



# LOUDER



RESOURCES



# INTERVIEW WITH ENTERPRISEZONE.CC

## CONNECTING GLOBAL ENTREPRENEURS

EnterpriseZone.cc started as a project back in 2015 to try and help good entrepreneurs to get more media exposure for the work they were doing. In that time, well over 2,000 entrepreneurs have been featured. Their tales are often inspiring and there is plenty to be learnt from the answers they share.

The platform has been increased to include the long form interview, a daily micro-podcast and a weekly series of questions challenging the entrepreneurs to share their views on different areas of business and the economy so that you can learn from them.

### WHAT'S YOUR STORY?

Hi, I'm Yamilette, an entrepreneur, multilingual speaker, coach, confidence maker, content creator, & events professional. Born and raised in Mexico, my upbringing was always full of color, creativity, and emotion. I started dancing classical ballet at five dreaming of gracing the stage with my movements and emotions. My dreams came true, and after years of dancing professionally, I decided to chase other adventures.

The world was my canvas, and entrepreneurship was just at the intersection between pink and the rest of the color pallet. Ever since, I have been dedicated to empowering and elevating others' communication and leadership skills.

### WHAT EXCITES YOU MOST ABOUT YOUR INDUSTRY?

Whether it is on face-to-face interaction or virtual reality, coaching and training individuals and teams to not be afraid to speak up with a confident approach that includes all communication elements is very exciting.

Experiencing first-hand people's development and improving their overall intentional presence fuels our team to deliver caring and inspiring experiences.



We want to show our clients that the world is full of color and passion. Building strong relationships with an emotional value is what makes us wake up with enthusiasm every day. LOUD AND CLEAR without Apologies.

### WHAT DRIVES YOU IN BUSINESS TO PUSH BEYOND WHAT OTHER PEOPLE CONSIDER NORMAL?

Knowing that virtual communication is becoming the norm in this day and age, the need to convey one's message in an impactful and assertive way makes us want to push harder and harder to help individuals understand the importance and benefits of developing strong, soft skills.

We work with passion and care to help our clients achieve their ideal personal brand and create a message that will allow them to inspire. We work hard, have fun, and embrace the use of color and creativity every day.

We are driven to share Our LOUD Love Language and Our Fearless voice Superpowers.

### WHAT HAVE BEEN THE MOST USEFUL SKILLS YOU HAVE LEARNT AND APPLIED IN YOUR JOURNEY?

The skill of networking and knowing how and when to ask for support has been one of the most valuable skills I could ever have learned.

Developing strong relationships is crucial in the entrepreneurship world. If we do not connect, people won't know what we can offer, and if they don't see what you can offer, they won't help you promote your ideas, services, or products.

Trustworthy and honest relationships are the bread and butter of building a business. And with proper networking skills, the journey can be even more enjoyable.

### WHAT'S THE BEST PIECE OF ADVICE YOU EVER RECEIVED?

One of my mentors introduced me to Maya Angelou's life lesson quote:

*"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."*

This lesson has been very relevant in how I have decided to approach my life, the people that I love and interact with, those who work with me, and those I have the chance to meet for a long or short time. I always pay attention and have the intention to leave them with a positive and enjoyable feeling.

### WHO INSPIRES YOU?

My inspiration, supporters, critics, teachers, fans, advisors, and so many other things have always been and will always be my parents; my mother Maggie and my dad Luis.

They have always been there for me despite the distance since they remain in Mexico, the age difference, and the diversity in beliefs and experiences. They have guided me and helped me think and decide for myself, putting all the cards on the table with their full support..

They have always inspired me to dream higher, and most importantly, they have taught me to live my life to the fullest.

### WHAT HAVE YOU LEARNT RECENTLY THAT BLEW YOU AWAY?

Speaking about colorful things. I recently learned that rainbows could also happen at night, and they are called “moonbows.”

This phenomenon is caused by the reflection, refraction, and dispersion of light and tends to happen most often in places with waterfalls and mist. There also needs to be a near-full moon for there to be enough light to see them.

### IF YOU HAD YOUR TIME AGAIN, WHAT WOULD YOU DO DIFFERENTLY?

At the beginning of my LOUDER journey, I felt the need to start the company with a few friends. I was so passionate about the brand that I didn't realize that I was pushing them to accept a partnership they weren't as passionate about. Soon enough, we realized that it was best for us to break the partnership and keep the friendship.

The second time around, I would avoid all the back and forth of the paperwork and follow my passion without getting validation or support from others if they are not on the same page as I may be.

### HOW DO YOU UNWIND?

I never stop creating and trying new things that challenge my intellect and artistic sides to unwind my mind. In addition, I try to connect with different people, expand my network, and learn from their experiences.

For my heart, I stay connected with the people that I love the most. I call them or text them every day to share our adventures, ideas, questions, and even fears.

And to unwind my soul, I give back in any way that I can. I mentor young professionals to find their unique frequency and build up their confidence for their future adventures.

### WHAT IS A MAJOR MINDSET CHANGE, BELIEF SHIFT OR 'AH HA' MOMENT THAT YOU'VE EXPERIENCED IN RELATION TO YOUR BUSINESS?

When adversity strikes, I have always known that one can take advantage of the situation and find opportunities. However, I had never thought that a global pandemic enforcing travel restrictions would empower the world of communications even more.

Now individuals and companies that never thought of collaborating with someone based on the other side of the globe are open to the possibility and are starting to embrace what I like to call: “Comms 2.0, connections, relationships, inspiration, learning, and development everywhere you are.”

### EVERYONE IN BUSINESS SHOULD READ THIS BOOK:

- 1) Dark NLP by Daniel Clark
- 2) Humor That Works by Andrew Tarvin

**SHAMELESS PLUG FOR YOUR BUSINESS:**

The LOUDER team members are the Tactical Confidence Makers. Helping everyone to find their ideal frequency so they can shine and assertively communicate like powerful stars.

**XO**

*Vanille Cant*  
LOUDER founder



**THANK YOU!**

A huge thank you to EnterpriseZone.cc & Callum Connects podcast for all the work that you do to promote entrepreneurs and help them gain media exposure.

**CHECK THEM OUT:**

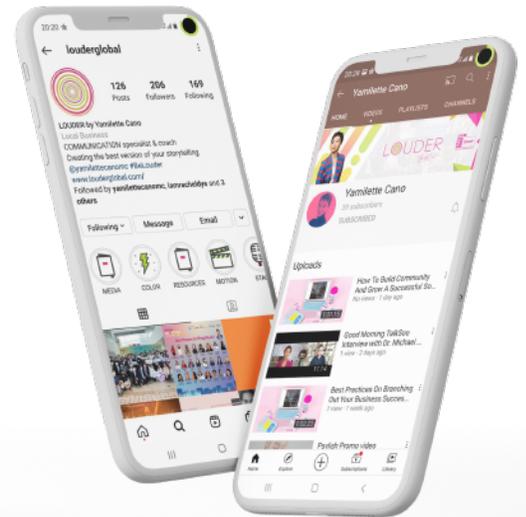
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