



*Credit: Courtesy of De'Shaun Chancy*

## Exclusive: Meet De'Shaun Chancy, CEO of Dare To Have Hair And Daring Business Besties



by [Kami Simmons](#)

November 18, 2021

It's no question that the average Black consumer spends up to five times their counterparts on beauty, according to [Nielsen](#). De'Shaun Chancy, founder and CEO of Black-owned hair company Dare To Have Hair, strives to make a positive and lasting impact within the space of hair and beauty. At first glance, Chancy's social media feeds give nothing but boss woman energy, also reflected throughout her multi-million dollar business.

She initially started her hair company to bring additional income into her home. Just before getting started, she was fired from her corporate job. In the midst of it all, her unemployment ran out. However, she still needed to bring in money to pay the bills.

"Daring Business Besties is a different story. I started that organization because I knew the trials and tribulations of owning a

business and all the things that I've been through. I wanted to help future entrepreneurs overcome those hurdles because it hurts me to see so many people give up,"

However, Chancy's journey to finding Dare To Have Hair was not a straightforward path by any means. Nearly ten years ago, at the age of 26, while living in urban Delaware, she was fired from her role as a collection agent at a major banking company. All while raising her four children. She later borrowed \$300 and flipped it to almost half a million by 2012.

"When I started, I only had a \$300 investment my husband and mom gave me. I used my four kids as my inspiration and a dream...to never work for anyone else but myself. I just want to show women around the world that it's possible. Hard work coupled with a strategic marketing and sales plan, I can testify, will help you to build a legacy for yourself and your children."

Since then, Chancy has been running her 10-year-old Dare To Have Hair company. She is offering hair care products as well as virgin hair extensions and wigs. As she comes upon her company's 10th anniversary, she's celebrating through her hair product business and branding building network for women: Daring Business Besties Pop-Up Shop and Summit for women in business. To give other women hair company founders direct access to marketing and sales professionals, business funding investment firms, and high earning women entrepreneurs who will share their stories at the event.

Chancy's game-changing event continues to help other women beauty founders who may have been where she was when she first started her hair business. Chancy's overall mission remains the same. To empower and educate other small business women owners by creating spaces for them to learn and be empowered.



Check out *21Ninety's* exclusive interview with the multi-millionaire De'Shaun Chancy below. This business owner shares how it is to be a boss who helps others maximize their influence and improve sales through her pop-up small business event, Daring Business Besties.

**21Ninety: Tell us who De'Shaun Chancy is all around, both personally and professionally?**

**De'Shaun Chancy:** De'Shaun is a complex woman; she is passionate, dedicated, loyal, and emotional. She can endure long-suffering. She's very patient. She's extremely humble but at the same time so fierce and focused.

**21Ninety: Why did you decide to pursue this industry?**

**DC:** I've always been in love with all things beauty. So I figured why not start working at what I'm naturally passionate about.

**21Ninety: What do you say budding hair business owners?**

**DC:** I would say do a lot of research. Learn about the field you're trying to get into and also be resilient.

**21Ninety: What inspired you to start your hair brand?**

**DC:** The fact that I was fired and didn't have a job. I kept praying to God to help me tap into a stream of income. All I could think about was what I liked to do and what I was passionate about. The beauty industry and the world of hair were at the top of the list.

**21Ninety: What did the formative years look like behind your hair brand? How did you get your start in this business?**

**DC:** Definitely a lot of struggling. One of those areas was trying to process how I separate my personal feelings from business facts. Also, because I never went to school for business I had to learn everything on my own, which became very exhausting and exciting at the same time.

**21Ninety: How did hair play a part in your life as a child? What was your earliest memory of noticing your hair was different?**

**DC:** I took my hair sessions as a child extremely seriously. I needed all of my parts to be straight and my ponytails to be even. I know it was a moment in my life I used to stress my mom out about, especially when she tried to use the hot comb.

**21Ninety: When did you start creating a blueprint for your business, and what did that look like?**

**DC:** Honestly, I have never created a blueprint for my business. I learned as I went, and I trust in my process if we're being honest. That entailed a lot of success and many failures, but I've never looked at them as failures; I looked at them as learning lessons of what not to do or not continue to do.

**21Ninety: Where did you initially market your business, and how has that process transformed over the years?**

**DC:** I started my business with referral marketing. Also known as letting people know about a service or product by word of mouth. I was selling bundles out of the trunk of my car. I then brought my business over to social media because Instagram was still new at the time. After Instagram crashed, I realized I needed to expand how I marketed my business for the first time. I started doing email

marketing through Google Ads and other methods. I've always promoted the product which is virgin hair.

**21Ninety: Do you feel there is a representation of Black women's hair owners? Why or why not?**

**DC:** I feel like there is. However, I don't feel like we stick together or know how to be competitors without competing. There's so much division within the Black community and entrepreneurship in the beauty industry. One of the things I loved about corporate America was how different banks would put together policies and procedures to make things better. Across the board, in the beauty industry, we don't do that. If anything, we tear each other down or block each other out.

**21Ninety: Why do you think every woman should embrace their hair?**

**DC:** I think it's so important to embrace your hair because it's your crown. I also feel like it's so important to know that you can change your hair without changing who you are, just like we can change our crowns. My hair represents my mood and vibe.

**21Ninety: What do you attribute to the success of scaling and leveling up your business?**

**DC:** Consistency, the ability to believe in yourself when no one else does, and perseverance to keep going when you don't feel like it.

**21Ninety: Giving access to women in business is very important to you. Where did you start when looking for business funding investment firms, and how has that shaped what resources you have available to hair founders coming up in the game?**

**DC:** The very first one would be the ability to save your own money. It's easy to make a lot of money, but most people cannot manage and save it. That will be the first step. After that, it will be looking at companies that offer you funding and knowledge on how to scale your business up. Many people want to give you money because they want to make money off of you, but if they're not giving you wisdom with the money to me, it's no point.

**21Ninety: What are your top three biggest lessons as a founder?**

**DC:** Never be desperate because desperation will accept anything. Consistency is key. Finally, you have to be able to encourage yourself when no one else is around.

**21Ninety: Have there been any significant obstacles, failures, or mistakes along the way? If so, how did you overcome them and bounce back?**

**DC:** Very much so! I overcame each obstacle in my life by not beating myself up but listening to what the lessons were trying to teach me. And I bounce back by forgiving myself and gracefully moving forward.

**21Ninety:** What are your thoughts on keeping your day job while building also building your own business?

**DC:** I'd say it's all about the individual. Some people need it as some people function better like that, but I have to be all in so that I can give it my all.

**21Ninety:** As a CEO and founder, how are you able to balance running a multi-million dollar company while successfully raising your four children as a full-time mother?

**DC:** It is a lot. I have four children. I try my best to balance the two, but my children are also being raised into a legacy, so I have to educate them on what I'm doing, why I'm doing it, and how they will be the next generation to pick up the baton.

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