

Planting the Seed to Grow Your Business with Eliza Blank from The Sill.

SPEAKERS

Eliza Blank, Emily Merrell

Emily Merrell

Welcome to The Sixth Degree Podcast, the podcast where we grill our guests about the things that make them tick and find out how human connection plays a role in their life. I'm your host, Emily Merrell. Hello, and welcome back to The Sixth Degree with Emily Merrell, the podcast where we grill our guests about the things that make them tick, and find out how human connection plays a role in their life. I'm your host, Emily, and today I am so excited to have one of my longest friends. Eliza Blank, founder of The Sill on the show, Eliza, welcome to the show.

Eliza Blank

Hi, Emily. It's so great to be here. Thank you so much for having me. It's a pleasure.

Emily Merrell

It's incredible. I was we were chatting before the podcast began. And I have known you since 2014. You came to my very first, it was not even a name event that I hosted. You were so kind,

Eliza Blank

that's incredible.

Emily Merrell

I knew it. Just a little background to it. Back in the day, I was working at Tory Burch in marketing. And Eliza had a mutual friend who worked at Tory. And she had these adorable little succulents. And you'd come into the office and I had a boss who was a temp boss at the time, my actual boss was on maternity leave. And I remember bringing you into this conference room. That was like the showroom. It wasn't it was beautiful is that beautiful conference room. And you were trying to figure out like a Mother's Day giveaway. And I think Mother's Day was also two weeks away. So it was very short turnaround. But I remember just falling in love with the cell and falling in love with you and your teammate, Erin, and inviting you to come to this thing. I was like, You should come to this like weird thing I'm putting together with cool women and some stuff. I had no idea what I was doing. I made up the format the night before when you came and you've come to others since and it's been so crazy to see your growth. So

Eliza Blank

And likewise yours too.

Emily Merrell

Yeah, I feel like it was like a graduate class or something that like everyone's coming up together at the same time. But, you know, backing up, let's talk about The Sill let first and foremost, can you tell us what The Sill is? And then we'll dive a little bit further into your story?

Eliza Blank

Yeah, no, um, thank you so much. And I and I appreciate all the kind words that you've already said so far. But it's amazing how far we both how far we both come, right. It's all about growth. And certainly when we talk about plants, which is The Sill focus, and so I started The Sill in 2012, initially as a solution to really modernize the garden center. You know, the the insight that started The Sill was plants make people happy. It was something that plants is something that I grew up around my mother's an avid gardener and a houseplant enthusiast, but the experience of buying plants was always really challenging, especially if you lived like us in a city, where Home Depot might be your only resource for plants. And so initially it was, it was the simple idea of modernizing the garden center and bringing plants directly to your doorstep. Hence, the very cute succulents that I brought to your doorstep at Tory Burch. And since then we really expanded into, you know, an omni channel. So both an online and offline experience celebrating plants and botanicals and and our connection to nature in general. And so we're really thinking more broadly about what that means for The Sill. And it's just it's an exciting business to run. And especially during these challenging times, we're finding that people are connecting with plants more and more these days.

Emily Merrell

Yeah, I feel like you were their original plant lady before plants became hot the way that they are now. Right.

Eliza Blank

I know. I was the house plant evangelist. And and now here we are. And there's there's so much to be said about the category. But yeah, it was the drum that I was beating back in 2012, saying, you know, here's a category that is really deserving of a consumer brand, and needs to be modernized and needs to be simplified and brought to a younger generation.

Emily Merrell

You know, I am pretty positive. I learned the word succulent from you. I don't think I knew what a succulent was I had heard of a cacti. Obviously I knew what a cactus was, but like a succulent? And I think you when you presented, it's funny, like when you talk to someone, the memories are coming back. You presented it. You're like, Oh, we sell mini succulents. And I'm like googling, what is that?

Eliza Blank

What's that? Yeah, I mean, so much of the opportunity just comes through education, right? People like yourself, you know, we grow up going to school and getting a basic education and botany and maybe we learn about photosynthesis, but we really don't have an opportunity to learn about plants. And so a big initiative of the cell is just how do you make it fun and approachable to educate people

about plants so that they No, oh, a succulent is this class of plants and in fact, cacti are succulents. But succulents are not cacti.

Emily Merrell

Oh, gosh, that's going to be fun like dinner trivia that I will pull out probably tomorrow. So it's 2012. You decided to start The Sill? What? What was your? You said your mom's an avid gardener. But like, what area of expertise did you have just decided to start a cleaning company? And did you do this completely by yourself?

Eliza Blank

Yeah, yeah, no great, great questions. And in retrospect, it all seems a little crazy. I went to school for communications. And I started my career in brand strategy working for a creative agency. And then I ended up working for a company called Living Proof, which is a haircare company. And I was doing brand management for them. And all this time, I was moving from apartment to apartment trying to outfit my home with plants. And I'm working in a career in brand. And so it was that sort of connection of my love of consumer brand marketing, and my personal experience being passionate about plants, but having a bad time outfitting my spaces. That sort of brought me to start the sale on my own. But quite frankly, I had no real business doing it. I didn't have a degree in horticulture. I was very much an outsider from the industry. But I was entrepreneurial. And I was motivated. And I was excited. And I had a passion for it. And I felt that I could easily dedicate my career to this, which you know, it's 2021. I've been doing this for almost 10 years.

Emily Merrell

Whoa, that's crazy. I remember when I was at Tory, and it was your seven. I was like, That's crazy. They've been around seven years. Like that's yours. That's it. That's, that's incredible. So when you when you did start it, though, I think it's now been almost 10 years, you are a household name, I think or if not already existing and living in one of your plants living in one of the houses. How did you get your big break? Like what was the tipping point for The Sill becoming The Sill? Where when you drop it in a conversation people know what you're talking about?

Eliza Blank

I think that's such a good question. Because I honestly don't believe in tipping points like that. I think it comes with a lot of hard work and patience. And I think oftentimes we hear these stories of overnight success. And I really just don't think that's true. Often, there is a lot of work for many years that goes on even behind the scenes of what seems like an overnight success. And so I'll be the first to admit, there really wasn't some big break where, you know, overnight, the whole business changed. It took me, you know, the five years initially of bootstrapping the business, to even really get to a business model that I felt like I could put in front of investor. And then even since I brought on investors in 2017, you know, it's been just steady now quick, you know, quick growth, but but steady growth.

Emily Merrell

It's it's there's nothing that I would point to that said, this was it. And I think we actually have to move away from that fallacy because I don't want people to quit thinking, they just didn't have their big break. It really just takes commitment. I just went through my website to read we have over 600 blogs on our

website from 2015 on. And I went through and I deleted all of these blogs of companies that don't exist anymore of interviews with founders that don't exist, or they change their name. And I would look at their website to see if they were still there before I deleted it gone. heartbreaking. So I think that's a really great lesson to remind that it's not an overnight success. There's a lot of there's a lot of work in the back end. When you started in 2012. What was your very first offering that you were putting forward?

Eliza Blank

Yeah, I mean, it's actually not all that different from what we focus on now, which is to say that, you know, it was easy care plans in sort of artists and made planters delivered to your doorstep. It's just that I was doing I was everything I was hand choosing the plants. I was physically potting the plants. I was meeting with local ceramicists to get the planters and then I was literally walking up to your doorstep and knocking on your door and handing it to you. So that was not a business model that seemingly scaled and yet I managed to figure out how to take that business to both a brick and mortar model and a nationwide shipping model over time. It just it took time.

Emily Merrell

That's insane. And when you started to did you have...I know you have Erin, when I met you I'm here in 2014 you have Erin, I'm like did you have an Erin then too and Erin's like

Eliza Blank

Erin's our Director of brand marketing now. So she's getting with I mean, we've literally grown up together. So Erin wasn't actually a co founder. She was my first hire. And she literally joined me right out of school as an intern. I did have a co founder and I don't believe you met her. She and I started the business initially. I want to say, Well, yes, in early 2012, and the end our partnership didn't survive. And that's another great lesson, you know, for so many people, because I think we often believe that you need co founders to be successful, but not everybody does. And, you know, I think even in retrospect, if I were to do it again, you know, certainly there's a lot of advantages to having a co founder, but I feel very confident in being a solo founder. And, and that was just what it what it required. And yeah, so I was effectively on my own after the first few months of getting the business off the ground. And then Erin, join me.

Emily Merrell

When did Erin enter the picture? Was that 2012?

Eliza Blank

It was, I think it was October of 2012. So technically, I think the site went live in May of 2012, maybe June, and then she joined me in October, and yeah, and she's just grown up through the ranks of the business, which is phenomenal. I mean, even now, you know, I think our marketing team is something like 10 plus people. It's just wild.

Emily Merrell

That's incredible. I get LinkedIn notifications every time she's promoted, like, Oh, my God, Erin's still there makes me so happy to see. Well. So when you left, when you left living proof in 2012, did you

start this still, while you were still at living proof? Or did you make the decision to just leave with a clean slate and start fresh?

Eliza Blank

So I knew that I wanted to start The Sill conceptually. And so I had created, you know, the, the shell of a business plan. I knew I wanted to venture out on my own, I knew that I had sort of an entrepreneurial mind and and wanted to try to build something. And this house plant idea, honestly, it just it kept coming up over and over, in my mind, until I finally was like, let me see if I can come up with a business plan and what would that business plan look like? And so I think I started working on the business plan nights and weekends. And by I think by something January, February of 2012, I quit my job and decided to do it. I took on maybe one or two, like very short term consulting gigs. I'd also the reason why I'll say I effectively started before I quit was because I knew I wanted to do it, and I had to save money. So I was also like, you know, cutting back on my expenses, starting to save money, because I was I was going to go all in. So that's really how it started.

Emily Merrell

And I think that that's an important lesson for people who feel like they have to quit, and then start from scratch, I think it's so important to validate your idea, or at least test out your idea while you've got some stable income if you have the opportunity to do both. I mean, I know for, for me, I was definitely like sending emails from my Tory Burch email, which is so bad, I had to like export or for them all, I think to my Gmail at some point, because I was sending everything from my work email, thinking I'd never leave work. But it was also a great, I'm so glad that I had that space because working at a company like a living proof for Tory Burch or something is a great way for also you to leverage that the name of that company to get in front of a consumer that you want to get in front of like you built your social trust by the company you worked for, which is cool. Okay, so backing up. So you talk, you talk about you bootstrapped from 2012 2012, I got a southern accent all of a sudden, 2012 to 2015 and 2017. And then you were able to bring in VC. So that's a huge shift going from bootstrapping to VC. And plants are definitely not something that come to mind when I think of a VC venture. I think I think like co working spaces, I think products, but plants for some reason, my brain just wouldn't go to plant. So tell me what that journey looks like for you and how you kind of had your aha to get to VC?

Eliza Blank

Well, so I think it's important to point out that my ambition for The Sill was never small. And and so it wasn't that I chose later in my journey to raise venture, I think I always had the ambition to do just that. It was the convincing the venture community that plants was something to pay attention to that that was actually a very valid category to invest in. And the reason being is it's a huge market. And it's it's effectively a universal market, right. I mean, everyone has included plants, whether it's in their homes or in their gardens as a part of their life for centuries. And so, you know, it's there's a huge addressable market is what I'll just say there. The consumer brand piece of it, I think is what is compelling to VCs. You know, we've seen sort of every commodity at this point being invested in whether it's suitcases or eyeglasses or mattresses or shoes, so plants is actually no different in some ways. And you are taking actually a very complex and I will say friction full process and trying to simplify it and make it frictionless. So there was a lot of, I think, right elements to it. But you're right in the sense that it was challenging for me to actually tell that story in a compelling way and make the comparisons to the

worries of the world or the Harry's of the world or the caspers of the world. And to say that they still could do the same thing for the category.

Emily Merrell

Totally, I'm sure now if there's another plant company that comes in people will will have no problem making that association with you. You've kind of you've paved the way you've sprouted the way for people, but I wouldn't have too many plant plant puns. So if I were with you, it would be terrible, I would, I would be growing them daily, you know, switching gears a little bit from from dad jokes, let's move into motherhood, let's talk about trying to make a clean transition there. But you know, you have a two year old daughter or son? Daughter, it was like child, show it to your child. And I think one of the biggest challenges and that I've seen, I think a lot of drop off happens for entrepreneurs is when they have a kid, and especially if there's one person at the helm. So it sounds like you You raised the money in 2017. And then your child was born, your daughter was born in 2018. So that was a pretty quick turnaround to develop two babies. What was it like? You know, going through pregnancy and being taken seriously by VCs, which I my understanding is predominantly male driven. And then my second question is, how did you navigate like the parentally? If and or did you give yourself the normal three months maternity leave that some companies give?

Eliza Blank

Yeah, no, I'm happy to talk to us. And I, I love knowing that I'm in good company now, more so than I was even just, you know, a couple years ago. So your timeline is right, I raised in 2017. And in fact, I raised again, in 2018, while I was pregnant, and it was a concern of mine. To then tell my new ambassadors that I was pregnant, I was actually raising at around five months, which, for those listeners who've been pregnant before five months is sort of that like, interesting moment in time where like, you kind of don't look pregnant, or it's a big question mark, no one would ask you, if you were pregnant, I'll say that much. So it was it was a little bit of like, nobody was going to ask the question, you know, it all comes down to you know, investors are just like, teammates, you know, in any other respect in the sense that you want to find the right ones, like you're you're getting into a real partnership, and you want your investors to be aligned with your values in the same way that anyone else that you work with would be. And so I have to say, I was very lucky to find, you know, investors who were not only supportive of my business, and my mission and vision and personal values, but were supportive of me, just generally speaking. So I would say, again, lucky in the sense that when I did tell my investors that I was pregnant, I just got Congratulations, nobody pushed back, nobody had concerns. I think, if anything, you know, what I learned, which is true. In any cases, you only you always and only need a plan. So to be able to say, hey, look, I'm pregnant, here's the plan, that will give anyone the confidence that you can, you know, maneuver in and around pregnancy to manage your business day to day. I mean, it's, it's it shouldn't be any different than any other work setting. And if anything, it should be actually much more accommodating. You know, as the founder and CEO, I'm effectively free to manage my time as I as I want. I don't you know, I obviously speak to a board, but so long as I'm doing my job, they don't really care how I'm doing it, as you know, and what I will say is this to one of my investors and board members, turns out she was actually also pregnant. And we ended up actually having our children like two and a half weeks apart. So a lot of it was again, just choosing the right investors who who just weren't going to be overly caught up in it. Your second question was, how long did I take? I think I took about eight weeks before I started coming back in part time, but that was

just driven by me I, you know, I had a fear that having a child would mean that I would feel less committed or less in love with my business. And you know, in some ways, and I only have one child, I don't have to, but I sort of expect it to be like having a second child where you don't actually love one child less because you have a second child, your capacity for love just grows. And that's how I felt with the business. I loved my business as much as I did before. I just also loved my child. I do love my child. I love. That sounded like past tense, but like present tense, I love my child. So, you know, it's, and then of course, with COVID, everything's changed again. But I just find that, you know, we, we, as women, and for some of us mothers, our capacity to do a lot is there. And, you know, we just have to make it known how we ought to go about it, and dictate that for ourselves.

Emily Merrell

I think that's really helpful to hear, because myself included, when the day comes, that I'm a mom, I think that's my biggest fear is that that feeling of falling out of love with your business, and choosing motherhood over business or feeling like you can't do both simultaneously. So that's, that's really refreshing to hear that perspective from it, you know, speaking of loving things, you also, it's been so cool to see you go from this ecommerce platform to I remember going to a party at your very first store. And I think the East Village was super humid in there felt like a greenhouse because it kind of was a greenhouse, to recently hosting an event in your San Francisco, your stunning San Francisco store, and, you know, walking by some other stores and other markets. So you're at five, five mark or five stores, three markets, right, New York, LA, San Francisco, which makes me very happy. We are in plant shopping mode. And I will ask you offline all the plant questions, actually, while I have you first starter plant, like what starter plant should every person have in their house,

Eliza Blank

I think a potus plant it is beautiful, it's resilient, it's easy to take care of, it's very forgiving. And it comes in a few different colors. I'll say, if you're thinking about variation, or you know, if you want something really rich and green, or something sort of like lime green, you can get a different variety of potus, but it's just so easy

Emily Merrell

Potus, okay, I will be on The Sill right after this podcast shopping for a plant and what to get, I love it. So you know, you have the five stores, you you have the child that you love, we've made very clear. And you you're you have the VC backing, which is huge. And such a stamp of approval in terms of like, not that you needed it before, but just elevating you to the next level. So what are you currently working on that excites you?

Eliza Blank

honestly so much. It's amazing that the business manages to reinvent itself every year. And certainly it reinvents itself just because we grow. So at scale. You know, running a company with 50 employees is different than running a company with 100 employees. And so I'm constantly engaged and really always pushed to my limit. But beyond even just the inner workings or infrastructure of running the company, we were doing really cool fun things. I can't tease too much of it. But you know, we have the stores and we're interested in opening more stores. And so we have that coming. We've been very singularly focused on houseplants, and we're getting into some new, new fun, interesting categories, in

and around plants. And that's really amazing. And really energizing I think for the team. And community, I would say is like the last piece of it that, you know, has been both challenging because of COVID. I mean, I'm speaking to the Queen here. And also really energizing because we are finding creative ways to connect with our community. And what I will say about that is it's coming at a time where we need it the most. And so even though, you know, it's not all face to face, although hopefully soon in our future, it has proven to be just that much more important for everyone to connect. And so you know, I would say you know, across the board, it's its product, it's my team, and it's the community we serve.

Emily Merrell

I love that. I definitely see plant people are huge into celebrating the fact that they're plant people like I see it on Instagram profiles, I see it in bios. So if community is the next step, I definitely see like a thriving community around plants. What I need is like literally someone who comes and makes like a social worker for my plants more like reminding you to like change diapers and and water it and I know there's apps and stuff for it. But I feel like we have one friend that we lined our wedding with ferns aisle with friends and we have one friend that survived but it in every room in the house trying to like revive it and I feel like it's getting trimmed back and trimmed back. We put it in the shower. Yeah, we put it in the shower for a while but then it just gets sunshine and then we put it so we're like we just need to make this thing live like everything else in our house at the moment is is artificial for that reason, because of fear of, of murder,

Eliza Blank

we sell faux plants as well. And the truth is, is that the experience of fo plants is still healthy for you in the sense that any engagement with nature even, you know, a picture of a plant has been proven to do things like calm your nerves and de stress you I mean, it's true of, you know, we talked about this with pets, you know, this is why people have like pictures of their dogs on their computer screen because even just the image of nature or a pet, for instance, can actually be calming.

Emily Merrell

I love it for Have you heard of forest bathing before?

Eliza Blank

Yeah, absolutely. You can be forest bathing, you could be looking at a picture of a beautiful landscape. You could have a real plant, you could have a faux plant, it does all have a positive effect. Wonderful. Well, I'm

Emily Merrell

definitely going to I'm going to give now that we're home alone, who knows? Who knows where we'll be. But hopefully, we'll be able to keep some live. So lastly, how can people learn more about the cell? What's the best place to check you out? Is it in person? Is it online?

Eliza Blank

So thesill.com, of course, is our home base, no matter where you are. We ship nationwide. We don't ship internationally yet. So sorry for those listeners. And then we do have five stores. We have three in

New York. So one on the Upper West Side, one on the Lower East Side, one in Brooklyn, and we are in LA in West Hollywood. And we're in San Francisco in cow hollow. So please do check us out. And our Instagram is a great place to get started as well. We're @thesill on Instagram, and we just hit 850,000 followers

Emily Merrell

was Instagram. Yeah, I guess Instagram was around just started when he launched.

Eliza Blank

It had just started. Yeah.

Emily Merrell

Wow. That's incredible. That's great timing. I feel like I look at my first Instagram post. And I'd like to like some one. I'm like on I'm using one of those sephia filters.

Eliza Blank

And you're using filters.

Emily Merrell

Yes. Yeah. So the frame on it actually kind of missed those days a little bit.

Eliza Blank

I know was so pure back then.

Emily Merrell

So pure, you could just throw like a really random poorly filtered poster and not really care about anything. And now it's like, is it perfect? Should I resonate?

Eliza Blank

Did I resonate?

Emily Merrell

Did I resonate with my audience? And yeah, I love my girlfriends who are aren't entrepreneurs. They're like, What are you? Why are you freaking out about posting on this day? And I'm like, you have to be XY and Z careful. or this or that. And she's like, I just posted a picture of my dog like sleeping. Yeah. Now, I don't get it. Well, so before we wrap, I love asking six past questions in the vein of Six Degrees Society. So we will end with that. Are you ready to rock and roll? I know you're nervous, but not so scary, I promise. So my first question I have for you, Eliza, is tell us an unknown fun fact about you.

Eliza Blank

So a fun fact that I think is telling of my entrepreneurial spirit is that I was actually the team captain of both sports teams that I participated in tennis and field hockey, but I was terrible at both sports. So I think natural born leader not a ton of great specialized skills. But definitely first to where the captain badge.

Emily Merrell

Take control. Where did you grow up?

Eliza Blank

in Massachusetts,

Emily Merrell

Massachusetts. Oh, so fun. And then in college? No sports I'm taking

Eliza Blank

No, no, because I wasn't actually good.

Emily Merrell

Yeah, they're like, we cut you by the time we got to college. I love it. I'm very much with you on that. Who who would be a dream person to be connected with?

Eliza Blank

Michelle Obama. I mean, how can I not say her name?

Emily Merrell

Don't you think he'd cry if you met her? I think I'd cry.

Eliza Blank

Yes. I think I'd also have to hug her. And I don't know if she'd be okay with that. But I would just go in for it.

Emily Merrell

She has... I think she hugs everyone. If you've seen the documentary, she's like, literally in the hugging position. I was sobbing hysterically watching that I'm like, look at her just holding space for people. People are like confessing their life problems to her and she's so present. She must be exhausted by the end of the day, but wow. Yeah. What what I want to be friends with her. I want to be like, let's cut the BS like, let's talk real conversation. What's Obama Really? Like as a dad? Does he cook better food than you? You know?

Eliza Blank

She needs to be your next guest.

Emily Merrell

Oh, I wish. Yes, team, can we make this happen? Michelle Obama, are you out there? Please? That'd be so much fun. So what show are you watching? No, we listen to podcasts. But what are you watching?

Eliza Blank

billions.

Emily Merrell

Oh, really? Are you like starting from the beginning? Or?

Eliza Blank

I we did start from the beginning. And we are now towards the end of season three. So we've been binge watching it almost every day.

Emily Merrell

So good. The first episode is still like one of the most memorable episodes out there. You're like what is Oh, what's this? Like? Right? Yeah. Okay, where am I? Oh, in his home. All right. Yeah. It's great. I love it. That's a good one. I need to revisit that. And what book are you currently reading?

Eliza Blank

I'm reading a book called Anxious People, which is a bit of a comedy. It's it's really quite good. I just started it. But it's a nice sort of break from business books and other things that I've been reading, so definitely recommend.

Emily Merrell

Yeah, I know the feeling in your minds. Like I must read something gooey. And I don't want to learn from this book. I don't want know to be memorable? Perfect. What is your favorite business book? Well, I have you. Do you have a favorite business book?

Eliza Blank

most helpful business book was Venture Deals, which is actually just like a little bit of fun, like venture for dummies

Emily Merrell

Oh, that's a good one. Yeah. I feel like navigating the venture world to everyone. Is this the blind leading the blind unless you like know someone who's done it before? So that's really what is your favorite and or most used emoji in your phone?

Eliza Blank

So I would say because of slack, my emoji use is skewed to a thumbs up. Because I'm constantly giving a thumbs up to people who are slacking me, you know, for work things. But I would say like the laugh cry would be like my most personally used emoji.

Emily Merrell

I have to say that's been a popular one, that one and all of the hearts and various colors have been very popular. It's interesting to see then there's some very like out of left field ones. We fortunately have no. Gen Z's who are telling us the left guy, you know that that guy is not cool anymore, right?

Eliza Blank

I mean, I heard that like side parts are also not cool anymore.

Emily Merrell

sideburns aren't cool, skinny jeans aren't cool.

Eliza Blank

I don't know what to do. I'm old now. And I just

Emily Merrell

you don't want to see me with a middle part.

Eliza Blank

I can't even... my hair doesn't even know what the middle part is anymore. And the last time I had a middle part, I was 12.

Emily Merrell

I know. And that was your peak of your cool factor, I guess. According to Gen Z. That's when you

Eliza Blank

the other thing that I will say though, is they did just introduce a houseplant emoji. So go find it. Go use it.

Emily Merrell

Yeah. Oh, oh, I love that. I need like, I need to get an emoji announcement train. Okay, and my final question for you is who gave you permission to do the thing you wanted to do?

Eliza Blank

I love this question. So for me, it was actually my brother. And the reason why is that he's he's also an entrepreneur. He's in a completely different business than I am. But he was the one who sort of inspired me to just go do it. It was kind of like a big brother kick in the pants. But it was out of love.

Emily Merrell

And so when you told him and you presented like, I have this plant idea, he didn't. He didn't poopoo it he you

Eliza Blank

no, he was like, go do it. And then every time I've wanted to quit, he's like, Don't quit. You can't succeed. If you quit, just keep going. And I'm like, Okay, I will. Oh, yeah,

Emily Merrell

we need to talk about the hardship more often on those moments. Like, oh, you look at your bank account, and you've got negatives, or I don't know, maybe it's just me personal experience, or

Eliza Blank

no, we ran The Sill on a credit card for years. I mean, I remember those days.

Emily Merrell

Yeah. Right. And you're like, oh, shoot, everyone's running, making VC money. And everyone's a unicorn. And this company just got \$3 million, and they just started. It's, it's scary when you look outside of your blinders sometimes. Well, Eliza, thank you so much for sharing your story with us and for being here. And so fun. Check out The Sill everyone, you will not be disappointed. You're gonna want to gift it to everyone. Do you guys still need to do subscriptions to? wasn't that?

Eliza Blank

yes, we just relaunched our subscription program recently. So do check that out. And don't forget Mother's Day is coming.

Emily Merrell

Yes. Oh, good. Good call. Oh, can I subscribe and like my subscription box? Give it to someone else every month?

Eliza Blank

Yes, you can get you can get mom a three or six month subscription.

Emily Merrell

Oh, okay. So she murders one. You get two more to survive. That's perfect. Yeah. The family fan right there. Well, thank you so much for joining us. And listeners thanks for listening and tuning in. Check out The Sill. Give her podcast a like and share with your friends and we'll see you next time on The Sixth Degree. Have a great day.