

# Guest Trifecta: Media Bylines, Real Talk, and Kombucha with Mar Yvette

**SPEAKERS** Mar Yvette, Lexie Smith

## **Lexie Smith**

Hey guys, Lexie here, travel enthusiast, lover of puns, pizza and wine connoisseur and founder of the PR bar, Inc, and you're tuning in to the pitchin' and sippin' podcast, from behind the scenes interviews with the media, to honest conversations with other PR pros to look at inspiring brands and entrepreneurs that are rocking the world of PR. In this podcast, we talked tips while taking sips, and talking about all the things that make those and the world of PR tick. Let's get started. Today we're having happy hour with Mar Yvette, an LA based lifestyle writer and editor who has worked with some of the world's most recognized media companies, including e news, ABC, Citysearch Huffington Post, Playboy Magazine, and Good Day LA. She currently serves as the founder and editor in chief of Homegirl Talk, an online platform that connects and promotes women from all walks of life, particularly women of color. And the episodes to follow, I quickly remind Mar of how she and I first met, she reminds us of the importance of keeping it real, pitching and writing about what you know, just starting somewhere, and she even offers us an incredible byline opportunity. Ultimately, Mar's personality really pops on this episode. You'll get that pun later, hopefully. And her drink of choice is one of which takes a daily hit on my personal bank account. Alright, let's get started. So I met Mar, gosh, maybe seven years ago or so when she was working with I believe it was Good Day LA. I was fresh to living in Los Angeles and Mar I do not expect you to remember this at all. But my PR firm landed a holiday segment. And I personally ended up wearing a Santa dress outfit and juggling snowballs on camera. And it was like my five minutes of fame moment. I will never forget it. I had to share that. But this is not about me today. This is about you.

## **Mar Yvette 2:21**

I love. Oh, thank you. I love that. And you know what? You totally just jogged my memory. I don't remember that and that the video footage is out on YouTube somewhere. So you'll have to we'll have to pull that up.

## **Lexie Smith**

Yeah, that's my my fun fact. And entrepreneurship always is I can juggle and I'm like, I struggled on TV once. It was my moment.

## **Mar Yvette**

I need to get on live television, and I'm sure you did a fabulous job. Oh my gosh, those were such great times.

## **Lexie Smith**

I know. Okay, so we're going to talk about those fun times of media. But first, I want to learn who you are kind of outside of work. Where do you live favorite hobbies? What do you do for fun?

## **Mar Yvette**

Yeah, so I'm born and raised in Los Angeles. So I'm one of those rare, you know, tried and true Angelenos. I live in Santa Monica with my husband, we very happily do not have children or even pets, although I'm a huge dog lover. So that will change at some point. The dog park, not the kids, and we love you know, going out to restaurants, at least you know, pre pandemic and post pandemic that will be that will be our reality once again. And I just love Los Angeles not only because my family is here, but because there are there's just such great culture, there's a great food scene. And we're even though we're in a city, we are surrounded by nature, you just have to go out and find it. Being in Santa Monica, of course, we can just walk to the water. But you know, finding those little hiking trails, you know, being out in among the trees and the birds. That's really important to us. And I think especially in these these crazy times, it's really important to stay centered. And being around nature and just allowing ourselves to slow down a bit every day is crucial.

## **Lexie Smith**

Yeah, so actually, I lived in Santa Monica when I lived in LA what part of the city are you in?

## **Mar Yvette 4:15**

We're at around 26th in Wiltshire.

## **Lexie Smith**

Okay, so I lived in different places. My first one was Barrington and wheelchair.

**Mar Yvette**

Okay, I know exactly where that is.

**Lexie Smith**

Yeah, and then I moved towards the water but for those non Californians highly suggest Santa Monica it's also really close to the one on one so you can hop on the freeway, drive an hour north and come visit me in Ventura.

**Mar Yvette**

That's where you are now.

**Lexie Smith**

That's where I am. Yeah, my husband and I. He has a family owned business long story short, and it's up here in Newbury Park. So we decided to buy a home up here.

**Mar Yvette**

I love it. Well, you know once this whole craziness is over, then my husband and I will have to make the drive up there and we can have a little you know, a little Hello in person.

**Lexie Smith**

Yes. I look forward to the day that is possible very much. So speaking of today, and better, brighter news, I want to can you share with everyone what it is that you do professionally. And then let's kind of rewind it back and talk talk about the journey of what got you to today?

Mar Yvette 5:17

Sure. So I'm a full time editor and writer. And that's really and so that's how I spend my days, I spend my days in front of a computer, you know, when things are back to normal, part of that will include, of course, you know, maybe checking out new restaurants, interviewing people in person. So that's also part of the job. But as for now, I work remotely meaning I work from home in front of my computer. And that's what I do. And when I first started out, many years ago, in the early 2000s, I started out as a freelance writer. And so that's always been my professional gig. That's always been like my career path. Of course, I've had, I've had, you know, cashier jobs and all those kind of crazy jobs before you actually start, you know, your career. But that's how I started out I started out as a music journalist, I've always loved music, I love going to see concerts, I love bands. And so that's where I started. And from there, I mean, I don't know if you want me to start kind of rewinding it now, because I could kind of go,

**Lexie Smith**

Let's rewind, let's go back. Yeah,

**Mar Yvette**

So I'm going through the journey. So I started out as a freelance writer here in Los Angeles, and started writing for little zines. They call them zines, just because they weren't the big like the Rolling Stones or the spin magazines. So they were these local zines. And I started, you know, doing CD reviews, remember CDs, so I started reviewing CDs. And then eventually I was trusted to do interviews with bands. And primarily, of course, I was just starting out. So it was it was up and coming bands, maybe bands you had never heard about. And then eventually, I built up my portfolio. And I was able to get bigger bands, bigger artists. And then I parlayed that into writing for yet more publications. So I started out in print. And then it moved into print and online publications. And then eventually I started having, you know, getting editor roles. At magazines, I was the associate editor of a beautiful, beautiful fashion and design magazine called clear for many, many years. I don't know if it was like, six, seven years, something like that. And then from there, I I had moved to Michigan to be with my husband. He was my fiance at the time. So I lived there for for about four years. And then after four winters, I said to heck with this, we're going back to LA This is not where I belong. But it was great. Professionally, it was great professionally, Michigan and Detroit are wonderful. And then I got a job at City search, which back in the day in the mid 2000s. It was like the site that my husband and I actually used a lot when we were traveling around the country like, okay, we're in a new town, where do we go find the best pizza where we go for sushi. And so when I got a job there, I was like, wow, this is a dream come true was right on the Sunset Strip. So we were in the middle of all the action. And then when I was the editor at City search that lasted I think maybe for about four years. And part of my job at the time was to get media hits. So not only was I an editor and a writer writing these roundups about like top 10 rooftop bars in Los Angeles. But I also was trying to get my face on local TV to show that, you know, hey, I'm the editor at City search. And so I'm your expert in the city, this is where you need to be this is where you need to go. And so I would get you

know, local media appearances on ABC seven on NBC, and then and Fox 11 the good de la show. And that was supposed to be like a one time deal where I just went on. And sure enough, it turned into I think it was six years. I ended up having my own segment on the good de la morning show which I grew up watching with Jillian with Steve Edwards with Dorothy Lucy It was like surreal, it was a dream come true. I couldn't believe it. My family was all excited. I was on TV every week. And then when the city search thing ended, I maintained my segment and I ran with that and then I ended up doing field reporting which is which just means I wasn't just at the studio I was out in the field producing and being in front of the camera with my own segments. And so you were at one of the on not the on site but at the studio out you know out on the lot you were at one of those weekend roundup segments it was the MAR pop weekend roundup segment so it was like all the all the things that you need to know for the upcoming weekend. So you can kind of see like now of course that I've been through all of that I can see how you can connect the dots and how one opportunity leads to another and it's just pretty fantastic. I'm just so grateful.

### **Lexie Smith**

Actually, that tees me up really perfectly for one of the questions I had, and kind of looking at the background of all the incredible things you've done, you've really done, I feel like a little bit of every side of the industry from writing, editing, posting camera work. So I would love to learn, is it a big transition to go from sitting behind a computer writing to on camera, or just talk me through what it's like being able to shift shift shift? I know you were a producer at one point, was it seamless? Maybe you're just that that pie in the sky like diamond have a jack of all trades? And let's just kind of learn more about the diversity there?

### **Mar Yvette**

Sure. So it's definitely you're definitely using like slightly different muscles when you're planning content consult content, right? So you're planning for broadcasts meaning on air on camera, television first, and now you know, of course, YouTube. So it's, it's a little different planning for on camera stuff, because it's all visually driven, what's going to be the most exciting to see what's going to grab somebody's attention, you know, we need a pretty blonde like yourself juggling balls in the air. So what's gonna make it the most fun? You can't, that's not going to capture your attention if you're just writing on a blog, right? So you are or I am and how I've done it is you have to think of where is your audience who they are. And so how are you going to capture their attention, you know, if you're writing an article, maybe it's like that first hook, you know, to that that need in the beginning of the of the story to capture their attention. If you're on television, then of course, it's going to have to be something visual, and everybody's attention span is like down to two seconds. So it really, you're really using a different side to present the same thing. So I think that the reason why I was able to translate all of the writing that I was doing, saying for, you know, say for like city search, and then bringing it to life visually for television was that, I guess, part of it was my personality, like I'm very upbeat and outgoing. And so I wasn't afraid to like, and I knew my stuff, that's where it starts with, you have to know your stuff. So if I'm there talking about the top five steak houses, which is ironic, because now my husband and I follow a vegan diet, but like I'm talking about the top five steak houses, like I better know who the chef is, what they're serving, how it's done, where they're located, you know, why is this so phenomenal? And why am I encouraging people to go check this out versus any other place? So I guess to get back to answering your question is it definitely is different. You have to think of it in terms of who is the audience, where are they meaning? Are they online? Are they are they watching television? Where are they and And who are they? Is it a younger demographic is older people, it's very interesting, because with television, at least, it was very broad. So you have moms stay at home moms, people who are getting up early before they're going to work, it's going to be younger, it's going to be older. It's the whole gamut. And if you're writing for, say, like I wrote for a playboy for a time, just like lifestyle stories and interviewing artists, that's a different demo, right? They're going to be a little bit more. They're going to be looking maybe for I mean, this is like not I mean, playboy like, you know what I'm saying? Like, they're not going to be they're not aside from like the, you know, the playmates, what they're looking for is an interesting and maybe unusual personality, like what can I learn? Or what can I learn about this person? Or, Oh, I didn't know that this type of art even existed, you know, so it's really just learning where you're reaching. The people who are going to consume this content is exciting, and it's challenging. But if you're if you're passionate about it, it's doable. It's not impossible.

### **Lexie Smith**

Hey, guys, Lexi here interrupting the show really quick to drop a note. Did you know that in a study produced by Nielsen, it was reported that PR is almost 90% more effective than advertising? Well, it is, I swear, Google it. So if you've been enjoying learning about all things pitching and sippin, I wanted to give you an official invite to visit my website, theprbarinc.com spelled t h e p r b a r i n c . c o m to learn even more about how you might be able to work with yours truly to increase your influence, impact and revenue with PR. If you're not sure where to start on the site, consider booking a free consultation. Alright, I'm done back to the show.

Yeah, well, I think some common threads I just pulled out of there, know your stuff, know who you're serving,

and then I just have to give you credit for for being you. I don't think anyone can just do all all those things. But having all this all these different experiences kind of culminated into the launch of your own company. And I would love for you to share with my listeners what that is, and what inspired you to launch it in the first place.

### **Mar Yvette**

So I started Homegirl Talk, and home girl. I feel just having talked to different people. And when people first hear it, it might be a little bit of a loaded word like What does but not in a bad way. But like home girl, like what's a home girl? When you hear a home girl? It's a woman, it's a girl who is who keeps it real. That's kind of like the heart of it. All right, it's not going to be some wishy washy or glossed over, let me just pretend that everything's perfect. And everything's so nice. It's like, no, let's get real. Let's talk about how you're really feeling what's really going on. And so I just felt like, particularly as a, as a woman of color, I am third generation Mexican American, very proud of that. And so I wanted a platform where I could connect, celebrate and promote these women, women from all backgrounds, women of all colors of all stripes. But really, it's about women. And that was my focus. And that remains my focus. And I just didn't really, you know, I was seeing that, like, Latino that I know, of course, they're still online. But I was just like noticing a bit of a void in that space. And so if I would go to like a latina.com, or maybe some of the other publications that don't exist anymore, some of which I actually wrote for, I felt like it was missing. And so I wanted to fill in that go in that space where I thought that I could add some value. And so that's what it's all about. So I launched this site a few years ago. And I did launch it actually with a video podcast. So I don't even know if that's like an oxymoron. But it was video, I did a video interviews. And then after a while, it's just it's a lot of work, as you know. And so I've kind of retreated a bit from that. And we'll see, I might, I might revisit that because I do like being I do like hosting, I do like being on camera. So I might revisit that. But for the time being. It's content geared toward women. And really just about celebrating our successes, and sharing our challenges. And I think just knowing that there are other women who are going through similar circumstances, whether it's losing a job, or having difficulty losing weight, if that's your goal, and that's a challenge for you, or, you know, inspiring things like I have one of my writers wrote about this a while back, but it's still such a great story. You know, five reasons why traveling solo as a woman is so important. These are stories that are meant to inspire you. And and that's the thing of it is that these are written by myself or by other women. These are real people. This isn't just to sell you a product, it's just to share the information and hopefully help you out in some way.

### **Lexie Smith**

So you mentioned yourself and other writers, do you have a kind of in house staff? Or do you take on freelancers? How does that work?

### **Mar Yvette**

Yeah, so I take on freelancers I take on freelancers, it's not like, you know, one day, it's not like it's a huge empire where I can employ, you know, a whole host of writers. So it's whoever's interested. And so you can actually go to homegirltalk.com. And there's even a little tab right at the top of the menu that says, add your story. And I am the person who will review all of those. And I edit because my editing hat is always on. So I want it to look as Tip Top as it can. So I'll review it, and then I'll be the one to approve it and publish it. So that's really, that's really fun to get stories from other writers who are interested in submitting.

### **Lexie Smith**

So for our writers listening, or our aspiring writers, perhaps what are some things they can do to catch your eye?

### **Mar Yvette**

Well, I would say, I mean, it runs the gamut. And I think that's fantastic. But it could also be a little bit of a challenge because because then people are like, well, what the heck do I write about? So it write about what you know. And anybody out there? Who's an aspiring writer or is currently a writer? I mean, I've certainly heard it over the years as a writer, you hear it over and over and over again. And I think that's because it's true is write about what you know. You know, all of us have a story. And I think about myself, the younger me, you know, the 20 something me who was just starting out who had no connections, who, you know, didn't come from some well connected family who could get me into this outlet or that I just knew that I wanted to write I knew that. I had an knack for it. And, you know, of course, having good editors along the way to help me out and shape and find my voice. And I think that you have a story to share. And whether it's you know, this is, you know, these are some things I've learned about how to get through my day, homeschooling my child, or, you know, here are 10 items you can find at your local drugstore, you know, that will, I don't know, help you be healthier, whatever it might be. Those are stories that I think if it's something that has made an impact on you, chances are it's going to make an impact on someone else. If it's something that entertains you, there's a good chance it's going to entertain someone else. And you might be

that one little bit that helps encourages somebody else to do something positive for themselves or for somebody else. And to circle back to what I was saying, cuz I'm kind of talking in circles a little bit. Homegirl Talk is also, I think about myself, when I was younger, and I didn't necessarily know like, Okay, well, what magazines do I reach out to? They probably get, you know, 50,000 submissions, like, how am I going to stand out from the crowd? I think now, particularly, you know, I didn't have the option. But now, there's such a saturation of different media outlets, you know, small ones, and large ones, where you can start, start smaller and and get your byline out there, if that's if that's your goal is to get your byline out there, use me use Homegirl Talk to get your stories out there be published reach an audience. And then that might lead you to the next thing to on to bigger and better, you know, I'm happy to be a stepping stone for someone. And that kind of goes back to the heart of what is Homegirl Talk. It's not just for me to share stories that I think are important, I need to hear from other people. And one of the articles I had actually done, this was what the video was with a self defense instructor and it was a guy. But that relates to women, it's like, here are some moves, here are some simple moves that you can learn to protect yourself. And I thought, wow, this is really helpful. And it was actually kind of fun. And it was more challenging than I thought it would be. And of course, now in the pandemic, I'm not going to go into a workout studio to learn self defense. But that's something that you know, kind of in the back of my mind like that, that is something that's very helpful for us. You know, it was like, during different ways to protect yourself physically, mentally, emotionally, you know, regarding your health. So the whole world, it's really just everything right about

### **Lexie Smith**

Yeah, right? What about what you know, is great, and you're making me look real good with my clients, because something I tell them is, start small, get your byline somewhere. And I just want to highlight that mark just said that. And it's so true, right? Everyone has to start somewhere, um, you don't usually wake up at the top doesn't usually happen,

### **Mar Yvette**

Girl, even Beyonce go back in time and see that, you know, they were starting, they had a hustle. And you know, it's all hustle life is a hustle. And so you have to keep that in mind, keep your ego in check, start small, dream big. That's another motto that you know, I sort of live by. And so it's all about in doing the work you have, you're not going to just get from point A to B magically, you know, maybe once in a while once in a blue moon, that can happen to people but don't count on that. That's like winning the lotto, right, it rarely happens, you can keep trying. So you have to start smaller, figure out what it is that you really enjoy that you're passionate about. If you have a full time job doing something else, that's fine. Do this on the weekends, when you have a moment to spare do it during the evening. And so there is a way to get yourself out there, whatever it might be, you know, I'm talking specifically about creating content, you know, writing, but it can be whatever it is that sets your heart on fire, you have to pursue that in some way or another. And maybe it's just teaching, you know, your relatives or someone you care about. It doesn't have to be this big thing where it's like, oh, I want to change the world per se, but you could change one person's world, you could help one person. And that in itself is a huge accomplishment.

### **Lexie Smith**

Yeah, the the concept of just start is applicable to life. Start somewhere. And I think that's really important for people to hear. You know, you can read people heard when I introduced you on this podcast, all these big names and these impressive outlets, but I just want to kind of point out that more to started somewhere. Right?

### **Mar Yvette**

I started somewhere with the little Xen out of Whittier, California. And, you know, I got a little I think it was a 50 word, review, a CD review, and I got paid \$3 and I still have that check saved because I knew this is the start and I was so thrilled to have my byline in print in a magazine. It didn't matter how much money I got for it. I could have done it for free, and I would have done it for free. It was that that was a goal I had. And that was so important to me. And it's still very special to me. That's why I saved that \$3 check, because I was like, it's not worth cashing it. Like, I'm gonna save this, like, I make money with my words. That is enormous. That is enormous. You know, nobody else I was the first one in my family. I, I've been the first one in my family to do something like that. I mean, thankfully, you know, now I have younger cousins and, and family members who have gone to school, and they've got great careers, as far as pursuing a career path that was creative, and that is creative. And that isn't typical, you know, working in a factory, or, you know, being a cashier full time forever. And there's nothing wrong with that. I mean, I applaud that that is honest work. I will never say a bad word about that. But I'm just saying that wasn't in my heart to do that. And I've just gotten to meet so many fun people over the years, and just incredible experiences. And that's also because I've always loved fundings. So it is about food and shopping and lifestyle and pop culture, and music and entertainment, and all these wonderful things that make life so exciting. But you know, if your thing is hard news, then pursue that, you know, I was never a hard news journalist. Like that was never my goal. I never

wanted to cover fires or shootings or, you know, strikes or any of that kind of stuff I wanted to talk about and focus on the fun things so that we, you know, we bring a little bit of sunshine into, into the world. And I think we need that now more than ever.

**Lexie Smith**

Amen. No, I feel you. I mean, you're you're talking to someone whose entire brand is basically one big pun. Now the PR bar. And all my services are like happy hour and pop fizz clink. And that doesn't mean I don't respect, nor doesn't mean I don't consume hard news, but I to appreciate and really want that moment of escape, so and it's necessary. For our sanity, jeez, especially yeah, especially these days, it's dark out there, it's good to remember that there's a lot of light out there as well.

**Mar Yvette**

Absolutely, yeah, not ignoring that these are dark times that bad things happen, that there's a lot of pain out there. But we also can't wallow in that. And hopefully it incites us to do something positive to and to want to bring some happiness into the world. Because that that ripples, I believe that that has a ripple effect, you know, even if it's just one person because of your kindness to one person, or the fact that you made somebody smile with with the service or product that you're offering, you know, maybe you know, as a business owner, then you've spread that joy. And we need that we need that to survive, just like we need food and water and shelter, we need that connectedness to one another. And we need those happy moments to keep us going to give us hope. And I think that this whole, I mean, that's kind of how I live my life. And so I'm very grateful that I'm able to do that. And I think even now, during this time, especially you know, where things feel very routine, I don't know if it's like this for you, but just being in front of my computer, you know, most of the day and almost living like a virtual life, because you're not going to restaurants, you're not going out and meeting with friends. I'm not, you know, we're not picking up my grandparents and taking them out for the day. I mean, all these things that we love doing have just been put, you know, this, they've just been stopped. They've been removed from us. And so it can feel a little bit like prison. So you have to find those happy moments. And you have to focus on that. And at the same time, like with Homegirl Talk, if you have a challenge if you if you have found something that's, you know, troubling to you, even just talking about it and saying it and giving voice to it. And then hearing that other people have had similar situations, helps you feel better. And all comes back to the idea that we're not alone. Right. That's it like, that's the bottom line. We're not alone.

**Lexie Smith**

Yeah, I fully agree. And I do relate to you. I've been on zoom meetings since 7:30. This morning, which for some people, they're like, Oh, that's too late. But for me, that's it's hours staring at a screen.

**Mar Yvette**

That's insane.

**Lexie Smith**

I have a fun final question. But before we get to the fun final question. Anytime I have someone that's a member of the media on here, I'd like to do a couple preferential quick fire rapid fire questions. So there's no right or wrong. It's just what do you prefer? So first up, do you and let me clarify. You do still get pitched Yes. At times.

**Mar Yvette**

Oh, yeah.

**Lexie Smith**

Everything's around that topic.

**Mar Yvette**

Okay.

**Lexie Smith**

Do you prefer a certain day of the week to be pitched?

**Mar Yvette**

Not Monday.

**Lexie Smith**

Not Monday. Okay. How about a certain time so mornings, afternoons, evenings,

**Mar Yvette**

It really doesn't matter. It's just like Mondays seem to be the days that everybody pitches and said the day everything, you know, most everyone is back to work. So it's just like a flurry. So that's why I say not Monday, any other day, but Monday, and any time of the day, I mean, I'm in front of my computer all day long. And sometimes I'm, you know, just head down in an article or whatever it might be. And I'm not going to check my email every five seconds. So you know, I'll check the first bunch, maybe in the morning, get through those, delete what I don't need, and then go through the second round. And then so goes the day

**Lexie Smith**

How do you feel about follow ups?

**Mar Yvette**

I don't mind them. If you've been in the scene a little bit, you know, long enough, if you know you're the person pitching. You know, it's very nice when they say just gently following up just kindly following up on this. I don't mind that at all. And as a matter of fact, it actually has helped me. It often actually helps me. It'll remind me like, oh, shoot, I didn't respond to that. Or Oh, yeah, I said I was gonna do that. Girl. I think even you had to follow up with me for this for this podcast, so yes, it works.

**Lexie Smith****Mar Yvette**

Oh, it doesn't matter. If it's something interesting. It doesn't matter. You know, where you're getting it from? I mean, I should add a disclaimer, like, you know, like, it doesn't matter where it comes from, like, it's not some bizarre or strange or, you know, questionable person or entity. But yeah, if it's a founder, if it's a publicist, if it's the, you know, it's a woman who started her own CBD, you know, beauty brand, if it's her mom, emailing me, which that has happened. I don't mind if it's an interesting product or service or idea that you have, I'm going to take a look, I'm not going to ignore it. You don't have to be, you know, the publicist, not everybody can afford a publicist. You know, not everybody's at that point. You know, I've had pitches on like, Hey, I have a new movie coming out. And it's the filmmaker himself, you know, and like he, he's, I'm just thinking of one guy in particular, I won't name him, but he has a really impressive resume. And I'm like, wait, what, like, you've worked with all these hip hop artists, and you're, like, you yourself are sending me this preview of your movie. I mean, you know, times are tough, who knows what people are going through? Or maybe they just fired their publicist? Or, you know, maybe they haven't gotten around to hiring you know, somebody market to market their, their brand or their product or service. So it does not matter.

**Lexie Smith**

Thank you for answering that. I like asking that. Because we have Yes, publicists who listen to this, but we also have founders who are embarking on that more kind of in house version. So anytime someone's open to it, I think it helps them feel affirmed. Okay. Last question. Fun one. So we've talked about pitching. This is called the pitching and sipping podcast. So I'd love to learn. What's your sipping? So what is your favorite beverage alcoholic or non alcoholic?

**Mar Yvette**

My favorite beverage is kombucha. I love me some kombucha. I like I don't care. We have a brand shout out I'm not getting paid to do this. I love gt synergy. They're like the OMG when you think of kombucha they're they're the OG I love. Better bhuj I love health aid. I like so many different computers and it's non alcoholic. Although you can find more you can find like alcoholic versions that have like a slightly higher ABV depending on how long they fermented it or whatever. But anyhow kombucha in case you don't know it's fermented tea, and it's got billions and millions of probiotics. So it's really good for your gut and it tastes delicious. Like I'm currently crushing on the pineapple kombucha from synergies. I just love it. It goes with it goes with tacos, nachos, or fries, girl it goes with everything. I just love it.

**Lexie Smith**

So some people have a Starbucks budget. I have a kombucha budget. I have one every day and they're not cheap. They're like they can be three to \$5 so I am on that train with you. Every single day. It's like changed my gut health around that's a whole nother

**Mar Yvette**

Do you have a brand that you like?

**Lexie Smith**

And I was about to see if I have one? I just finished one. Um, right now I'm on a kick of it's like this zero hum

Hmm.

**Mar Yvette**

Oh, yes. I've had hum Yep.

**Lexie Smith**

The hum just came out with anyone that has no sugar, which I appreciate.

**Mar Yvette**

Yes, I know. Because the sugar, the sugar, the grams of sugar can add up. So I do look for the kombucha those that don't have added sugar. They're going to have some sugars because they're making them with fruit, right? But like with GTS, they don't do any added sugars. So I do like that it can keep my sugar count down. And also it does have some caffeine and I'm very sensitive to caffeine so like I can't drink green tea and all the other teas that are so good for our health. So I, I'll drink it earlier in the day. And because if I, if I drink it in the evening, then I'll just be not jittery, but I noticed like, I can't sleep.

**Lexie Smith**

So no, big big kombucha fan. I think too, because living in LA, I had access to a lot more kind of up and coming brands than I do up north here. So I don't have the luxury of a larger, more boutique II selection. But anyway, I'm with you on the kombucha train wholly. My bank account wishes I wasn't but I am. So before we wrap up, tell all my listeners where they can go to connect with you or just even learn about homegirl talk.

**Mar Yvette**

Wonderful. So yes, so if you're interested in me because I'm just so fascinating. You can go to marpop.com that's, that has been my personal site. It's sort of like my it's my, you know, online portfolio. It's, it's been with me since the very beginning. I'm going to tell you so many different iterations, but anyhow, marpop.com, and homegirltalk.com. So very easy. And then I have links on both of those sites where you can find me on social Twitter Instagram for both accounts. So that's where you can find it's really not hard to find me.

**Lexie Smith**

No, perfect and we'll we'll put those in the show notes. And I just wanted to say thank you. It was so fun to reconnect after all this time, though, all this time, and hopefully in person sooner than later when we can all leave our homes.

**Mar Yvette**

Yes, that will be great. That will be a wonderful day we'll be celebrating non stop. I have a feeling amazing.

**Lexie Smith**

Well, thank you so much, Mar.

**Mar Yvette**

Yay. Good talking with you.

**Lexie Smith**

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