

Ep #182: How to Open the Floodgates with Tiffany Cheung

Full Episode Transcript



With Your Host

Simone Grace Seol

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Welcome to *Joyful Marketing*! I'm Simone Seol, and I teach you how to get your life coaching practice fully booked without having to pay for ads, buy Instagram followers, or complicated sales funnels. It's not rocket science and you can do it too. Listen on to find out how.

Simone: Hey everybody. I have my amazing client, Tiffany - actually don't know how to pronounce your last name.

Tiffany: Cheung.

Simone: Cheung. Okay, cool. Tiffany Cheung with me. And she is a powerhouse and has an amazing story to share with y'all. And I'm here to hack her brain and ask her all the questions that you're going to want to ask her once I ask her to tell the story of her business, which by the way, has always been - it's always had an extraordinary story.

Tell us all of it, but also including the recent part. So go. Tell us about you and how your business started, all of it.

Tiffany: Yeah, okay, beautiful. Well first of all, thank you so much for having me here. I'm so excited. I started my business - it's coming up on two years, even though it feels like it's been so much longer. But essentially, my quick backstory of that was I'm a single mom, I've been on food stamps essentially, not knowing what money is, really living below the poverty line.

Never feeling like I was ever going to have enough money to afford the things that I wanted for my daughter and for myself. And so I was always working several jobs, several side hustles. And I had a main day job that I was working that was my primary source of income, while being a content creator on the side.

Simone: While going to school, right?

Tiffany: Yeah. So I'm in my last semester now. So the last seven, eight years I've been in school, doing all of this at the same time. Multiple side

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hustles, essentially just trying to get all the streams of income to put food on the table.

So content creator, loved what I was doing. Didn't ever see that as a business though, even though I was growing my Instagram. So Covid hit, had that main nine to five job, I got let go. And at that point, I was already kind of mentoring some people when it comes to Instagram growth.

I was asked to speak on several panels, and so I was like, wait, there's something here. I can build something here, I know I can. And I just kind of dove in headfirst. It was almost this naivety of like, how could it not work? It's going to work, it's going to work.

Because I had no idea about the coaching community or the industry at all. I was like, I'm going to be the first social media coach. I had no idea that coaches existed. This was early 2020. So I was like, wow, I could coach people on this. I know things, I've worked in marketing and communications, I can coach.

And then I immersed myself and I was like, oh wow, I was like, wow, there's so many people doing this. But still, I persevered. And I was like, yeah, I love this, I love being able to coach and mentor people, just spark this fire within me.

So I did start out as a social media coach, I hit six figures within eight months. And then within the first year I was crossing \$200,000. And that's when I shifted into specifically business and helping people start their businesses and kind of start from scratch.

So shifting from influencers, which was kind of my world, into coaches and coaches building a coaching business, which is what I do now, of course, infused with all of my magic and energetics and manifestation. So I'm coming up on two years and about to cross the half a million mark.

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Simone: So good. Okay, so what an amazing human being you are. What an amazing story. Now, tell us what evil thing I made you do when you came into the mastermind. I didn't make you do it.

Tiffany: Yeah. So I had no idea what to expect going into the mastermind. At this point I was still offering multiple services because...

Simone: Do you remember how many there were exactly?

Tiffany: Oh my God, it was like, masterclasses, Human Design readings, I did Oracle card readings, one-on-one coaching, I had done cohorted group programs and then I had just launched my academy. And so it was way too many. And I was thinking multiple streams of income, that's what I need to do in order to make money and "succeed."

Simone: I felt pain in my body watching you do that because you all heard her. She has a child and she's going to school and is making a lot of money. All of her offers are selling like hotcakes. But she has no time for anything.

She had no time for anything because all these people were booking these one-off sessions and whatever. Tell me if I'm wrong but I think your philosophy is whatever you want to buy, I'll be there for you, right?

Tiffany: Right. It was kind of this idea of hitting people at multiple price points and having that expansive product suite. So I felt like that was just the way to go, that's what I had seen. I felt like it made sense in my head. But I was getting close to this point of overwhelm.

So when I joined the mastermind, Simone was like, get rid of the one-on-ones, get rid of all the offers. I was like, what do you mean? And I was so afraid of essentially burning those things down because I felt like if I didn't offer - at that point I just launched my academy.

So I think I let in my first maybe 10 students, the first couple of students. And I was like, I have no idea if this thing is going to sell if I burn this down,

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all my other offers, what's going to happen? It was me kind of trying to figure out how this was even going to work and if I could trust myself to do so. And even more than that, trust myself to expand that capacity of discomfort.

Simone: Wow. Okay, so I think people, you really need an appreciation of what a ballsy move this was. You have six different offers, you are running around like a crazy headless chicken and you're exhausted and you have no time for anything, but you're making good money.

And you have a child to take care of and et cetera, you're the sole breadwinner. And then you have this new offer which you've only sold at that point how many did you say?

Tiffany: Which offer?

Simone: The academy.

Tiffany: Oh, the price point? At \$55.55.

Simone: So how many had you sold?

Tiffany: I had sold close to 10 I think at that point.

Simone: Yeah. So you have this brand new offer that you've only sold 10 of, and you're contemplating killing all of your other offers and going all in on just this one offer where you have no evidence that it can even come close to replacing your income.

So let me ask you this. It feels like a million years ago, right? Even though it was only - what was it? October that we decided this?

Tiffany: Yeah.

Simone: So what's the thing that convinced you this gamble is worth it? Because here's the thing; so many people in this position do not make that decision. They just keep - they'll negotiate with me, or rather with

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themselves. And they're going to be like, "Okay well, I'll get rid of one offer so I have five instead of six."

And then they'll just keep negotiating. Like, "Well, I'll just do this for a few more months." But then you just went for it. So what let you know that this is worth it?

Tiffany: That's a really good question. I feel like in the beginning, I didn't think it was worth it. I was like, I can't do that. And I think it was a process of just trusting that the way in which I was showing up in my business in those multiple offers was essentially energy leaks.

And for someone like me, I'm a very highly sensitive empath. I'm very intuitive. I feel into my energy very, very deeply. And I knew there was a part of me that definitely knew this was not sustainable. And being available to so many different people also showed me that I think what helped switch - one of the many things that was like, if I was offering these different offers at different price points, why was I expecting that people didn't want my signature program and the best way of working with me?

If I'm going to offer two offers and one of them is \$50 and another one is at \$5K, initially, people are going to think, "Well, if I can just work with her for \$50, maybe I'll be able to get what I need." And so it really was me shifting my coach concept, my highest self-concept of who I was as a coach, and that didn't happen overnight.

And it also was me shifting this concept of my clients. That I wanted to attract completely different clients as I moved into this next phase in my business. I didn't want to just attract clients who were so ready to sign up for a quick one-time masterclass and weren't ready to do the work and the healing and really immerse themselves into the learning that the academy asked of them.

I wanted people who were like a fuck yes for the academy. Not just a fuck yes for that kind of Band-Aid solution that would work for a little bit but

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wasn't a long-term strategy. So I think that was one of the first things that I did as well as looking at my offer concept.

So taking that idea of the spirit of my business, which I love, I started speaking to the spirit of my academy. And I started connecting and co-creating with my academy and where I saw it down the line. And I knew that wasn't congruent to what my business looked like then. So I started shifting and shifting and it's been wild.

Simone: So we just gave away all the secrets of the mastermind, which is if you want to scale your business, you want to get clear on who you decide to be. You have to get clear on your intentional thoughts about you. You can't keep all your old thoughts about who you are as a coach and all your old thoughts about who your clients are.

You can't want to drag the exact same kind of clients along and then expect to catapult to the next level of income. You just can't. You have to decide, if you want to scale, you have to decide to be available to only work with this next caliber of clients. And that doesn't necessarily mean people with more money. It's just maybe commitment at a different level.

Tiffany: Exactly.

Simone: And you have to also get deliberate about what you want to think about your offer. So you can't let random people's opinions or random fear voices in your brain dictate what you think your offer should be. You have to decide this is the best offer, this is where people get the greatest value. This is where they get the greatest transformation, and this is where I attract my best clients. And you just have to be the one to decide this is it. Why? Because I choose to believe it.

So that's what we worked on in the mastermind. It's creating your beliefs on purpose and then learning how to really live into them and embody them and feel them in your body and have them become your new truth. And of course, the next, the other really big part of it is partnering with the spirit of

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your offer, with your academy, and almost - did it feel this way to you Tiffany because it always feels to me like it really is a dance.

It's a tango or a salsa or whatever, where I'm not - even if I'm leading, it's not like I'm doing all the work and you're just following it. It really has to be both people dancing together. And watching and feeling into the other person's moves and responding. What was it like for you to be in that dance?

Tiffany: Yeah, 100%. And you're referring specifically to kind of that coaching and that relationship, right? Or are you speaking specifically about the offer?

Simone: Both I guess. But I was thinking about the spirit of the offer. Because if you don't think of - I mean, if you listen to this podcast, if you've been around me a while, you probably have heard me refer to the spirit of your business a million times.

But I also happen to believe that every offer that you have - let's say you created a program or you want to create a program, you want to create a new offer, each offer, each thing that you create has its own spirit. And the minute you decide to create something is you entering into creative partnership with the spirit of that thing that has chosen you to be its partner.

So it sounded like - you can tell me if I'm wrong. It sounded like the spirit of the academy - what's the full name?

Tiffany: Business Activation Academy.

Simone: Business Activation Academy, BAA, has chosen Tiffany to work with it, and then you let yourself be led in that process, right?

Tiffany: Yeah, 100%. Even when I was putting together the modules, it was this process of channeling where I felt like I was of course taking experience and knowledge, but some of it was like, it was like a complete

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download of what I felt people needed to hear. And what was integral in those beginning stages of building a coaching business.

And it was a lot of listening and honoring the nudges. So it really is a dance, absolutely, where I felt like I had the option to follow or to not, or to listen to that top of my shoulder or that nudge, or I call it the pull. When you start feeling that nudge of wanting to start your own coaching business, that desire is sacred. It's there for a reason.

I gave this example on a Live yesterday where I was like, I never wake up in the middle of the night thinking of something like woodworking. I thought about coaching because I am so drawn to it. There's a reason that that's there.

I'm not drawn to woodworking because I don't want to be a fucking woodworker. I want to be a coach. So the reason that you feel these desires and you have these fantasies and you have these visualizations, and even inner dialogue of, what would I say to a client if they said this, it's because you want to be a coach.

There's something beyond you and beyond the physical realm of what's happening - I'm already getting goosebumps - because you're being drawn to whatever it is that's meant to be birthed through you. You are the vessel that the spirit of your business and the spirit of this offer has chosen to be the physical manifestation and incarnation of that idea. And that is the medicine that the world needs to hear.

And guess what? There are already pre-destined people that the spirit of your business is going to draw to you who need to hear this, specifically from you.

Simone: Goosebumps. I love listening to you because it's like, the same things I say, but you say them in your own way. And it's just so beautiful. There's going to be people who need to hear it exactly in the way that you said it, just like you said, which is meta.

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So that's all beautiful, but let's talk about the part where you freaked out and it felt like everything was falling apart and you were going to be broke forever.

Tiffany: Oh my God, I was on this couch in shambles just feeling like - especially, I think it was late December, January, a little bit of February where I was just like, what am I doing? What am I doing? I have no idea where this is going, this is not working.

My brain, I was having these thoughts of it's not working because I was equating a lot of things like my worth and the success of the academy and all these things to seeing certain numbers and results. And I also made a switch from it being a group cohorted container to an evergreen container.

It just felt like something that I should do. I truly feel like it was from the spirit of the academy itself where it just felt so much more effortless. It felt really, really good to be able to do that. But then the second I did that, I was like, oh my God, what if I made a terrible mistake? What am I doing here?

It was definitely a lot of self-doubt. It was a lot of having to catch myself from spiraling and checking my emails or just trying to see any evidence of it working, almost coming from this graspy energy.

And I remember - I don't even remember if it was a specific day or something that just switched in me. But I think it was just through coaching in the mastermind, continuing to bring this up. And I remember saying, "It just felt so effortless last year when I was selling things like one-on-ones. It felt so effortless then." And my brain was like, it was because of the offer, it was so easy.

And you were like, no, it's because you had these specific thoughts last year that you're not holding right now. And so slowly I feel like I kind of brainwashed myself into believing that it was working. I was like, I'm just going to choose to decide and believe that it is working.

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And right before I did that, I felt like I was climbing this ladder of let me get to this next level. Let me heal this next thing. Let me get to this next...

Simone: So many people are on the healing hustle. It's like, I'm going to heal. I'm going to heal my way to the next level. And it's just very disguised.

Tiffany: It's so funny because I used to hustle through my actions. And I feel like my brain was like, what's the next thing I can hustle through? Let's hustle through thoughts and energy and healing. And I'm like, that's exactly the way that I should not be approaching it.

But it was funny how my brain was like, okay, well, once I've detoxed from this, then I'm going to reach that next level, that next embodiment. And I remember it was on a coaching call where I felt like something just shift in my where I was like, well, what if I didn't have to do any of that?

What if I didn't have to climb to that next level, to that next ladder, the next rung of the ladder in order to then experience some faraway dream goal that just keeps getting further and further and further? What if it wasn't external and it was actually right here right now? What if it was already done?

What if I get to decide and declare that right now? And so I felt like something shifted from here is the goal and I have to do x, y, z to get to this place because I'm somehow not worthy. I was able to then call in exactly who I decided to be and decide that I was worthy right now.

Simone: See, this is so powerful. The thing is everybody is going to want to know - everybody wants to know, what did you do? What were the thoughts that got you to relax and trust? What is the process that you followed? How did you self-soothe? All these things.

And the truth of how it always happens when somebody gets to the other side, it's rarely one step or even three steps. It's rarely one thing that you do. What I saw was Tiffany was just in the river of misery for a good while. Like a couple of months.

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And that whole time, it was just pain and pain and pain and resisting and resisting. And then the whole time you didn't just check out. You showed up for coaching, for self-coaching every day. You stayed engaged with the process. So that was one thing, it was like, okay, if there were to be a manual for how to manage, navigate these things, that would be it.

Stay with the process. And then I also saw you being engaged and actively being very curious. You were willing to look everywhere. You were willing to explore everywhere. And every bit of coaching that was offered to you either by me or one of your peers, even if it might have not entirely sunk in right away, you really - you took it to heart.

I think for the most significant things, taking the coaching that you're offered, getting the transformation that you intellectually understand but it hasn't really sunk in yet, I think it always happens in layers. It's not like you hear one thing that somebody says and you're like, oh my gosh, my whole being is changed, the floodgates have now opened.

I mean, sometimes it happens like that, but it's rare. More often, it's just incremental, it's gradual, you hear your coach say something, you're like, what the fuck is she talking about? And then next week you're like, okay, maybe 3% of that makes sense. And so it's incremental, it's gradual.

It involves you just being available to feel lots of discomfort, lots of drama, lots of fear without getting swallowed up by it. And so I saw you being so courageous and being in so much integrity with your own process during that entire time.

And then there was this one time when all of that work had built up and in one moment, I just saw you kind of relax. Relax, not into doing anything, but relaxing into trusting and believing in your success, believing in your own brilliance, believing in the inevitability of how amazing this is going to be. And I saw you relax, and almost immediately - tell us what happened next.

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Tiffany: You literally told me to - you were like, “Tiffany, exhale. You need to exhale.” And I was like, constricted. I felt like I was holding on so tightly because I was like, it’s not happening, it’s not happening, why is it not happening? The universe, what’s going on?

I was getting into this frantic energy. And you were like, exhale, relax, it's going to be fine. And I feel like in that moment - and this doesn't always happen. Something did shift immediately for me after I heard your words. And I felt like I was able to fully - it was like a trust fall with the universe.

I was able to fully release and let go and be like, okay, I trust you, I trust the spirit of my business, I trust the spirit of BAA, I trust that this was meant to be birthed through me. I 110% believe that this academy is going to and is and has changed the lives of people building their coaching business.

And I just believed in it so deeply that I was like, I'm willing to be patient and I'm willing to wait and I'm willing to experience that discomfort. And I feel like in between those months of late December to February-ish, I really allowed those emotions to process within my body in a way that I don't think that I ever have.

I think that these emotions came up for me and I would try to kind of push them away. I would try to process them and it would feel really big. And when I allowed myself to process those emotions, I literally visualized opening a door into my brain and just telling them, making them tea, and saying, “Hey, you can stay as long as you want. You can literally just chill here and I will be okay.”

And once that didn't scare me anymore, I felt like I was unlimited. I felt like all the boundaries had fallen down. And I was like, okay, I can just run these experiments, I can show up in my business, and I can allow myself to trust fall and trust the universe.

And I feel like as soon as I made that shift, I allowed myself to show up in the way that I wanted to by making a super fun three-day video series. And

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just showing up and speaking and being and resting and that was end of February, early March.

Simone: I want to pause here and insert that the shift that I saw was before when your brain was freaked out, you - what you're answering to is your brain asking like, what should we do? What's going to work? What's going to convince them? What's going to create the sale?

And then you shifted from that mode to what would be fun? And that's such an important - you went from should to just following your fun. And instantly, all the energy changed, the quality of ideas you had changed, the way you show up to your people changed.

This happens for everybody once they make that shift. And you cannot get into a place of being able to ask yourself what would be fun unless you are exhaling first.

Tiffany: Exactly. And then part of that was just stopping looking to what was okay, what was "okay," what is that thing that other people might be doing that maybe I can do, which I feel like I had kind of shifted out of already, but I feel like I fully released that where I was like, nope, fuck that.

I'm going to show up in the way that feels good to me and I'm going to stop talking myself out of the ways that I want to show up, out of the ways that I want to serve my community, out of the ways that I authentically speak and be a human being in this world.

And so I feel like once I gave myself permission to do that and was not kind of stifling and being - showing up as me but this smaller, crumpled up version of me, I was like, okay, this is who I am, this is what I'm doing, and I just get to have so much fun with it, and my eye isn't necessarily on this kind of transactional result.

It was to have as much fun as possible, to serve as much as possible to my clients and people who aren't my clients yet. I feel like when I did that, it opened up the floodgates. And March isn't even over yet and it's already

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been a \$60K plus month coming from barely making anything with the academy and that shift I feel like happened once I was able to fully release.

Simone: And in the middle of that temporary drought, you were like, I don't even know when the next sale is coming in, and I don't feel like I have enough in my bank account, but I'm still going to invest in the mystery room because - that's just another piece of I trust myself. I trust my business. That's a part of it, right?

Tiffany: Oh my God, 100%. Because my mom is an accountant, she's worked for some really big companies and so I have her do bookkeeping for me because she's so smart and she knows what she's doing. And I remember talking to her about this literally in that drought of money's not coming in.

She's very strategic, very analytical, very logical. I'm very in the clouds and she's just like, "Tiffany, Tiffany." I'm like, money's just going to come. That was when I switched. I was like, "Mom, trust me, money's just going to come, I know that it's always flowing to me."

And she's laughing. She's ruthless. She doesn't give a fuck. I was like, no, I'm serious. And I just saw her stare at me, kind of like I just walked off a spaceship. She looks at me like that all the time. But something - I feel like I believed for the both of us that something in her kind of switched and she went from like, "Tiffany, Tiffany," to, "Oh, okay, alright, I trust you."

I didn't have any factual evidence of oh yeah, money is confirmed and on the way. I just knew that it was coming. And I felt pulled to be in that room. And I knew that in some way, shape, or form, the universe was going to make it happen. I was going to make it happen. And I was going to be supported.

And it was really funny because I think like, not even a week or two later, I had a - what was it? It was a \$30K week. And it was insane. It just felt like, within the first 10 days of March, it just literally flooded in where it was like,

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the universe going, “Hey, I got you.” I feel like when you take that leap, the universe sees it and is like, yeah, that’s the type of faith I’m talking about.

Simone: I think the amount of money that flows in is literally exactly proportional to your self-trust. Your self-trust, your willingness to have your own back, and I guess another factor there is your willingness to allow discomfort, which is another function of your self-trust. It’s like how bad are you willing to feel and still trust yourself?

Tiffany: Yeah, exactly. And I was expecting that discomfort to last much longer, and I was going to be okay with that. I had gotten to a point where I was just like, I’m open to this. I accept this. I allow this because I know what I’m doing is going to be long term. And this discomfort, it’s short term. It’s temporary. I can process it.

Simone: Another thing I think is really important to note here for everybody who’s listening is I guess, I get asked all the time, how long it takes someone to make it as a coach, to start earning lots of money. And I think you are such an example that – like, you haven’t been a coach two years, a year, right, and these are the kinds of results you’re creating. And that just goes to prove, it doesn’t take time.

I think coaches make money not proportional to the time that they’ve taken trying to make it work or whatever, but I think it’s directly proportional to truly how much you walk the talk as a coach. Because even though Tiffany has called herself a coach for only a short amount of time, if you just listen to this entire conversation, the amount of courage that she regularly exercises, the amount of – like the level of emotional skill that she has to navigate these really big potentially scary decisions in the direction of, you know, in an intentional direction, her ability and willingness to tolerate discomfort, her ability and willingness to stand in her belief and go through unglamorous droughts, like painful periods, to really see the process through to the other side.

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These are all, to me, elements of phenomenal maturity in terms of your ability to self-coach. And also, not to mention things like hearing coaching that's really hard to hear, where your coach suggests doing something that makes you freak out. And then instead of just shutting it out and resisting, being really curious and stay with the process even though it sucks, et cetera, et cetera.

So, all of this is, to me, I just made up this concept just right now, but it's like self-coaching maturity, and that is where you really know you are walking the talk. Like, when you tell your clients to feel their emotions, when you tell your clients to believe in themselves and take a risk, when you tell your clients to stand in their beliefs, even doing the thing that their family members think is crazy, you're not just telling them. You're living it.

And so, it's that alignment between action and your words, it's that alignment between what you preach and what you do that creates this beautiful integrity that is so easy for everyone to smell. Literally, you smell of it, and then people just buy from you.

So, it doesn't necessarily take time to develop that level of self-coaching, that maturity. But even if it does take time, that's not a problem, right? We all have different paths that we take towards becoming the person that we're meant to be, which is different from everybody else. But for everybody who wonders to themselves, like, "How long does it take? How much longer is it going to take me? Because I think it's taking me too long," or whatever, I would just ask, what if it wasn't time at all and it was just 100%, like, my willingness, like what we talked about earlier, to tolerate as much discomfort as it takes to really, really have my own back, to really, really trust, to really get into belief and do exactly what I tell my clients to do, to be the living example of that. What if that was the factor, and you could stop thinking about time?

Tiffany: Right, and what if that was your soul's curriculum and lesson?

Simone: Yes.

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Tiffany: Like, that's the real learning. That's the real result.

Simone: Yeah, 100%. Is there anything else that you would like to tell people who are in a similar position to you, they are looking to scale, they're making good money, they suspect that they probably have some big decisions to make, to simplify, and they're scared?

Tiffany: Yeah, I think what I've learned from Simone is really keeping things simple and fun. I feel like that's sometimes very underrated and it truly is a game-changer. If you feel like there are leaks in your business and in the way that you're showing up, what are ways that you can simplify them? Or what are some things that you're holding onto in fear that people maybe won't invest in your – I don't love this word – higher-ticket offer or your signature offer, and where is that coming from?

I would really encourage you to just explore those thoughts and really just get curious. Like Simone said, even if I got coaching that I didn't like or I was like, "How dare Simone?" I would still sit with it and just sit with that discomfort of, "Okay, why does this feel uncomfortable? Why does this feel like ass? And is it okay that it just kind of feels like that for a little bit as I move through it and allow myself to be a human being and love myself through it and love my humanity?"

I think that was another really big one. It goes hand in hand with trust. But I've never loved myself more as a human being than I have through this process. Regardless of what has ended up happening in terms of results or money or whatever a milestone may be, I have decided that regardless of what happens, I have my own back.

Something that Simone was able to teach me, that I was able to dig into myself and experience, and I think once you have that, you are unstoppable and it allows you to create these experiments in your business and in your life and allow you to follow what lights you up, listen, and actually jump into the desires of the spirit of your business and trust yourself to take something that feels insane and be able to follow through

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with it because you know that, at the end of the day, you have your own back.

I think that is a really powerful lesson to learn and allows you to be in that discomfort just a little bit longer, allows you to experience maybe uncomfortable emotions in order to create the flow or the ease or that kind of coming home to your business feeling that it expands you to be able to fully receive and step into.

Simone: So beautiful. I get tons of questions from people who are wondering where to go, where to start if they have the thought or an inkling, like, "I think I would love to be a coach but I have no idea where to start." And none of my programs are really the best fit for them because my programs are already for people who know they are coaches and who have started businesses.

And so, if you want to start a coaching business and you don't know where to start and you want to go from where you are to, "I have a coaching business. I love it. I know how to offer what I love. I know how to help people. I feel confident charging for it," the place to go that I always recommend to people is Tiffany's program, Business Activation Academy. So, how can people find that and you?

Tiffany: Yeah, absolutely. So, I hang out the most on Instagram @tiffanycheung.co, and then the link in my bio, you will be able to access Business Activation Academy. The way that I approach starting a coaching business is essentially not starting with anything you think that you should start with, like a website and freebies and funnels and all this complicated shit that you truly may not need until way deeper in your business.

I actually have you start with truly owning your magic. I call it your secret sauce, and then jumping in, to start coaching clients for free or at a discounted rate and really allowing you to gain that experience, that confidence, that feedback in order to refine. Who do you want to coach?

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What do you want to coach on? What are things you don't want to coach on?

All of those things that happen inside our heads back and forth, before we even take action, or the long to-do lists and brain dumps can be dissipated by starting to take some messy action in the beginning and then learning to refine learning to show up and really sell from a place of knowing who the fuck you are and a simple offer that you get to create your first one-on-one simple offer.

So, if that's you and you're feeling the pull, you're feeling that tap on your shoulder, you can click the link in my bio or tiffanycheung.co/baa, and always happy to chat about anything I brought up in this episode or anything that kind of brought up in you.

Simone: I love it. So, if you want to start an amazing coaching business, if you want to have the best possible start without having to come up with a fucking elevator pitch or have to pay people to set up a funnel or whatever complicated shit, if you want to do it in the most organic, magical way that draws on your uniqueness, Tiffany is your coach. So, go find her and I'll leave the rest of her links on the show notes.

Tiffany, I'm sure this is only the first of many future conversations. Thank you for being here.

Tiffany: Thank you so much for having me. It's been so fun.

Simone: I hope you all took copious notes and I will talk to you next time. Bye.

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Hey, if you want a shot of fresh inspiration and actionable tips to improve your marketing every single week in your inbox you'd better get on my email list. Sign up to receive my free e-book called *20 Unsolicited Copy Tips*. It's been known to get people to come out of the woodwork and ask to

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work with you. So get on that. Link in the show notes, and I'll see you in your inbox next time.