

EPISODE 102: SCALING CONNECTION + QUALITY TO \$1M ARR  
ft. ALLEGRA BRANTLEY



with your host,  
Hailey Thomas

There's no right way for growing an online business, and honestly, me and my guests are more than fine with that. I'm Hailey Thomas and this is the podcast that lets you be a fly on the wall for candid conversations and mini-lessons through a variety of online entrepreneurs who are growing their businesses based on their own visions. We are on a mission to normalize and laugh about the behind-the-scenes truth of achieving a new level of success in your business. This is One Year from Now.

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### **Hailey**

All right, welcome to the podcast, you all, I am incredibly psyched to have Allegra Brantley here on the podcast. I'm a huge fan girl, just in general, but she also has an incredible entrepreneurial story and history, and the work she does is amazing. So, the short story is that Allegra is the CEO and Founder of Factora, and they are a financial literacy organization that focuses on empowering women to build real wealth through community and education and events. I was a part of a wealth circle, which is one of the ways in which they serve women, last fall and it was incredibly eye opening and just straight-up, from a product and UX experience, amazing. Like, it was so good. That's the part that I nerd out on, and it was a really cool experience in that way. So, giant introduction, but Allegra, welcome to the podcast.

### **Allegra**

Thank you so much for having me, Hailey, and I really appreciate when entrepreneurs take the wealth circle and can look at it from a product perspective, because you all know how much work goes into something like that. But yeah, it feels really good to hear a former wealth circle participant and Factora customer say that they enjoy their experience. So, very happy to hear it.

### **Hailey**

Yeah, absolutely. Now, for those of you that don't already follow Factora, there was a whole podcast called Coffee and Coin, and Allegra talks about her story, which I believe is episode 90, but on this podcast episode, I want to talk with her about her experience entrepreneurially in building Factora as a business asset, and just kind of your thoughts in general about business as an asset in your portfolio. We talk very regularly about seeing— not everything we build because sometimes we build things just for fun— but seeing the things that we build with intention and as assets that can be bought or sold are built upon as a part of our financial wealth so that we can, as a part of our legacy, build our legacy over in these parts. So, tell us a little bit about when you started Factora, why you started it, and just kind of the beginnings of your entrepreneurial journey.

### **Allegra**

Oh, I got chills, because I think if I'm being really honest, Factora was always gonna get started by me, and that's probably going all the way back to being raised by a single mom in a financially unstable household. A lot of people talk about post traumatic stress disorder, but I think there's a lesser known, but very awesome, post traumatic success disorder, and I think because of the financial hardships I watched my mom experience, it really made a mark on me as a young girl, that, "Okay, we might not have enough money this month. What does that mean? Can I still go to dance class?" Okay, there was a point where my college was not a sure thing. I had not applied for loans. And then my grandparents, who at one point had agreed to pay, we're changing their mind. And I was like, just beyond depressed and embarrassed. I was like, "Oh my god, am I the only person I know that's not going to go to college

this year, like, what am I going to do?" So, all of that to say, I think Factora got started long before I actually got it going, but if we're talking about just the business, getting up and running, it dates back clearly to 2016. I was living in New York, I had started my New York career making very little money, and then I was up to making over six figures, but a bigger problem existed and that was I didn't have any money. Every time I made more money, I surely couldn't seem to keep any of it. So, I had epitome of lifestyle creep. I would get a raise, and then I would get a nicer apartment, book a trip to Europe, get a nice bag, and it would all be said and done for before the race was really apparent. And it led me to a realization that just because you make more money, doesn't mean you have more money, and if you don't have financial knowledge and quality financial habits, then it's gonna be really hard to hang on to your money because we live in America, a consumer driven spending society, where you don't even have to have the money to spend it, you can just use credit cards and not your own money. So, I knew there was something wrong and, like many businesses that get started, you have the need yourself first. By 2017, I had really gone on a year-long journey of learning everything I could about personal finance, and then I had my second problem, which is there's knowing what to do, and then there's doing it, right? We all know we should turn off our technology and unplug and calm down before bed, doesn't mean we always do, it doesn't mean we don't say, "Yes, we're still here, Netflix, play another episode." But I had the same issue with money. I was reading all of these books and listening to all these podcasts, and I just felt frozen. I had complete analysis paralysis, I wanted to do everything because I had so much that I hadn't done, but I didn't want to mess up. And I think that there is something— we're probably not allowed to talk about gender these days— but I think there's something innately feminine about that. We don't want to mess up. We want to be good stewards of everything, of our relationships, of our money, of our lives. And so, I just had immense fear, even though I knew it was time to take action. Then I paid someone to help me figure it out, and that made all the difference. I think that when you pay for something, you are paying attention with that money. You are saying this is important to me, I'm prioritizing this. And so, then I got going, I got my first brokerage account open, I started investing. You see a little bit of passive income come in, and you are hooked, and it made all the difference. And really, the truth is, doing is how we garner experience so that we could do even better, because we learned from doing. We don't learn from reading, we don't learn from watching someone else do, we learn from trying it ourselves. So, by the end of 2017, I knew that I needed to help women build wealth, but that's all I knew. It was that phrase: help women build wealth. And I was like, "Okay, how?" It was just like, ping-pong me at the back of my neck constantly, and I didn't know more than the fact it just wouldn't go away and that I had to help. I had to help more women get unconfused and unscared and take action like I finally was, because it was so empowering and alleviating to not worry as much as I had been before. I was watching my accounts grow. I had savings. I had investments. I felt good. I wanted to shout it from the rooftops. So, by the end of 2018, we launched. We had a different name, we were called The L Factor at first. We— we, being all of me— launched with a customer base of eight people. We've always technically been profitable, because all I did to get set up was grab a Squarespace website and do a one-pager that said, "Here's what we're doing." And it was basically a course or a class. So, there were eight customers in the very first wealth circle, and we did it in person in a dark, sad little conference room in East Austin. I'm talking the air conditioning wasn't working, it was just a mess of a situation. But I will say there was something very special happening in that room. All of those women were early adopters, and were brought into my universe for a reason. They had their own money situations that they wanted to solve that led them there, but I was also really brutally honest with my first customers. I was like, "I've never done this before. I'm just gonna impart all

the knowledge that I just had and started to utilize to you and you can use it as you please." And that's what we did. So, those first eight women, circle one, I call them my golden oldies, they're all still friends and people I'm connected to, to this day, which is kind of amazing if you think about that. Like, that your first customers remain your advocates and part of your loyal support group. Anyways, that was 2018, our first wealth circle launched in October, I got the LLC officially in November, and we were off to the races. I say "off to the races" meaning, I had a MVP, right? Like, there was a product, it was a course, it had a shape. I mean, it had nothing more than that, but I basically made a deal with myself. I said, alright Allegra, if you can take your learnings from that wealth circle, make it even better for the beginning of 2019, and sell five wealth circles before the bell tolls on the end of 2018, you can quit your full-time job in January because it means you didn't just have eight customers that you got lucky with, but you have a slew of them, you know? You have like, 30 more, because I was doing eight women per wealth circle, not thinking about the scale factor at first, just thinking about how to get the product. And so, I did that. And so, a very empowering moment in my entrepreneurial journey was going to my boss and letting them know that, not only was I quitting, but they were not getting two weeks. I'm leaving, this is it. Bye. Which, they didn't like, but I almost wanted to break that bridge. You know how everyone's like, "Keep your options open, don't burn any bridges." I'm like, "I need to burn this bridge," right? Like, yeah, what is it? Cut the ties from the dock for your boats?

### **Hailey**

Yeah, you're right. burn the bridges. You're totally right. So, what I heard in the story, we hadn't talked about this beforehand, folks, but the points that you're hitting are a lot of the emotion that you were experiencing that you were kind of tied to these really important parts of the story of. I love the concept of like post-traumatic stress, because I think many of the women that I work with, I'm that way too, of having a really unstable and highly volatile financial life growing up. So, like, "No, I'm just gonna learn how to make a lot of money and then fix that," right? There're some questionable things around that plan, but I think many of the folks that I work with and that listen to this podcast start the journey like that of, "I just want something else," and then end up being quite successful. We call it "revenge success" over here. So, there's that portion of it and then, moving from maybe some moments of feeling like, embarrassed and helpless into empowered and feeling a sense of relief that you've created for yourself through your, to coin another phrase, responsibility, so like, your ability to respond to the experience that you had, turn it into a product, and probably the greatest— I love that you told the story this way and told it for what it was, which is Factora of what it looks like now and all the branding and you have a whole team, which we're going to talk about, and version 1 look completely different. They're like, two different things, almost. I have the belief that you should be a little bit embarrassed of version one, meaning you got it out the door soon enough that it wasn't like, it wasn't great, but you got it out the door soon enough to like, see if it worked, to go test it out, go serve people go make some money, and then you can worry about improving it as you go. So, talk to me a little bit about your iteration cycles, because this is wealth circle 38? 39?

### **Allegra**

27! I'd be like five years older. Yeah, absolutely. Well, I think it's Seth Godin, who coined the term "ship and ship early," and I love that so much, because he says perfectionism is the opposite of being effective, because you're never going to get something out the door if you're trying to make it perfect, because you could work on perfecting something forever. So, definitely ship before you're ready, and I

did that. I gave myself, just like I said, "I have to sell five more wealth circles before I can quit my day job." I did the same thing for even launching the company. I said, "I have to have a website up by this date," because I was moderating an event that I had put together that was financially focused. The topic was women investors, and I was showing an angel investor, a real estate investor, and two stock market investors, and how they got started and what their setbacks and successes were. I just wanted to show women, "Look, there are successful women investors, here they are." And that event was—you could feel something magical happening. We only had space for 150 people, and we had more than that on the waitlist. So, I was like, "People want this content, so this is what I care about and this is what I've been learning about, and I want to share this, so I have to have the one ready— not even ready, just I have to be able to announce that I'm doing this at that event," and I did. And that's how I got those first eight customers. But in terms of iterating on the format, we've iterated everything. You know the name change. So, that was one thing. We also started in-person, we're obviously now online. That first wealth circle served eight people, we currently have 430 women going through the 27th wealth circle, and we could have never done that in-person, right? That had to be a scale factor. At first, I thought one way for us to scale was to teach other people what I had learned and have them train these other groups, so that I could keep the room really small and intimate, because I did love the experience of being with eight women at a time and reading their body language and all of that. But that's a nice to have, not a need to have, and ultimately, I realized that I couldn't train women to be as confident with the material because they weren't as connected to it, or as experienced with it as I was. So, the other way to scale was to use technology, so that we can have more people in each wealth circle. And that is why we ultimately chose online.

### **Hailey**

I'm going to pause there for a second and ask: What thoughts do you have about using online? Because the thing that I experienced as a part of a wealth circle is that you scaled like you said, 400 and something people, those numbers will only continue to grow, but you've somehow figured out how to scale the reach and capacity with quality, right? Those things have scaled in tandem. It wasn't, "Well, it's going to be online, so I guess quality is going to go down." What thoughts did you have about this material and about your product that allowed you to do that? Because I think some people get hung up on, "No, I do this really custom thing," or, "I can only do small batches of this thing, or else quality will go down." So, what were your thoughts about making that transition?

### **Allegra**

Well, kind of back to how you opened the podcast, I thought of this as a business asset. There's two versions of Factora, right? There's the one that the customers get to experience. We obviously are a company that has a big mission to lead 1 million women to 1 million in net worth, and I'm not stopping till we get there. But there's also the Factora that I'm building for me and my family and as an asset. So, those two things have to go in tandem, and obviously, it's gonna take me a lot longer to reach 1 million women if I'm doing little mini groups of eight people at a time. Like, I don't think I could even get that done in my lifetime, these are three-month long courses. So, it's just been a very slow and steady balancing act. How many more people can we add without losing the customer experience? It's really hard to do intimacy at scale, I'm not gonna sit here and say that we do it perfectly, we don't, but we have chosen to run Factora in a much more logistically heavy way than a lot of companies who are like, "Let's just turn this into a SaaS product, and as many people can buy it and self-serve." My initial belief,

and it's still a core part of my beliefs, is that women are smart, and women would be doing this for themselves if it didn't scare them. So, if I'm telling them to dive into a topic that there's already some fear and shame and confusion and overwhelm around, I surely can't say, "Alright, well, here's the course, go online and gobble it up." I mean, so many online courses do not have high completion rates, because people are self-serving them. So, I felt like with the subject matter, with the demographic I was serving, and with the effect that I wanted to have, I just couldn't leave them alone. So, there has to be that intimacy factor, and we've done that with community. So, when women enter the wealth circle, now, instead of just being with eight people in the room, they get to be with their entire cohort in a Slack space. They get to be with their entire cohort on a Zoom call. We have these live sessions, where they get to break out into four to six-person breakouts where they've got financial topics to discuss, both personally and what their future strategies are, and they're volleying those ideas off of other people. And you can't do that if you're just sitting in a room on a laptop, listening to someone talk at you for a few hours, which that was how my learning went. When I was learning about investing, I was sitting on investopedia.com at night and be like, "Oh, okay, yeah, I've got to read. I got to read about diversification one more time, because it's really not sticking." But I also had an old white guy teaching it to me, so I was like, "I want to hear from people like me," which was why I knew that event really hit a heartstring with women. They were like, "I want to see me in those chairs. I want to see other women doing this so that it proves that I can do it." And so that's what Factora has always been about. And a lot of people ask me like, "Why don't you open this up to men?" And it's like, you know what, men have a lot of places they can go to talk about money. In fact, if you look at the entire financial industry, it's pretty much spearheaded by men. It's financial companies and products that were built by men for men and maybe repurposed for women. I just wanted to focus on making a space for women. So, that means we're really focused on beautiful design, we want to synthesize complex topics and make them bite-sized and chewable and memorable. We do a lot of storytelling, because that's how women like to learn. And then, like I said, we do a lot of inspiration from the community. "Here's a woman in our community who has done X that we are talking about tonight." So, you can see an example of, and I think that that resonates really well.

### **Hailey**

I love that because what I'm hearing from you, and the thing that I keep seeing in my work and in my clients work, is that for you to scale, what actually needs to happen is not making things more complex, you actually need to simplify them and do less things. However, your thinking has to be mature enough to figure out how to do that and do it well, right? So, the answer was not for you, like, "Oh, we'll just make it a course, and then it'll be scalable." No, no. What needs to happen? What do my customers need to get the result that they came here for? So, all of this requires such mature thinking on your part to build in the intimacy with scaling, and like you said, in the Slack channels, in the community, in the breakout rooms. We had accountability partners between the sessions, which I thought was so fun. I'm still like, connected with a bunch of those women on Instagram, right? So like, it's such a mature way of thinking, and that's the thinking that gets your business to scale. It's not: How do we do more and be more flashy? It's: How do I simplify and be more mature in my thinking to make sure that customers get the results they want with the scaled experience?

### **Allegra**

And to that point, because I think simplification is so huge and also so difficult for entrepreneurs, because they think, "If I'm going to raise my prices, I need to offer more." Not true, but it does feel true. So, I totally resonate with that. We have been taking more and more out of the wealth circle. It's not like we're getting rid of anything, it's just that we found that, because there's six sessions in wealth circle over three months. After session three, people start to get tired. They're like, "Oh, that's a lot of spreadsheets you are asking me to do." Like, this is a lot of homework. So, instead of giving everyone two assignments and an accountability partner meetup, we've shifted based on what we're seeing every time, based on the data, based on the feedback, based on the clear feeling and the comments that are happening in the Slack channel. So, one of the things that we've done to lessen the workload is, we give them one assignment, everything else is still optional, it's in the bonus section. If you want to do more, by all means, go for it. But here's the one assignment that is really relative to the content you learned that's going to get you to your next step in deciphering your financial goals and making an investment plan, which is what we want you to leave a wealth circle with. And then those accountability partner meetups— two things we've changed since your experience in the wealth circle. One, we used to just match you up randomly, like we did not play Hand of God, we were just like, "All women are great, and here's your opportunity to meet a woman that you'd likely never have met. Let's see how it goes." Well, now we actually have a more advanced algorithm where we match you by networth band, whether you're an entrepreneur or an employee, because we found those impact really fruitful conversations, what location you're in, what life stage you're in, like just to help people kind of get a little bit more connected based on where they're at financially. And we don't even start accountability partner meetups until after session three, because we're like, "There's a lot going on, and we're already taking up so much of your time, we're not going to make you talk to somebody for an hour in addition to these homework." So, I always tell my team, I'm like, "How do we Steve Jobs this?" I want one button, not 4. I want 1 assignment, not six. Like, less is more, because people love to feel accomplished. So, if you give them more work than they can do, they're flustered, but if you give them just a few things that they do, and they can come back to again and again and again, then they're like, "Oh, this was awesome."

### **Hailey**

Exactly. So, it's great for your business, right? Because it helps you with retention, people redoing wealth circles, I know I'm gonna do another one again this year. And then also with, like, their success, right? So, always in tandem, we're growing. What is the business need to be successful? And how does that match with what clients came to us in the first place for, right? Are they getting what they came to us for?

### **Allegra**

And that's actually another one. A lot of great businesses, like I said, get started because the person who started them had that need. So, I am one of our customer avatars. We have about three, but I always think back to me that was overwhelmed, confused, shameful and fearful, and I think, "How do I help her?" Because that's still who I'm helping, even though I don't feel that way about money anymore, I have to always put back on that hat, that filter whenever we're doing anything.

### **Hailey**

That's so good. Okay, so we talked a little bit about what iteration Factora and these wealth circles are in right now. What does that look like on the backside? What does your team look like? What does

revenue look like? Because you launch how many times a year, right? So, like what does the setup of the business look like now, versus that first wealth group?

### **Allegra**

So, totally different. The first wealth circle, like I said, it was just me, this was more of a "outside of my day job" trial, and, "Can I turn this into my full time thing?" Because I wanted it to be a real business, but I also didn't want to jump into it. Like, I had a business before in New York, where I literally quit my job, cashed out of my 401k, LOL. Only LOL, because I teach women about personal finance, and I'm like, "Man, good thing, I can't access that account and play projections of what it would have been today." But anyways, that was the capital I had, and we always learn from our decisions. So, I learned a lot from that experience that truthfully, I had to go back to work because I wasn't financially prepared personally to launch that company. And so, when you deal with a lot of financial stress, you want safety and so, I went back into the workforce. Interestingly, now, I don't believe that the workforce is safety. That's a topic for another day, we get into it in the wealth circle, but I believe in diversifying your income, and that's why it's so important for women to understand and invest. But all of that to say, first of wealth circle, it was just me, it was more of a side hustle. Can we turn this into a full hustle? Wealth circle today, or Factora the company today, we have five full-time employees. Last year, which was our third full year in business, we went past the 1 million mark in revenue, we had really high profit margins, like 35%, which is incredible. We are formed as an S corp. That, in and of itself, has been a big decision. S Corps are typically better for service businesses, like lawyers and doctors who can empty out all the funds to reduce taxes, because they know they're gonna have more customers next year, repeat customers, but I only have one product. So, every time we go to sell, we have to find new customers, and that's something we're working on changing in the future, but our current model is that we launched the wealth circle twice a year, because we're always iterating and improving it between the spring and the fall session. But in the future, we want it to be more available more times a year. So, in 2023, we plan to have two products, it'll be a wealth circle, and a Factora membership option, because what we found is that women go through the wealth circle, and they're like, "I'm awake. I'm excited, I want more." And we're like, "Well, it just took us like three years to build one course, so we can't give you more right now, we're tapped out." But the truth is, the more that they want is the continued access to the community. They want us to vet and curate experts for them. They want us to even put together panels of women, like yourself, who are working fully in their businesses and looking at it as a business asset. Like, how do I learn from women who are doing just that? So, utilizing the community's experiences to inspire other women to step outside their comfort zones, right? Because investing is all about risk tolerance.

### **Hailey**

Yes, kind of the last thing I want us to talk about is businesses as assets, which are like, my absolute favorite, and I'm personally learning about all the other assets, because the only one that I know really well is business. So, I'm going to set that aside, but one of the things I talk with all my clients about is only having one product, because it takes almost that long to learn how to really, really get it very well. And most of my clients have multiple things going on, but learning how to stack those or prioritize your time and energy across those. So, question for you: Did you ever, in the last three years— which congratulations, first of all, on crossing the million-dollar revenue mark, that's badass— but at any point in time, did you feel itchy to add another product sooner? Or like, "Ooh, Factora is great, but I want to

start this other thing over here." Like, tell me about the kind of practice of dedication I will say, how you've matured and grown in that over the last couple of years?

### **Allegra**

Yes. Well, I'm very fortunate that one of my mentors, although he doesn't know he's my mentor, is the ultimate ruthless prioritizer, and that is Warren Buffett. I believe Warren Buffett is the best investor to ever walk the planet, and I love reading about him, he's got such a principled approach, and his mindset is just so fascinating. But his number one reason for success that— I mean, this is him stating it— is focus. He has been focused on being the number one investor since he was like, a little 11-year-old boy, he wrote it on the back of a notebook and that's what he's been doing ever since. And so, I really took that to mean— Look, I know that everyone says, "Multitasking is fine, you can do this and this and this all at the same time, keep the variations, spice of life, blah, blah, blah." I don't agree with that. When I multitask, I don't do anything very well. And so, when I decided to do this, I wanted to dedicate myself to this. And that means like, true dedication, like, I moved to Austin from New York, I didn't have a license, I didn't renew it. I was like, "No, I'm gonna sit in my house and get this done. I don't even want the ability to leave and go to coffee meetings." Like, I know that's crazy. I know saying that out loud is crazy, but I know it's a reason for my success, or a part of it. So, focus hasn't been too hard for me, because it's been a clear value from the beginning. I knew I needed to focus to give this everything I've got, so that I can get to this place in three years. I know that it's hard for women to hit the 1 million revenue mark, so the fact that we did it in three years is phenomenal, and sometimes I have to stop and remind myself that because I'm already on to like, "How do I make 2 million? How do I make 5 million?" I'm thinking about the next thing. I think focus is huge, but we've also learned, like, "Look, I built a company that doesn't have the best revenue structure," right? To only capitalize your business twice a year means I've had to be really good at managing cash flow, and what kills businesses oftentimes is cash flow, running out of money. And so, I've had to be really, really thoughtful there, and I'm kind of old school. I only grow as much as we can afford to because Factora has no debt, Factora has no investors. All decisions that I've made to build this business in a certain way.

### **Hailey**

Yeah. I love that. And I think there's so many stories, and I think we'll have to have more conversations view, but also in general, about how each entrepreneur thinks about money and about business is a core strategy for how they then go to grow that business, right? And so, some folks are very, like, pro leveraging, and like, "Why would I use my own money when I can use someone else's money?" And some people are like, "Yeah, no, it's gonna be bootstrapped, and it's gonna be awesome, and I'm so good with it." The goal is for you to be all in on your strategy. Like, that's the thing, is you to be all in on it.

### **Allegra**

And you can have different strategies in different areas, because I want to be very clear, I love leverage. I own a lot of property, and I've got a mortgage on every single one of those, okay? However, when I borrow money from a bank to pick up another real estate asset, the bank doesn't tell me what to do with that property. So, the reason that we decided to not be venture-backed— and by the way, we've turned down investment. And that was really hard for me, my ego had a lot of work to do, because I didn't go out with a pitch deck and try and get investors, although I've helped a founder do

that before and I know how hard that is. So, the fact that people were knocking on my door, not blinking at my valuation, ready to put money in. I was like, "Go me," you know? It really stroked my ego, and we decided at the 11th hour not to take that investment, because that money came with the gas pedal getting smashed on. When someone invests in your company, they, one, get an opinion and, two, put a lot of pressure on you to scale and build and break stuff quickly, so that you can either fail and they can move on to their other portfolio companies, or you can zoom in the right direction, so that they can have an exit and liquidation event in the future. And I really had to look at my life and my personal goals, which as you know, I'm going on and on in Factora to women about this, like, your money, your investments, your right financial setup is all based on you. I know you think it's a recipe outside of you, but it's not. It all comes down to: What are your goals in life? What are your timelines for those goals? And for me, I'm 35, I want to start a family. So, bad time to get investors breathing down my neck, telling me what to do, when I right now have 100% control of how we build this thing. And I can do it intentionally, and in the speed that works for me and starting a family, which are my personal life goals and I don't want anyone to intercept that.

### **Hailey**

Yeah, there's so much to be said for one of the big values of having a business asset when you are—and not that it isn't an asset if you have investors, but that's a different game. Like, that's a whole different game, versus, I'm going to build this thing so that I get paid out regularly. It's an asset that, if I want to sell it, I can if I really wanted to, or just be a founder and let someone else CEO it and just kind of like, take money from it. There's so many options, you can exit.

### **Allegra**

So many more options. You're exactly right. It is a totally different ballgame when you have investors, again, very different than if I went and got an SBA loan from the bank. The bank's not going to tell me how to run the company, the bank's just going to evaluate whether it should loan me money in the first place based on: Is the business profitable? Is it doing well? Do we think we'll get our money back? But actually having sophisticated investors, it's a different game. And right now, it's all the rage. It's almost like it's gotten so sexy that people have lost sight of the fact that it's okay to build a business slowly, authentically, and in the fashion and format that works for you. And like, everybody wants the venture dollars, and by the way, women need the venture dollars, because we are totally not getting as many as we should. But not every business is right for institutional money. Factora actually could be, but then I had to make that ultimate decision. Just because we can be, doesn't mean we have to be, and I didn't want us to be.

### **Hailey**

Yeah, I love that. Okay, as we wrap up, do you have any kind of advice or anything you want to add to the women that are in that, let's say between like, making their first 250,000 or half a million, about where they are now, or having their eye on million dollar-plus business? Is there anything you'd like to share with them? It might be a whole nother podcast episode, but—

### **Allegra**

I know, I was thinking, like, "I'll be here all day." No, my main advice would be: Be a sponge, and learn about where you want to go. So, if you're at \$250,000, and you want to be a million dollar business, or

you want to be a million dollar business and potentially sell your business in the future, listen to those podcasts now, read those books now. Find people who have already done that now, because they are going to pull you up with their experience and their knowledge. That's something I've done for myself, because it helps me stay dedicated to the ultimate goal. Another thing I would say is hire, because you can't do it all yourself and I know you think you can, but it's gonna stress you out, it's gonna wear you out, and quite frankly, we shouldn't be building businesses to run them completely. The definition of a business is a system that can make you money, so you shouldn't be the whole system, you got to be able to hire and allocate components so that the system can function without you. Otherwise, all you did was buy yourself a job. So, if you're really truly trying to create a business, leverage other people's talents to build that business and make it more profitable, and do that earlier than you want to as well.

**Hailey**

So good. I was over here, you all can't see because this is a audio format, but I'm here over here, like rocking like I'm at church. Yes. Thank you so much for coming on. This was such a good conversation and I'm already going to invite you back. I know we're not even done with this conversation, but I want to come back to get into some of these topics that we kind of went over quickly. Where can people learn more about you online? How can people find out more about Factora and the next wealth circle?

**Allegra**

Absolutely. So, we're on all the channels, you can easily DM us on Instagram @Factora\_Wealth. Our website is factorialwealth.com. We have a podcast called Coffee & Coin, where I interview women on their financial lives, so if you're interested about seeing what's under the hood in different women's portfolios, give it a listen. And yeah, personally I'm at @AMBrantley on Instagram. I'm not that cool on Instagram. I just talk about my dog a lot, because he's my best work break companion. But yeah, Factora's next wealth circle is in the fall, and definitely check it out if you want to feel confident with your investments and to have a community that cares about wealth building that's all a bunch of badass women, join us.

**Hailey**

I love it. Thank you so much, Allegra, this was such a fruitful conversation. And I'm sure we'll see you next time we have you on. Thank you.

**Allegra**

I can't wait. Thanks for already having me back before we sign off, Hailey.

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