

Hailey Thomas 0:00

There's no right way for growing an online business. And honestly, me and my guests are more than fine with that.

I'm Haley Thomas. And this is the podcast that lets you be a fly on the wall for candid conversations in many lessons through a variety of online entrepreneurs who are growing their businesses based on their own visions. We are on a mission to normalize and laugh about the behind the scenes truth of achieving a new level of success in your business. This is one year from now.

Alright, welcome back to the podcast. We are still here with Serena Hicks, just coach extraordinaire, amazing woman, we were just talking about international women's day, the day that we're recording this right now. And she is just an example of exemplary humany. I don't know that's not really a thing, but I made it up. So.

Serena Hicks 1:08

I like that. I think it's a very inclusive thing. Thank you.

Hailey Thomas 1:11

Yes. You're so welcome. So we're just going to pick up our conversation from last episode. So last episode, we talked about anti racism school, we talked about kind of you asking yourself the question like, Am I allowed to do this? And the answer, just be yes. And we're going to kind of pick up the story from quarter four of 2020. So you know, had launched antiracism school and you're leading into business, and that's the best way for you to serve people. Yeah, I know the story because

Serena Hicks 1:43

you do

Hailey Thomas 1:44

like the the selling spree, that happened.

Serena Hicks 1:47

Selling spree? Yes.

Hailey Thomas 1:48

But tell me like, Where was your brain out about your business in October.

Serena Hicks 1:53

That's a really good one. So in October, it was wobbly. My brain, my certainty and my business and my worthiness. And my leadership as a business coach was wobbly on a good day. So on one hand, I had a couple clients who I was just over the moon with Hailey is one of them, let's just be real. And like they're getting the results. And I

felt, I'll just speak to my experience that like, coaching relationship is really easy. Like, it just felt delightful. And like, this is what I want more of. And I had a couple, not just one of clients where it felt really cumbersome. It felt like a push, it almost felt like we battled in our coaching sessions, which like, you know, can bring up a lot of questions, because it's like, why are you paying me? And then I would ask myself, like, well, maybe I should just set them free, like people are allowed to change their minds and all of these different so it was wobbly is the answer. In October, off the top of my head, I don't remember exactly how much I'd made. But I can assure you it was less than 100k in 2020, which was fine. It was for all the reasons everybody remembers, racial reimagining, pandemic, blah, blah, blah. So like, everything was okay, but it was all still like, I'm not allowed to do this. Like, I don't know, maybe it's not me. And what really shifted in October was I started I'd signed up and paid in August. But I started the six months to fully booked mastermind with Simone Sol, Simone souls, one of my favorite people on the planet. She's an extraordinary coach. And two things I want your listeners to hear like, so she sort of specializes if you will, in teaching marketing, which is funny, because my background is also in marketing. And I feel like I'm really good there. So I want to like brag to everyone and show everyone my selling spree will make more sense in 30 seconds, I'll explain it. But like, I fundamentally think I'm excellent at marketing, marketing. And yet I hired her because I knew like there's always more to learn. There's always you know, it's not like, Well, I know this, I don't need that. It's like, No, I know this. And she knows even more than me, because she's already crossed the seven figure mark. So like, let me figure out what I think I know that she's about to reveal to me on a whole new level. And one of my favorite conversations with her in her group in that mastermind, was we were all talking like what marketing is. And I realized, I think for the first time and I am deeply grateful and bow to her because she's, she's like, quoted vionic before she said it, and she's like, Serena, and I'm like, thank you. And of course, we're all saying all the same things all the time. And it's reminder, like nothing is new in this world. We're all articulating it and adding our energy and our way of saying it so that our communities can hear it. So I guess the thing that in her presence, and in that group really surfaced for me was I was like, Oh my god, marketing is actually just showing people what is possible for them. It's not I mean, some people I think think advertising is like well, it's to sell something I'm like no, it's to show people what is possible for them. So when that shifted, it like really set me free on a new level to understand like coaching changed my whole life if anyone's just popping in or if somehow I forgot to mention this the first time when I first really fell into coaching, found coaching hired my first coach who I couldn't afford by any measure at all. You know, I was grieving my dead brother. I was over drinking. I was overeating and I've gotten kicked out of a discriminatory crappy job situation like coaching changed my life. If I think so many people and even so many coaches had, they come across

me on that console call would have told me like good luck, I'm a pray for you do go live with your parents, and you know, call me in six months when you have any amount of money. Instead, this coach was like, Yes, I paid for six weeks and figure it out. And I remember, she didn't say it like that at all. But like, I expanded it, like it was, it was the beginning of everything for me. And so then it was like, Oh, shit, if I tell people how I can help them as a coach, how I could help them and I want to emphasize can and could, it doesn't mean, you know, if you hire me, there's 100% guarantee, like, exactly nothing in this world works that way. And Hayley and I talk all the time, it's almost like being a surgeon, you know, the best heart surgeon in the world cannot guarantee that all of their patients, her patients, if you will, or their patients will make it through the heart surgery and live another 50 healthy years, the heart surgeon can apply all of the best skills and the best facility with the best team. And like, My opinion is that the best heart surgeons are like, Yeah, but I work in concert with God. You know, like, I may be the best there ever is. But there's, there's so much more in play. And so it's like, I gave myself permission to see myself as a brain surgeon, if you will I use no scalpels, my friends, but like that, like, I can actually honor my skills and take up space and recognize I actually am excellent at business coaching and seeing what the real thing is like, not like the presenting problem is never the problem, my friends. Yeah. And so like, these are things that we don't have in common. where someone's like, here's the issue, it's like, that's not the issue, let's find the real issue. Yeah, that's really solved, because that's a whole different result. And that's, that's sort of what unlocked it for me was to recognize, like, hey, every time I'm marketing, it's not quote, to get a client, it's actually to show people what is possible for them. So as a woman, as a woman of color, as someone who was literally 40, literally people, when I woke up and was like, I am super broke and super, like super not where I think I should be right now. And not from place of hate, but from a place of love. Like I'm over drinking, I'm overweight, I'm perpetually single on perpetually broke like, this doesn't actually feel like what I was born to be doing. doesn't line up with my dreams. And maybe I need to stop pretending that like my shining prince will show up with multi-millions or you know, I'm going to win the lottery, or I'm going to run into a casting agent like it was this like, I am no longer going to let fantasies be my how it's all gonna work out story, I am going to claim myself, claim responsibility for my life from a place of love, and then change everything. So here we are in October, and I'm Julian Simone's mastermind, and I'm having this revelation that marketing and showing up and telling people what could happen for them as well, is in service to the world. Because my belief is, you know, we're all a little bit scared that we're going to try and fail and that will never recover. And that's why it's so much not ironically, please listen, y'all. It's not easier to stay in struggle. Yes, not, but feels easier because it's comfortable.

Hailey Thomas 7:52

Yeah,

Serena Hicks 7:52

it's the great irony. Like struggle is hard. But our brain is like, but it's familiar. So let's stay here. So like, I was wobbly in October, I was so wobbly. That like, Okay, this is big. Are you ready?

Hailey Thomas 8:04

Yes.

Serena Hicks 8:06

Okay, I'm terrified. And so now I'm going to share, this is the thing. So the thing, Haley, I'm like, okay, so. And I think it's important to share. And I want to say that I'm scared. But I also think it's important to share because I think these are differences that sometimes we don't talk about in business that perpetuate the illusion of almost like a linear like boop, boop, boop, and everything just took off. So for that reason, with so much love and trust, I want to offer that. So my pricing had been 10k since like, February of 2020. And I was wobbly, and I decided I was going to lower my pricing. Now this brought up drama, because some of my favorite clients had paid 10k. So now the question in my head is, am I doing them wrong? Is this a disservice. And at the same time, we can come back to that because Haley is involved in this we, you come back to that, but it was, it was ultimately I decided it was the opportunity. Because where I'd been with a little stagnant and a little bit wobbly. So I lowered my pricing people, I went back to some lower pricing, I brought in some clients, I let it build my confidence, I let myself see how great I am as a coach. And I'm going to repeat that I let myself see I am positive that every single listener is also strong in all sorts of areas and you know you are but you let your little brain tell you very often like but I'm not perfect yet. And there's more to learn which may be true. I hope I'm better in 10 years and also this time next year, but like giving ourselves permission to also be like but I am good at this now. I'm good enough to help someone. Yeah, so I did that. I sold a few spots. Enter all the drama about like, is this wrong? Is this bad? actually got coaching from both my business coaches because I joined Stacy's 200k Stacey David's 200k. And they're both like, there's no such thing as a perfect price. Stacy was like, oh, at some point, I actually used to have different pricing for different people what I'm like, again, okay, so if you're listening and you're like, What is her issue? The issue is some of my favorite clients that paid 10k and suddenly I offered to some other humans less money and So I felt like was this a disadvantage and you know, all these different things. And then I recognized my actual job as a business coach is to coach my clients faces off, and to grow my business and learn so that I can coach my clients even more powerfully.

Hailey Thomas 10:16

Yeah.

Serena Hicks 10:16

So everything that I do that's in service to mean learning and growing is ultimately in service to all of my clients.

Hailey Thomas 10:21

And that's exactly so I think, just before this episode, or these, you know, the interview with Trina here airs, an episode is going out about pricing and about that, and really a price is just an opportunity, an invitation that someone has to like step into, you're just inviting them into the rate at which they want to transform. And it's like, what you're offering to your clients and what it does to their brains. And then there's also what that price does to you and your brain. And Yep, like, I already recorded this episode episode. So I'm talking kind of in the past, but in the future from when we're recording it right now. But essentially, like, you get to make all the rules about progress, right? Like it's the hardest, craziest? Yes, yeah, everyone gets to make all the rules, you go up, you go down, you have to do payment plans are painful, like, actually matter at all. All that matters is you decide it like there's no singular thing that matters actually, like, all it is is a decision, right? You're just deciding on what you want to do. How is it gonna affect my clients? Okay, how would this decision affect my clients? How would this decision affects me? How would this other one affect me? Okay, which of the ones do I want to pick? And that's all it is?

Serena Hicks 11:36

Yeah, what you said, but I required some coaching to get really clear on that, because I had shame because I was worried because I was like, you know, fairness is one of my core values. And there was a part of my brain that said, it was unfair, which was also funny, because my partner's from like, super corporate America. He's like, there's always different prices for different things. And then it made me remember my corporate experience, where I was like, oh, like, that's, that's true. Sort of like, we used to do that in the sales department. I was, and it was, like, cool for this person. And so all of us to say, I started paying attention to my coaching instead of my insecurities a little more often. And then I recognize that like, I'm totally 10k. Coach, I was just adjusting the circumstance. I was trying to make it cheaper. Because my I was just trying to make it easier on myself, if you will.

Hailey Thomas 12:18

Yes.

Serena Hicks 12:18

And so then it was like, Oh, I'm always scared. I'm always nervous when I'm selling. I'm an excellent coach. Why don't we just do the

thing, just as you were saying, Hailey that invites the clients to expand step into an even bigger commitment at the 10k level. So there were a handful of the five K's a fun sidebar, not one, basically, more than half ultimately didn't continue or finish with me, after my big selling spree, which we're gonna explain, but we're literally like, I don't know, I think you're really into making a lot of money, and that I'm not sure if that's what I want. And it's so fascinating, because that's who I was at that time, like, Here, let me lower my pricing to make it more comfortable for you. And that I would end up getting clients because all of my other and current clients and I went back to 10, and then to 15, and now at 20. Or like make all the money says like, that's what we're here for women and people of color making a bunch of money. Everyone first generation entrepreneurs. So it's just funny sidebar that like, if I've had a critic or people who decided they don't love the values and priorities I've always talked about the people had the easiest access of like the to HR 20k. Okay, here's, here's a new session speaker. Welcome back. I wanted to say, literally, I realized I was adjusting down the circumstance, in an attempt to make it easier on myself, instead of me expanding into my pricing. I'm working through my insecurities. So it was a wonderful growth opportunity. And then I realized this is dumb. And so I'm like, yeah, I'm a 10k. Coach all day, the end. And then,

Hailey Thomas 13:48
sorry, I don't want to interrupt your kind of

Serena Hicks 13:49
No, please.

Hailey Thomas 13:50
Here, but I don't. I don't think it was dumb. I think it was like at that time, that is what you needed you to like

Serena Hicks 13:56
you were so right. Now the client is totally coaching the coach in the best way. True story? Yes, you're exactly right.

Hailey Thomas 14:02
Wait, like

Serena Hicks 14:03
I was stuck. And I got unstuck,

Hailey Thomas 14:05
Right. You were stuck you got and there was like, which again, we're both like brain coaches around business, like movement and like coaching on your thoughts and things you can do. You could also sometimes just change the circumstance and get Yep, we'll get back to where you're trying to get to, and then go back like it doesn't. It's fine. It's all fine.

Serena Hicks 14:26

It's fine. It's exactly right. And it also completely taught me how I didn't have to change the circumstance. I'm glad I did for the reasons you explained. But it's like, oh, yeah, that was 100% unnecessary.

Hailey Thomas 14:35

Yes. Yeah.

Serena Hicks 14:36

I needed to learn that didn't waste that I did. So I did. So then, in November, I signed up for 60 payments. 200k. So if your listeners are like, are you in Simone's group and stuff, and the answer is yes, and you can't even do it anymore, but at first whenever I got away with it, so I had to borrow money, I had to borrow money didn't have enough cash and then as is no longer the case, but at the time I had like no credit. So it was like okay, I had to borrow money. So my My partner boyfriend was like, I don't understand, I don't understand this coaching like he, you know, he was he was confused. And granted, he comes from corporate corporate, and our money is separate. So it's fine, but it was also like, uncomfortable. And I remember waking up not one, not two, please listen three weeks, my friends three weeks in a row, I'd like wake up in the middle of night, like pretty much every night, and then wake up in the morning and think, okay, you know, I borrowed a few thousand. I borrowed \$10,000 for my mother. So I'm like, I've gotta, I gotta make sure I told myself, she'd be paid back in a month. And so I spent again, 21 days, y'all 21 days, panicking. And then I woke up one day and remembered, I have tools and resources that I teach my clients that really work. So I could just tap into them. And just make a bunch of money, which would pay my mom back and all of the things it was like I literally woke up one day and realized, all of the struggle is actually optional. And if I even reroute 50% of my energy only, even even if I reroute 20% of my energy from struggle and worry into like, well, I'm just going to make me some new clients and you know, serve the world better. That's what will shift. So it happened literally 21 days in me telling myself, I'm totally gonna have her paid back in 28 days. And I decided I would do all different things, including just as you were saying, I even did a I'm going to do a 10k guarantee, I was like, I'm going to bet people, they pay me 10k. And I'm going to show them how to make 10k before you know the end of January, or I'll give them right back the end. And literally, part of my brain is like, you can't do that. Nobody does that. And I was like, Okay, well, let's just see what happens. That's what I did. And then I went on to, I can tell you more about that, if that's interesting to you. But the numbers ended up being that I had to reups, and nine new clients come in at 10k each in Jan, excuse me in December. So in the in December, literally December 1 sale was December one. So I made 110k. In December of 2020. That is more in one month than I had made in the previous 11 months, the barrier was like I'd made less than 100k in January through November of 2020. And then

in December, I made 110k I think the most important thing I want listeners to know because I think it's nothing that is the most important is a couple sales in you know, mom was paid back boyfriend was in deep admiration and was like You were amazing. You do a lot of things. But like, I think I'd made like 50k, you know, and so we're both like, this isn't sanity like this is these are numbers that both of our heads are like, this is so insanely, gloriously wild. And then I remember thinking, Why don't I've still got open spots. And I've also got a waitlist. And the question, the thought, if you will was, how far can I go? And I really wasn't doing it. For me. It was like this is for us. This is for every woman of color. This is for everyone who decided to claim their life at 40 or thereafter. This is for, like, I wasn't playing for me, if you will, I was playing like for the love of the game. And for us I wanted anyone who sees any version of themselves in me to know it is absolutely possible. Because at this glorious mess can do it. So can you and

Hailey Thomas 18:16

I love the I love this progression. So so much. Because you spent 21 whole days just like having a human brain of like, I'm supposed to make this happen. And I'm not sure and

Serena Hicks 18:28

and I need to Oh no, I need to.

Hailey Thomas 18:31

Right. So that's, that's the first thing is I have clients who some clients have been with me and we start shifting things around. And their results come very quickly. And then client clients start with me, like I had one woman last year who I worked with, who for her first six months of coaching didn't sign a new client and we talked about and then in like the first month of the second package she signed three in like two weeks. And it's like it's not the worrying. I'm not sure part is not wrong, and there's no time limit on that. It's not like Oh, I should feel better. After three days. I can live a week, or a week or two weeks. Yeah, there's no there's no, the more you judge yourself about it, the longer that's gonna take and yes, even if you don't judge yourself about it, that's not a time that we can. We can't like calculate, okay, you get this many days, this many hours.

Serena Hicks 19:26

You were so right, the way you just explained that. It's like, um, I mean time is this glorious, excuse me illusion and paradox. And it's like when I finally woke up and decided I want to reroute even some of this worry towards what I can control. I think it's the rock, Dwayne Johnson talks about control the controllables. Yeah. And it's like, yeah, I can't control a lot, but I can definitely stop spending the vast majority of my waking hours and some of my sleeping hours. Worried about what I asked and instead I just routed to like, Yeah,

what if I right A couple of posts and I get a couple of consults and yeah, because yes, what is that?

Hailey Thomas 20:05

Yeah. So went from No, like not Yeah, like no matter to like, Okay, what if and this is all of what coaching is anyway but like you thinking about what's possible for you like what if, like your posts got a couple of consults what if that happens

Serena Hicks 20:23

what if?

Hailey Thomas 20:25

to, you're able to swing into this space or move into this space of like, I wonder how far I can go. And I think this, that's the space where I think many first generation entrepreneurs are operating in the, this isn't gonna happen to like, okay, maybe they swing into the full on, like, I wonder how far I can go just for the love of the game just for? I don't know, let's see what my brain can do. Let's see. Like, that's just see what I can do. And that's such a miraculous, like, amazing time. I love that.

Serena Hicks 20:58

Thank you. It was such a shift. And it was, I think, the most profound part. And you and I talk about this a lot. It's just allowing,

Hailey Thomas 21:06

Yeah.

Serena Hicks 21:06

it's like the previous version of my brain thought, you know, you know, I'm not a certified coach. And I definitely know I want to go to the Life Coach School. And also, Susan, hi, to start your school, you know, and this version of me that always, you know, there's always a checklist, and I've only begun, I've got so much to do. And instead I allowed myself to see how I have supported and helped some of my clients change their life. Not every single client is 100% always thrilled through the roof. That's just a fact. But allowing myself to see what more than most have profound shifts. And like, it was that I've been talking more about like celebrity concept, because I think that and once I'll just, you know, assume we're talking about our favorite healthy, happy celebrities, but like, they give themselves permission to be imperfect. Like I'm thinking of thinking Viola Davis, who's you know, right. Can we just all agree, just everything came out? And like, yes, yes. Okay. Yes, exactly what you said, Yes, she spoke at the Texas conference for women, which was probably one of the best things that ever accidentally happened at my former employer and job, and that we got to go to luncheon and like two things. First of all, by the time she was done speaking exactly, everyone in the entire ballroom like we looked at each other's dumbfounded, like, I remember

wanting to climb on the table. I remember thinking everyone else wants to stand on their furniture to like we were everyone like looked at each other before we could even actually start clapping. She was beyond profound and magnificent. And number two, this is my point. She has an energy like she allows herself to take up energetic space, and be it just feels like so unapologetically herself. Like she wasn't positioning or posturing. There was no pretense of perfection. I'm actually in Rhode Island right now. And she's from Rhode Island, and unfortunately, grew up horrifically poor. And you know, talk about her father was an alcoholic and like, without shaming him or shaming her, like, this is a woman who has done her work all that to say, I remember thinking she has allowed herself to, like, expand into her greatness on a level that we don't often see. Yeah, people are like, Oh, I don't want people to think I'm too big for my britches, or, you know, I've got to make self deprecating jokes, or I got to be in struggle in some way, shape, or form, because that's part of how we relate, which I think ties all the way back to money. When we give ourselves permission to know what we know, when we give ourselves permission to be like, Oh, yeah, I'm definitely not perfect, but like, this might help someone. And for that reason, I'm going to make the offer. So I'm going to be marketing, I'm going to tell people, this is available to you. Like when we give ourselves like when we let we allow ourselves to be imperfect. And I think especially women, and particularly people of color. And so certainly for us who are women of color, you know, we have been explicitly and implicitly told and trained. Like, you know, we need to be helpful, and we need to make sure we get it right. Yeah, almost like we speak for everyone. And so it creates a sense of perfectionism, which creates a sense of nothing's ever good enough to allow ourselves to be I think this is like, the most audacious to be like, No, I'm actually just good enough because I'm alive and exist and trying. And so even when I make actual mistakes, I'm going to forgive myself. And I'm going to learn and I'm going to shine bright. I'm not going to take a 10 year timeout to put myself back together because I made a mistake.

Hailey Thomas 21:06

Yeah, I love everything you just said and there's in refuel, which is my group coaching, talk, we talking about this specifically, but I talked with all my clients about the armor of excellence. It's like this over time that it has to be just, right? And it has to be very exact for us to show up in a space and it's because that's what kept us safe and allow them to show up in the space. It's like actual armor, and I think we can stop ourselves trying to be excellent, even though like it's in and of itself is not a bad thing. But it was cumbersome, like a full suit of armor when we're trying to move around and move quickly. Yeah, You can't do that wearing a full suit of armor. Those are very, very heavy.

Serena Hicks 24:19

You're exactly right. And it is armor. It's like okay, on one hand,

it's it's a protective mechanism. On the other hand, as you said, it's cumbersome and it means you can't radiate out. so bizarre and wonderful. That's like the best name for it ever. I'm like, so bizarre and wonderful. Cuz I'm like, it's, it's heartbreakingly was far, because it's perfect. Like it's perfect.

Hailey Thomas 25:24

Yeah. Thank you.

Serena Hicks 25:25

Yeah. Welcome. I dropped my armor of excellence. I'm gonna use your words. That's what happened. You know, first, I was a little wobbly. In October, then I just had a full crisis competence. And then I realized, we have options here. And so I dropped the armor of excellence. And I had fun. And I told people how I could help them. And when people were wobbly in consults, I stood for them. That was one of the shifts when I allowed myself to see how I can and do and have helped people. Instead of like, Oh, no, well, they're not 100%. Sure. I was like, yeah, of course, they're not 100% sure, like, their brain is under attack, we were talking about making changes, not plans, actual changes. And here's a real difference. So it was almost like, I think of like putting on sunny sunglasses. It's like everything through the lens of, okay, when I own how I can help people and allow myself to truly sort of expand into, like, well, but I can help them this way. Then I stand powerfully for them, I create space for them to step into. And then as you know, and as you do, like our clients, businesses growth changes the world literally.

Hailey Thomas 26:28

Yes. Like, it's, it's such a beautiful thing. And that's why I love I love that I get to work with you. But it's because we're, we're business coaching. The actual problems that hardly ever is the tactics of what people are using.

Serena Hicks 26:43

Not your funnel. Your brain, y'all.

Hailey Thomas 26:47

There you go. It really is. It's how you acity tactics. Yeah, basketball. So like, what do you think were the predominant? Thoughts? So so in December, he did 110k in revenue, what were your

Serena Hicks 27:01

In cash? With also?

Hailey Thomas 27:04

I know y'all in cash, like dollars isn't

Serena Hicks 27:06

This is the most fun. This is the most fun. Like, literally, I don't

think I ever made. I don't think I ever actually ever, in any of my careers ever collected more than 110k in a calendar year? I know. I didn't. Yeah, I think my biggest year was just over 100k. And I think that's a phenomenal amount of money. Then to like, be to that in a month was like What just happened? I don't even know what just happened in the best way. I think the thought that I thought the most I mean, I had a bunch of thoughts. So let me share them all with you. And let me also just say for the record, I love coaching you Hailey, like working with you. Really, you've You helped me really tap into the like, Oh shit, my clients, their work changes the world. Seeing how you love your clients and how you teach your clients. And that's that was part of what really allowed me to step up and be like, let's do more of this. Yes, more depths. Because remember, it wasn't always a business coach.

Hailey Thomas 27:56
Yeah, yeah.

Serena Hicks 27:57

Like when we came together? That wasn't my like, oh, y'all, I just do business. It was like, Yeah, I can help you, whatever. Okay, so the thoughts that I've made a lot of money and found a lot of love and joy, and so everybody borrow them and practice them that Well, number one, I lead by example. So what I'm scared, which is at least every other hour, okay, minute, gave me permission to like I lead by example. It's like I can be scared, but what I'm asking my clients to expand and do the things that are uncomfortable. That means I have to lead by example. Another one was I learned by doing so. Just what you talked about the armor of excellence. Like, you know what, nope, I learned by doing I'm either going to learn something great. Or I'm gonna learn Oh, that's not for me. Either way, I'm collecting data. And I learned by doing let's just do it. Let's stop planning because my brains like let's do a 58 step plan over the next two years. Yeah. To avoid doing right. I learned by doing okay. I learned by doing I lead by example. circumstances have changed. And so have I. I love y'all Haley smiling. She knows this one of my favorite, but yes. Because Yeah. Because the brain is like, you can't do that. I'm like, Yeah, no, no circumstances have changed. And so have I. Well, we've never done this before. Yes, but circumstances have changed. Yes. So have I. So let's see what happens. I don't like wasn't the thought I practice so much. As I noticed it bubbled up a lot like this is not just about me. This is not just for me, like as it pertained to marketing to clients. It's like, well, I can help them I need to let them know that with great love, but like, until I was fully fully on a waitlist in January, you know, it was like, why would I ever, you know, be like? Well, I mean, I'm sure any business coach is good. I mean, there's tons of great coaches, I recommend to some of them, including you, but also like, I can only control the controllables. So if I bring them into my space into my world, I know that I will coach their face off. I'm practicing this one more because it feels very

audacious. So this wasn't really in play. I tinkered with it at the time, but more and more I'm like playing with this. I am building a billion dollar business would be minus work and a whole lot of love.

Hailey Thomas 29:51
I love that.

Serena Hicks 29:52
Thank you. I'm like I don't really need a billion dollar business. I'm not really sure I'm committed to a billion dollar business. But I like saying to just stretch my mind. Yeah, like, it's for sure past my comfort zone. My brain is like we'd never need a billion dollars. Like, there's no need for a billionaire. I'm like, that's fine. We don't have to. But I like reminding myself, I am building a billion dollar business with B minus work again, armor of excellence, gotta go be minus work, get shit done, gets people served.

Hailey Thomas 30:19
Yes.

Serena Hicks 30:19
And a whole lot of love. Because that's, that part is 100%. Clear. Like we have that person. A billion dollars, I don't know, b minus, I have a lot of feeling a little love. can confirm. So that oh, I think this is probably one of the most profitable thoughts that I've had for. It was my second December. People love to buy coaching in December, that people love to shop in December. And this is one of my actual natural thoughts. Yeah, clearly, because it's, it's actually what I mean, it's genuinely what I've thought for years is like December is when we all I like to buy stuff for myself. I like to buy stuff for others. Even when I was broke, I for sure spent more money than I even had access to. And so I sold a universe of money in December 2019. To me 25k at that time, and then in 2020. I remember thinking if I even double 25k and I do like, I'll get five clients at 50k that would be insanity. And so then 110 110 US dollars, y'all. Did you have? We're going to move on. But did you have like during the selling spree? Yes. Because this was so fun for me to watch and probably your other clients to just watch the selling spree happening because it didn't feel like it was just watching. You do like, I don't even know how to describe it. It's kind of like, you know, the slam dunk contests. It's like somebody that you know, who's like on your thing, and you're just like, Yeah, let's go. You just gave me so many chills. Watching a slam dunk contest, and I got the slam dunk is amazing. At five foot two. Yes. Just to imagine that made my brain happy, like, yeah, virtual slam dunking, I can do it.

Hailey Thomas 31:56
Yeah. So funny. Also, when we meet in person one day, it was gonna be hilarious, but it's too so that's fun.

Serena Hicks 32:03

I know. What's also fun is I have a universe of six foot clients. How is that even? I'm like, What?

Hailey Thomas 32:10

You got that tall girl energy.

Serena Hicks 32:11

Thank you. I received your compliment.

Hailey Thomas 32:14

Yes, that's my anyway, sports story. But one of my high school coaches said when you walk into other people's gym, you walk it very tall and big and take all girl energy that's just very intimidating. The people who come and flock to you or are like, Whoa, yeah. So you got that tall girl energy. So anyway, as you were going through the weeks, this didn't happen in like, 48 hours. There was like,

Serena Hicks 32:40

December one through 31.

Hailey Thomas 32:41

Yeah, so the whole How did you keep connected with the thoughts? Like how far can I go? And those thoughts keep Connect,

Serena Hicks 32:51

it got really naturally fun. So like, we've talked about momentum, and it's almost like a snowball rolling downhill. I don't remember like the exact moment like I said, I think it was like 50 but it wasn't like, I don't remember what I do know is that I was like, okay, and this is fun, like, okay, so I opened up like more times on my scheduler, so I use you know, acuity scheduling for scheduling. And I remember at some point, opening up, and then like, I used to tell people you can just DM me if you want to consult and someone was like when can we do it? This was on like the 24th of December Christmas Eve like daytime. And I remember being like Saturday, the 26th I don't do consults on Saturday. I've never done consult on Saturday, I did to console Saturday. Just to just to be clear, like, I was very actively participating. It wasn't like falling out of the sky. But it wasn't like crazy hustle. It was like, Oh, no shit. I want to see how far this can go. So yeah, I'll talk to her on Saturday. You know, like this makes sense one said, Yes, one said no, no big deal. That's also important for everyone to know, I absolutely. Especially for newbie coaches, or anyone. I had two reups and nine yeses. So that's really just talking about the nine yeses, I think I've probably had like 14 or 15 consults, including on the 31st, which made me laugh, because literally, I literally had 100k and I had two consult on the 31st. And the first one showed up and mostly was defensive and told me Well, no, that's not true, like the whole time. Okay, right.

Hailey Thomas 32:51
Right, cool.

Serena Hicks 33:00

Why are we here, by the way? Like, why do you need to consult with me to only tell me how you've not sold the coaching. But everything that I'm offering you is for sure wrong? What a waste of my time, followed by the next person who just showed up. It was a yes. And we had so much fun and like it was glorious. And so like I just want to offer I do not have never had anywhere close to 100% or 80% close rate I have at best been around 60% and for sure there's room for improvement. But I just want to offer that because I feel like sometimes we get like, you know, I should be closing at least 80% ever. We're looking for the right fit here. Hey, literally 100k and on December 31. I had a console who just spent most of the hour that I should have shut down in hindsight. being defensive and closed and not Actually available for coaching. So, everyone Listen, you don't have to take it personally. Like, okay,

Hailey Thomas 35:07

Yeah, I think the key there is you are like actively participating in this happening. And that didn't get, I don't know what it sounds like, it might sound silly, but there was an active like, daily participation, daily decisions being made as you went, allowed this to happen that created this, right. So like, it wasn't like on December, or November 30. You were like, okay, here's the plan. And I'm going to outline now not correct. My plan. I know you were like, every single day, you're packing to make new decisions and think about things differently. And actively be in actively participating in creative meeting.

Serena Hicks 35:44

It was like a big glorious dance, just like you said, like, I didn't normally do Saturdays. And towards the end, I was like, I think I can cross the 100k mark, I opened up Saturday, I also opened up the 31st at that time. I mean, I literally opened up like four hours and ultimately closed it down after I had to consult which I also want to say add to console. I was like, Okay, now officially. I remember like, I guess was Christmas, I had like, four consults lined up. And I was at 90k. So I shut everything down. Because I'm like someone out of those four is going to be Yes, I'm totally going to hit 100. Done. Like it wasn't worth it to me to spend 10 hours doing consults on the 31st. Yeah, like I probably could have gotten more, but I was like, Yeah, but also it's my 31st. two options. Yeah, it was it was completely being there was absolutely never ever any formalized court plan other than show up and serve and do my best to connect. And then also showing people what's possible. So like, in one of our groups that were in a coaching group, I now it's like, holy crap, guys, I've made like 80 or 90, or maybe it was even 100. And I was terrified to hit post, I was terrified, it was too much that it would make someone

somewhere feel small, but I've gone too far. And I think that as a money and business coach, we all see the irony. It happens at every expansion.

Hailey Thomas 36:54
Yeah.

Serena Hicks 36:55
Like, at first people were celebrating with me. And then it was like, don't post this because now you're just gonna be like, insulting someone somewhere or there'll be a problem. And I had exactly one person post what I considered a non ideal remark out of like 80. And it was like, Oh my god, I don't show up and brag about this to brag, I'm showing other people what's possible. Even when it's not direct marketing, it's just a like, that changed everything for me. Like I remember when I first came into the coaching community that we like, found together the 2k like, it just blew my mind that people could make real money, coaches, and entrepreneurs. And

Hailey Thomas 37:29
Yeah, and it's was the beginning of normalizing that thought, like, I'm for thoughts to like, really settle into our brains, that stuff is possible. And by actively participating, like, though, the whole this whole time, we've been talking about the ways in which you've been acclimating and like taking in these thoughts about what's possible for you, over time. And all that happened in December was the act, the taking in the absorption of those thoughts sped up, you have to remove the decisions you were making through making changes through, like, actively participating in through a book on thinking these thoughts versus these other thoughts, like all absorption sped up. And so your brain was like, Oh, yeah, no, this is the this is the real reality. This is it.

Serena Hicks 38:15
That's exactly it. That's exactly it. And the fact that I genuinely believe people love to buy coaching in December, and the fact that love buy anything, just sowe're clear that I genuinely believe people love to buy anything in January as well, was even a huge part of it. Because it's like when at that time, it felt audacious to offer like 10k. And if you don't make 10k back in January, I remember thinking, I mean, I could teach a squirrel, how to sell 10k of literally anything between December and January. And at some point, I stopped making that offer because I was like, We're fine. I know what I'm doing. Like, just as you said it was almost like it was a training wheels option for me.

Hailey Thomas 38:47
Yeah.

Serena Hicks 38:47

To allow my brain to really be like, No, really, I'm really good at this. I really can help people. So then I just took the training wheels off for lack of better terminology, but like, yep, no, it was my thoughts. It was mostly like this could happen. Why not me? People love to buy stuff in December. I love g man. Yeah.

Hailey Thomas 39:04

And I remember that post that you're talking about the 90k posts, because that was before Christmas right after

Serena Hicks 39:10

It was Nope, it was right before because I was at my parents house.

Hailey Thomas 39:13

Yes. Because I remember you posting that. And then me being like, seeing that and like Oh, right, the month isn't over. Like I can still sell stuff. What's happening is so not over. And that's when I had my first 10k day was shortly after that. So

Serena Hicks 39:26

I was so excited for you. And it was so fun. And it's actually that's something to ponder. You went from like, Can I do this to like, and then you did it.

Hailey Thomas 39:34

Yeah. And that's, I have to bring you on for a third session. But there's so much to that. of the same thing of I'm thinking of my skincare products, I just bought a bunch of expensive skincare products, but like you put the stuff on your face and the it just takes like three or four minutes before you put the next layer of stuff on your face because it takes time for absorption. And so it's like we've been working together and then watching you go on the selling spree. Again, my my brain is absorbing and absorbing and absorbing it. And then by actioning by thinking how am I think that's possible for me let me let me give this a go. You know, like pulled it all the way in. So very exciting. So that was December. Tell me a little bit about what's and we're recording this kind of halfway through March beginning of March. What has quarter one been like for you this year? And what are your what are the rest of your plans for 2021.

Serena Hicks 40:30

It has been a lot of acclamation. So I ended up receiving 75k in January. So that was fun. And I did that very much on purpose. I was like the brain is not allowed to pretend this was any version of a fluke. And people were like, how did you do that? The answer is waitlist. 15 and then 20k. Yeah, February was 20k. I only sold one seat in February. In that cute my brain said I only sold one seat. And so back to acclamation. Guys, just so we are very clear in 2018, which is only three years ago in February in March, I was absolutely getting

by paycheck to paycheck. I remember at some point my car battery died. And like a friend I was getting my eyebrows done like a friend drove me home and like my car just saying that parking lot for three days because I was getting paid on Friday and I did not have \$100 for new battery. I did not have credit. And so to like flip into Oh man, I only made 20k in February. What the like, it's so rad. And so Bananarama Bananarama like this is my new normal. And I literally stopped selling. Like, week two in January, I just like fell off a cliff because I was like, I'm overwhelmed. And I'm allowed to be overwhelmed. And I'm allowed to like pump the brakes. Like, I'm good. I'm stocked up. I have coaches who were like, We never stopped selling. I'm like we did we needed I needed. I just needed to catch my breath. So yeah, like, just as we said, I get to expand in the price of 20k. Because part of me is like, well, now we've just gone crazy. Now. It's like, No, no, I get to do that for all sorts of different reasons. And I get to work with a handful of clients because I'm flipping into group. And the plan is first group in June, but I'm shaking my hand because I'm like, I will not be hurried. I only know I am particularly over the top obsessed and excited about doing an in person event. And since I come from a background, not just television production, but like movement, I am obsessive about like, I want all five senses immersed for days, because I really want us to like be sculpting our self concept because I think that that is the most important part of this whole story is me realizing I could make money I could help people I could serve and stepping into that and that evolved and still does. We're not done here. But like consistently removing the self concept that I need to be in struggle or that I am less than or that I need to work twice as hard or that I need to wear the armor of excellence. And so that's where I'm like, self concept to me is key. Last night I watched Harry and Megan's interview with Oprah, Megan Markel, and I will tell you, I was like standing on furniture. All I could think was Megan Markel, having the audacity to exist, and to talk about her suicidal thoughts and how they ultimately, like she recognized taking up space, as we call it just existing was problematic in the environment that she was in. And like, she has literally just changed the world, just by speaking truth and existing and thriving in this interview. She has shattered the status quo.

Hailey Thomas 43:23
Yeah,

Serena Hicks 43:23
On so many levels, and in so many ways. And so that's where I'm like, that is what I want for each of us. Not the kind of audacity but not the kind that's like, I mean, not only the kind of it's fun and vibrant and feels like bubble gum and great music, but the kind, that's just really the quiet courage in the moments where we give ourselves permission to be like, nope, this is for me to, I don't have to be perfect. I don't have to be anything other than I am. So q1 was

mostly taking a lot of deep breaths and acclimating. And also, like, you know, my beloved nyer, not yet married or engaged. So this is his shift for him to friends. Like, he's fine, and he's all about it. But like, you know, there's, I'm not gonna lie to you and not be like, What if he wakes up one day and decides that this is too much, and now he doesn't love me, which would break my heart forever.

Hailey Thomas 44:08
Right?

Serena Hicks 44:08
Hasn't happened, not worried it's going to, but I'm not going to pretend that didn't come up on my radar. And for any listeners, who's like, I'd never worry about that. I challenge you to say, you go make 200k in three months, right? Like, it's, you know,

Hailey Thomas 44:22
You bumble bubbles up. Yes. The fun part. Loves sharing your story, specifically, because I have clients who are making their first 20 30 50 60k and are like,

Serena Hicks 44:33
Well done.

Hailey Thomas 44:34
I know they're incredible, but they're like, once this once that's done, I'll be like, good. I'll be like, centered. Like, oh, sweetheart, okay. your brains just gonna come up with new stuff every time. Yeah, you're at this level. Great. Your brain just has more new stuff. That's okay. That was never It was never part of the game to get the brain to not do that. It's just our part to continue to sculpt the self concept while working in freaking out about anything, literally everything in anything.

Serena Hicks 45:04
And it only gets easier. It only gets easier. And also like you have, you can throw money at things like I can get a massage, I can hire another coach I can like, there's all new options. So like, keep going everyone listening, keep going, but it's definitely what you said. Because I definitely, for sure entertained fantasies unconsciously. But that like, Oh no, no. And then it was suddenly like, I felt very vulnerable. And at the same time, I feel even more in love with Matt than ever before. Because I'm like, Oh my god, I became even more myself by like making this money and standing in my power. And he's right here loving it.

Hailey Thomas 45:37
Yeah.

Serena Hicks 45:38

Like, how hard is that? Right? Same thing with my family. Like, they have a whole sort of story of like, it's really cute. She's in struggle every other year. And now they're like, Wait, what? You're good. And I'm like, real good. You'll only ever increasingly good, like, planning on hitting seven figures in 2021 or 2022? over the life of my business? Like, right, thank you for the shoulder shake, you know, and so like, that sort of concept, like makes my head explode. And then it's cute because it makes their head explode. And it's like, yeah, guys, I get to just love you. And I get like, early on thinking the Bank of Serena is open. I mean, not actually today if you're listening little brother. But like, thinking of a thing. And I was thinking you know, if they're like the winning or some like I will get to be of service imprudent in ways that honor all of us. But the point is, like, it's just occurred to me like, that might be another way I get to contribute to my family and extended family is if slash when there are needs or desires, I get to step in and be like, I can help you with that.

Hailey Thomas 46:34

Yeah, I love that. Okay, we're getting towards the end of our time here.

Serena Hicks 46:39

And I always want to talk to you for like, three hours at a time. Like, we're gonna need a retreat, Hailey.

Hailey Thomas 46:45

Exactly.

Serena Hicks 46:45

We're gonna need a week on a yacht.

Hailey Thomas 46:47

Done.

Serena Hicks 46:48

What's the plan?

Hailey Thomas 46:50

So you're my final question is just this podcast is for a lot of first generation entrepreneurs who are, you know, balancing their thriving with also wanting to grow their business? Yeah. What's your, if you can offer them a singular piece of

Serena Hicks 47:05

Advice?

Hailey Thomas 47:06

Advice, encouragement, thoughts, what would that be?

Serena Hicks 47:10

A bunch came up at once. So the first one is this is for you to I will repeat myself, This is for you to. When I recognize this kind of thriving wasn't just for people I cared about or people I admired, or people who I could see, you know, thriving, it was also available for me, that like was the beginning of shifting everything. In particular, as first generation entrepreneurs, like most of us, you know, it's hard to be you don't see, most of us haven't seen thriving, highly successful entrepreneurs. So we're like, literally creating, but it's also just like, we stand on the shoulders of giants, we can look back and see our parents and extended caretakers, and you know, how they tried and all these ways as best they can. And at least for me, it feels really wonderful to think that they did the best they could and not always in ways I'm delighted with, but like to receive the energy that they tried. They were trying to make a better life for me and me honoring them by like taking the baton, if you will, and running with it.

Hailey Thomas 48:06

Yeah,

Serena Hicks 48:07

by breaking some of our family cycles, by breaking some of our struggles by being like, I know that was the best you could with what you had at that time. And for that I am forever grateful. And thank you and I will honor every sacrifice and every struggle they had.

Hailey Thomas 48:20

Yeah,

Serena Hicks 48:20

by like ending it for lack of better terminology. So this this thriving thing is for you, too. If you're listening also listen, Hailey. Let's listen to Hailey. She's very smart. This I know for sure.

Hailey Thomas 48:33

Awesome, awesome. Well, thank you so much for being on. I genuinely enjoy, enjoy all of our conversations, but have learned so much from our sessions together also, just from watching you, and being super encouraging for me and I know this conversation is going to be really, really awesome for the folks listening. So thank you.

Serena Hicks 48:50

I hope so thank you endlessly. Thank you everyone who's listening. Thank you for being in Hailey's world and sharing in my world as well. deep love and gratitude.

Hailey Thomas 49:00

Thank you for listening to this episode of one year from now you can

find the show notes and all the links we mentioned at brainspaceoptimized.com/podcast if you want to chat me up about all things entrepreneurship, then head to brainspaceoptimized.com and join my email list. This is where we have rich conversations about the experience of business ownership. It's thoughtful. It's funny, I like getting responses and chatting with you all it's a good time. Lastly, you can find me on Instagram [@brainspaceoptimized](https://www.instagram.com/brainspaceoptimized) and we will see you in the next episode.

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