would say that the pandemic overall has probably been a blessing for the reason of getting everyone to spend more time with family, and slow down, and reflect, and I think we did a lot of that. The pandemic also brought along with it a lot of social awakening, and people being open to conversations around race, and disadvantages, and privilege. I think that combination of things really helped people understand why it was important to support small businesses, women-owned businesses, people of color businesses.

That probably has been the unexpected blessing of this whole thing, that people are genuinely coming out to support us because they want us to win; they want us to be successful. I don't know if we otherwise would've had that much support without that. But I also think us being local, us being from San Jose, and everything being shut down for so long, and us opening with this bright, and cheerful, and hopeful shop - which is exactly what we intended it to be - has done the work of creating a space where people are like, "I can leave my house now, and go over there, and have this burst of energy and excitement, and that's a good break in the day." So, I think it was just a lot that happened that, sort of, made this all come together and be such a great grand opening.

Julie: How did you guys choose... I mean, it's a very bright, exciting color palette, and the space is so open. Was the space first and then the concept and the color palette? Or was the space just like, "There's something there. Let's grab it."?

Be'Anka: We lucked out with the space, actually. This was the first place that we looked at when we said we were going to do this. We got a tip that they were selling right as we were looking to buy. So, Caffe Frascati had been in San Jose for, I want to say, 13 years or so. It was a staple and people very much loved that shop. It had open mics, and it had this tradition of bringing people together in the same way we did. So, when we found that out we were like, "This would be perfect." But we couldn't reach an agreement with them, and this was the beginning of last year. So, we went out looking at other shops. Our brand was going to be our brand no matter where we ended up, and we were preparing to do a full build if we had to.

But Frascati actually came back to us about six months later or so and asked if we were still interested, and then we were able to reach a deal with them. Frascati had a different style,. It was an Italian coffee shop, it was very wood-based, it was dark in there, but that was part of their theme and their style for the Italian coffee shop. We knew that we wanted to be brighter, colorful, more open, we wanted people to be able to see all the way through the shop. Part of that is because we felt like our personalities are a little bit more bright and cheerful, and specialty coffee shops tend to be a little darker in their brands, or they're very, very plain, and white, and sterile.

We just were like, "That doesn't fit who we are, and we think that people would enjoy being in something that's a little bit more fun and accessible." And we've seen that with how many people come in who, this is their first time ever visiting a specialty coffee shop because they just didn't fit in the brands of those other companies, I guess. So yeah, it's been really, really exciting, and we want it to be comfortable, and I think we've created a space that is very, very comfortable for people.

Julie: Because there's a real perception that specialty coffee shops are, like... I know this is an ancient term now, but you know, it's for hipsters, and you can only get pour over coffee, and blah blah blah. So there's this whole market that you were able to tap into. That's fascinating.

Be'Anka: Totally. We always say, like, this isn't just us getting a piece of the pie. We feel like we expanded the pie. There were so many people who were not part of that group, like you were saying, that hipster group or whatever, that comes together under what it used to be. We were just like, "Everyone drinks coffee, or tea, or loves waffles, so let's make sure that they are included in this scene."

Julie: Yeah! So, tell me about the waffles. That's a definite differentiator, I think. I've never seen a coffee shop that has waffles. Tell me about that.

Be'Anka: I was just telling Jeronica yesterday, "When did we become a restaurant??" [laughs] Because people come in and they're like, "Can I get *five* waffles?" and we're like, "WHAT??" So we're like, "Do we need to become, like, waffle purveyors?" [laughs]

Jeronica worked in shops that would do toast or other things, and she just was like... the effort that it took to put toast together was more than she wanted to do at her own shop, so we just got to thinking, like, "What are things that we love that we think would be faster?" And I think it was probably her that came around to, like, "Why not waffles?" There's a breakfast place that I love here in south San Jose that we were like, "Oh yeah, I want our waffles to taste like this," and they were just plain.

So, my husband happens to be, like, a home chef, and I've always wanted to push him to his own restaurant. He came up with these different recipes for us. We have a sweet waffle which is the churro waffle, we have two savory waffles. One is a chorizo con

queso waffle and the other is a bacon cheddar waffle, and they're just delicious! And I don't know what happened, maybe everyone wanted waffles as much as we do, maybe it's all part of the quarantine and all of us looking for comfort food, but people love them and so do we. So, it's been a great addition but it's definitely kind of made us a restaurant.

Julie: So, it's got to be... It sounds like you and your sister get along very well. What's it like actually working with your sister?

Be'Anka: You know, I love it. It doesn't feel difficult at all. I think it has definitely pushed us to grow more, and there's certain things that we notice about each other that we're like, "Okay, this is how this person works." Like Jeronica's very good at seeing when I need space. She knows I'm an introvert so I need to recharge. It's why I'm home today, because I have to have days to recharge, and she's very aware of that. And then I understand too that Jeronica likes to move quickly and she's a little OCD in keeping the shop clean.

And because we grew up with each other we are very accepting and offer a lot of grace to each other with these different things. So, we sort of have this shorthand that's very natural for us to move things along. Even in that sense, I'm very much a pusher, this is something that's a big part of my personality. I push people to do things. And I think she benefitted from that too because Jeronica is someone who often, like, "I don't know if this is going to work out or if it's worth it even trying that," and so together it was... you know, I'd be able to encourage her, and her having this incredible skillset of coffee and tea knowledge that she can make this thing a possibility.

Julie: What's the biggest misconception about coffee or about starting and owning a small business? Like, what have you learned and what are, kind of, the misconceptions you've had to overcome yourselves?

Be'Anka: I think I'll answer this one for Jeronica, actually. So, the main misconception about coffee, she would say, is that it should be cheap. What it takes for coffee to get from farm to our cups is a lot, and that industry is not always a fair industry. People aren't always treated very well. The farmers go through a lot and they don't get much out of it for us to get our cups of coffee for as cheap as we do. So, that is probably the biggest misconception, but I think that's a hard thing for people to grasp because coffee will be sold for, like, a dollar. It probably should be more.

This is a really hard question because it's been such a whirlwind for us. We've only been open for a month and a few days, and it has been super fast-paced, it's nonstop. Like I said, Jeronica and my husband have been there every single day working. So I don't know if I've yet gotten to the biggest misconception part. I know with staffing we had run into a little bit of trouble.

We didn't get enough staff to begin with, and we didn't realize that, so it's been... It's necessary to hire people, as much as you think you should not because maybe you want to save here or there, or because it's nerve-wracking to be responsible for someone's wellbeing in that sense. Maybe that's the misconception. You have to hire people.

Julie: I think also, as women we tend to say, "We'll just put it on our own backs. We'll take care of it."

Be'Anka: Oh totally! We totally thought that. "We can handle it. We'll be there."

Julie: What has been your favorite thing about opening the shop so far?

Be'Anka: My absolutely favorite thing is when people come in and they're super, super excited, overwhelmed with emotion, some people are crying. They're saying how proud they are. People feel like they built this with us because we've been in contact with them since the beginning when we started out blog about it. So, there's so many people who come in, just like, "We all did this together!" [laughs] I think that is the best part about it.

Julie: That's interesting, because you guys are very adept with social media. So, when did you start, kind of, promoting the shop? And do you have a background in social media?

Be'Anka: My background is in marketing and social media falls under that, but I don't have to do a lot of it for my day job because I'm in B2B software. So yeah, I might have natural instincts for how to use it, but I'm definitely not the best person by far. We started this, really, at the beginning when we did our pitch party, so maybe around February 2019 or so. And we just decided that this was going to be something we have to figure out, literally Google searching every step of the way, then we should share that with someone else who might want to start their own business. It shouldn't be as hard as it is to find resources on how to get from point A to point B, opening a shop, but it's really hard. So, if we can help in any way by just sharing what we're going through, then we wanted to be able to do that. Social media was a distribution channel for that. The blog really came first.

Julie: So if someone listening is really interested in getting into specialty coffee and they've always been intimidated, how would you recommend they approach getting into specialty coffee?

Be'Anka: I think first they should trust themselves that they too are a part of this already, and that they are capable, and they can do this, because if we can then anyone can. Also, I would say that there is a lot of stuff out there on the internet. It's hard to sift through, but Jeronica and I really started with a search of "how to open a coffee shop in San Jose." We were that detailed in our search. And then we went through the city and we tried to find resources on small businesses through our city resources. So, I would start there.

There are a lot of moving pieces to this thing. There's the actual paperwork of opening a business, the funding of the business, there's going to be where to get your beans, the equipment that you're going to need to use. And if you have any questions about that you also can just ask us, you know? We're available. Check out our blog or reach directly out to us at Hello@NirvanaSoulCoffee.com. We answer all the questions we can on starting businesses because we want more people to do it.

Julie: Right. Totally. If there were a customer who, like, "Ah, I don't want to go to Starbucks anymore but, you know, that other coffee shop looks really intimidating," or whatever, what would you say to them, you know, getting involved as a customer in specialty coffee culture?

Be'Anka: That is a tougher one because the intimidation of those shops can be real, and I get that. And we see it even when people come into our shop still, they just don't know what to order. So what we always recommend is what Jeronica drinks often, just a plain coffee... She'll even get it without sugar or cream if she really wants to taste it and really understand that coffee. And that's a super easy entryway, just to get what is your plain

drip coffee. Otherwise, we know that people like the sweet stuff, and specialty shops can do that too. So you'll just have to ask for your sweeteners.

Or people will come in and want a macchiato because they've had that at Starbucks, but our macchiato's a little different. So, we'll just flat-out ask, "Are you wanting the Starbucks style of macchiato or are you wanting the way that we do it?" and we'll explain it. A lot of times people just want something sweet, so go for something sweet. They have them at every shop.

Julie: The whole point of coffee is not to be snooty.

Be'Anka: Yeah, exactly. It should be... It's there to be enjoyed. Totally.

Julie: And I notice too that you have art on your walls. Is that, kind of, a rotating display of local artists?

Be'Anka: It 100% is. We actually reached out to local artists on our Instagram before we opened and people came through. San Jose is, like, unexpectedly this huge artists' place. There's a gigantic artist community, there's so much talent here. If you drive through the city you'll see murals just about everywhere. And we are in the SoFA district, which is a big art place in downtown, so we wanted to make sure that we embraced that and we were part of that. So when we reached out, people came through for the murals that are on our walls, the two murals.

Also, we're going to be rotating the artwork in the mezzanine and on the first floor every quarter, and then we'll do, sort of, these two-week exhibits as it makes sense. We're doing one now for Día de los Muertos that's going to be for the next week and a half. And really, we're open to all artwork, photography, and we just want as many eyeballs as possible on the talent in this city. We don't take a cut of any of the sales, we push everyone to the artists' websites and continue to promote them on our social media feeds as much as we can.

Julie: Has there been a popular... the most popular drink, or the most popular waffle? What are you seeing on social media when they tag you?

Be'Anka: So on the waffle side, my husband always says the most popular waffle is the barista's favorite at the register, because they can recommend what they love. So we're not really sure yet what the favorite waffle is. Maybe the churro waffle because it's sweet and people are used to that. On the coffee side, the celebration latte has probably been our most sold, and that is a recipe of Jeronica's with cake batter, so it really just tastes like a party in your mouth.

Julie: [laughs] So has this whole process... It's been a long process. Has it sparked any new interests for you, kind of, beyond the business and the coffee?

Be'Anka: I don't think so just yet. I'm the marketer in this whole thing, so I just love everything about marketing. I love that I get to do it with consumers now because my whole career has been business to business. So, I really just want to build Nirvana Soul into something greater. Our mission is to bring people together through the power of coffee and tea, and we want to bring as many people together as we can. We know that this is just a huge step, but one step in making more coffee more accessible to as many people as possible.

Julie: Do you have plans to expand in the future? I know that's kind of a scary thing to think of right this second...

Be'Anka: Oh, people were asking us at the grand opening if we can open one in their neighborhood. So, we know we want to expand at some point. We don't know how to do it yet, and I know there's a few different models that you could pursue. So, we talk about it, but I mean, being four weeks in, it is a little scary to think of how to make that happen.

Julie: Right. Totally. Well, you guys have big dreams and big ideas, so I'm sure it will come to fruition. Thank you so much for taking the time, Be'Anka. This has been so exciting, and really interesting, and I appreciate all the time.

Be'Anka: Yeah, thank you so much for including us. We're so happy to be here in this community and to be sharing more about this business with you.

As you start thinking about your holiday shopping plans, which I know is crazy, consider supporting small businesses in your town or city, like Nirvana Soul. You can find Nirvana Soul online at NirvanaSoulCoffee.com, on Twitter [@NirvanaSoulSJ](https://twitter.com/NirvanaSoulSJ), and on [Instagram](#) and [Facebook](#) [@NirvanaSoul](https://www.facebook.com/NirvanaSoul). I'll of course add links to all of this in the show notes. Don't forget to check out the [Indigenous Culture](#) episode with Corinne Rice, and check out her Instagram [@MissCorinne86](https://www.instagram.com/MissCorinne86). Links to both will be - you guessed it - in the show notes.

Just a reminder that you can find the podcast on Instagram [@LoveWhatYouLovePod](https://www.instagram.com/LoveWhatYouLovePod), and on Twitter, [@WhatYouLovePod](https://twitter.com/WhatYouLovePod), and the website is LoveWhatYouLovePod.com. Also, our lovely guests want to answer your questions. If you have a burning question from one of the first 26 episodes of the podcast, @ me on social media or send an email to LoveWhatYouLovePod@gmail.com. I'll compile the answers and share them on a future episode.

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Zeke Rodrigues Thomas at Mindjam Media provides amazing editing assistance. You can find Zeke at MindjamMedia.com. Also, just a reminder that all of the transcripts for *Love What You Love* episodes are available for everyone on the website. Thanks to the wonderful Emily White, as always, for the fantastic transcripts and the moral support. If you need transcripts, reach out to her at HireEmilyWhite@gmail.com. The music for *Love What You Love* is called "Inspiring Hope" by Pink-Sounds. A link to that artist is included in the show notes.

Okay y'all, go out there and love the hell out of whatever and whoever you love. We all need it more than ever. Thanks for listening. Let's hang out again soon.

Links:

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Check out the [Indigenous Culture](#) episode with [Corinne Rice](#)

Be'Anka and Jeronica's favorite nonprofits

Boys & Girls Clubs of [Silicon Valley](#) and [The Peninsula](#)

CharityWater.org

StJude.org

My favorite nonprofits:

FairFight.com

[World Central Kitchen](http://WorldCentralKitchen.com)

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Check out my books at JulieKRose.com

LWYL Music: [Inspiring Hope by Pink-Sounds](https://www.pink-sounds.com/)

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