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Button Maker. Billing Expert. YouTuber. Tameka Duncan Redefines What It Means to Do It All

On Live with Laura, Tameka Duncan shared how she transformed her creative hobby into a thriving business, launched a global medical billing consultancy, and built a YouTube platform—while challenging the myth of balance and embracing purposeful living.

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Tameka Duncan. By. WOMEN IN BUSINESS VI & CARIBBEAN INC.

While many people are encouraged to turn their passions into profitable ventures, few realize the challenges that come with monetizing a hobby. Tameka Duncan, a local entrepreneur known for doing just that, recently appeared on the Live with Laura show—broadcast exclusively by the Consortium—to share her journey and insights on navigating entrepreneurship.

“I always had different businesses, but the one that actually went from a hobby to a business was Personalize It Your Way,” said Duncan, who is affectionately known as “the button lady.” Turning her creative trade into a structured business came with its own hurdles, but her entrepreneurial mindset, which she’s had since youth, helped her forge ahead.

Even while building Personalize It Your Way, Duncan was already running another enterprise: medical billing. She started in the field in 2006, initially doing billing full-time for her employer and offering services to other healthcare providers on the side. “I didn’t really think of it as a business,” she admitted. “I was just doing it along with my full-time job and I just continued to do it.”

Eventually, encouragement from family and friends prompted her to formalize her side hustle into a fully operational business called It’s All Medical Billing.

Driven by her passion for the field, Duncan later expanded her efforts by launching a YouTube channel to help demystify the medical billing industry. Her content now serves as a resource for aspiring professionals worldwide. In addition to managing her own firm, Duncan now offers consulting services to people around the globe who are considering careers in medical billing.

When asked by host Laura Forbes how she juggles her multiple responsibilities—running businesses, maintaining a social media presence, and caring for her beloved dog, Cody—Duncan took issue with the concept of balance.

“I don’t really like the word balance because to me, balance means that it’s leveled,” she explained. “I think there are different seasons in your life... maybe one time my business may be a little bit down, and you know, my family is more important.”

Instead of seeking perfect balance, Duncan believes in prioritizing what matters most in the moment while doing her best to keep all aspects of life in motion. “There’s no way to balance everything,” she said plainly. What’s essential, she emphasized, is making sure that life outside of business is given attention and care.

“You need to make time for stuff in your life even if you have to write it down,” Duncan said. “Family and friends are extremely important.”