

Meet

Daisi Pollard Sepulveda

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WE WERE LUCKY TO CATCH UP WITH DAISI POLLARD SEPULVEDA RECENTLY AND HAVE SHARED OUR CONVERSATION BELOW.

Daisi, so great to have you with us and we want to jump right into a really important question. In recent years, it's become so clear that we're living through a time where so many folks are lacking self-confidence and self-esteem. So, we'd love to hear about your journey

and how you developed your self-confidence and self-esteem.

I can't take all the credit for my confidence and self-esteem.

some scientific research believes that an estimated 50% of self-confidence is genetic. However, when I was very young my mother used to teach me about having self-confidence by encouraging me to learn to be independent, to express myself properly, and not to be intimidated or afraid of people. But I think the real test of self-confidence came when I was about 12 years old.

I experienced a traumatic event that really shattered my identity. I had to learn what it



meant to love and care for myself. I had to learn that just because someone else does not value my existence doesn't mean I don't have value. I learned how to project my value onto the world, not the other way around.

Appreciate the insights and wisdom. Before we dig deeper and ask you about the skills that matter and more, maybe you can tell our readers about yourself?

As the Founder and Editor-In-Chief of Daisi Jo Reviews (DJR), Daisi Jo Pollard Sepulveda leverages her unique expertise and experience at the intersection of beauty, fashion, and business.

With a background as a beauty queen and model, Daisi brings both artistic flair and industry knowledge to her role as a digital content creator and product expert. Through Daisi Jo Reviews, she aims to provide insights into the business of beauty that go beyond surface-level

reviews and help audiences understand the people and strategies behind their favorite brands.

Daisi takes a solutions-focused approach to her editorial cover-



BOLD JOURNEY

age, cutting through the hype to determine what products truly work and how they can empower women to express their most authentic, confident selves.

In addition to in-depth reviews, she shares her understanding of the financial, marketing, and innovation factors that influence brands and product development.

Recently, Daisy Jo Reviews was honored to receive the Luxlife Global Excellence Award for the Beauty & Fashion Product Reviews Platform category for its achievements in providing proven beauty and style strategies to empower consumers.

Daisy also launched a deals platform for Daisy Jo Reviews via the DJR Instagram Broadcast Channel Deal Drop offering exclusive deals on partner brands and retailers.

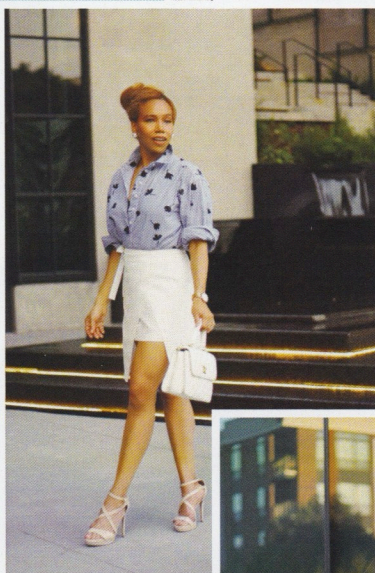
Over the next several months Daisy is anticipating several launches including the Daisy Jo Review Podcast and charitable and community initiatives.

There is so much advice out there about all the different skills and qualities folks need to develop in order to succeed in today's highly competitive environment and often it can feel overwhelming. So, if we had to break it down to just the three that matter most, which three skills or qualities would you focus on?

A lot of people want to be creators, influencers, or media personalities these days. I think from the outside being a creator looks fun and exciting. It is but it's also a lot of work and many parts of the work are not fun. So I think work ethic is very important.

When you're building something in the early stages, there is no work/life balance. There are tradeoffs and that's okay if you believe you're making the right decisions.

Now as far as areas of knowledge and skills, I believe you should know your craft, know the history, and the historical context, and have a point of view of where the future of your craft is headed. I respect people who can articulate the ins and outs of



the technicalities of their work. So I think being able to understand lighting, editing, and the nuances of social platforms will pay dividends.

You don't have to do these jobs forever but knowing your way around these subjects will equip you to hire for these roles and communicate your vision. The same principles apply to business skills as well – knowing how to communicate with your accountant, lawyer, and HR department will allow you to stay in the driver's seat and make the best decisions for your business.

Awesome, really appreciate you opening up with us today and before we close maybe you can share a book recommendation with us. Has there been a book that's been impactful in your growth and development?

48 Laws of Power by Robert Greene is probably the most impactful book I read because it frames human behavior and

power dynamics that are all around us, especially in business. The book has gotten a negative wrap over the years because it pulls the curtain back on human behavior which makes us feel uncomfortable but there's a lot of valuable information in this book that will help you avoid making consequential mistakes.

For example, Law 1: Never Outshine the Master. Do not embarrass your boss by being a "know-it-all". You are there to make your boss look better. You can inform your boss of any superior information you have in private.

Calling out your boss is not going to get you a promotion. "Law 5: So much depends on reputation, guard it with your life", your reputation is all you have.

It can and will determine your success or failure. Nurture it, protect it, and steer clear of people and situations that can damage it.

This will change throughout your career.

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