

Episode No. 117 So You Wanna Open A Brick & Mortar With D'Ch...

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SPEAKERS

Jessica Lauren, D'cher Whitaker

J Jessica Lauren 00:01
Hello and welcome to the Sunday jumpstart podcast! A weekly podcast helping goal getters ditch the excuses, do the work, and make -ish happen. My name is Jessica Lauren, and you are listening to episode number 117. Hey y'all hey, and welcome back to this week's episode of The SJS Podcast! Happy Sunday! I hope that you are doing all the things today that makes your heart content baby whether that's relaxing chillin, Mimosain', coffee and reading the book or listening to this podcast. I do thank you so much for just taking a couple of minutes of your day to hang out with me right here on the podcast. It really does mean the world to me. So I am so excited. I'm like on ten because we are continuing our 'So You Wanna.. Series' today! And if you just came in, if you like, "Hello, I'm a new listener. I don't know what the hell you're talking about." No worries. I got you back. Let me explain. So over the course of the past couple of weeks, I had some of the dopest women in their respective industries, come on the show and basically share what all it took from them to get from the rooter to the tooter. Okay, so I had Treasure Mallory on the show. She was on the episode cause 'So You Wanna Be A Full Time Creative Entrepreneur'. Chances are that if you listen to this show, that is a dream of yours, right? Our listeners are content creators, artists, sculptors, painters, photographers, just saw hustlers main hustlers, we're people would dream so Treasure came on and talked about what it was like for her to go from doing all the hustles to finally quitting all of them and just really focusing on her hand bag line on Nikki and Mallory and then after that, we had

Michelle Thames. She is a social media strategist doing her thing. She has her own social media agency and she's an influencer like she gets paid to be on Instagram and sharing her love for different brands. She came on the episode call 'So You Wanna Be A Social Media Influencer'. And she taught us how to start making coins! I'm talking about bitcoins and putting them in your purse and going shopping, enjoying your best life by being a social media influencer. So if this is your first time here, be sure to go back; I gave you permission to stop this episode and listen to you know the two previous ones- Episode 115 and 116. So that you can hear the other ladies' stories. They are phenomenal. But today we got a special guest in the building. Her name is D'cher Whitaker and she is the owner of the boutique Love Peridot. Now I love D'Cher. She's a close friend of mine. I love her story because we kind of started off together. It was like back in 2015. You know, she had her website called loveperidot.com. And she probably had like a couple little items on there. And she was out hustling showing up for every single pop up and festival you could think of. Like she was literally doing the work. And it is just been such a blessing for me to watch her go from point A to point Z where she is now. She's coming on to talk about what it was like for her to transition from being, you know, solely an online enterprise to opening up her own retail space. She has a brick and mortar in downtown Chicago, in the South Loop area in this collection called Roosevelt collection. And her neighbors are some of the biggest retailers that have been in the game for decades. And yet there she stands a black woman that is an entrepreneur that quit her nine to five to open up her own brick and mortar and not only, you know, did she open it and keep it flowing for the past two years. She also managed to let it thrive and grow during the pandemic in the midst of racial, you know, unrest and protests. Like it was crazy to watch in 2020. As you know, she was just taking the blows for an a pandemic. And then you know, Chicago we had a lot of protests and a lot of looting. And and God protected her store. Some of the major retailers that were next door to her were boarded up and didn't go back into business for a month like some of them literally just opened up. It is now April 2021. And D'Cher has been standing by the grace of God that whole time. So it was important for me to have her specifically come on the show because she's faced adversity she's had to sacrifice she let go of her nine to five she's out here doing it by herself. She does have her husband Ronell. Hey, Ronell if you're listening. Love Ronell. He's a real good dude. But at the end of the day, she's making her dream work through it all! Through like one of the worst moments in history ever. And I know a lot of my listeners have online stores and the biggest dream is to connect with your customers in real life. You know, the internet is awesome. It's a great place to make money. But you know, you can't deny what it feels like to have that one on one interaction and to hear that bell when somebody, you know, comes in through your door and they're looking for gifts, like she gets to experience all of that. And so if you've been, you know, kind of itching or dreaming or wondering what the heck it would be like to have your own store, then today's episode is for you. I think you're really going to enjoy this conversation that I had with D'Cher Whittaker, owner of Love

Peridot on this here 'So You Wanna Series'. Take a listen. Hey, Mrs. D'Cher!

D D'cher Whitaker 05:45
Hi!

J Jessica Lauren 05:46
How are you, Chica?

D D'cher Whitaker 05:48
I'm doing well. How are you?

J Jessica Lauren 05:50
I'm good. Because you finally on this show.

D D'cher Whitaker 05:54
I know right? I've been putting it off. But I'm here now.

J Jessica Lauren 05:59
Y'all, I have known D'Cher since... What 2015? And how long has it been?

D D'cher Whitaker 06:05
Has it been that long?

J Jessica Lauren 06:06
I think so. I think so. Maybe 2016.

D D'cher Whitaker 06:11
Since the Detroit trip?



Jessica Lauren 06:13

Girl! Even before that! But we met on Instagram. And as I was like "girl, I'm starting this podcast. You got to be on it. She-- I've been asking her for four effin' years to come on this podcast and tell your story. And she's finally here.



D'cher Whitaker 06:34

Telling all my business. I'm happy to be here. Thanks for inviting me.



Jessica Lauren 06:39

Yes, ma'am. Okay, so let's get down to the nitty gritty. So you are a part of our so you want to series right. And I really wanted you to come on and talk about what it's like to like go from the online space to having a brick and mortar. But before we get into all of that, just let us know who you are. And what it is that you do.



D'cher Whitaker 06:59

Absolutely, so I'm the D'Cher Whitaker and I'm the owner and curator of Love Peridot. So Love Peridot is a gift boutique and we have primarily gifts and accessories that motivate and inspire the ambitious woman. So a lot of like mugs, journals, notebooks, regular books, just different things that help us women in our daily hustle, whatever those hustles are.



Jessica Lauren 07:28

And what was the inspiration behind starting it for one and the name, Love Peridot? It is Peridot. y'all. It ain't Periods because you're trying to mess it up. It is Love Peridot. So tell us like the inspiration behind it.



D'cher Whitaker 07:42

So Love Peridot initially was jewelry, which my grandmother inspired when we first launched in 2014 so we've been incorporated since 2014. But being in corporate and things like that I started seeing a need for just things that would motivate me at work you know how to struggle if you get up at seven, six sometimes five o'clock in the morning and go to work and that pot of coffee is on in the office at the corporate office or whatever so I was just looking for something like a mug or notebook with like girl you got this just different things that would like push me motivate me to do some work once I got some work so I

started adding those things to the shop and customers work they receive they're really well so now where are we we're primarily jewelry now we are primarily gifts and accessories we only have a small collection of jewelry so that's how it happened but Love Peridot, the name came about because of my love for the month of August which is my birth month, I got married in August, I got engaged now August so that's where Love Peridot came from.

J Jessica Lauren 09:06
And Peridot is a gem right that's your birthstone?

D D'cher Whitaker 09:10
Yeah, that's my birthstone.

J Jessica Lauren 09:12
Okay, love Peridot its literally love August like you had so much love going on so you had kind of mentioned corporate life you were on an entirely different career path before you got to where you are now. Tell us a little bit like How the hell did you go from the corporate nine to five to work in full time for yourself?

D D'cher Whitaker 09:33
So what happened was, like I said, we've been incorporated for about six, seven years now. So at first I started the business and then I was like, kept putting it on the back burner and was working my full time job and then I lost two very important people to me back to back one in December 2015 and one in February 2016. So that's the one I just said, you know, it's time to go ahead and launch this thing. So just went took a leap of faith and and pulled the trigger online. I had a business coach at the time, and she was just coaching me on how to develop the business on the back end and things like that. And then finally, like I said, March 2016, I just pulled the trigger and launched it online.

J Jessica Lauren 10:29
Yeah. And it was doing good online, like everything was peachy keen. And then, I remember I got a text from you. You was like, Girl, you will not believe what just happened to me tell us that little miracle of a story.

- D** D'cher Whitaker 10:44
Yeah, so at the time, I was doing pop ups. With Love Peridot was doing I was a part of a collective called Aura Collective, I was a part of the Boss Babe pop up shop. So during that time, I was presented an opportunity, an open space in Roosevelt Collection. And I saw that it was open and something was like, just see, you know, I in my mind, I was like, I can't do it. You know, I'm working a nine to five its no way I'm gonna do it because I'm trying to balance the working at the collective. But right, so
- J** Jessica Lauren 11:25
I collect them was out in York Town, right? Like weren't you driving every week?
- D** D'cher Whitaker 11:29
I was all over. The last Boss Babe was in. I can't remember where it was like,
- J** Jessica Lauren 11:38
I think it was in York Town Mall?
- D** D'cher Whitaker 11:43
I can't remember the name of it.
- J** Jessica Lauren 11:45
The one with XO Marshmellow?
- D** D'cher Whitaker 11:46
It was! It was- right It was out there somewhere far very far. So I will have to drive back and forth. But when this opportunity presented itself, I just thought, you know, let me just see the space. Let me you know, just go see it and see what the management is talking about. So I did. And when I walked in, I just felt like a connection to it. And just like I could picture Love Peridot products on those shelves. It was literally like that space was waiting for Love Peridot.
- J** Jessica Lauren 12:19

Yep!

D

D'cher Whitaker 12:20

So I talked to the manager. Well, I'll talk to my husband, of course. And you know, we just talked about it. She told me how much the space was. And I was like, Oh hell nah, like no. Thank you for your time. But you know, I'm not gonna be able to do it. Right, right. Oh, I thought about it. I prayed. I was like, you know what I'm going to negotiate. I feel like that space is Love Peridot. So that's what I did. I email her. We, he she wanted me in a space too. So we email back and forth. And I was like, This is what I can do. And she met that. And by the grace of God, she met that number. And we were in the building.

J

Jessica Lauren 13:08

Y'all was in the building literally-.

D

D'cher Whitaker 13:11

Yes. Within a month from that email from that initial viewing. We were moved in and because they were trying to get someone in this space by Black Friday that year.

J

Jessica Lauren 13:24

That was by Black Friday! Oh my god.

D

D'cher Whitaker 13:28

So I want to say within weeks, we were in there by Black Friday, we were open.

J

Jessica Lauren 13:33

That is crazy. You literally went from Okay, I got this online thing. I walk into the store. I feel I feel the connection. And next thing you know you own it, basically. Girl what now let's talk about preparedness. Right? Did you see any of that coming for yourself?

D

D'cher Whitaker 13:53

Never. Because I mean, like I said, I was working my nine to five. And I'm actually I had just got a new job. I had just left my previous job that was given me hell and I was like, you

know, I need something else. I found my dream job.

J Jessica Lauren 14:12
Quote on quote.

D D'cher Whitaker 14:13
Right, my dream job. It was perfect. I was working from home. So, I was able to run the store while working this job. I mean, everything was just so aligned. That um, I just knew it wasn't meant to be. So I was working this job. Taking customer's in between emails and all of that. And then one day I was just like, I can't keep doing this. Because it was just hard to balance and my anxiety was through the roof tried to do this technical job because I was an analyst. So I write data analysts trying to analyze data for that company and trying to analyze Love Peridot's data. Or, you know, just like everything that a store, a physical storefront requires. And one day I literally I don't know if it was a panic attack or what but I had been praying for a sign. And that day when I broke down, my husband was like, you gotta let something go. And I said, Well, I can't let my dream go. That's period, yeah, I was like this, I can go back and get another job. But this right here, I know that God had this for me, so I'm gonna see what I can do. And he was like, well quit that job because I need you here. I need you mentally stable, you know what I'm saying, I'm like, don't worry about anything, quit that job. And we're gonna make it work. And it's been working ever since.

J Jessica Lauren 15:54
Ever since! Every time I hear your story, I get chills because it's like, I don't know if I would have gave it like, I'll just be like, Nah, I'm still trying to make it work. Drive myself self crazy and cry. And you were like, No, I'm putting my foot away in this dream.

D D'cher Whitaker 16:10
But for a while, Jess I was doing that. Right? You're trying to make it work until it was like, Okay, are you going to end up in a hospital trying to make this work? Or are you just gonna step out on faith and do what God is clearly trying to tell you to do? Like, I couldn't do both. I have to just trust God on this. So that's what I did. And yeah, it was scary as hell don't. Now you know, I know. That direct deposit go. It was worth it though. It's been very rewarding.



Jessica Lauren 16:45

And so how long has Love Peridot the physical store been open? And mind y'all she's still running the internet side, the online store as well. But how long have you been in that space for?



D'cher Whitaker 16:55

We've been in that space for over two years now.



Jessica Lauren 16:58

Oh my God



D'cher Whitaker 16:59

We're moving into the third year



Jessica Lauren 17:01

That is crazy. Congratulations. So now you done quit your job right? If you and Ronell that's your husband, Ronell. And occasionally your cousin coming in? I done offered like-- "D'Cher I could really just come work for you if you need some help. But I'm how you know you mentioned anxiety a little bit? How? How do you feel one now that you quit? But how do you handle wearing all of the hats outside of where Ronell helps out? How are you juggling doing all the things?



D'cher Whitaker 17:33

It's so hard. Because running an online store is totally different from running a physical store and then you trying to do both? Well not trying I am doing your day. I reached the point where I knew that I had to outsource something because I was trying to do everything. And with the pandemic, my cousin hasn't been so the store and she actually she started a career. So she Okay, she's moved on. So it's really literally just me. Yeah, but I just asked her to outsource some stuff with that I just didn't enjoy doing like bookkeeping. Or just things that take up too much of my time. Like even social media, I finally gave that put that in someone else's hands is hard given you know, someone a party or baby basically because I like to be hands on. And I feel sorry for my husband, because it's even to the point where like, merchandising, yeah, and you know the store's merchandise so good, but it really is. I'm like, the other day, I was like, Can you mold this? I literally draw a

diagram. Hey, you could like candle, I want you to put two candles on the left two candles. And I'm like, you know what?!

J Jessica Lauren 19:02
(Laughing) You can on my nerves!

D D'cher Whitaker 19:05
Yes, but I'm having to relinquish that control. I can't control everything. And I know, in order to scale and grow the way that I want to grow, I have to relinquish some of that control and outsource some stuff. So that's what I did.

J Jessica Lauren 19:23
If that ain't a word, I don't know what is sometimes we suffocate stuff, trying to hold on to it with a choke hold I had outsource social media too because I don't like it no more. So you take care of it. It drives me crazy. I'll take a few pictures. And it's freed up so much more space to do stuff like this. You know what I mean? You have to do it. You have to. So let's talk a little shop, if you will. So, um, I think when people are first starting off, right, they're like, Oh my gosh, I'm gonna open my own online boutique. I'm gonna have my own retail space. Nobody really knows where to source goods? Right? Um, how do you find your goods to curate it? And you don't have to tell us exactly which beta site to go to and all of that, but how did you develop that sense of like, Okay, this is what my customer is gonna like, and here's where to find it and all that stuff.

D D'cher Whitaker 20:18
Yeah, so when I first started, I didn't have a freaking clue. But I would go to different shops and different states were at that time, I was traveling a lot. So every time I went to a different state or country, whatever I would look for, like specialty shops, gift shops, things like that, just to get an idea of what they carry. And to be honest, a lot of times I would just Google like if I would see a notebook that said you got this I will Google you got this notebook. But that was the beginning and then I got hip two markets. One in particular that I love for gift shops is New York Now; I highly recommend. Right now because of the pandemic it's a little different so they're doing it digitally. But you still get access to like have so hundreds 1000s of different shop not shop companies and vendors, jewelry, accessories, gifts, anything you could think of I would recommend look up New York Now. Look up Atlanta markets, Dallas market so I the markets helped me tremendously you can go in there look at the things and person develop a rapport with the with the owners. And

like I said, just just you can see the things in person and get an idea of whether it'll look good on the shelf or whatever. But that's that's the key for me. But primarily, honestly just a lot of research. A lot of Google- googling helps me a lot so if I know I'm looking for a certain item like a pink mug, never settle mug, something like that. I'll maybe look Google never settle a wholesale or something like that. That's a really good little tidbit. But um, other than that, just a lot of Google a lot of research a lot of market shop and like I said,

J Jessica Lauren 22:28
Yeah, and so but

D D'cher Whitaker 22:30
In order for go to the market, I will say you do need to have your ducks in a row, your tax ID number have your business legally incorporated or whatever however you say that but you have to have all of your ducks in a row before you can shop these markets. So just an FYI.

J Jessica Lauren 22:50
Now speaking of legal Did you DIY a lot of that stuff or did you hire like an attorney and accountant? Well, I know you're delegating now but you know we're in the age where you could DIY everything whether it is Legal Zoom or Shopify and all of that now that you're in the retail space Do you feel like you have to hunker down and actually like hire real you know what I mean?

D D'cher Whitaker 23:13
Yeah, um, I didn't do any of that myself. Like the only thing I would say I did was maybe completed the applicant like the Illinois applications or incorporate the business but trademark I'm sorry, I hire someone for that. Um What else any anything legal when it comes to business, I outsource that because I just want to always make sure my i's are dotted my T's are crossed when it comes to that. So yeah, yeah, so even taxes like anything that's legal. The IRS the state any of that outsource because yeah,

J Jessica Lauren 24:01
I think that's good advice that people need to hear because we really do be like Google University and YouTube university like yeah, for some stuff. But for that legal, tech stuff I could get like go to jail on my accounts frozen for a year no. We're not...(laughs).

D

D'cher Whitaker 24:16

Yeah. And if when you have a business, the numbers and all of that, it can get tricky. And you just want a professional looking at that when when it starts to get deep and you really make lots of revenue and paying out a lot of taxes and all of that, it needs to be done by a professional. That's just my little advice.

J

Jessica Lauren 24:38

I wholeheartedly agree. Now, when you're first opening up anything just doing anything new the first concern you have is like how the heck do I get customers? How do I get people to see my stuff? How did you get people in the doors of Love Peridot.

D

D'cher Whitaker 24:57

Girl. It was time And I say this all the time, like people will be like, you have so many followers now see your growth and, and this and this and that. And I will say slow and steady wins the race with this. Um, in the beginning, I didn't know who the hell my customer was I wasn't even thinking about who is my customer and what how do I wasn't privy to that kind of information, but I knew that I needed as a corporate worker, I wanted these things that propel my hustle that motivated me every day. And so I started there. Like with corporate women, entrepreneurs, just the women like me basically that just want that need that motivation. You'll be surprised like when I pick my mug out from my espresso or tea or whatever, if certain mugs or certain things like some days, you know if it's a struggle, like for instance on a Monday I might grab Jessica that oldie but goodie that she put out, 'But She Didn't Quit Though!' Some Mondays I wake up ready to quit! Girl. I'm not ready. But you know, I pick up that mug and I look at it I pour my coffee and I'm like You know what, I got this I can do this. So just thinking about having those women in mind when I shop for these things. Like I said women like me women that are like my posts the women that will come to my events and things like that or just elaborating on the information that I get like current customers checking out what her demographic is where she we're asking questions when a customer comes in like so where do you work or you know, just get some out of customers and then I started seeing a pattern like they make six figures or they you know dress a certain way or you know things like that.

J

Jessica Lauren 27:07

Yeah, one thing I will say about you and I learned this from you is that you were never afraid to put yourself out there. Never. D'Cher I feel like you was a part of every pop up went to every you know networking event and I would dare to say that I think a lot of your

customer base came from the fact that you was out there. Y'all I would just a pop up shop stock you! You know what I mean, like okay you here let's go um, how do and funny thing is a lot of people don't notice about your your kind of shy like you kind of like low key laid back. Yeah, very introverted. How did you make the mindset shift? Like, Yo, I have to get this done in order to get this done? Oop, I cursed but that's okay.

D

D'cher Whitaker 27:53

Well, um, who else was gonna do it? You know, at first, honestly, Jess, I was lying. Like something in the beginning, I just wasn't, I couldn't do it. But the more that Love Peridot has become a part of my life, the more I'm comfortable with talking to customers. And when I first moved into the physical space, customers will come in, like, you know, I would never tell them, I'm the owner. Hmm. And then I thought about and I'm like, well, you need to tell them that you're the owner, because that makes a huge difference. The minute I start telling these people, I'm the owner, um, you know, showing them this is a woman owned business. This is a black owned business. It may like, I mean, even to this day, they may come in and just look around, but the minute I say I'm the owner, they like oh, word. Okay. And they just throw it in the bag, you know, yeah, if it's a huge difference, I have to learn that though that it makes a difference when the customers can connect the person or a person to the business so I just as I was going to these pop up some stuff, I was just getting to know people and honestly, I think that we have a good aesthetic, we have a good product. So it's the word of mouth has been tremendous. So people are like, Look, I love, Love Peridot is bomb. Make sure you check it out all of the shares on social media and I mean, my community that's that's how I get the word out about Love Peridot. Hear it on my community. Yeah.

J

Jessica Lauren 29:38

Yeah. Now you've been blessed enough to have a ton of local coverage. You've got partnerships with AT&T business and just like a lot of like, press. How did all of that happen? Did you go out and seek it or did it fall in your lap?

D

D'cher Whitaker 29:53

It fell in my lap girl, cause like you just said I'm an introvert. So I'm not well at The time when these things were happening, I wasn't in a mental state, like I didn't have a mindset. So I'd be like, I'm gonna go for it. I'm gonna just shoot them a DM and shoot them an email. I wasn't there. I'm there now, right? But I just showed up and I think from showing up people saw me and like I always say, you never know who's watching. So I did D'Cher. I did Love Peridot. I didn't look at what anyone else was doing. And these people saw me out

they email me regularly. AT&T, I mean, they that's they were favors love each other now like, yeah, they just sent me a box full of stuff, just to say thank you, you know, just I mean, I don't do anything extra just show up.

J Jessica Lauren 30:53

Y'all, please take the lesson from that. Like you can be shy, introverted, extroverted introvert. You know, like, we have these narratives about ourselves, like all that anxiety, and all of that is true. But you can still have all of that and still make an impact on your community, make some money for you and your family, get out of corporate and have peace of mind. Like you can still have all of that and be successful. I think you're a true testament of that.

D D'cher Whitaker 31:21

You both! I wholeheartedly believe and join you and doing what God places on your heart. Like you asked me about imposter syndrome. I absolutely. I mean, who doesn't? But then I have to remember who the eff I am and what the eff I have done. You know, I look back on a year ago when we have to close the shop. Yep. And girl a year from now we may you know, in the numbers are totally different in a positive way. Yep. Just because I foot and you know, like I stayed there. I showed up. When the stores and the plaza were boarded up. I kept going. And I was like I'm a boarded up. I still have pictures. I can't believe I was only a year ago.

J Jessica Lauren 32:23

It was crazy. You were boarded up due to George Floyd like just all of that, you survived a pandemic, race riots. Chicago we had like 10 race riots right in the year. Like I would drive past and be like that Victoria's Secrets didn't make it back. Right?

D D'cher Whitaker 32:42

They finally opened back up but they were closed for a year.

J Jessica Lauren 32:47

How did you surpass Victoria's Secrets? like is that eight the favor of God! Oh,

- D** D'cher Whitaker 32:52
The grace of God! I didn't board up like my the other there are four other small businesses and Roosevelt collection and they all boarded up. I did not. Yep. I just trusted God. I was just like, his was gonna be as was gonna be, and I'm gonna trust God on this. And but I'm not gonna lie when there was the looting and what's happened? What's happening? I was washing my camera all night. Like " Lord, please."
- J** Jessica Lauren 33:22
Yeah, please don't.
- D** D'cher Whitaker 33:25
Oh, and that's it. And then you never know who else was praying for Love Peridot I'm praying.
- J** Jessica Lauren 33:32
We was definitely.
- D** D'cher Whitaker 33:36
I mean, by the grace of God, we're still standing, and you are still standing
- J** Jessica Lauren 33:40
God! What a testimony. So you know what D'Cher, like when you I'm gonna backtrack just a little bit. Um, let's talk a little bit about the resistance. Right? So I'm sure like you have a really really good community of family friends. We all be like go Love Peridot, and go D'Cher! But um, how did like your family or friends feel when you were like, yeah, I'm leaving my job. Did you have to face any weird resistance or people projecting mess on to you? What was that like?
- D** D'cher Whitaker 34:12
You know, what? My family, my people understood what I was doing, or what I had to do, those that aren't my people did. So and the people that I was talking to a year ago, year and a half ago, family included, they were at the opening of Love peridot but they're, they're not there now. So everybody wants to understand everybody won't get it. And I

had to come to terms with that. I mean, I have to go to therapy about it. Because I'm like, I'm just doing me, you know, I'm just trying to make a mark in his world and you mad? Yeah. But I had to come to terms with the fact that everybody can't go and sometimes is everybody's gonna look like family is gonna look like your bestie is gonna look like if the people that you thought were your bones your ridas Baden wrote on down you know, I had to just come to terms with that and just keep going is you know, pray about it and keep it moving and love on those that love on me and just focus on who does support me you know I had to, I kept I'm like well, but as we were just kicking it at a wine tasting and you can't support me and come from my whatever event you know, yeah, but again, you realize that you just keep moving.

J

Jessica Lauren 36:00

Right? Okay, you just said a very important word support right? Well we first starting off we think like Oh, I got this podcast, I'm opening up this store. If my mama, brother, cousin, sister don't come then that's it! Like they are terrible people. Is that real? Like is Love Peridot made for every person in your family? Is it may, for all your different section of friends? What does the word support mean to you?

D

D'cher Whitaker 36:26

Before, I like you said it comes in different ways. I don't expect my family everybody to support me, especially consistently. They're not they may not be my customer. Um, and I just I in the beginning, like I said, I didn't understand that at first as I'm like, you my bestie. You should give that to me for bad it needs to be coming from Love Peridot. Right? But um, I realized every I mean, Love Peridot just ain't for everybody. And that's fine. I mean, now it's fine. I just had to come to terms with it is relatively Okay. Um, it looks different. It could just be a call that says how's Love Peridot going? How you doing? That works for me. Especially, you know, it's just harder right now. So just a check. And for me, that's, that's good enough. Right for for from me, you Oh, you don't have to buy from Love Peridot. Okay. And some people feel pressure like, Oh,

J

Jessica Lauren 37:33

I got a buy from Love Peridot I can't buy... No, you don't just tell somebody about me. Well, of course, share a post or something like that. Good enough for me. Leave a comment, do something. But I think like one thing I want to drive home to the audience is like, what if you decide to open a brick and mortar online store whatever support might come from a stranger that you met on Instagram needed to share went on Instagram, and took trips to get you know, like, it can come from the weirdest spot. So don't necessarily expect it to be

from the people that have been traditionally there. And like you said, they might support you in a different way. Like, Hey, girl, let's go get lunch. That's that counsel to like, calm down everybody. What does a typical day look like? For you from top to bottom? What does that look like?

D

D'cher Whitaker 37:52

Wake up. Girl, I'll be so thirsty for coffee. I don't pass go! I don't collect \$200. I'll just be in a t-shirt and my lil panties and then I'll pour a cup. You may um, but just looking at my calendar. Seeing if I have any meetings of course the regular Instagram scroll. Yes, girls grow. But um, and then I have to open the store by twelve, so the day goes, that morning goes by so quick. So after I check some emails and do a little admin work, it's time for drive 20-25 minutes to Love Peridot. I'm there for six hours and then I come home.

J

Jessica Lauren 39:05

And that's that! Living the dream, living the dream. So now that you're a seasoned brick and mortar owner, what are some mistakes that you made in the beginning or some things like damn, I wish I knew now so that maybe you can help out somebody in the audience avoid those mistakes.

D

D'cher Whitaker 39:44

I think the main thing that I was doing was not asking for help. So I think that contributed to my little mental breakdown because I was just trying to do everything. Everything. Somebody will try to help me pack in order. I get it, girl. I mean coming in on my off day. I'm like, I'm doing anything I could do the no rest. No, that's that's the main thing feeling like I gotta grind. I gotta hustle. I gotta do this. I gotta do that. And no sleep that is the bs..

J

Jessica Lauren 40:25

Yes.

D

D'cher Whitaker 40:26

Yeah, there's the BS. You have to have boundaries, which dreams too! Boundaries and just rest. Mm hmm. I think rest has helped me out tremendously, because it has put my mindset at ease. Like, I don't feel like I have to. Like, if my cup is already running over, I'm at the point where I'm just like, No, I know how to say no, at first. I didn't. It's a few things that now I know. But to run a store. Just being an entrepreneur. People think it looks so

cute. The store is cute, but there's so much that y'all don't see. So, yeah, but definitely rest; rest is key. Rest, boundaries, and I guess no the word no can. That's a boundary. So rest and boundaries. Definitely. That's something I wish I know. But everything of the lesson. So



Jessica Lauren 41:32

Yeah, it takes time to learn that stuff. You You don't know until you mess up your boundaries like Dang, I need to sit down somewhere!



D'cher Whitaker 41:39

Exactly.



Jessica Lauren 41:41

Now, before we go. I got one last question. You know, I'm in retail too. Now working at the bookstore and January through March is too slow. For us, at least. You know, retail goes through periods where just slow seasons? How do you deal with that? Like every day? Ain't the doors aren't spinning? What do you do in the meantime, to try to supplement that? Is it events? Well, because of the pandemic, like what do you do to try to keep it?



D'cher Whitaker 42:06

It used to be events and now that we're kind of coming close to an end with the pandemic, I'm looking to do more just safe distance type of events. And honestly, I have, I take a day to day. So if it's slow, I'm working on. Like, I have a business coach and she gives me assignments so I'm working on that. Or I'm just thinking of ways to bring customers in so that may be a Facebook ad or something like that. I'm scheduling emails, there's always something to do, right? So be honest, Jess, I welcome those moments where it's not busy. Last year was so busy I was just like my head was spinning. So when January came I took that as like a vaycay Yep, quote unquote, and I just rested and rebooted thought about what I wanted the year to look like you know plan all of that so it's always something to do whether the sales are coming in or not so I would say welcome those little pockets of peace get some work other work done when you don't have to package those orders up.



Jessica Lauren 43:25

Right. Well thank you D'Cher so much for finally coming on this dog on show! It was four years in the making, y'all.

D D'cher Whitaker 43:35
It was worth the wait though.

J Jessica Lauren 43:36
Yes. Great interview. So if people want to come visit Love Peridot in real life or online, where can they find you?

D D'cher Whitaker 43:45
So go find Love Peridot inside of the Roosevelt Collection. We're at 1114 South Delano Court on the west side of the plaza if you don't want to come in you can shop with our online www.loveperidot.com and follow us at [shoploveperidot](#) on all social media outlets.

J Jessica Lauren 44:06
Thank you, D'Cher! Girl, this is too many more Love Peridot anniversaries, expansions all of that, conferences, whatever you want. I pray you get it.

D D'cher Whitaker 44:15
Thank you boo! Thank you so much!

J Jessica Lauren 44:17
Man, Don't you just love D'Cher?! One thing I love about her is that attitude where she's like, Listen, I don't got all the answers. I'm gonna just do the thing and figure it out. And it's done wonders for her right? I could take a page from her book. But thank you all so much for listening to today's episode. Listen, we dropped a lot of gems. In this episode, we were talking about markets in Dallas and Atlanta, and New York Now, if you didn't get a chance to jot it down, do not worry. I got your back. Just go to thesundayjumpstart.com and click on episode 117. Everything that we talked about will be there for you to link and sign up for all that jazz. You know what else is in the shownotes a downloadable transcript of today's episode. It was my mission. To make this podcast as accessible to everybody in their mama as possible so if you're more of a reader or have some hearing issues you can read everything that we talked about it, highlight it, hang it up and reference it for later so be sure to check it out on thesundayjumpstart.com and just download today's transcript. Now, if you could do me a favor and leave a rate and review an Apple Podcast, be sure to leave your IG handles so I could shout you out on the show. That would just mean the

world to me doing that helps to get our make ish happen message and if you're like Jessica listen, I don't have Apple Podcasts I listen to you on Spotify or on you know, Tune In. They don't have a rating system. What you could do is screenshot today's episode, upload it into your Insta stories tag @thesundayjumpstart. That also helps us get out there y'all I love you so much. I pray that this week is incredible for you that God works out whatever ain't working out in your life. And that you find some joy and some peace and you get some clarity and understanding whatever is missing. Right now. I pray that God fills in those blanks this week. Listen, do not give up. Keep hustling working on that dream. But make sure you're still make some space for fun and rest. You got this. I believe in you. I will be back this Wednesday with a quick tip. Just a little five minute episode to help you finish your week strong. And before we go Special thank you goes out to Pamela Renee, thank you so much for handling social media and to my mama Jennifer, for helping us out with the transcripts. Alright y'all, stay strong! See you Wednesday.