

The Limitless Experience Podcast
On Being Black, Bringing Voices Together & Amplifying Your Own with Ola Pelo
Transcript

Ola: [\(00:01\)](#)

I feel really strongly about the topic because we fall into this like wanting people to know how clever we are, how rich we are, just kind of how amazing our lives is. And in doing that, you almost create this alternative lifestyle, you start adding to it, add a bit of spice, adding things that aren't even true and then it becomes like this conflict that you have in your mind that creates anxiety.

Welcome to the limitless life experience podcast with me, your host, Suzy Ashworth. I'm a mum of three, seven figure serial entrepreneur, Hay House author, international keynote speaker, quantum transformation and embodiment coach and believer in miracles. My superpower is helping female entrepreneurs, like you, create six figure breakthroughs in your business fast so that you can expand into limitless living and create an incredibly positive difference in the world. In this space, you will hear me talk all about wealth, yourself, spirit and impact. This is the limitless life experience podcast.

Suzy: [\(01:16\)](#)

Hello hello hello. You gorgeous human beings. It is Suzy Ashworth here, and you are listening to the limitless life experience podcast, and I have got another juicy, amazing, incredible human being to introduce to you today. We have got Ola in the house, say hi. Hello. I am really excited to speak to you. I have been following you on, actually, can I just, I suppose, have been following you on Instagram for a while, but it wasn't actually you, that drew me to your Instagram. It is your Mayah. She's so gorgeous. Yeah, how old is she?

Ola: [\(02:10\)](#)

She's six now. I nearly said five. She just turned six. Yeah.

Suzy:

Okay. When was her birthday?

Ola:

July the 10th.

Suzy: [\(02:16\)](#)

July the 10th. So, Aluna is, she just turned five. She was her birthday was on the 19th July, our summer babies. Wow. What a girl. She just blows me away. Every time she opens her mouth.

Ola: [\(02:35\)](#)

She's like that at home, she definitely inspires me. And it makes me think how some people are meant to come first, you know, there are orders. And when people say,

oh yeah, this one was, he was meant to be the youngest. I feel like she was meant to come to kind of give me a different look and outlook on life. And yeah, I learn a lot from her more than I would probably say I do as a mother for her kind of thing. She's I feel like she's an old soul. Yeah.

Suzy: [\(02:59\)](#)

When I think about Aluna I'm like she came in with joy, like the, her first breath, I was like, I just felt it all around her and I still truly believe that she's just such a joyous child. When you think about Mya, what did she bring in with her?

Ola: [\(03:18\)](#)

Oh, I think she just brought, like you said, it was so much light. I mean, she was the first person, she was the first child to bring me into this whole motherhood journey and she brought, pregnancy with her was just, I just remember just enjoying the whole process and labor was very difficult, but at the end of it, as well as that, that light at the end of the tunnel, she was in a 10 pounder. She was a tough baby. And I remember my mom looking at him, where did you get that? She was just so big. But just looking at that, but it was just the best time we used to have naps together. She was my best friend. I didn't need to go to mommy groups. I didn't feel like I went to, I didn't go to any toddler groups because I felt like I would just sit there and talk to her as if she was an adult.

Ola: [\(03:58\)](#)

And I felt like she understood. I would put on the side, or on her rocker as I was washing the dishes, dance. And she'd be like moving in a chair. Um, so I felt like she came in to almost be that, that person, that you're forever, best friend. Like she is my forever best friend. And from a very young age, I could tell that like she is that sort of, yeah, it's a light. Yeah. A lot of situations where you don't have the answers, but you smile through it and you just kind of look for the joy. So yeah, definitely.

Suzy: [\(04:28\)](#)

I definitely get that vibe from you, which was part of the reason that I wanted to invite you on. Your brand, what you have created. And I feel weird saying you're brand, because it's like your family. That's what I see on Instagram. I see you and your family and what you represent. I like, it makes me feel emotional because it's just, it's so beautiful. Like you bring and spread so much joy. God I don't, I don't even, I'm not pregnant. I don't know why I'm crying, but it's, so I want to thank you. And I'm curious about your background. You already mentioned your mom a couple of times off air. What, how did you get here? Like, what's your history?

Ola: [\(05:17\)](#)

Work background or family. Okay. Yeah, so I was born in Nigeria. Mum was born here. So, and then she went back, had me in Nigeria and I moved to Nigeria until I was six with my grandparents, whilst mom worked over here in the UK. And it was just the best childhood. But even now I think about every single stage of it that I could imagine. Although we, we saw mum maybe two or three times a year, she's

always come back with like a bucket load from m&s and BHS when they did exist and all these like lovely tartan skirts and stuff, she had me and my sister always used to dress the same. So, um, childhood with my, I was the first grandchild. So living with my grandparents was just the best I, my granddad was a vicar. I mean, he was a lecturer in Oxford over here before they retired back to Nigeria.

Ola: [\(06:07\)](#)

So he was very much academic space, but equally I think just like with them, with Mya, he was somebody who probably let me come into my own, in terms of not trying to kind of, he would really nurture skills that he saw as opposed to try and like funnel me down, like a certain route of this is what you should be. You have to be a doctor, he loved music and he would always play the piano before we went to bed and have his hot chocolate with both have hot chocolate and stuff. And I guess life in Nigeria, like I remember having to move over here and being so upset, just like, because I was just like, I just want to live in Nigeria. And school was amazing. I probably didn't appreciate the things that I would appreciate now because we had a driver and I just wanted to be a normal kid that walked to school with all the kids that will, I just felt like, no, just let me be a child, when it was raining.

Ola: [\(06:56\)](#)

And I saw kids running out in the rain at the standing there looking out the window, like I want to be out there running in the rain. So I feel like it was as much as it was very enjoyable, equally, I felt like I really wanted to live the, just the free child and life where my grandparents would see were quite protective. And we have, they had quite a big team of staff. Like there's like different, the cook and everything like that. And like I said, I would appreciate it now, but then I just want it to be out there by off the street seller, and sat with my friends and sat on the curb and just kind of like live in that night. So I feel like, and that's why I can speak Yoruba. I understand Yoruba really well. It catches people off guard a lot because obviously they hear a British accent and they think, oh yeah, she definitely doesn't like, I don't know what they think.

Ola: [\(07:43\)](#)

An idea of someone who can speak Yoruba should be. But yeah, I can switch it and speak Yoruba if I needed to speak Yoruba, which I'm so thankful that I had that upbringing where I was used within my culture and still now our children, like my, my daughter when we had the teachers come and visit before she started primary school. And he said, is there anything we can put on a school memory that would make you feel comfortable and stuff like we have lots of stuff. And then she was like, well, do you have pounded yam? And that is, it's just Maya. Like she knows pounded yam. She will eat it with her hands. She was born here and raised here, but I feel that my upbringing has helped me be able to kind of communicate that sort of love for our culture in a natural way.

Ola: [\(08:23\)](#)

That isn't like, this is what Africa is. And this is who Nigeria is kind of, it's just, you just live in an authentic life based on like the foundations that I had. So moved over here, went to school. Primary school was the best I had a well-traveled teacher, which is a point that I always made about like black children and the education system and like the need for teachers to have a wide view of the world or to equally have been like teachers in other parts of the world, which I think should be one of the prerequisites, really, because then it, you understand different cultures and how to help children integrate into societies when they move from different countries. She was the best, Mrs. Phew, I'll never forget. You never forget those teachers name your life, just worth it.

Ola: [\(09:08\)](#)

Just going to school, I'd wake up. And I was so happy to be in her class. So I went to school, loved it, got into sports from a really, really early age from primary school, and then went to secondary school. Secondary school was great. And I was always somebody who really loved to kind of take the voices of my peers or people around me and take it to other people in a way that they could listen and that they could create change. And that included like kind of campaigning for girls to wear trousers in our school, but it was very traditional. And it was very much in the winter. I'm like, why do we have to be freezing and wearing skirts? It's very, very like discriminatory for us not to be able to wear trousers. I took it to the school council and then it went to the actual council.

Ola: [\(09:48\)](#)

And then after I think it was like 1936, since that school had been established, girls were able to wear trousers and things, but that was just, I just enjoy bringing in voices together in a way that creates change, that isn't just for you, but means that people after you are going to benefit. And so, but then it did get to a point of school where I was massive. I was really, really badly bullied and that was a difficult stage. I think that was from year nine to year 10. And, and that was very, very much like your goody too shoes. And it was something that's not very spoken, very much spoken about right now. And it came from fellow black pupils who felt I wasn't black enough who spoke, I didn't speak black enough. Who felt that I was too white in their words, who would bring bounties chocolate bars of bounties and chuck it at me outside of maths and stuff and get chocolate muffins and squash it in my face and things, and just be like, oh, just because you're a prefect, do you think you're better than us?

Ola: [\(10:44\)](#)

And that all came from an interschool exchange system that brought children from like very diverse areas to predominantly white areas obviously as I was a product of my environment growing up in Nigeria and still have that love for the culture I had then come into an area that there wasn't much diversity in, but the community, like, it's almost like I wanted to scream that I am so proud to be black. Like I just, I sound like this because this is the area I've been brought up in. This is how I am in things. And it was a difficult time when we would have me and my sister would have police

escort home a few times because I was jumped. I had a rib broken. My sister had her earrings ripped out. So it was very physical and I'm not a physical, like I don't retaliate until there was, I think one time when, and this school at the time, when I think about her turned a blind eye to it because it was black on black, it was black on black.

Ola: [\(11:36\)](#)

And it was almost like you should sort it out between you guys. And I was constantly being told, like, you should rise above it. But I know for a fact being growing up now that if it had been the other way round, and you had a group of black children attack, kid of white pupil, like it would have been so different with how they would have reacted or the consequences to that, to those schools, to those pupils and stuff. So, but I felt like that was the making of me. Because even through that, I felt like I built up this resilience to kind of that not everybody will like you, and it might be for a reason that you will never ever convince them that look, I love being black. It might be for something else, but you can't please all of the people all of the time and later on after I'd got a job at 15, I was very much interested in getting into the world of work and understanding just what makes people customers like that whole life of marketing and stuff.

Ola: [\(12:29\)](#)

That was what I was really passionate about. I got a job at russell & bromley at 15 and as a Saturday girl and I left six years later as store manager, but in between that period, I interviewed one of the girls who had bleed me really badly, who didn't know that she was walking into my office at the same time. And it was one of these movie moments that you never imagined you'd ever get to unity to actually sit in front of somebody who once thought they were so much better than you, that bullied you, that tried to get one over on you. And it was, she broke down into tears and I was just like I want you to understand I'm going to give you as equal as an opportunity as every other candidate, she didn't get the job. She wasn't right.

Ola: [\(13:09\)](#)

Not because I held anything like with me. And I was like, you're not getting the job, but I'd let the senior management know that that was the situation before that interview went ahead, in case it did turn about in my office and whatnot. But I think when you kind of look at, like, she said something and it was basically like, she wasn't a good, she wasn't in a good place at the time. There was a lot of self hate there and she wanted to be my friend, but she didn't know how to be. I'm hearing that from somebody who was a little bit more grown and stuff. And it's like, you kind of know that, but most of the time, a lot of these things that are outward projection about like insecurities that people have, but then it, it can be really dangerous if you aren't strong minded.

Ola: [\(13:47\)](#)

Or, and I think my granddad gave me that sort of foundation, because he was like in class, if people laugh at you because you know the right answer, you keep saying

the right thing, you keep doing the right thing because at the end of the day, like you're not there to please them, like, make sure that you never leave what you felt that you had to say unspoken or unsaid, because then why dim your light? That whole thing he always used to say about why dimming your light and all that. So being able to deal with that bullying and everything, and then come through the other side, I was just like, this, this was my, you feel like you'd been buried, but you'd actually been planted moment where like, it was that grow in through growing pains. I think there's a reason why they call it growing pains.

Ola: [\(14:26\)](#)

Isn't it, there was so much pains that come with like becoming this butterfly or what that whole stage of like morphing into this woman or man that you're going to be in the future. That at the time there's no explanation for it, but it's happening for you and not to you. And it's like almost removing that position of like, I'm the victim in all this. And almost be like, this is enabling me to get to where I probably need to be. I don't have the answers now, but it'll become clear in the future when I realized that this is why I had to go through what I had to go through. So, I guess, yeah, and then that was me going into work. Cause I don't know how much more you want me to go into it.

Suzy: [\(15:02\)](#)

Well you said so much that I would love to just go a little bit deeper on. I really resonate with a lot of your story. My background, my parents are from Nigeria. I was actually brought up with foster parents so I didn't see my parents, but it was really super common actually for, I don't know whether it's across the whole of west Africa or the whole of Africa, but certainly for Nigerian parents to be working over here and then their children being with other caregivers. And I think that one of the things that has set me up was that strong foundation of love. And when you talk about your grandparents, I just, I hear that so deeply and so strongly, it is, I really it's such a huge privilege to be brought up with people who see you, you know, and that's what I, that's what I hear from you. I also, the campaigner part of you and having the voice and wanting to bring other people's voices together, it sounds like that it was just an innate part of your personality, but I'm curious. Did anybody need to give you permission or was it just something that you were like, hang on a minute. No, no, no, no, no, no, no. I've got something to say about this.

Ola: [\(16:21\)](#)

It's funny you say that because that was one of the things that growing up, I was always trying to give, like, I'd say as a child or as a young teen, criticized for that, I didn't ask him permission before doing a lot of things. And I think it was just that sort of strong conviction that if I don't say it ever, it's on behalf of your siblings and you risk being the one getting in trouble, but then who's going to say it like it's going to carry on and it might be, I might be the only person, but there might be. And then my conviction comes from thinking and notifying thinking. That means other people were thinking it too. That no one thought is like alone in itself. And

those energies, like so many people who have gone through the same similar processes. So I think it's that conviction.

Ola: [\(17:01\)](#)

It's part of my personality. And I've never been somebody who, which catches people off guard because I usually enter situations and read it before I start to speak. So it can almost look like sometimes like one, I may not know a lot about the topic they're speaking about or two, but when people ask what's your biggest strength I say, and I absolutely relish in this fact, that it's the fact that I'm often underestimated in a lot of situations. And I use that as my strength to kind of like, okay, I'm going to take it. I'm going to use it. I'm going to bake it in my head. And then I'm going to deliver something that's impactful as opposed to something that you just thought, oh gosh, that's just a load of waffles. So, but my granddad always did say to me about being able to kind of sit on something and deliver something of impact, as opposed to just like speaking so quickly that it doesn't make sense.

Ola: [\(17:48\)](#)

So I feel like I owe a lot to probably my upbringing from an early age, because they say those first five years is formative. Isn't it? And he probably was, you would never sit by and let someone like whether they were kids in the local village when we would drive through. And he would just be like, tell the driver to stop. And he was just like, I want to find that person's parents I'm going to pay for their school. That child is always there selling this and this and this, I'm going to make sure that their school is paid for, for the next five years and things and see gestures of kindness and that he would do without ever wanting to be repaid for it and seeing how well he then lived a fulfilled life because he was genuinely like a kind person. And I was like, yeah, this is probably the kind of person that I want to be in. It pays to be the sort of person. And yeah, so definitely a bit of both, but I thought a lot, I owe to my upbringing from that first five years, I think.

Suzy: [\(18:45\)](#)

So some of what you said around the bullying and ultimately your ability to look at it as a gift often comes in hindsight, but I'm curious those feelings in the moment, like you said, it was one of the toughest times, did you, and I thought it was also interesting that you said that this isn't talked about so much right now in terms of black people being against black people. And I'm curious, like both perspectives, like at the time, and then why you think that that conversation isn't happening right now and whether you think it should or shouldn't be.

Ola: [\(19:22\)](#)

I think it's still the same now not much has changed almost like, I think as black people will kind of feel like we've got bigger fires to fight, but equally it's almost like if you don't wash your dirty linen in the public with that whole black community, solidarity. But one thing I'm always saying vocally is there's a lot of self hate within the black community that comes across as either feelings of scarcity, where you want to be the only black person in the room, or you feel like you want to be the

only black person flourishing, and you want to see other, it's something that I've always tried to get my head around that why wouldn't you want other people to win? Similarly, if you found the answer to something, why wouldn't you want to share it? But I think it's, it's actually something that's in our blood, because just, if you look all the way back to the whole, the what's it called, I don't know the term, my husband speaks about all the time.

Ola: ([20:16](#))

It's like the good slave that when we would be let into the house and would be the one that may have children was one of the masters and all that stuff and that stuff. And those sorts of behaviors and like the slave reconditioning and how not all of the black people were accepted at a particular time, it's actually quite powerful. And it's something that can be passed down through a lot of families. And I feel like there's still a lot of element of that. And it's a topic now that I remember speaking to another influence. She was like, I would never address it on my social media because then you'd feel you'd have white people thinking that we're against each other. But the thing is then we are against each other in certain situations. So how are we ever going to like find a solution or have these open and honest conversations, if we pretend like it's not happening.

Ola: ([21:05](#))

And even now, like you see certain times you might be at a school and another black parent that parent decides not to speak to you as another black parent and instead forms relationships or friendships with like the white parents, because it's almost like that form of acceptance. Like you're looking for acceptance from like your white peers or this and that always blows my mind. And I see it. And I'm like, see, I recognize it because I've lived through it. And I'm like, I wonder what it is that still gets black people feeling like unless you've got a white person in your circle or too many black people smells trouble. Like, what is it? Like, I would love someone to do a study or something on it, but it just needs us all to be honest, really, because it's a problem. And I think it's a silent killer, but we all kind of unite when it's like racism.

Ola: ([21:51](#))

And we talk about, yes, the community black people struggle with this, but we're never gonna move forward totally if we don't address the issues we have within our own community. I feel so passionately about that. And a lot of black people when they hear it, we'll know it's true. We know it's true. I once had a teacher say, it's not a teacher, a friend say to me, oh, I'd never send my child to another black friend. I'd never send my child to a black school. There are too many black people. It'll give it a like, and I'm like, wait, wait, black, why wouldn't you be a child to kind of be around people? And I know what it's like to be in situations where you're the only black girl and you're in a situation where you're not accepted by the white people and black people. You're not steet enough or you don't get this enough. So why do we have to be, I'm going to send my kids to this school so that they can look like they're doing great because it's a predominantly white school. I think it's a problem

that we have is something that needs to be spoken about, but isn't spoken about enough. I don't have the solution to it, but I can definitely recognize it a lot of times. And it's almost like, right, they're still here, but I wish we would have more open and honest conversations about it.

Suzy: ([22:59](#))

How did, how does your experience of being told that you are not black enough? You sound too white. How does that impact the way that you feel about this subject as well? Because it's the opposite end, isn't it?

Ola: ([23:17](#))

It's totally the opposite end. And I think it was just that knowledge itself. I knew that like half these people were telling me that I wasn't black enough. Didn't couldn't if they were from somewhere in Africa or wherever, and they spoke different languages, couldn't speak their languages. Didn't have an understanding into the culture. And I was like, well, I know where I'm coming from. And I know the love I have for my culture, but I don't need to justify it to you. And I think I've led that through life, but it's that feeling of justification that then creates this sort of conflict where you're feeling like it's, when you want to be accepted by bullies, like you then kind of give into that, having to change yourself because other people said that you're not what you should be. And I've always stood strong in that fact that even if you're not liked for that moment, like the truth hurts.

Ola: ([23:59](#))

And a lot of times, and it takes more courage to stand alone than it does to be part of a group of a lot of people doing the wrong thing, because it looks like they've got power, but eventually like the people within that group will start getting convicted to feel like we're probably doing the wrong thing here. And then they'll start having issues within that group. You can still stand and live in and speak your truth. So I think it's that I don't feel like I ever, I've never felt like I needed to justify myself to kind of say, oh, look, I do this. Or I do that. And I kind of kept that and that still till now, I never feel like I need to communicate my intelligence or my understanding of a particular topic, unless I feel like really strongly about the topic because we fall into this, like wanting people to know how clever we are, how rich we are, how, how, how just kind of how amazing our lives is.

Ola: ([24:52](#))

And in doing that, you almost like you're creating this alternative lifestyle. You start adding bits to it, adding a bit of spice. Adding things that aren't even true. And then it becomes like this conflict you have in your mind that creates anxiety because you've put this picture across that really isn't true to yourself. And I'd say that I found that quite, like after the bullying I felt that's when I became my strongest. I think that's what, that's the personality I have now because it wasn't about me. It was about them. And yeah, it took years and I would cry. I used to do a little video diary back when there was no youtube or whatnot, maybe there was youtube back

then. I can't remember. I used to do it. It was a little video diary. I don't know why they've been horrible to me. I really don't know.

Ola: [\(25:34\)](#)

And I'd watch it back and then I'd be like, they're just being silly anyway. And it reminds me when I've seen Mayah who like does like blogging things. And I used to be in the bathroom, my mom and dad about what are you doing in there? And, um, they can really talk about it at home. Like, didn't really talk about it already. I was just like, yeah, just get on with your work, get good grades. I'm like, wait, I'm being bullied. Let's talk about this. But yeah. So, I'm thankful for the journey. I'm so thankful for the journey.

Suzy: [\(26:03\)](#)

Again, it's those little threads that were planted, those kind of seeds that are planted back in the day that I see now in your career and in your business. And I've just actually what you said about the not putting on a show. How challenging is that based on the piece of the business that I'm familiar with is the brand that you've built on Instagram, you know, and you said there was chatting with another influencer. You fall into that bracket. And I think that a lot of my clients, I don't really show so much of my life, so I don't find that conflict, but that idea that you need to be perfect in order to build up a following. That is in a, that doesn't sound like the energy that you're bringing to your feed. How challenging is that? How, how aware do you need to be to like, be like, okay, this is true. Like rein it in, like not to get sucked down that route.

Ola: [\(27:11\)](#)

I think because I do it alongside Darcy, obviously we're full time with it now as a family, we both know what's true and what's not, I feel like we wouldn't be able to look each other if I was putting this picture out there and we knew we'd had a really crap day and the kids have been like tearing down the house and I'm like, hi guys, we've had a fab day today. I wouldn't be able to look at him the same because it would be like what? And he would pull me up on it. And I think having that accountability partner is really powerful in this space. A lot of mum influencers or content creators lead the space, but often in it by themselves. But because I have Darcy involved that really helps ground the situation and everything we share we would do in way before, but just kind the camera.

Ola: [\(27:56\)](#)

And it's so funny because even the funniest moments, the laugh out loud, we probably don't capture as much that we do because the phone's probably not close enough or it's happened already and stuff. So when we're recording, it just kind of catches us as normal, what we do normally. What I noticed is when you started sharing that the low points, the reality of life, that is what gets true engagement, not your perfect pictures and whatnot. And you can, and audiences are getting so savvy now they might like a picture perfect feed or stories that show you have the best tape. If the kid is writing, I'll share them fighting, if dream is in the garden, eating

soil, I'll post a video of him eating soil and I'll ask parents, what's the weirdest things your kids have eaten in the garden. And if you look at my feed, the ones that get the most engagement, it's 400 comments, 150 comments, it's because it's something that isn't usually discussed or make you look like a bad parent, but equally it's what we're all going through behind the scenes.

Ola: [\(28:58\)](#)

Even with pregnancy as well, I've shared the whole, the back pain, the SPD and with dream, I remember sharing pictures of me in pain laying on the sofa and Darcy would take pictures and then he'd be like, you sure you want this picture? And I was like, I need, because everybody else will feel like I appear back on the feed and I look fine but I've had all these days where I felt really crap behind the scenes and it's quite freeing. It's really freeing. And equally when we got a puppy recently, the idea the romanticized idea of having a puppy and only shared with people recently that I feel protected not to share issues that you're having. Just like you would a kid with this new puppy, but it's really important for those that are considering getting a puppy to know that there is a phase where I've, he's pulled me over a couple of times.

Ola: [\(29:44\)](#)

And recently when I was pregnant and stuff and seeing I had hundreds. I tell you in 300 stands about dog owners who almost going through it silently. They'll post lovely pictures of them and their dog Suzy on the feed. But you don't know that Suzy's has broken their thumb or drafted down. And she, someone told me they fractured their skull because their dog pulled them too hard and stuff. And she was left unconscious and their dog was roaming. And like, we need to normalize having normal conversations. And I think there is nothing more freeing than being able to say, look, this is what I'm going through. And it goes back to the stage of that. If you're going through it, someone else is going through it as well. And this is why we don't post for numbers. We never post for numbers people, that someone said to me, oh yeah.

Ola: [\(30:29\)](#)

How many likes? And I was like, I haven't checked. And I hand on heart will tell you we don't post for numbers. And there might be days when I'm like, oh my gosh, 10,000 people watched those stories? What was it about those stories? And then we'll make sure that that's the kind of, cause it is a business, the kind of content that we're bringing back and that engages is the ones that you showed us being us, not the ones that's been like polished and stuff. And I don't have a theme feed. I don't have a color coordination thing I don't have. If we're in the garden, I see a nice picture opportunity. I'll take it. I'll post it at the moment. Some people have a schedule and this is, you can get to the point where social media starts to control you in the blues or your spontaneity in life. And you're not living life anymore. You're living for other people. You're living for the likes. I said to Darcy if I ever ever feel I'm falling out of love with it, I'll go back into corporate. I'll be heightened.

Look, it's done because it's not worth your sanity. It's not worth your mental health. It's just not worth it.

Suzy: [\(31:28\)](#)

I know that COVID was a pivot point for you. Were you working in corporate before COVID you had the blog on the side? Like, what was that? What was the vibe there?

Ola: [\(31:40\)](#)

Ola Pelo or the Pelo family didn't even exist before COVID as much like we do cooking bits and stuff. And I was running a brand marketing agency at the time where I would do like consultancy. And then someone spoke to me about coming to work for tik tok as they were building their team at the time. And at this time we'd never even been on Tik-Tok. So, I was like, I'll have a think about it. And I think I left it a couple of months and stuff. Dream was still quite young. And then we started playing about on tik tok and just doing my family dances. And it was to a lot of stuff that we would do at home, which is not again, not striving for perfection. A lot of those videos, if you look at them, someone's messed up.

Ola: [\(32:19\)](#)

Someone's singing the wrong thing. Or, and this is where I encourage people to post the bloopers, post the things that are perfect. I said to Doris, every time we do a dance, I always say, this is my, I mean, I remember guys not trying to be professional dancers out here. We're not professional dancers. That's not what we're here for. We're going to have fun with it. We're not going to record it than three times. We're going to get on with it. It was a massive pivot point because when we people were on their phones as well, like the society behavior changed, a lot of people were holding devices. They had time to discover new things that would keep them entertained. And without knowing it, we would bring in things consistently. And consistency is the key here. We were able to pivot because we were doing things on a Sunday.

Ola: [\(33:04\)](#)

We almost built it into our routine. We would cook on a Sunday, do a Tik Tok on a Sunday. And people knew where to find us and what to expect. And that consistency was what helped build our audience in a way where it was like, okay, they're going to be cooking on a Sunday. They have waffles in the morning. Then they're probably going to post a tik tok and they've kind of, and if you didn't, they were like, oh, is there no cooking with the pelo's today is I know there's some stuff I'm still very much in touch with the whole tik tok team here. I still jumped on Tik-Tok panels because I have a huge passion like for brand-building and like that whole what makes a consumer take action and what makes brands money basically, which was my role within tik-tok, global brands partnerships manager at beauty and fashion.

Ola: [\(33:44\)](#)

So, and before that I was in radio, I was head of beauty and fashion at global media and entertainment across all the stations. So Capital, heart, classic and stuff. So I loved working in corporate because again, it was that part of me that sort of like, I didn't have to be a mom. I was just Ola at work. I was all that and stuff, but I think we still get to do that on social because we work on briefs that might just be about motherhood, where I get to speak. We work on brief and that's where we've been able to pivot and be able to make this sustainable because there are so many different facets to the brand. Because you can, a brand can either work with me as an individual, can either work with the kids to promote like something that's around, like children can either work with me and Darcy as a couple something that's more like more adult to chat or can work with us as a whole family.

Ola: [\(34:34\)](#)

And if you look at that, there is so many different like verticals that allows it to be much more sustainable. That means that our audience can get, they get wholesome. It's more holistic in what we're delivering to them. So whether it's like advertising something for galaxy, a new chocolate, it's very sensual. It's probably after the kids have gone to bed or it's about a new kid's game or it's about a family out in that has allowed us. And I always encourage anyone. That's always like, how do you get started? How'd you create a sustainable family brand, it's clearly start defining that there is access to those sorts of things and create organic content that sometimes just features of kids. Sometimes it's you just chatting in here and kind of saying, guys, look what I bought. Because people get bored very easily. And if you can't mix up the content, it won't keep people's attention.

Ola: [\(35:23\)](#)

And social media and marketing is always a fight for attention. It's a fight for eyeballs and how long you can keep those eyeballs looking at what you've created and which is why I'm obsessed with it. I'm obsessed with just understanding the science. Is it also, it is a brand, so you're right to mention it was a brand. And I remember the excitement I felt when we registered it as a proper business, as a limited company. And I was like, we're actually doing this. This is it's unconventional. It's not like we've set up a shop. And then the kids are going to have, but they're actually going to be inherent. The kids get paid equally. They would do, if they were on a shoot that they were child actors, or they were child models because, and we've had to think of it as well. Like not just when there's a purpose and there's an intention.

Ola: [\(36:06\)](#)

You're like, okay, cool. So the kids, what's the going rate for kid models and child models that go straight into their trust fund. They're not getting that, but they don't know that. And they're not doing it for money, but we know we're doing the right things by them because they bring a lot of things to the table. It's not just us. So I just love it. I just wish and I would share this with everyone, but I think not a lot of people ask the question. There might be something on the horizon that allows me to share this with more people. But I just feel like, again, we need to understand

there is so much space for all of us to win and just sharing something with somebody else, doesn't take anything off your table. And if anything, it's that karma, the world, there's good karma. We talk about bad karma

Ola: [\(36:46\)](#)

That's good karma. Because most of the time I sit there and I was like, I just want another family. I want to watch another family's journey like ours. We see it. I want to see them start from like doing their tik toks and stuff. And I want to see it become a business. I want to see them saying that they can take the whole month off, we got the whole month off now. Like not doing anything both together at home can do school runs between them because it's not always been like this, but there's always things like fun knowing where you came from. I remember turning up at my school. And they were just like, sorry, who are you? This was three years ago. And because I didn't do school run, I would work really late, worked in Leicester square thing. They only ever saw Darcy.

Ola: [\(37:23\)](#)

And he was full time with the kids at the time again. And then another unconventional move we made. So you can't be afraid to go against the grain because like, especially culturally your black husband at home, what the actual, but it's worked for. Darcy's like people didn't see the sacrifices we had to make then. They didn't understand it. Then they judged back then. But now we're both at home, and I can see him sat in the living room and I'm sat in the annex and stuff and we can still do things like you have to be able to stand alone. Like I mentioned earlier, and having someone who supports that vision is so, so, so important, but it hurt me when I went to my school and there was a, sorry, who are you? And then they called her over your mom's here. And she thought, yeah, that is my mom. I was like, what was that? That's not the vibe. Yeah. So now that I can do that, you can see why I'm so grateful and so thankful to be in the position that we're in, because I know that we've worked hard to get here and we haven't always looked like it's never been something people understood, but you have to be like, do you know what? We're just going to do it because we know what the bigger picture is kind of thing. Yeah.

Suzy: [\(38:31\)](#)

Do you ever worry that it's gonna change or it's going to stop and it will no longer be sustainable?

Ola: [\(38:39\)](#)

I think because of my background and the relationships that I have with brands who it can at any time become like a creative consultant or a marketing consulting gig that I'm constantly turning down because I'm like we've got so much on our plate. And obviously there are things that we're working on behind the scenes to make it sustainable so that social media becomes a byproduct of what we're doing. So I think, like I said, as well, like that bigger picture, knowing that I know it's at its peak right now, it probably can peak even more, but what are we doing with that? And

we're not spenders. So I think, you know, quite a lot of people get caught in the moment and they would kind of with what, not, not that I have anything against anyone who loves labels or designer or anything, we're just not people who spend money like that.

Ola: [\(39:25\)](#)

And equally we're like, what can we do with all this money that's coming in that sat in the business account, again, setting up a business account, what resources do we need. Like what sorts of ideas, who would do we need to work with? What lab do we, what factory, what this, and what does that look like? What, and invested in that, I think that gives me the confidence that we're creating something sustainable that might not be like at the forefront right now, but equally it's sustainable enough to feel like we're making the right decisions back stage, not just thinking, okay, we've got this money now. We're going to go on a big holiday. Not that we could do if we wanted to, but this whole COVID thing. But yeah, I think even from the stuff, the person, I think you're partnered with all your accountability partners makes a huge difference to how successful ventures are with me.

Ola: [\(40:16\)](#)

And me and Dary are so different, like in the same way. And I mean, he's a realist, I'm a dreamer. So these ideas and he'll get out right. Let's break that down. So what does that actually look like? Him applying that practically, like, does that mean that we're both going to have to be in a physical bricks and mortar store? Or where does the inventory set? Where does it? So I liked the idea that maybe we should look at it and make it possible app or something like that, because that's the way the world's going. And that's residual income that comes in when you're sleeping. So that is like the side that people don't see. And I feel like he doesn't properly get enough credit for, because I am the dreamer. I'm the one with the connections. I'm the people person, the one who builds a relationship but equally, he helps me form and better shape those ideas at home cause he's my sounding board and it's definitely much a partnership. And so I don't worry in the fact that we'd ever kind of be at a stage where we were really scared of where the money was going to come from next. But I think I'm more excited as into like what we choose to do with it ourselves.

Suzy: [\(41:18\)](#)

I love that. It sounds like you're the visionary, he's the CEO role. And that is that, that's how it works. Do you have money goals?

Ola: [\(41:27\)](#)

Gosh, like we set like, cause obviously we do vision board parties as a family on a, every new year's Eve. We sit down together in the family and we get big canvases and everybody does their ambition boards. And we look at last year's vision board. We've been doing it for about three years now. Even if the kids put things from CBeebies and stuff on there and stuff, it's fine as part of their vision, but money goals. I think for us, we have more like goal, milestones. We have milestones, we have more like rather than a big end goal, we have more things that were like, Hey,

this is our initial five-year plan was to move to the states because we've always wanted to, but then we always sit down and reevaluate that event as well. So we know what's the state of the world right now.

Ola: [\(42:14\)](#)

We want to be that, what other like work opportunities and stuff like what support? I mean, we don't really have that much support, to be honest. It's always been me and Darcy since mum passed away. So I don't have money goals, but I think we've got to a point where like, we don't want to be hoarders either because you never, you don't die with your money. And then when we look in the business account and I say this in the most humble of ways, it blows our mind and we kind of think like right so of what do we need to, you need to spend money to make money. I'm thinking we want to amount this amount in the business account. We're thinking, what can we, 30% of that should go on this so that we can then see a, what's that word again,

Suzy: [\(42:56\)](#)

Recurring income, the money that makes money that makes money that makes money the most money that you don't have to, just makes money.

Ola: [\(43:01\)](#)

Yeah, we can see a return from it. And I think having that approach and not putting the pressure on, we want to make a million pounds this year when we got with our accountant in January. And they was just like an assessment on average, what you think your yearly income would be for the business and what we told them yearly by two months into the business we'd already made. It was at the point where we were like, so it really helps to have the milestones in terms of what you're going to achieve. As opposed to thinking, I want to make a million pounds would be more and almost be realistic and underestimate it as well. And being like it might not pessimistic, but know that things might not always, you will have a good month, you'll have a bad month that our management team makes a big difference. And that makes a huge difference to everything before I was managing it by myself and between me and Darcy. But having that middle person makes a world of difference makes so much difference.

Suzy: [\(43:56\)](#)

So your management team, they negotiate your deals for you now?

Ola: [\(43:59\)](#)

Yeah. Yeah, they do. Which is just such a godsend. And again, I'm going to go through a topic that might be controversial as well. One of the co-founders is a black woman. I felt that it was really important for someone to get us as a black family, because to avoid the whole tokenism that was the excell for me. And we were approached by a few talent agencies at the time, like locked down time. And I knew it was because I never get gasses about things. It was because we were hot commodity. Everyone was sharing our tik toks. And I was like, I didn't want

someone that just kind of wants this for now. I want these just like us sees the vision and this particular management team, mockingbird, they came back with a yearly strategy. They can come up with a breakdown per platform. They can go with about what they saw for each one of us and where we could be.

Ola: [\(44:45\)](#)

And I was that excited me and the fact that I knew that she wouldn't have us doing something alongside her partner as well, Gemma, like they are just such a formidable team, but I rest assured in the fact that we'll never feel like we're just being used as a family brand objectives and stuff. But the negotiation part is just, we have a WhatsApp group. Sometimes we need to ask, we'll get the WhatsApp. Oh my gosh, did you see that deal that just came in so nice that you kind of see it when it's all signed, sealed and delivered. Like I know they do a lot of fighting fires in the background that we probably never see because they've got our back and we're forever grateful. And again, when you come into a situation where you're making money, investing in the right people around you is so important. And knowing that again, as a lot of people know if they get commission, so they'll get commission on whatever you make. But knowing that, like you probably wouldn't have been able to have that capacity or that reach without having them. And this is not thinking you have to have money goals because you have to be able to put money into a different avenue to be able to kind of like make more money.

Suzy: [\(45:55\)](#)

Yeah. A thousand percent. Do you, I think what's really interesting about the content that you create is it doesn't feel like you're always selling stuff and we feel like we know you as a family. And I think that one of the things that I love is that I don't know many other black families who are doing what you are doing. Do you feel any type of responsibility that for being the representation or is that not the vibe? You're just doing what you're doing and you're a black family and that's part of your story, but it's not the thing.

Ola: [\(46:35\)](#)

Well, there is an air of responsibility and similarly Darcy wrote an article, that even as a black father on social media, he feels a massive air of responsibility of knowing that and if we talk about what happened with the Football after the world cup, we spoke about it on our platforms. They're not just paying as a player, their playing as a black player. And we know how important that is. Being in that position where we are grateful enough to have a platform, to share a real view of a black family. For me, it's like, it's not something I take lightly. I think it's a responsibility. There is a responsibility there. And, but then I love looking at the space to see other black families doing the same as well. Like when we do giveaways, we don't do giveaways for 'follow-us' we don't want new people following us.

Ola: [\(47:23\)](#)

We wanted to reward the people that have been following us from the beginning. We're not like you have to follow us and do this. We're like pick one of the tik toks

we've done, you do it yourselves, share it and tag us in it because we want them to get into that. You can do it too mode kind of thing. So definitely responsibility. But equally we thought like, really, really like the word privilege, like grateful to be in this position, but hoping that it will encourage more black families to be themselves and you don't have to replicate what we do, but you can definitely find, and I'm seeing it now. And it makes me so happy. And every time I see new black family, I'll DM them. And I'm like, absolutely love this. Like honestly you should try and maybe just like share the bits before this, that was not perfect as well.

Ola: [\(48:07\)](#)

And I'll share that I'm forever doing that in the DMS and people are like thank you. And then they'll be like, oh, what you told me to do, here's this reel, this has got more views than it's ever and I'm like no now forget about the views. And now start bringing more of that content of yourself to the feed and the make, just make sure you enjoy it and stuff. So like I said, more one-on-one things I'm passionate about sharing how we're doing, what we're doing. And I always say that nobody's ever made it. Everyone is always making it. Yeah. That whole mama, I made it. It's not, it's like mama, I'm making it. And I'm continuing to make it because I have to keep putting in the work. So then yeah, definitely responsibility there. But one that I'm happy that we're in the position of.

Suzy: [\(48:50\)](#)

You said something earlier on just about your obsession when it comes to really understanding marketing and what makes people buy. And I'm curious, like, from your perspective, what are the things, especially when you're brand building on social media that are like, if you had to say three things, what would be the three key things that everybody should be doing with their content to encourage build the relationships so when people are ready, they're going to pick you.

Ola: [\(49:17\)](#)

Such a good question. I would say the first thing is have, and share a relatable brand story. Like, you know, whether it's one that's changed with pain, with grief chats about grief or your journey, because there'll be people who relate to that on a human level. Second thing is to be consistent. People need to know when to find you, where to find you. And to just like EastEnders, I haven't watched it for 10 years or maybe less. I don't know. But I heard the theme tune the other day and it was on at the same time, I would usually say, first day I sat there and I was like, oh my gosh, that's what you'd have to think about your content. You have to be reliable because that reliability builds trust that trust is broken. She might show up tomorrow. She might show up in two months time, you don't really have them then.

Ola: [\(50:12\)](#)

Whereas when you do have the occasional week off, they can't wait. You know, when something happens, if there's a football match from EastEnders isn't on, you're like, oh gosh, it feels really weird. So you have to create something. So yeah. So something that they connect with, like with your brand story, that's consistent in

a way that when you're not in the space as well, they still have that kind of connection to you. And the third thing is kind of like understand what your audience like, where their pain points are. So like, and that can mean that also where their joy points are as well. So we talked about pain points, but their joy points. And I talk about this point specifically because music and because maybe it's my background in audio. I rarely, if I do stories, you rarely see silent stories on our stories or have either a throwback from an rnb song or something that, and it's the only thing that allows people to connect to something, no matter what background that we all heard that song.

Ola: [\(51:08\)](#)

So there'll be a connection to it despite what they're watching and they don't, they won't know why they're feeling that sort of emotion, but you can actually curate, right. Like with me and Darcy do this funny thing where I'll put a different track on a video and then I'll put this and I'm like, no, that definitely gives me, yeah. Get me out here. And this one gives me, right, I'm so thankful for the journey. Give you an example. There was, gosh, rain, there was, we did something outside and it was raining and we all had our raincoats on it. And I did two songs. It was the script rain that song, the script rain. And then there was Mariah Carey I can make it through the rain. And we use that emotively that connected, but the script one could have also worked, but it would have given it a different vibe.

Ola: [\(51:55\)](#)

And it was at a time when we didn't really have much summer, everyone was talking to me and the kids just go out in our rain coats and stuff. And we had fun in the garden and running out and our wellies, we didn't leave the house. So know where your pain points and your joy plants know where they are exactly in the journey will help you create content that connects on a relatable level. And I think those three are interlinked all of them, like the brand story, the consistency, and your ability to be able to share what makes people feel something. Yeah, really. Yeah.

Suzy: [\(52:30\)](#)

I love all this so much. So you kind of hinted at it already, but I am, when you think about what are you most excited about in the next kind of 12 to 24 months? Like what really gets you, aside from having a new member.

Ola: [\(53:05\)](#)

So I think my excitement is being able to diversify the brands, the pelo family brand and into something that adds value to other people. I think I have personal goals that it might go down, it might be a book. And then we actually want to be able to do something as a family that becomes a legacy, you know, about how you have Cadbury's and you have all this, like, I think as black people, we need to be quite conscious about creating those like long lasting family names that build that generational wealth and not be ashamed of doing it, like I say, then the next 12 to 24 months will include developing something of some sort that allows the pelo fam

to go beyond social media that isn't yeah. That we have to be on social, you know? Cause right now it's our job, isn't it?

Ola: [\(54:00\)](#)

But it will be quite nice because now we've got month off. I encourage you to look at the content over the next month, it will probably be more free-er. It will be, it will be less strict, but it'll just be just us, just posting what we want when we want. Whereas when it's a lot of in the run-up to the Christmas, gosh, it'll be like, you've got an ad going live here. You've got to film. You get Friday, you get six briefs. You have to film between the Friday and the Sunday cause the kids are back at school on Monday. And I'm grateful for that. I'm grateful, but it can be a lot sometimes. So we really need to find a way to kind of create a little bit more comfort in our, where we are at the moment, because I really truly believe that we deserve it. And I think other people deserve that too as well.

Suzy: [\(54:41\)](#)

I have to ask this one question, last question. How many hours do you spend creating content a week when you are working?

Ola: [\(54:50\)](#)

Maybe I need to calculate it because you're never not creating content because I'd probably say, it's funny you say that because a normal work week would be like, what 38 hours. And then over time, maybe about 40, 45, some people work crazy hours. But I'd say probably because you're constantly, maybe about 60 hours now throw into the editing. It's not the filming, it's the editing because I can spend two or three hours trying to find the right song. And, and then when you do find the right song, editing the clips to hit certain drops and listening to how that music changes and looking at the pace of it. And then having to then come up with a caption. That's not, sellsy like I said, it's very much like, how do I feel when I look at this picture, what am I selling? I'm not selling a product, I'm selling an experience.

Ola: [\(55:40\)](#)

I'm selling a feeling and then having to sit there and get your creative head on and write something. So you go through the visuals for the creation and then the writing. And then you go through the submission and we rarely have refilms or reshoots or re-edits and stuff. But when there are then re-edits, it's like, they've asked if you can add a voiceover and do that and do that. And like, that can be really stressful. And that can be me been up at night till like 4:00 AM. And I'm just like, then the kids Darcy does the school runs most of the time because I do the editing. So, and I'm usually up late, but I'm definitely thankful for this month, but I'd probably say probably about six hours, which yeah, it doesn't feel like work, but it starts to feel like work after a while. Yeah.

Suzy: [\(56:27\)](#)

I think when you hear yourself say that, are you like, yay, good that we get paid well, yeah, we deserve it. Yeah.

Ola: [\(56:35\)](#)

Yeah a hundred percent. Especially when the content is also going to be repurposed on other platforms. And they've asked you not to work with competitors and exclusivity, and this is the stuff I always want to share with other influences who are still doing this stuff alongside full-time jobs. And I'm like, you just need to know what you should be asking for because no one will ever tell you what you should be worth. They'll never tell you how much initial budget you should have asked for, for that and you're left in the position when you've charged like pennies, the amount they probably would have spent on like a staff meal out for their team for a campaign. And you're all over like point of sale on their website and they're reusing you on social and they put paid media activity behind it. I'm like, wait, have you considered usage, have you considered.

Ola: [\(57:18\)](#)

Buyer all of this comes from the fact that I have that experience from brand side which I think, which is why there's a good marriage between the fact that we've now become content creators. And it means that I can speak to our management on a level when they know I understand it as well, because yeah, equally they're not going to be like, oh, we have to sign this off in the right way. But what we got to do for that, you sure, like kind of, no, we never have that situation as well because they know they're talking to somebody who was in the industry.

Suzy: [\(57:45\)](#)

I'm like, I see your agency, I see your influencer agency and you representing all the paeds coming up.

Ola: [\(57:54\)](#)

We spoke about that cause I used to do that alongside our management consultant company. And I was just like, do you know what? I would love to set something up for like black families and stuff that really empowers them with this knowledge or something. And if it's not that is it like an app that people kind of have a subscription to, or like a lot you can call 111 whereas it's you get all the information just like you would do. And it kind of helps you and you can submit a brief, I'm giving you all the other thing. There is a brief. And the app would just tell you based on what this brief is, can consider uptempo music, consider this, consider this sort of caption, maybe try a stop motion maybe, and we'll give you different creative ideas. Because I think the problem is that not that people aren't capable of it, it's not, they don't know the how-to and the steps to take time.

Ola: [\(58:45\)](#)

It's not as complicated as it seems. And which is why I've now started showing a lot of behind the scenes and what apps I use and what I used to edit. I rarely sit on a laptop to edit because most of the stuff is done on my phone and make sure I buy the music, how to cover yourself like legally have to make sure that you're using samples and all that stuff. There is a lot to know about it, but I think people want to

be where you are without putting in the work that you do. Like you put in. And that is sometimes what makes me reluctant. I can share it, share it all with you, but you know damn well, they're not going to go and do anything with that information. Or they it's in the same mistakes. You could really be making a living out of this.

Ola: [\(59:25\)](#)

Cause it's not like we're not special. Like, we're not like, we're not like everyone can do this. And if you look at our following as well, we have just under 40K followers and people in their heads feel like you have to have 200,000 followers. We're making a living out of this and it's almost been a year now as we've, we've that humble following kind of thing. And he switches off following her engaged, but we're not focusing on like getting all the numbers we're focusing on like really servicing the people who have been with us from the journey and not have the they'll tell, they'll remember when Weicker had his first week at nursery, they'll remember the night dream was born and my first meal and stuff they've heard last week where I shared a video of when we had the babies heartbeat at home. So I think there's a connection there. I don't think the sharing, I'm just, we're just doing us really.

Suzy: [\(01:00:14\)](#)

And I think in my experience when people decide that they want to invest in themselves, that's when they use the content. And it's why I do things at lower investments that I want it to be accessible. And then the more information and the more I know it's going to require somebody to do the work, the higher the investment is because I know that they've committed to themselves, they're going to do the work. So they're way more likely to get better results. Whereas the lower end stuff, I might sell more in numbers, but will people actually implement it less so because they haven't, because it doesn't, they haven't had to kind of put any decent skin in the game. And that's the issue when you're like, okay, I'm just going to give it for free, but I get it. You want to help people. So it's the, yeah, it's the dance we dance.

Ola: [\(01:01:06\)](#)

I know right. And yeah, like you said, it's usually the people who pay the least as well, but expect the most. So like I get, I've been there. Like I said, sometimes I'm like, I've been through so much stuff that was preparing me to understand that sometimes you've got to add value, you've got to add everything to it. And when somebody else you, like, you've got to define your work yourself because with the industry that we're in, there's no break card. So you go back to the client and they come back and say, this is a brief. And you're like, well you want all five that's us on a Sunday filming something for you that it's going to be 10 grand because you're also going to be putting that across this. And you're going to have three months exclusivity, meaning we probably will lose work because your competitor might see this and then want us to work with them.

Ola: [\(01:01:51\)](#)

And you have to be able to kind of negotiate in a way that's right. Okay. So this is what that's going to look like. And then after that, on top of that and working alongside our agency to kind of understand that, like we're happy to lose it. You have to be willing to lose it. And I want to finish. If we're finishing on this topic, I have to be willing. Like everything takes a risk. Sometimes calculated. Sometimes you go on your gut. Sometimes it's just a risk that's worth taking, but you have to take that risk in the first place to be able to see, to be able to like, experience like that sort of limitless sort of thinking where it takes you to a place where you would never have imagined, but that risk took you there. And if you're always having this fear that if I say no, or if I put boundaries in place, or if I really say what I really want to charge, I might lose it.

Ola: [\(01:02:40\)](#)

I don't think you'd ever be able to create something sustainable because you'll be kind of like adapting yourself to people, but you won't ever, ever like, be like, no, they should be paying this much for it. And if they don't want to pay, then there'll be back. Brands will be back charging. They're charging how much we haven't even paid that for an influencer that's got a million followers. We're like, that's fine. And then I say to the agents, are you sure you're happy to lose this or that? Totally. Because if you put both of our content on the table that influencer it might get the likes, but I'm looking on that influences page. And they only get like 10 comments and it's usually love eyes. And it's like, so they might have a million followers, but they don't have the quality conversations. Like when you go on Amazon and you read reviews, you can see people having conversations with them. Or you can see what we've replied and you can see the questions that have been asked. That's what converts people to take action and then get sales with brands, not love eyes and hearts. Yes. And all that stuff. So I'm like, you have to stand confident in your, in your life like I've got this.

Suzy: [\(01:03:47\)](#)

The theme that runs through everything that you've said right from the beginning is I know who I am. You know? And that's, that's a really big gift. Cause I think so many people are still discovering themselves.

Ola: [\(01:04:03\)](#)

I'd have to say I'm still in that journey. Like, as well, because sometimes you lose that person. And I think that has been that time for me, where I've had to quickly be like, right, where am I with this? And I've got another child, you've got someone else and their needs are different and stuff. So I enjoy having that conversation. So I think anyone who's ever got to that stage where you felt so self-assured and you found your confidence and all of a sudden you feel like you lose it, there's nothing wrong. I think we have to be able to want to start again and rebuild because we're worth it like you can go back and you can kind of, and you will never be the person you were before. And that's a mistake. A lot of us make you try and get back to those days and you know

Ola: [\(01:04:39\)](#)

Those people knew it was those days. It's never going to be those days. Never going to be those days, unless you are adapting and moving with the times you'll never grow. So I really thank you for saying that sort of knowledge of self and knowing who I am, but definitely something that I'm consistently working on because it's, it's not a walk in the park. You have days as well, where you feel super like imposter syndrome or will kind of creep in and you're like, gosh, or you have a split second. So that question, you often wait for this. It's all happened so quickly. What if it does go? And then you're like, no, come on. Like you got through a lot of things before kind of thing. This is going to be part of your journey. So I think an understanding that you deserve it, every good thing that comes your way you deserve it. It's not, it's not been an overnight success. You can't say lockdown lockdown made it happen. It was the catalyst, it was the enabler. But the work you've been putting into building a family that people now see on social media way before lockdown happens. So I think we need to kind of take a little bit more credit to the fact that happens overnight for us. It's all been over time.

Suzy: [\(01:05:49\)](#)

I love it. I love this conversation. Can you please share with everybody where they can follow you, find out about your escalades, babies, all of the stuff.

Ola: [\(01:06:01\)](#)

First of all, I just want to say thank you Suzy, because these conversations to me is as much as enjoyable as it is to like, whenever I might, I feel humbled and honored to be asked to be like on a podcast and stuff, but even more so when you can have real conversations and not feel like it's like been structured to a point where it's like, I'm telling you everything you want to hear. And I kind of thing I just feel like we've been able to have real conversations on here, but yeah, you can find on Instagram, @ola_pelo and we only recently jumped back on tik-tok because Instagram got so, so busy since we've only started posting again in the last two weeks after like a six, seven month break tik-tok so, the pelo fam on Tik TOK. So the pelo fam and yeah, that's where you can find us. We're keeping to those two mediums, as much as people says, you guys should do YouTube. No, you're not putting us in another direction. And hence why we've just been on Instagram for the last like few months and stuff. But thank you so much, Suzy.

Suzy: [\(01:07:04\)](#)

Thank you, you are a light and it's just, it's a real joy to watch. You will flourish. So keep on doing what you're doing and so much more. Yay.

Faith + Action = Miracles