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FAITH MOREY

CAREERS ARE BUILT ON SKILLS NOT DEGREES

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Faith Morey is an American based supermodel, designer and upcoming actress. The former basketball player-turned model made a break in the fashion industry in 2009 after participating in The Next Supermodel competition. She has degree in Business Administration/Human Resources from Texas State University. She runs MoreyFaith collection, her fashion line. She is the cover girl of VL august 2022 issue. Read her exclusive interview with VL below.

VL: How did the idea for your business come about?

Actually, I started from sales of swimwears and already made outfits. Obviously, the level of success in my career gave me the opportunity to wear different brands. And frankly speaking, the different price points will never allow so many beautiful women to experience that feeling. So talking from my experience and my gift of creativity and design, I want ladies to be able to express themselves differently with my clothing line which oozes uniqueness and genuineness, while making it readily affordable for everyone.

VL: How do you build a successful customer base?

It's a tricky one I must say; like all businesses, there were trials and errors coupled with so many failed methods, but thank God for social media platforms which gives you access to a wide variety of people, and for me, online shopping was never my thing. I used my fears and I must say that it helped in having a personal connection with clients, responding to their emails, using live chat on our emails, pop up on a weekly base so they can come in to feel and get to see the face behind the brand.



VL: What was your key driving force for becoming an entrepreneur?

As I think back about my career journey, in retrospect, sports to modelling and my family. I've always wanted to express myself in my own way and I just knew that there were other ladies just like me who are beautiful, elegant, hot and classy to get introduced and to present to them various Pieces of clothing/items that are so unique. And generally, let's just say that the fact that I can walk into any room and find someone else wearing the same outfit, looking so good, brings joy to my heart.

VL: How do you market your business and which tactics have been most successful?

Before I made the decision to start Morey Faith Collection(MFC), I had the privilege to work as brand ambassador for other brands, this working relationship thought me tactics like making video presentations which is so important, instagram live also which enables me to talk to actual clients. Also, I use blog ads and google ads. You know we are lucky to be in this technology age. The most satisfying one is our successful shipping to customers which takes just 23-92 hours no matter their location and difference in time zones. Sometimes, after talking to clients, we engage the services of Uber delivery to deliver bought items and sometimes I get to deliver these items off myself, that's if you are like let's say within 2 hours from my warehouse.

VL: What kind of culture exists in your company and how did you establish it?

I Want my clients to feel good. With MFC, we are focusing on making every woman feel special . Our customer service is top notch, my availability to talk to my clients, our packaging is personalised and majority of the time, each order has a secret gift from us .

VL: How many hours a day do you work?

Let's just leave it at a lot, because to be a successful entrepreneur in the front end of your business, you need to commit to a lot of hours. In fact, I can't recall the last time I slept for more than 4 hours.

VL: Can you describe/outline your typical day?

Wake up, Say my prayers/ listen to inspirational YouTube videos. Breakfast and talk with my son, Ethan, Drop my son off at school, Work out/Gym, Drop off orders, Start crossing off my to-do list; Make videos for the must haves of the week, Lunch and catch up with family via FaceTime, Meetings with my online team, Pick my son from school, Assist with his Assignments, we catch up and have our own personal time, watch his shows, Shower and Bedtime for my son, Shower, Listen to a book or inspirational videos again. I tend to do this when I'm driving or working alone. Lastly, Write down my to-do list and finish up any work I had.





VL: How has being an entrepreneur affected your family life?

My number one priority is my family. Part of being a successful parent is achieving financial and emotional success. This helps me to be and to play a better role as a mom. I always say "you have to be happy to raise a happy family".

VL: What motivates you?

My number one motivation is my son, I want him to know it is possible to be successful from ground up. Knowing that you can achieve anything you want to, even when the odds do not align.

VL: What is your biggest fear?

Hmmmm... my biggest fear is not doing enough or my best to be financially free, physically, mentally, socially successful for my family and business.

VL: How do you define success?

Success to me is achieving everything I have ever dreamt of. Could be financial, family, mental, physical.

VL: Do you believe that there are some sort of pattern to becoming a successful entrepreneur?

Mindset is what separates the best from the rest and hardwork but more importantly you have to work very smart and involve God in your business.

VL: What's your fav aspect of being an entrepreneur?

The independence. Yes.. You know the fact that I can work anywhere in the world and be there for my son, the pride I get from knowing I created this from scratch.

VL: What has been your most satisfying moment in business?

I get to taste success everyday when I get that email or review on how satisfied my customers are with our team, the sound of a new order and that referral to their friends I scream yessss!!!!

VL: If you had the chance to start your career over again what will you do differently?

Don't overthink it, start today make it perfect later and I would have started sooner without listening to the "no....everyone is doing it" *Shrug

VL: What will you say is that top three skills needed to be a successful entrepreneur?

1. Never procrastinate: a single minute of procrastination can destroy a month of hard work.
2. Believing in yourself without exception.
3. Be relentless. Successful people consistently do what people are not willing to.

VL: What entrepreneurial tricks have you discovered that keeps you focused and productive in your day to say busy schedule?

Ideally for me I would say Writing your list according to the most important things you need to do, crossing them out when done. Oboy!!! you get this reward knowing at least half of that list is crossed out.

VL: What key activities would you recommend entrepreneurs to invest their time in?

Financial skills, but most importantly I would recommend good customers communication and relationships, because you can always hire a financial advisor, IT team but that one on one relationship with your clients will keep a lasting impression to return clients I.

VL: Who has been your greatest inspiration?

Warren Buffett.

VL: What business related book has inspired you the most?

I do a lot of YouTube because you get to hear first hand from folks in the same industry. Top books I will recommend: 12 months to \$1million, 7 habits of highly effective people. Digital marketing strategy.

VL: If you had a magic stick which are the 3 things you would change in the world?

I will like everyone to honour the golden rule which is to treat others the way you want to be treated. We will have world peace. Haha

The availability of opportunities in Africa and other parts of the world for people who are willing and desperate enough to sell their right leg for these opportunities we enjoy in America.

Abolish death and taxes. (Laughs)

VL: If you were to write a book about yourself how would you name it?

WHAT I LEARNT FROM MY MISTAKES.

VL: What advice will you give a college graduate who wants to become an entrepreneur?

Careers are built on skills not degrees, the best skill you can learn is how to calculate the future cost of your current decisions.

VL: Final note.

Sometimes it takes ten years to get that one year that will change your life.

The cost of success is high. We are talking about late nights , lots of associates, very few friends, people will want you to do good but never better than them. For these reasons and more,you will do many things alone but the reward is worth it all. Trust me.

