

Tiffany Williams - We opened in September of 2012, our first day we had a line at our grand opening and we did \$6,500 in sales our first day.

intro

Nikki Purvy – Hello, this is Nikky Purvy, your host, of the Better Than Success podcast and today I have a super, super, super special episode and I have Tiffany Williams, the owner and creator of the luxury street wear brand Bellargo Piarge, which means “fashion is life”. In March 2004, beginning with just a t-shirt line, Bellargo Piarge was launched in Philadelphia from the trunk of her vehicle. Bellargo Piarge has generated more than a million dollars in sales and has a storefront in Philadelphia. She has expanded to an entire collection of street wear apparel for men and women. Today Bellargo Piarge has taken over the fashion entertainment industries. Spotted on influencers from Meek Mill to 50 Cent and Karen Civil to Nikki Minaj, just to name a few, as well as placed in the motion picture, Brotherly Love, and various Indie films and music videos. She has overseen every aspect of her business and now has her own Bellargo University which allows her to educate individuals about owning or starting a business. So Tiffany, welcome to the show.

TW- Thank you for having me.

NP – No problem. I am so excited because you are definitely a renaissance woman and your resume is just awesome and I am just so excited to pick your brain and give our audience a little peak into your mind, your amazing business mind. So, I know I just read off your resume, why don't you give me the informal version of who you are and what you are about and what you want people to know you are about.

TW- Well, you touched a lot of it but again, I am Tiffany, the owner of Bellargo Piarge. We are a luxury street wear brand. I am the co-owner, let me say it is myself and a partner. I like to always tell people that Bellargo Piarge started by accident. When I was starting out thirteen years ago, I was actually only trying to open a shoe boutique. It was something about my partner; we met at the backstage of a Lil Kim concert. She picked like five of her top friends at the concert, him and I were two of the top five and we were also two of the five chosen to go out with her, we went to a club with her afterwards, But us meeting, it was something about his personality that drew me to him so we exchanged numbers and the next day we were on the phone for literally probably six hours straight discussing fashion and everything under the sun and at the end of the conversation it went from, when I first met him I thought he would be perfect to work in my shoe boutique that I wanted to open, it went from that to us starting a clothing line. At the time, we both liked fashion, but neither of us went to fashion design school, we didn't know how to design, neither of us sewed. So, it was just something that we kind of jumped out there and did. I went to Temple University, my major was psychology, and my minor was business so that is the only thing that I can say from schooling, from education that kind of ties into my brand but this is truly something that I learned through trial and error from thirteen years of going along. When we started out it wasn't even luxury street wear, we were doing all women's clothing, no men's clothing and it was ready to wear, we were doing like swim-suits, gowns, we were all over the place, coats, all different

types of things. The business took a turn in, I would say 2005. We were asked to do a fashion show. At the time, a local artist, Gillie Da Kid, Gillie is a friend of mine as well.

NP- So, just to educate everyone, Gillie is a rapper.

TW- Yes. Gillie is a rapper and at the time they wanted him in the show, I was like what do you want to put him in because we only make women's clothing, and the fastest thing we could think of was, "hey, let's do a t-shirt." And my partner came up with the phrase, "Bellargo Boy" for the t-shirt, our graphic designer at the time came up with our infamous, to this day our #1 selling logo, our #1 selling shirt, she came up with the design and he wore it in a fashion show and the response that we received off it was just crazy and that was like the most requested item so me, I do definitely love fashion, my partner is more of our creative side, I am more of the business, but business wise that made sense as to where the brand could go and that is how we kind of turned it around.

NP- Okay. I love, love, love, love, love this story. I have so many questions for you. When you first started, or when you met him at this- well first off, let's give him a shout out, what is his name?

TW- His name is Selene Roberts.

NP- Selene Roberts, shout out to Selene Roberts. So, first of all, when you met Selene, what were you doing for a living?

TW- I was the manager of a country club.

NP- So, prior to meeting him, did you have any plans of starting your own business? Did you have your escape route like what was your thinking of being an entrepreneur at that time?

TW- Again, I really liked shoes at the time, I always liked retail I had worked in retail as well, I worked at Bebe I was a manager there as well. So that was kind of my first taste of retail, you know the aspects of managing a retail store, I liked it. So when I met him, even the shoe boutique wasn't something at the time, it wasn't something that I was fully thinking of as a business it was more like a hobby than something I wanted to do, but I was still in a 9 to 5 mindset. I grew up, both of my parents retired, I always thought the normal go to college get a job, 9 to 5, retire, 401k, all of the safe, traditional way, I never even thought entrepreneurship was possible. It was something that I stumbled across by accident I can kind of say.

NP- So, okay, after you met him, when did it kind of just like really click, I mean obviously you guys are sharing your hopes and your dreams and you are learning that you guys have similar interests, but when did it click to say, "Okay, let's do this business, let's do this and have it be a real money generating operation?"

TW- Well, when we first exchanged numbers and talked the next day, within that week we actually started Bellargo Piarge.

NP- Really?

TW- We were doing a fashion show and a friend of his, Anthony Henderson, he was the first person to put us in the fashion show, and it just so happened that right around the time we were starting he had a fashion show in about three weeks. And I am the kind of person who believes if you are given an opportunity you never turn it down because you never know when you are going to get it, even if you are not prepared for it, you just never turn it down because you don't know if you are ever going to get the opportunity again. So he asked us to do this show, again, and neither me nor my partner sews but a friend of mine at the time, she knew how to sew and our first designs, I wish I had pictures, they were horrible. But we had her put some stuff together and we did this fashion show and after that I would, within the first four months we had done probably over a dozen fashion shows really with no rhyme or reason and no method.

NP- Wow. No cohesiveness.

TW- Yeah, no cohesiveness, no plan we were just out there doing things.

NP- Okay so, when you guys first met, you met on day 1, right? So then within a week, you guys had a piece in Anthony Henderson's show. So that was a men's piece?

TW- No, women's, at the time we were doing women's.

NP- Women's, okay. So what type of item was it?

TW- We actually did about five pieces, two swimsuits, two coats, and one was a dress. Again, we had no rhyme or reason we were just making stuff that we thought was cool. That was at the time where, again, young Selene was very creative, he was being creative and we were just making things that, you know, we thought people would like, but we really didn't have a structure of the brand yet.

NP- Wow. Okay, so, how much time was it from then to when you finally had the shirt on Gillie?

TW- Two years.

NP- Okay. So for two years you were just kind of winging it in the wilderness?

TW- Yes. *chuckles* We were doing shows and becoming, I would say, more famous as a brand. That is where we kind of play on that the brand is a lifestyle because what Bellargo Piarge was known for then was, anyone knew that when we did a show we would bring beautiful girls at the show and we had beautiful girls in our line up so it became more of that, it became like we would come to events with our girls and a friend of ours at the time had put together like a modeling agency so we would travel in this group and just go to different places so it wasn't so much about the business, the business was completely lost in the shuffle.

NP- It was more about the experience.

TW- Exactly.

NP- So, okay, at what point did you quit your job?

TW- I didn't quit my job, I worked 9 to 5 all the way until I think 2011.

NP- Okay. So, all right, the brand started in 2004, so from '04 to '06, you were kind of in the wilderness. '06 is when you decide you are going to do men's stuff, and then from '06 to '11, while you are doing men's that is growing, growing, growing, you still had a 9 to 5.

TW- Yes. I still had a 9 to 5, at that time we did have a website, but again with most of our clients here in Philly, I was honestly delivering shirts out of the trunk of my car. I would go to work, get off work at 5, get to the city at about 5:45 and constantly deliver shirts until some day's probably 2 o'clock in the morning, and up for work the next day. That was from 2006 to 2011 so five years of that. At one time back in 2007, we did open an boutique and just the timing was off, it wasn't the right time for either of us, the place we picked was at 13th and South and I will never forget it was a cash check in place that needed tons of work and before we could even get it open we were in over our heads in expenses and in the budget so we just didn't open it then.

NP- So did you guys actually pull the trigger and rent the space?

TW- We did. We had to break our lease, we weren't ready.

NP- Talk about resilience and determination.

TW- Yeah. So with just delivering the shirts year by year the brand increased. The awareness for it increased, the demand for it increased, and before I quit my job, at that time I was working for a health insurance company doing audits for health claims. My desk was literally right across from my boss's office. So my phone would ring, especially like summer hours, guys start hitting my phone at about 12:30 – 1 o'clock, they want to come out and get dressed and what I found out in the habit of males, they were buying t-shirts like every day, not re-wearing them, just buying them to get dressed. So, my phone is ringing, I am texting under the desk, I am doing social media and I was being late to work a lot and it had gotten to a point where I was on probation at work so I could not call out anymore and I could not be late or I would be fired. And there was just one day where it just clicked for me, I was like I have to put my all into this, I am going to just take a chance, everybody at the time thought it was crazy. I'll back up, before I actually quit, I had been feeling the need to quit for a while and feeling that we were at the point to open a boutique. So, at the time, Selene was not on board yet. He thought, no, because he was still kind of shell shocked from the last time. He was kind of like, if it ain't broke don't fix it, let's not jump into overhead, are you sure, he didn't really want to do it. So I had begun on my own to look for a boutique space. The first space that I had found was in Northern Liberties.

NP- So Northern Liberties is an up and coming area here in Philadelphia for those of you who are not from Philadelphia.

TW- Sorry. So, I found the space and I actually went and got the lease on the space and didn't even tell him. I didn't even tell him that I was actually even going forward and doing a boutique until I got the lease and signed the lease. And I basically told Selene that, for me and my sanity, I can't do this anymore. I felt like the company needed to grow and I felt like we really were at a point where we could

maintain a retail boutique and I thought it would be better if we had a boutique than how we were managing the business. So once I had the space and knew we were opening and had a grand opening day in mind, at the time when I first did the space, I wasn't sure if I was leaving my job then there was one day when I was like, I am just going to quit, and I quit my job. My mom was a nervous wreck, she thought it was the worst decision ever, but we opened in September of 2012, our first day we had a line at our grand opening and did \$6,500 in sales, our first day. So, that was a great thing for me because for everyone who wasn't on board it was kind of a told-ya-so, I knew this was going to work, and it has just been a blessing from there. Honestly, leaving my job was the best decision along this journey that I have made,

NP- That is an amazing story, I love that story.

TW- Thank you.

NP- So, you have all this stuff going on, your boutique has now moved from Northern Liberties to South Street, which is a prime location for those of you who are not familiar with Philadelphia, that is a prime, prime, prime location.

TW- And we are moving again actually, we are still on South Street. The move from Northern Liberties to South Street, once we got in there, we were there for two years and then it became kind of a place that I think is more for dining. Retail wasn't really doing well, a lot of retail companies were leaving, relocating or even going out of business. So South Street was some where I was itching to get into but at the time there was no retail locations open. One of our distributors, Doctor Denim and The Net had their second floor open as was like, "hey guys, what do you guys think about moving onto our second floor?"

NP- Dr. Demin and The Net is a huge retail men's and women's street wear store.

TW- Yeah, and they were like what do you think about moving onto our second floor? I think it would be great, I think it would be great for both of us. You guys can bring your traffic to our store and our traffic can get more familiar with you. They were already housing our brand in both of their locations but once we decided to move upstairs then that is how we would work it and it was a way for us to get on South Street in the meantime while nothing was open. So we did that, we came there last June, but knock on wood, a new space has become open.

NP- Congratulations.

TW- Thank you. So we are moving to our new home in May of this year, right across the street actually so we are not making a far move.

NP- That is awesome, so are they still going to carry your stuff?

TW- Yes, they will still carry the brand.

NP- Oh, that is good, that is awesome, that is what the big brands do. Right across the street and over there, two McDonald's on one corner. *chuckles* So with all that that you do, take us through a typical day. What does a typical day in the life of Tiffany look like?

TW- Well, it depends on what day it is. Recently, now besides Bellargo Piarge, I have a new project called Bellargo University that we will get into later, but my morning starts off, I am becoming more familiar with Periscope, so I usually do my Periscope every morning, at some point in the early afternoon I definitely go to the boutique. I do have a full staff but I find that it is doing better if I am actually there and they know that I will be there at some point every day.

NP- How many people do you have on staff?

TW- Seven. So, I go to the boutique, I am usually there, depending on the flow of the traffic, most of the time I try to get out of there and back home to get some work done by 6o clock., but more recently, like this week, I have actually been at the boutique all day, from opening until closing. We open at 11am and we close at 10pm. So I have been doing 11 hours at the boutique, I have been taking my iPad or my Mac Book there and try and get some work done. It depends, some days we have meetings, some days, we are carried in other stores, we are still growing our brand awareness in other stores, so some days we have to meet with buyers. It kind of just depends on what is going on in the work week. Honestly, my day is never typical, there is no identical day; from day to day my schedule changes but what I have been getting better is planning my weeks, so I know what to anticipate for the week.

NP- So what do you use, do you use anything in particular to plan your week?

TW- I am person who, I live off of my phone, originally, I had a planner so I was writing stuff down in my planner but newsflash I forget the planner, I leave the planner at home, I leave it at the store. So, for me, I definitely use my to-do list in my phone. I set alarms in my phone. I use the calendar in my phone; because that is the one thing I know I will never leave the house without, so I religiously plan my day on to a T on my phone.

NP- I use my phone too. If it does not get into my calendar it does not get done at all. So tell us the one practice you do outside of your work that helps you with your business?

TW- Networking. Going out, meeting people, introducing yourself, and networking at the right types of settings. I am becoming more present in business settings and even sometimes social settings. Honestly, that has a lot to do with our success and how we have been able to get our product on different celebrities, just different events that we have been able to get to, meet their stylists, the celebrities themselves, their managers. So networking is definitely something that I do outside even if it isn't mandatory for business I practice it all the time outside of the day to day.

NP- So do you have any strategy, like I will go to two events a week, one event a week, or?

TW- Not really a strategy on the length of time of events but definitely one thing that I found helpful for business events is, I try to go to business events alone. Before, when I first got started, I was going to business events with my friends who may not necessarily be in business and what I would find is that I

would spend the whole event just talking to them and I would never meet people. So now when I show up alone, unless I just want to look awkward in the corner all night by myself, it forces me to introduce myself to people, walk the room, work the room, meet people.

NP- So, where are you finding these events?

TW- Social media is great, now with the whole business coaching, branding movement, especially for women, they have all of these great events for entrepreneurs. I usually find out about them there, I am also a member of, Philadelphia has a chapter but I believe there are chapters in other cities, Business Babes. And there is another group Boss Babes, so they will shoot me emails when they are having different events that is anywhere in the tri-state area, sometimes even if it is outside of the tri-state area, I try and attend.

NP- So, I am sure that helps out a lot with this Bellargo University. Before this interview we spoke briefly about it. So, why don't you tell everybody about Bellargo University and how that plays into your networking and business networking and everything?

TW- Sure. When I started again, as you can hear from story, we were kind of all over the place and at the time, when we started, social media wasn't nearly as big, there was probably MySpace and FaceBook was just kind of kicking off so there wasn't any webinars or seminars, or any of these resources at your finger tips where you can really teach yourself on business, grow your business, or even branding coaches or mentors that you can go to. So we kind of had to learn everything as we went along. And over the years with other aspiring entrepreneurs, you know, people who wanted to start a clothing brand, I was constantly getting asked, how did you do it, can you help me, can you give me some tips, those kinds of things, and running the business at the time it was too much and I couldn't put the attention into helping people. But it was definitely something that I wanted to do, I wanted to offer to services or offer resources where if people wanted to start a business and you knew absolutely nothing, I could guide you in the right direction. If you are currently in business and needed to grow your business, I could guide you in the right direction. It is definitely something just to inspire entrepreneurs, encourage entrepreneurs, and help people grow. With looking back on Bellargo now, I know things that I know now that could have gotten me to this point in probably half of the time had I structured it properly and had I gone in with a solid plan. So that is in the short scope what Bellargo University is.

NP- Okay, but is a series of events?

TW- Yes. It will be webinars, seminars, we are doing eBooks, there will also be a website, newsletters, I will be offering one on one coaching, consultations; that is pretty much it.

NP- And you have your first event coming up?

TW- Yes I do. We are kicking off Bellargo University with the first event, Dinner with Tiffany, on Friday April 8. It is in Philadelphia so anyone who is the tri-state area, Philly, Jersey, Delaware, the link for it is in my bio on Instagram, which on Instagram I am MsBellargo, M-S-B-E-L-L-A-R-G-O.

NP- Okay. I am excited, I am definitely going to make sure that I am there and I don't really go to things. But, you know, on Better Than Success I talk about working for, I am like this weird hybrid introvert so I don't go out, but I am definitely going to go. *chuckles* Let's talk about habits. What is your favorite habit that you developed that helps you with your goals and tell us how you developed that habit?

TW- Definitely planning, monthly planning and weekly planning, and planning down to a T of my social media for the week. I get a content calendar, so my social media through the week, my posts hour by hour are planned out for the week. I try to plan my day down to the hour because kind of before I would just work aimlessly. I knew I had a million things to do this week but I wasn't organized structurally, like this day I am going to do x, y, and z. So now I find when I plan my day out to the hour, I kind of look at my work week and figure out, you know, how much time which task will take; try and devote some things, if I know like Thursday maybe a slow day in the boutique, some things that take more time, that is what day I want to do that on. So, definitely planning is one habit that I picked up and honestly, how I developed it, at the time I would probably say my branding coach. Every time she would ask, "What's going on Tiff?" or "What's going on this week?" I would never have anything written down and I would just tell them that I have all this stuff to do and she was like, "Ok, so, how is it that someone can help you, where is it at?" And I am just like, "It's in my head, I know what I have to do this week." But I would be frantic by the end of the week because I forgot to do things, time wasn't going as planned and I would be all over the place. She was like, no, what we are going to do is get you a calendar, we are going to start sitting down and mapping out your week. So, every Sunday I spend all Sunday planning for the week in advance and the last day of every month I do a general plan of the month.

NP- That is awesome. That is a really good time management strategy. That was going to be my questions, about time management, because we had an episode about time management where I revealed my strategy and it got great response so obviously people want to know about how to manage their time, especially when they are transitioning from a 9 to 5 to starting their own business, having a family, everything. So that is a really, really, really good strategy. I do mine a little bit differently but I think that whole Sunday thing and monthly thing is something that I might incorporate into my life. So, why don't you us about self education? The goal of Better Than Success is to teach people how to teach themselves the art of success. Tell us what type of self education you do that keeps you at the top of your game? We want to know everything.

TW- Okay, so, self education, Periscope again is huge for, I think, resources in business; I follow a lot of different business marketing people. It is something that religiously, every day I am tuned in to. Some type of business branding person on Periscope.

NP- Tell us some of the people you follow.

TW- One person in general that I would highly advise everyone to follow is Cici Gun, her Periscope is The Six Figure Chick, and basically she is a business branding coach. I am inspired by her story; she was working and quit her job and she really knows a lot about social media strategies and she has been able to come to make six figures a year off of doing this. But she gives a lot of great tips every day, and I don't care what type of business you are in, it is still things that I think you can find helpful on things like, even

what we are discussing, managing your time, how to grow your social media presence, how to grow your following, your community, marketing tips, all kinds of good things that she gives out on the air. And then she refers you to follow other like minded business people that may be dropping tips. But outside of that, I try to read at least three business books a month. I am someone who is a repetitive reader so I will read the same book like four or five times. Girl Boss right now is one of my favorites I have read it five times already, every time I read it I find something else I can take out of it.

NP- Is it that good?

TW- It is really good, yes. I love Girl Boss.

NP- I am going to get it. You know, a lot of times when celebrity entrepreneurs write books it is a lot of fluff.

TW- Yeah, no, hers is not a lot of fluff, and especially for me because I am in retail, it was just a lot of things that I found great about that book. The 50th Law of Power, Robert Green and 50 Cent, probably in the more recent months I have read that twice. I found that in daily practice of life and business there are a lot of things that I took from that book. Of course the traditional; Rich Dad, Poor Dad, so I am an avid reader of blogs, I try to sign up for different business blogs, newsletters, I definitely read them in the morning through my emails. I am going to sign up for you guys as well, so you guys give me a lot of great tips. And for Philadelphia, they have the Women's Small Business Center, they will sometimes do a lot of free courses, sometimes there are paid courses, but they definitely have courses on continuing your education for business, different business courses. University of Pennsylvania has the Wharton School of Business and they have been doing courses for entrepreneurs. So, there are tons of ways.

NP- You are super connected, I love that about you. I am like super looking up to you right now.

TW- Thank you.

NP- So, I am going to wind down but I have one question that I know people want to know because I am just sure that they want to know, tell us, outside of networking and meeting stylists, tell us your biggest trick on how you got your clothes on celebrities because that is probably every start-up fashion person's dream. What was the thing that kind of got you connected?

TW- Honestly, there is not any real trick. And I know that probably sounds crazy to people, there are probably going to be like, "oh, she just doesn't want to tell us." It is networking and making relationships but beyond the relationships, you know, when you give yourself to a celebrity, you can give stuff to people all day and, unless you are paying them to wear it, there is no guarantee that they are going to wear your item.

NP- So when you give it to them, do you mail it to them or when you see them do you literally, physically give it to them?

TW- No, half of the time it is stuff that we sent. Usually when we are in places and we meet celebrities for the first time we don't even have product, like myself and my partner, which a lot of people will say

is bad, half of the time we don't even have product on us, it is outside of business. So there is not a time where I see, knock on wood, Diddy walking down the street and I can just hand him this t-shirt. Basically, if we are at places where there are celebrities we always want to kind of network, get the contacts for other people, and we follow up on that. So, usually we will get the stylist's email, we will get their address. For instance, more recently, last year we actually had 50 Cent wear a shirt. So we met 50 because we were called in to do 50's radio with one of his on air personalities; they wanted to interview us about the business. At the time, 50 was actually at the office so we got to meet him, we met the stylists and this time we did come prepared, we had items on us so we left items for him but honestly, we didn't even see it surface until he wore it a year later. I kept getting people telling me who knew 50 personally telling me, "Oh, yeah, I saw 50 in your shirt." But we were never seeing, there weren't any pictures popping up. And it just so happened that he has another aspect of his business where he is doing like boxing promotion. So he was doing a promotion with Oscar De La Hoya for a fight that was coming up and it just so happened that that was the shirt that he decided to wear for the day and it was photographed on the blogs across the board and that was my first time getting to see him in it, but his stylist told us he really didn't know anything about the brand he just liked the shirt, and it became something he liked so he continued to wear them. Nikki Minaj, I mean clearly we have had a long relationship with Meek Mill, he has supported the brand from the beginning and even from earlier in his career and so Nikki was more so introduced to it from him and Made In America weekend. I always so I have a fun job but for some reason every time we have celebrities come into the store I am usually not there. So on Made In America weekend they were in the South Street area and he actually came to the store and he purchased the shirts for her, that is how it got on her. John Singleton is another person who we just got, Selene knows his fiancé so she was showing him the brand though, it wasn't something where Selene was like, "Hey, can you get this on him?" She was just showing him the page and he liked the shirt so they called us and were like, "hey, can you send us something?" Mike Epps another person, a friend of ours, Buck Wild, from Philly, he is a comedian. Buck had on a shirt, called us and was like, "hey, Mike wants a shirt." He got a shirt to Mike. So honestly, there is not really trick we have just been lucky.

NP- Be prepared.

TW- Right. And having a good brand.

NP- Right. That is awesome; I am so enjoying your story right now. So, if you had to boil your life down to one famous or unfamous quote, what would it be and why?

TW- This is the easiest question ever. Never give up. That is the quote I like to live by.

NP- I can see that. Like I said, your story is about resilience and determination, so you hear that? Never ever, ever, ever, ever give up. So if you could give your younger self a piece of advice ten years ago what would it be and why?

TW- Mine would be, maintain your credit. That sounds crazy but if I could go back ten years and talk to myself, because ten years ago kind of when we were starting out, just being younger, you know you get credit cards, you get into debt, it is so easy to get into debt. My mindset there was "I don't need credit I am going to be rich, I will have cash to spend." No. *chuckles* You need credit, especially starting a

business, there is only so much personal cash you can put into your business when you want to grow your business, expand your business, and great business practices, a lot of people don't do business out of cash they do business out of credit. So when you need to do those things that is when it comes into play. Down the line with starting Bellargo and growing Bellargo, that is when I had listened to my mother who is like a stickler on credit, that is when I listened to all of the advice she gave me.

NP- When did it click? When did you decide to get focused about your credit?

TW- Definitely, probably, 2011, 2012; when I needed to open a boutique, when I needed additional funding to do things, to launch this project, I knew I needed to get things on track then.

NP- So, keep your credit right. Make sure you sign up for Experian Credit Monitoring. I thought you were going to say something about being focused and focusing on one thing because you had said when you started you had all of these different projects.

TW- Yeah, definitely that too. Go into it with a plan. Because even at Bellargo University one of our courses is going to be business planning. We didn't do a business plan, we were already doing business for five years before we even stopped and did our business plan. So, definitely go into it with a plan, I think that helps you become more focused and it keeps you on track.

NP- Right. So, anything else you want to tell us about yourself; I know you have Bellargo University coming up, be sure to sign up for that, but any other projects you want to tell people about? Tell them actually, where they can buy Bellargo.

TW- That is always a good thing. We have an online boutique Bellargopiarge.com, and that is B-E-L-L-A-R-G-O-P-I-A-R-G-E.com, if you are in the tri-state area in Philadelphia we are located on 501 South Street, we are currently on the second floor of The Net but in May we will be at 504 South Street directly across the street. If you are not in Philadelphia, in Baltimore, DC, and Virginia, we are in Shoe City. And still for Philadelphia, we are in the majority of your Villa locations, so that is where you can purchase us for now.

NP- Okay. So, tell us how we can get in contact with you for Bellargo University.

TW- For Bellargo University, to join our mailing list just email info@bellargopiarge.com and Bellargo University is rolling out with Dinner With Tiffany, the link for that is in my bio on Instagram which is [msbellargo](https://www.instagram.com/msbellargo), M-S-B-E-L-L-A-R-G-O or you can simply just go to the link which is Dinnerwithtiffany.eventbrite.com.

NP- Well my next question was going to be, tell everyone how they can learn more about you, but you just gave everyone everything except for your social security number. Thank you so much Tiffany, this was an amazing interview.

TW- Thank you so much for having me.

NP- And I know that Bellargo University is going to do so well. I am so proud of you and congratulations on opening your store on South Street.

TW- Finally, right?

NP- 5th and South is like prime real estate all over Philly, the ultimate foot traffic so I am so proud of you so thank you for coming. And for you guys, be sure to subscribe to the podcast, if you are listening on the website go to Betterthansuccess.com/iTunes; subscribe, rate, and review. If you have an Android be sure to go to betterthansuccess.com/stitcher to listen there, subscribe, rate, and review and until next time, happy entrepreneuring.