

# BlushingForward

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## Frequently Asked Questions

- 1. Brenna, how did you become BlushingForward?** Passion. A passion to share my personal investment in beauty, fashion, and lifestyle with others.
- 2. Why did you choose the beauty, fashion, and lifestyle industry to create videos about?** My professional background includes a time in the retail industry where I trained to become a Visual Merchandiser. I fell in love with the process of creating a personal, appealing look.
- 3. A visit to your YouTube or Instagram page highlights your commitment to beauty and fashion. But how does lifestyle fit in?** The lifestyle portion of my focus is featured in some really fun videos. In 2016, we took a trip to California and shared the whole trip. Great response! Back-to-school is always fun and let's not forget - New Year's Resolutions.
- 4. BlushingForward encourages questions and comments. Do you really respond to them?** Always. Always. As all of the elements of BlushingForward come together, responding to the comments is the greatest pleasure.
- 5. What is the most fun aspect of BlushingForward for you?** Putting together all of the visual elements. The fun of creating the video with all of the right colors and merchandise and techniques. I never run out of inspiration, just run out of time to prepare it all!
- 6. What is the hardest part of creating BlushingForward?** To be honest, the hardest part is when a new video is posted. The hardest part is the emotion of waiting and

wondering if that video will reach the person looking for the message of the video.

7. **You mention a boyfriend a lot in your blog, is he supportive of your efforts with BlushingForward?** Oh yes! He is the foundation of support. If I even mumble the words, "but, ummmm, or maybe?" he looks at me and says, "I believe in you." What more could I need?
8. **Does BlushingForward interfere with your current professional position?** No. Not at all. The business I work for deals with beauty, but the beauty of marble and stone. I appreciate my current position and those I work with, but, of course, I would prefer to be BlushingForward fulltime.
9. **Beyond YouTube, what social media channels are BlushingForward available on?** Instagram is a favorite of mine. I am also available on Twitter, of course. Facebook is a great outlet. And don't forget about Pinterest and Google+.
10. **Where do you see BlushingForward in the future?** BlushingForward will always be a facet of myself and those that join me in the journey. I see us growing together and sharing all of the milestones in a lifetime. Maybe even a bit of focus on how to refresh after an all-nighter as a new parent? Who knows what the future holds.
11. **Do you feel your professional experience in the beauty and fashion industry provide the proper qualifications to be advising others?** Fantastic question. I do not advise others. The beauty and fashion information that I provide is based on my individual choices and experiences. BlushingForward is an opportunity to share those choices and experiences with others. We are all different and that is the best part. I share and, please, share with me.
12. **Do you receive compensation for the products you mention or endorse?** Currently, all of the products I mention in my YouTube videos and in my blog, I am not compensated for. If, at such a time, I am ever compensated for a product that I endorse, each endorsement will be properly attributed.
13. **Where do you get your beauty, fashion, and lifestyle inspiration? Do you look to others in your field of interest for inspiration? Is there a lot of beauty "plagiarism" in beauty and fashion blogs?** Beauty is everywhere. One of my favorite YouTube makeup tutorials was based off of the colors of different tropical fish.

Loved it! Hopefully the fish won't chase me down for copyright infringements. But to answer your question, I do not follow other blogs that are similar to mine for inspiration. As I have shared, beauty is everywhere and beauty is different for everyone.

14. **Do you feel your focus of makeup and fashion encouraging or pressuring insecure women to follow certain beauty regimes?** Absolutely not. The most fantastic aspect of beauty and fashion techniques presented on YouTube is the personal connection. An insecure woman who wants to explore different techniques can watch the tutorials with no expectations from others. She can then choose to experiment to decide what colors and applications feel the best for her. Love what is best for you and please share. Personal connection.
15. **Is your content age appropriate if a 12-year-old decides to watch a YouTube video or visit your blog?** Of course! All of my YouTube videos and my blog posts are a general audience rating.
16. **The beauty and fashion facet of YouTube video and blog industry is huge. What makes you different?** I am Brenna and I am BlushingForward. I am inspired and create for my followers. I know there are many women out there every day looking for that something in their day to make them smile, feel better about themselves, or find a connection in this huge world. I feel compelled to be that connection.
17. **How are you funding your BlushingForward journey?** My financial goal for BlushingForward is to reach a level of monetization with YouTube. My personal goal is to provide a quality connection to all who love beauty and fashion. I currently have a full-time position with a great company in Portland, Oregon. Life is a journey and I am enjoying blushing forward.
18. **There are those that endorse products (for money or prestige) but do not actually use the product. Would you ever engage in that behavior?** No. Life is too short to be bought for a price. I would accept complimentary products to try with the promise of an honest review, but I would never endorse a product I was not willing to use on a regular basis. As my mother always says, "If you are going to do it, own it!"
19. **Do you research the products you use and highlight regarding animal testing?** With available resources, I do research the products I use, but, PLEASE, contact

me if anyone has inside information regarding any of the products I feature. I am from Oregon and love my pets! See my Instagram!

20. **Earlier this year, CNBC published an article regarding social media fraud. The article primarily focused on the business of purchasing, for example, Twitter followers and retweets, views on YouTube, and endorsements on LinkedIn (Confessore, Dance, Harris, Hansen, 2018). What is your opinion about influencers, who earn money for promotional tweets, practicing this method of building a subscriber/follower base?** That practice would entirely destroy the foundation that I envision for BlushingForward. I do not want faceless, nameless numbers engaging with BlushingForward's YouTube videos, reading my blog, or sharing on social media. BlushingForward exists to share, engage, and connect with real people. People seeking inspiration or seeking to inspire. Real people.

## References

Confessore, N., Dance, G. J., Harris, R., & Hansen, M. (2018, January 28). The Lucrative Business of Fake Social Media Accounts. In *CNBC*. Retrieved February 14, 2018, from <https://www.cnbc.com/2018/01/28/the-lucrative-business-of-fake-social-media-accounts.html>