

PROFESSIONAL  
**TROUBLEMAKER**



with **LUVVIE AJAYI JONES**

## Professional Troublemaker with Luvvie Ajayi Jones

Be the Queen (with Elsa Majimbo) - Episode 08

Released: February 23, 2021

Welcome to the Professional Troublemaker Podcast! This is the place where we help you cultivate the courage, authenticity and audacity you need to use your voice, take up space and live a life that is so bold, even your wildest dreams say #goals. I'm your host, Luvvie Ajayi Jones, New York Times bestselling author, sought after speaker and side-eye sorceress bringing you thought-provoking conversations with amazing people taken action, done scary things and rocked the boat to an audacious life. Like the late, great John Lewis said, these are the kind of people who are "Never, ever afraid to make some noise and get in good trouble, necessary trouble."

Before we jump into today's interview, know that this podcast is named after my second book, [Professional Troublemaker: The Fear-Fighter Manual](#), which hits bookstore shelves on March 2, 2021.

With this book and with everything I do, and I'm on a mission to help a million people live audaciously. To do that, they must fight their fear.

Think of it! A million people who are out there, standing on the edge of something great and need that little push of encouragement. That push to be the domino. To say the hard thing. To have the hard conversation. To kick their fear to the curb and step into the life they've been dreaming of.

And that is what writing this book has done for me, what it's already done for those who have had the chance to read it early - empowered people to say yes to things they were previously saying no to. Empowered people to have tough conversations they weren't going to have before. People have asked for raises and promotions and gotten them after reading this book and finding the courage to speak up. The domino effect of what has been happening when a few people have decided not to live in the realm of fear has been amazing - think of what could happen if a million people stopped letting fear be the first factor in their decision making?

An audacious mission like this can't happen without you, so I need your help to get this book in the hands of people who need it. Buy a copy of *Professional Troublemaker* for yourself, as a gift for your friend who needs to start living audaciously. I know it will change your life like it's changed mine and I know it will change the lives of a million people who can create a domino effect that won't be stopped. Preorder Professional Troublemaker (hardcover or audiobook) now at [PROFESSIONALTROUBLEMAKERBOOK.com](http://PROFESSIONALTROUBLEMAKERBOOK.com) or wherever you buy books.

I'm so excited about this week's guest. Today, I'm talking to comedian and social media sensation Elsa Majimbo. Pre-global pandemic, Elsa was a journalism student with just over seven thousand followers.

Fast forward a few viral videos later, and Elsa is out here with a [Fenty](#) endorsement and major corporate partnerships, her own ASMR song about snacks on Apple Music and Spotify and millions of people around the world waiting for her to drop her next video.

Elsa is making her voice heard through her comedy, which is amazing. And she's one of those people who was born to speak out in the world - which is why you might be surprised to hear her talk about how she's actually shy and quite reserved. But her sense of abundance and gratitude and joy for everything she has the opportunity to do right now is infectious and such an example of what is possible if we feel the fear and start doing the thing we want to do regardless.

## Conversation with Elsa Majimbo

LUVVIE            Excited to have you on. Elsa, what's going on?

ELSA              I'm excited to be here. I'm really happy to be here.

LUVVIE            So the first thing I always want to know whenever people are on when you were little, four or five, what did you want to be when you were growing up?

ELSA              I just wanted to be friends. When I was small I just wanted to be friends with Rihanna. Can you imagine? I know, I am telling you that was my actual dream, that's all. I would just see her on TV, and Pon de Replay would play on the TV all the time. And we used to have the show called the BEAT, I would run home because that's the first song that would play, and I never wanted to miss it. So, I would run home to watch it, and I'll just be like, and I just be like, in my dreams. It was just amazing for me. It's quite insane to think about it now, but that's what I wanted to be. It was either that or a policewoman. So, I also wanted to be police-

LUVVIE            So why policewoman?

ELSA              They had guns. That seemed a good [inaudible 00:02:56].

LUVVIE            And you were like, "Okay, I want to be that." Okay, so we're actually ... I'm talking to Elsa right now, a few minutes after Elsa just finished talking to Rihanna. Because she is making her dreams come true every day, so she was freaking out when she came on.

ELSA              Just freaking out. Texting ... I was picking my phone and I was texting Rihanna Robyn Fenty.

LUVVIE            Hey, look at her life. See your life.

ELSA              I cannot be touched.

LUVVIE            Look, already people can't tell Elsa shit. Now you really can't tell her shit.

ELSA              Now, you can't tell me shit. No.

LUVVIE Tell them, tell the people they can't talk to you. They can't even look at you.

ELSA Today my brother was trying to look at me, I was like, "Excuse you sir, what are you trying to do? Do you know who I am? Chill."

LUVVIE Lord have mercy. I am pleased to hear. So you, of course, know I'm a Nigerian? You know, I've been to Kenya one time, Nairobi. I came in 2015. Love ... I'm obsessed with Kenyan tea, KETEPA.

ELSA Ah, the best.

LUVVIE I've tried Kericho Gold too, but KETEPA is my thing. I have my whole [crosstalk 00:04:21]

ELSA KETEPA wins. I love Kericho Gold, so we are fighting on that.

LUVVIE We're fighting? We're beefing on it? I ordered Kericho Gold one time, one time and I was like, "Ah, it doesn't measure up to KETEPA. It doesn't really measure up." It didn't measure up for me. It didn't. Oh my goodness. So then what were you like when you were little? Were you opinionated? Were you shy? What were you like?

ELSA Oh, I was very opinionated. I was very opinionated. I was very hyper. I think I just ... I saw through so many things. Now that I think about it, it's very, very creepy, but I saw through things people my age didn't see. I would see parents dropping off their kids going to work, coming back picking up their kids going home. And that was basically their life.

And I remember saying, "Oh, geez ..." I was like "Jesus, please never let this be me." And the thing is that it was always the women, it was always the women. I always saw men doing whatever they want, whatever they wanted. They would go out, they would have fun, they would have friends. Women, no, they would come to school, pick their kids, go to work. Some of them would be housewives, and that's just where their life revolves around.

And I just ... some of them seemed happy with it, but most didn't and I was like, "Oh, God never want that to be me." And I just found self love at a very young, young age. I would look ... I remember being in the fourth grade, and just looking at myself in the mirror and being like, "Oh, you are stunning. You are stunning."

High school almost drained that from you, almost, but they did not succeed. They did not succeed. I got them before they got me. So, I think for me growing up, it was mostly filled with confidence, and seeing through people and seeing through society and just wanting to read between the lines, and thinking about having a big and very rich future. I was like, "You're going to be rich no matter what."

LUVVIE So, you were literally this ... you just like, "I'm untouchable," from the time you were little?

ELSA From the get go. It started when I was small. This is not new to me, it's not new things to me. This was from the get go, from the very beginning, just like that.

LUVVIE I love that. I love hearing that, because a lot of times people are like, "Oh yeah, when I was little ..." I love hearing that. You're like, "No, no, I've been this."

ELSA I was always like that. It's because when I grew up there was so many of the things I just saw I thought were absolutely insane. I saw patriarchy, I saw chauvinism, I saw colorism, I saw racism. I just used to see it and many people would ignore it, then I'd be like, "No, this is crazy. Are you guys not seeing? This is insane." So, I think it's because of my family, they're always on toes.

LUVVIE So, how did your parents encourage that in you?

ELSA First of all ... You know, most of the women, as I said, it's very chauvinistic. So, most of the women, they would even give up their careers to raise the kids, or most people would tell me, "Oh, I've never seen my dad in the kitchen." I was like, "What?" I was like, "That's crazy." My dad would cook for us all the time. My dad was very busy and he would be at work all the time. But my dad ... I didn't think hanging out with my dad was a favor. I was like, "That's your duty. That's what's up." Like, "You, that's what you need to do." And other people just thought their dad hanging out with them was him doing them a favor. I was like, "That's crazy."

And my dad never puts my mom down or undermine my mom. They raised us in a way where they seemed equal in everyday decision making, in raising us, in doing the house chores, in everything. So that's just how I ended up seeing things and even like my dad, he always showed me racism and colourism. It's just like bullshit. And just being able to grow up in with such strong parents who know what's up and would show you what's up, not only in how they talk, but how they walk. That's very important. And that's what made me, me today.

LUVVIE That's such a gift. That is such a gift. My goodness, that is such a gift. Because yes, I understand how patriarchy in a lot of our societies, like growing up in Nigeria, I saw that play out. But I'm a product of strong women too who would like, "I'm not taking that. Not here for that, not at all." And it really does put you in a position that lets you walk into the world like, "I don't have to deal with any of this."

ELSA True. True. I don't have time for this. You just walk into the world so different, it's amazing.

LUVVIE You have a younger, older brother?

ELSA I have a younger brother, older brother, older sister.

LUVVIE Oh, so there's four of you. So okay. How'd you grew up in the house like job, play all the time? I was a Disney kid. I never rode bikes, nobody taught me how to ride a bike. Because I was watching Disney all the time.

ELSA For us, it was very ... Oh, we fought so much.

LUVVIE Of course, you have to.

ELSA You know how it is with siblings, jeez, everything. Remotes, everything. Everything, food, they steal your food, they steal your clothes, argh. Having siblings is insane. "Who's going to wash the

dishes today? I did it yesterday. Today is your day." It's crazy. We fought so much. But we also grew up very, I think very close and loving. Me and my sister we would fight all the time. But she's the person who I always told my secrets because I knew she never judge. No matter what I do, she would never judge me. I can do them with illegal thing ever, and she will actually come with me to cover it up.

LUVVIE As she should.

ELSA As she would [crosstalk 00:11:05] Ah, she should? She should?

LUVVIE Come on. Yes.

ELSA She's always been there for me. I spent some time ... She hates sharing her bed. But sometimes we just sit up and if I had to talk about something, I would just be in the bed together and watch a movie. And I would sleep there even though she hated people. So she was always there for me. My bigger brother. He's very ... He's a very chilled guy. Rachel very reserved. My smaller brother, he likes to ... Like "What happens, happens?" He likes me because now I'm able to make money. So, he can feed off that. The reason now I'm his favorite sibling.

LUVVIE Look, as it should be. As it shouldn't be. You're like, "Listen, it should be."

ELSA I'm okay.

LUVVIE He's like, "My sister is famous. My sister is famous. Okay?" So one of the things people don't actually believe sometimes that you say is that you are a chess champion. A 15 times chess champion. And people think you're kidding. And that is like, that's got to be aggravating.

ELSA People always think I'm joking. The thing is, I'm a chess champion. I'm also really good at math. And for me it's just ... This I love challenges, I love puzzles. And for me those two they're just aargh. That's okay to me. I love that. And I did so well. And when I say this, people always think I'm joking. They always think I'm joking. No one ever believes me. No one ever believes. I literally brought out the medals and the trophies and everyone was like, "Nah-"

LUVVIE Well, let's kill it. Let's kill it all. I want to know exactly how did you get started in chess? Because chess is a game that I actually have a hard time playing. I cannot. I can't understand. It's just, I'd be over here. I'm also terrible at math, but so yeah. Tell us, how did you get started in chess and became this champion?

ELSA It was this when I moved schools, I didn't have a lot of transcripts in high school. And that's the age everyone is just annoying. So I was 14, I had moved schools. I didn't have a lot of friends. Then I saw people when I was walking around one day during the clubs, because we used to have clubs period. I didn't have a club. I did not want a club.

So I just used to walk around the school and look at the birds. So one day as I was queuing across the swimming pool area, there were people playing chess in the corner. I was like, "Oh, what's this?" So one of the ... Excuse me. One of the girls was like, "This is chess." I was like,

"What?" Then they're like, "It's too complicated. You'll never get it." I was like, "Okay." I was like, "Okay." I was like, "Now that you say that, watch me-"

LUVVIE Watch me-

ELSA "Watch me do it. I was going to mind my own business, but watch me"

LUVVIE Correct.

ELSA So I went to the coach, and I was like, "Hey, teach me how to play this." And he was like, "Okay, cool." And he taught me, in a few months, I was able to beat her. In about a year I was able to beat the whole school.

LUVVIE Ah, revenge is sweet.

ELSA It's wow, just Mwaah!

LUVVIE It's just sweet. Just come back and just like kill of all. Wow. So that was the first championship that you won?

ELSA I think the first championship I won was the nationals. And it was very, I was doing it very quickly. I was playing very quickly so I almost lost. And the thing with chess is if your opponent messes up that's the end. One screw up. So if you screw up, it's over for you unless I screw up. So I was playing so quickly, so I wasn't watching how my pieces are moving. And I almost lost because of that. Then she messed up once. I was like, "Ah," I was like, "This is it." Later I was like, "Checkmate, I win, you lose. I'm going to play the next level, you're not, bam." And that was just, that was amazing. That was in nationals and I felt amazing. I felt so good.

LUVVIE And now you have 15 medals and trophies?

ELSA Now I have 15 medals and trophies.

LUVVIE Do you think chess has taught you how to move through life?

ELSA It definitely has. I feel like every life is just like chess. Once you mess up, it takes ... Especially if you mess up hugely, it takes quite a bit to redeem yourself just like chess. They are the pawns. So the pawns are the small ones. If you mess up with a pawn, it's not that big of a deal, consists one pawn. But if you lose your queen, that's like an 80% chance you're going to lose. A clean, like that one it's horrible, it's horrifying. So is just like chess you have to be very precise where you move. You have to be very strategic with everything you do. And also just to be like ...

With chess, it depends on the pieces protecting other pieces. That's the only way they survive. So even as people, it depends on who's protecting you? Who's behind you? Who's your rock? Who's your steel? Who you can rely on and you just need to know that you can't always rely on your ... You can be strong enough, but even the queen can't survive alone. There is always need to have someone, even if it's just a small pawn. Because sometimes the pawn protects the

queen. Even if it's a pawn, which is protecting you, you just need that small anchor and just move, good move quietly and at the end of the day, so checkmate.

LUVVIE So you're the queen on the board right now?

ELSA Yeah, I'm the queen on board.

LUVVIE Yo. Like this last year has been wild for you. I don't remember the first video of yours that I saw. But what was the video that went viral for you that put you on everybody's radar?

ELSA I think the video that put me into the American market, the first one is Fenty. The Fenty, the company I did with Fenty. That one-

LUVVIE Yes.

ELSA Yeah, that one definitely put me in the American market. And before America wasn't in my top countries, now it's my very top country. We have 32% of my audience and it grows every single day. It's absolutely insane. My top cities, New York... America it's gone to the roof. But I feel like the one that went viral, with everyone is, it's a pandemic.

LUVVIE It's a pandemic.

ELSA I would have come to see you, but it's a pandemic.

LUVVIE And what made you start doing that? Because before last year, when did you actually start doing content creating?

ELSA In 2016, when I had moved schools, and I had moved schools. Came into a new school when I started playing chess. So during the holidays, I didn't have a chess board at home so what did I do? I made videos and the first video I made I was like, "Girl, you are absolutely hilarious. You are the funniest thing right now. Yo, what's up?" So I was like, "Okay, cool." I was like, "Let me post this up." I had 400 followers. Even if they unfollowed me, it's like, "Cool, whatever, I'm not losing much. The difference between zero and 400 doesn't really affect me." I loved to sing. I'll put it out there.

ELSA So I put it out there for some time, and it just, to my followers grew but very, very slowly. And then last year in April I made a video and everyone went crazy over it. That was just like, "Ever since Corona started, we've all been locked down and I miss no one." And those words just drove everyone insane and everyone was just laughing. So that's when the true trajectory began.

LUVVIE You remember the first major celebrity that reposted you?

ELSA Yes, Lupita. Lupita Nyong'o.

LUVVIE Ah, your Kenyan sister.

ELSA When I had ... My Kenyan sister. When I had about 100,000 followers, she was like, "If you don't follow Elsa Majimbo, are you crazy? Go follow her right now." And she was very encouraging. And till now me and her we have a very good relationship and she's someone who I feel like I can most definitely rely on. If anyone in Hollywood tries to play with me, I'm just going to be like, "Hey, Lupita, let me tell you what's up." And actually she is someone who will go guns blazing. And she'll be like, "I heard you're trying to do something Elsa, are you crazy? I'm here for her." So I feel like she's someone who's very... She's always been there for me, and I feel like she's someone who's still there for me and she's definitely my sister 100%.

LUVVIE Oh my God, that's so dope. How has your life shifted in this last year?

ELSA Ah, Jesus, working with brands I never imagined. Speaking to people I never imagined. I never ever, ever, like the brands I'm speaking to right now, what? What? Even the things I think about, it's just insane. Like, right now I'm working with high, high fashion. I'm working with ... I'm getting into high fashion. And the brand I'm getting into high fashion with the person who introduced them to me is Dua Lipa. And even saying that-

LUVVIE Wow.

ELSA ... sounds insane.

LUVVIE Wow.

ELSA Yeah. And the thing is Dua Lipa is also very nice. I love Zendaya. The thing is, yesterday she texted me and she was like, "Hey, I haven't spoken to you in a while. I just want to check up on you. How are you?" And when I saw that, I was like, "No, this is Zendaya texting me." It's a roller coaster, but I still can't believe. It will definitely take me some time.

LUVVIE That's crazy.

ELSA Close to thinking ... Yeah. And when that message came in I had just replied to Rihanna. And I was like, [crosstalk 00:22:26]. After that Naomi just, you know, she had commented on my post. Naomi is very supportive. She comments on all my posts. And I was like, I'm receiving all this amazing support from all these amazing people. It's just insane. The brands, the people-

LUVVIE How are you even processing it? That is overwhelming in the best way. How are you processing this?

ELSA Let me tell you I just ... At first I wanted to act very cool and be like, "Okay, yes. Dope. Okay, yeah, yeah, yeah. Yo. That what's up. Okay, yeah." Oh, Chrissy Teigen. "Okay, hey, let's ..." And I'll just try to act very cool. And then I was like, "No." So I was like, "I'm going to freak out. I'm going to freak out in front of them." So even the first time I was texting Zendaya I was like, "Do you know who you are? Do you know who you are?" I was like, go.

So, I think I processed it to immersing it out. And the thing is, because most of the elite celebrities though, also have a lot on their plate. So even things I'm very excited about and I can't so in and about. I tell them everything. If tomorrow I'm having ... I'm doing a collaboration



with Bill, and I need to meet Virgil in Paris, If it's meant to be a secret, I tell them everything. And that's how I let things out. Because they have so many things on their plate. It's like, "Okay, let's go for Elsa." They don't really give it a second thought. So, that's how I just process this.

LUVVIE Do you have a journal ... I'm just like, "Yo." So whirlwind. I was just listening to it, I'm like, "Oh, my God." Uh, I'm overwhelmed for you. I'm over here like, "Man, I don't even."

ELSA Grace, girl.

LUVVIE I'm like, "Cheei, mad." Me too I'm over here tell me more.

ELSA I used to have a journal, but I lost it. I don't even know where it went. But sometimes I just stare up and I think and I'm like, "Oh, this is me. This is my life." And I just go blank for like 30 minutes.

LUVVIE As it should.

ELSA I was like, "Jeez, As I should." It's shocking. It's shocking.

LUVVIE This is wild. So how would you even deciding now, what you're saying yes to? What you're saying no to? Is people are throwing things at you.

ELSA Everyone is just coming, what I love most about my position and what I'm so grateful for, is that I have a chance of getting to work with the best of the best. Let's say I need to work with a television network, I wouldn't work with a television network that's coming up. I'll work with like, Viacom that says MTV, and with Comedy Central. Those are the people that are approaching me, and I'm so grateful for that. Because I don't have to go and do my research. Because the things that are there that are coming towards me are already being vouched for but, yes I've seen them doing during my whole life. So I'm really grateful. So I get to pick at the very top of the bun. It's crazy.

LUVVIE That's amazing. You are in a position. That's why I was like, "Yo. What is Elsa ... How is she even functioning right now?" Because I'm like, "Uh, Lord, that is a stratosphere wise."

ELSA It's aargh.

LUVVIE How is your family like processing this themselves, as they're seeing you doing all these things?

ELSA Oh, my family, they make fun of me. They make fun of me about just... Because if, when I was texting Rihanna, Jesus. I will say this so many times. I will repeat this till 10 times. When I was texting Rihanna, my dad was like, "Oh, what are you doing?" I was like, "Oh, I'm just texting Ri." And then my dad would be like, "Riri?" And then they all laugh, and they die. And they're like, "Look at your daughter."

If I'm just wearing something designer, and I'm like, "Oh, my ..." Sometimes I'm a diva. I'll just be like, "Ah, here is my Dior." And my mum, they'll be like, "What?" And they just all laugh. So they find it very funny. They're like, "Oh, this girl." They just ... To me, I'm just the same. Just a baby,

the same baby that I've always been. So for me changing to them, it's like ... The way when a kid does everything it's just funny? So for me everything I do to them is just funny and cute.

LUVVIE Because you'll always got to have your family to keep you humble?

ELSA Do you know I wash dishes?

LUVVIE Yes.

ELSA I wash dishes. It's not a once a week, no. I wash dishes four times a week. Family is just ... Family will keep you humble. They will keep you humble and they will do it by force.

LUVVIE That's their job as the rest of the world is like, "Elsa, Elsa." They're like, "Which kind of Elsa, go wash dishes?"

ELSA My dad will just be like, "There are dishes in the sinks, go do your job."

LUVVIE Yes, that that is important. And then what about your friends?

ELSA Most of my friends are very ... That's what I like most about my friends, is that they know that everyone else is making such a big deal. Big deal as of saying, so they kind of keep things normal for me. Let us do the same things we're doing just like in more private areas. And they just behave the same, and I completely, completely, completely love that.

Of course there are like a few who tried to overcompensate, they call me every day, they text me every day and I was like, "You deal with it. It wasn't like this before, leave me alone." So my friends have been very supportive in a way in which they don't act different, they don't change the behaviors. They're not like "Oh, you're getting money. Take me for lunch." They don't do that, they just [crosstalk 00:29:23] good thing.

LUVVIE Good. So with all this stuff that's dropping in your lap, what for you is like a big thing on your wish list. What is this thing? What is something that you would want to see happen? Even if it's ... I want it to be audacious of course. I know it's going to be audacious already.

ELSA I completely, completely, completely, completely love Kevin Hart and Kenya Barris. So if I could act with Kevin Hart, and then it's produced and / or directed by Kenya Barris, that would be like, I've done everything I need to do in this lifetime. That is a wrap. I feel like for me that's it.

LUVVIE So get more specific. Is this a TV show? Is this a film?

ELSA A film, a movie. Just a very funny movie. Kevin Hart is so funny. He's so funny. He's the funny short man. He's so funny, from Real Husbands of Hollywood. Do you still watch Real Husbands of Hollywood?

LUVVIE I watched the first episode.

ELSA That's hilarious. Kevin Hart was a mess, he's a mess in everything. Either is the, like right allow you the small guy who needs to impress Ice Cube. Or like in Jumanji, he's the small guy that Iran pushes out. He's just a very funny, small guy. And he acts his role very well. He just plays his roles very well. And he can go from having a deep voice to screaming like a little girl. [crosstalk 00:31:12].

LUVVIE So the wish list is a film with Kevin Hart that you act in that is produced or written by Kenya Barris. Okay, we don't put this wish list out of the universe because usually when we speak it out loud like that. It has a tendency to come true. So when it comes true, I'll just replay this clip and say remember when.

ELSA You remember when we prophesied?

LUVVIE Yeah, prophesied. Yes. Okay, who is your dream brand to work with?

ELSA Oh, that's a bit more complicated. I feel like all the guys I would have dreamt of working with ... Oh, the one brand I have no connection to is Versace. Okay, though, I have a few more I have but the one I would have dreamt of working with and I have no connection to is Versace. I just think everything that Versace has done from Gianni to Donatella, they produce the most iconic things on the scene. And I look at their shows from the 90s and things they just shot earlier on. Everything they've done is so iconic. I look at everything Versace is beautiful. Versace, Versace, Versace, Versace, Versace.

LUVVIE Got it, so we got Versace. Okay, okay. Again, when that collaboration happens, we'll be understood. What is your dream project? That's not a film.

ELSA I think just very ... My dream project, it's a very deep, deep and dark film that shows the realities of life. And I feel like I used to... So many young girls do this. Having eating disorders and just going off the rails for that. And I feel like most films that are out there, have put it in a good way. Like they have good intentions, but so many don't actually capture what's happening, and how it is. Most of them make it look like people just go out there and they starve themselves.

Because that's how they were taught, they starve themselves, because they want to be a model. But that's not how it is. People starve themselves because that's how they see other people. People starve themselves because that's how they're told they're going to be prettier and I feel like just working on something like that, that would mean the world to me. I really want to do that very deep, very dark, very intimate, very, very realistic.

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Y'all. It's FEAR-FIGHTER FEBRUARY!

Our mission is to empower 1 million people to fight their fear, in order to achieve their wildest dreams. So during the month of February, we're inviting you to join me and the rest of [LuvvNation](#) for the Fear-Fighter Challenge.

Each day in the month of February, when you sign up for daily emails at [FEARFIGHTERCHALLENGE.com](https://fearfighterchallenge.com), you will get a call to action that will help you fight fear that day. Simple things that get you closer to tackling fear - that everlasting hater.

And you don't have to fight fear alone! Join us each day in #LuvvNation (my online community and app that is a safe space in a dumpster fire world), where you can link up with other Fear-Fighters to gas each other up.

Sign up now at [FEARFIGHTERCHALLENGE.com](https://fearfighterchallenge.com)! Join us!

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LUVVIE            What do you think people would be surprised to learn about you?

ELSA              That's I'm shy. I'm really shy.

LUVVIE            Really?

ELSA              I am. I am. I'm so shy. I'm so shy. Given the right crowd, I will not utter a word. I will sit there and just be very quiet. I wouldn't even go on my phone. I'll just be quiet, nod at everything and smile.

LUVVIE            What?

ELSA              Yeah, given people who can intimidate me, just yeah. So, absolutely, completely I'm just shy. And sometimes even like in meetings, because my manager told me, he's like, "Just think about it as acting. Just think about like you're acting." So sometimes when I'm in meetings, I think about it as acting, and I just kind of act it out. So, unless I feel comfortable, I will just be very quiet, very shy, very reserved.

LUVVIE            Oh, wow. That's a big surprise. Like that actually shocks me. That shocks me for real. Wow.

ELSA              Yeah.

LUVVIE            Wow. And I know you're probably doing 1000 meetings nowadays. You guys Zoom to tea yet?

ELSA              Not really because they're making me money.

LUVVIE            It's true. Amen.

ELSA              So, no.

LUVVIE            It's true.

ELSA              So, not yet.

LUVVIE            You're like ... Well, here's the thing, though, the Zoom meetings will always make you money. It still you who will get tired, and how you're not tired yet?

ELSA They make me ... Every time I get tired, I think about the money and I'm up again.

LUVVIE You're like, "The money energizes me. It energizes me."

ELSA The money, it energizes me.

LUVVIE You know what? The worst part is like the pandemic. If it wasn't the pandemic, you'd be at all these events right now. Like, there's one event every year that you would have been at this year, that would have been epic, and I'm so mad. This is the one event that I missed the most because of quarantine, which is the essence leading women to ... No, the Essence Black Women in Hollywood event. When I tell you, that's the one event I'm mad about. That's the one event that I'm like, "Ah, it really took me." That event-

ELSA I will attend it next year-

LUVVIE In Jesus name. In Jesus name.

ELSA ... in Jesus name-

LUVVIE Because all the people you named, be at that event. Zendaya be there, Lupita be there, Angela Bassett be there, Oprah, Lena Waithe, it's like every year-

ELSA Viola Davis.

LUVVIE Yes. Every year. I pains me. And it happens every ... it happens like the Thursday before Oscar weekend. And I just want to get out of quarantine, because that event is so soul filling because all these powerful black women in one place being celebrated. Ah, it just feels so good. It feels so good. And you'll be there next year, quarantine I beg, please, stop. Lord.

ELSA Oh, pandemic you will end in Jesus name.

LUVVIE In Jesus name. Who is somebody who you would love to meet at the first event that you go to once quarantine is over?

ELSA I feel like I would love to meet Bozoma Saint John.

LUVVIE My bestie.

ELSA She is a powerhouse. I have never seen a woman so ... Oh, I have watched her for such a long time, and she does everything. And she doesn't just do it, she does it damn well. She is the boss, and she just she commands everyone's attention. She is someone who is just ... and she's such a kind person, such a strong personality.

She's everything, she's someone ... Do you know the first time I texted her I was freaking out. And I sent her about like, five [we-st 00:38:56] note, and it was me screaming telling her, "I've wanted to text you for such a long time, but I've been so scared. I hope this doesn't scare you."

And she was so nice about it. She was like, "You can calm down, it's fine." So, she's someone I just, I'd love to meet.

LUVVIE She's amazing. Boz is big sister of life, and how people see as this powerhouse, she's also a fighter for people who she loves. The best thing about her is Boz leads as well as she loves. And I think that's really why she continues to soar, like what you see is actually real, and then even deeper. She's magic. That's the homie, and I think ... It's so funny when I was like, "Oh, I'm interviewing Elsa," she was like, "Oh, I'm texting her right now." We were on WhatsApp, and she's like, "Oh, I'm about to text her right now." I was like, "Yeah, it's going to be a good conversation." But she's amazing.

So yeah, that's going to be a good pair. I'm really glad that you have her, and you have access to her, because you, the fact that you're only 19. Elsa, I don't think you understand. The fact that you're only 19 is actually wild. Because you are already getting doors open for you, you're already opening doors that most people will never even know exist. What's happening for you right now is magical and deserved. And I hope that you get all the insight about all the mistakes we made, so you don't have to make them.

ELSA And the good thing is that I have you guys to tell me what's up. So, that's the most beautiful part about all this. I have you guys, I don't even need to watch you guys. And I know you'll be very straight with me, and you'll be like, "No, Elsa, that's messed up. Why would you do that?" So, don't do that, you know not to do that. And I feel like that's the best part about this. I have you guys by my side, it's not something I have to watch, I have it firsthand. And that's a beautiful blessing.

LUVVIE Like, you winning, listen, I'm so excited for you. I'm so excited for what is waiting for you that's going to blow your mind even more. I'm just watching and being like, "This is a magical stuff that could not have happened for any of us." In the way it's doing for you, and the fact that you are still being authentically yourself, I just hope you never lose it as you're in between the meetings, in between the Zooms, as they're carrying you away to Paris to do all these campaigns. Just always stay you in a way that nobody can move it. Because, you know what I mean? It gets tough after a while because people love the underdog story, and as you get bigger and bigger, people are going to start throwing things at you that don't belong to you.

ELSA So true. True. So true.

LUVVIE So, I'm like you ready for it, though. You're ready for it. You're super ready.

ELSA I'm ready. It's going to be such an amazing journey. But I'm on, and I can't wait to see where it takes me.

LUVVIE How are you taking care of yourself in this time? What are you doing to stay grounded? How are you staying good in the middle of the busy?

ELSA I feel like the thing that keeps me sane most of the time is my relationship with God. And it's just, it's very ... I think, I feel like it's very close, and it's such a safe space for me. And it's just an

anchor that holds me in everything. And it just, it always grounds me. And it's such a beautiful relationship. I feel like it's a very nice space in which I'm not charged.

LUVVIE Yeah.

ELSA And I can always go as myself and I'm always led into the path that is correct. So, that's the thing in my life I cherish the most, and I would not trade for anything. And it's just it's a part of my life I can always turn to no matter what.

LUVVIE That's amazing. That's clutch. That's clutch. Because Listen, God sprinkled some fairy dust on you like ... God was like, "Let me just give her extra piece of favor. Let me throw extra mercy and grace in there too." Because girl, magic.

ELSA He gave me all of it. He did not spare anything, he just threw it all on. It's incredible. I am so grateful to Him, and I just ...I always have this conversation with Him. It's not even like prayer, it's like actual conversations, and I speak to Him. And I just tell him how thankful I am, because everything that's happened to me, it's miraculous. And it cannot be explained any other way. So, I'm just ... it's insane, and I'm grateful that I have Him on my side.

LUVVIE It's amazing to watch. Listen, I would be thinking God constantly like, "Look, you are clearly doing extra work in our lives. Just extra work." And so, I just renamed this podcast. This podcast used to be called Rants & Randomness. I renamed professional troublemaker because in exactly four weeks from when I'm doing this recording, my second book comes out.

LUVVIE And I wrote the book because ... Yes. And it's also called Professional Troublemaker. The first book that I wrote allowed me retire my mother, and that was like a lifelong dream to tell her to never have to work again. The second book is Professional Troublemaker because I realized I like to be in conversation with people who I think are professional troublemakers. Like the people who I have interviewed for my podcast, I've interviewed Boz, Jennifer Lewis, all types of people who I think live life in a way that makes good trouble, like John Lewis said. So, what do you ... what does Professional Troublemaker mean to you?

ELSA I feel like the position I'm in, and the way I'm headed, I'll just, I'll change the perspective on how the world takes and sees young African girls. And they're going to come for everything, and they're going to take, they're going to give people a run for the money. And all this, everything has been seen before it will be in the past. And it will just, it will change one step at a time, but it will change. So, I think that's the trouble I'm going to cause, and it's going to be a whirlwind.

LUVVIE Yes. And you're already causing it, like, you just came through. Now you have people looking ... You know how people talk about Africa as if it's one big continent, and you're ... people are like, Oh, Kenya. She's from Kenya. Let me look up Kenya." You didn't look up Kenya before? You didn't look up Kenya before. Okay. Now, okay. You're already making that good trouble. You're absolutely making that good trouble. And that's why I wanted to talk to you, I was like, "That's a troublemaker right there." For the best thing you show up as your full self, African girl who's confident, who was like, "Yes. Why am I not stunning? Of course I am."

ELSA Yeah. I'm stunning.

LUVVIE Let them know. So, one more question. When you are not in the room, what do you want people to say about you?

ELSA Okay. No one ever asked me that before.

LUVVIE Yes.

ELSA I want people to say that is the most confidence and bravery I have ever seen in one person. I just, I want to enter a room and command it, and when I speak people listen. And when I put things down, people think about it for the next three weeks to come. I want to be that person who I'm just a force to be reckoned with.

You know, when you think about Elsa, you think about the most amazing ideas, and projects and just how she speaks with the confidence in her, and she is such a brave person, and goes for everything, and knows what she deserves, and never takes less, and you cannot mess with her.

LUVVIE Why not? Let's go. Yes. Elsa, thank you so much for joining me on Professional Troublemaker.

ELSA Thank you for having me.

LUVVIE I'm just proud to be in your company, proud to watch you rise, and excited to see everything else you have going, and what you create for us. I beg, continue to make big trouble, good trouble.

ELSA I will. The biggest and the worst.

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The lesson I'm taking from talking to Elsa is this – if you have a big dream, it's on you to make it happen. You start creating what you want to do with what you have. Even if no one is watching. Elsa had that confidence and bravery when she didn't have all those followers on social. Now she has more than 2 million followers on Instagram with more to come, but she's still out here creating and making moves and walking through doors as they open.

How will you show up confidently in the space you're in right now? What do you need to do to be audacious and transform the world? It could be a big thing or a small thing. But do something.

I hope you'll follow Elsa on social media so she can keep inspiring you as that reminder of what's possible. She's [@majimb.o](https://www.instagram.com/majimb.o) on Instagram and [@elsa.majimbo](https://www.tiktok.com/@elsa.majimbo) on TikTok. She's absolutely hilarious. Just go down the rabbit hole.

Much love to Chicago Recording Company, who I've been partnering with from the start of this podcast and they've been such a huge help putting my recordings from home together and making the sound on point.



Thank you for tuning in to another episode of the Professional Troublemaker podcast. If you loved what you heard, make sure you're subscribed to Professional Troublemaker in your podcast platform of choice. And share it with people. Let them know it is dope.

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Until next time, have the courage to speak your truth and show up as yourself. Create good trouble.