

Episode 205_Your shark tank dreams fulfilled! with Shelly Be...

📅 Thu, 2/11 12:19AM ⌚ 40:15

SUMMARY KEYWORDS

people, pitch, founders, ventures, entrepreneur, business, entrepreneurship, shark tank, audience, competition, black, started, women, called, incredible, hot air balloon, march 25th, partnership, manifestation, manifest

SPEAKERS

Kathrin Zenkina, Shelly Bell



Kathrin Zenkina 00:14

Welcome to the Manifestation Babe podcast. My name is Kathrin Zenkina, and I'm a manifestation expert, master mindset coach, and multiple seven-figure entrepreneur. I'm obsessed with helping you achieve everything that you once thought was impossible. If you're looking to massively uplevel your life, your finances, your relationships, your productivity, and success, then you have come to the right place. My goal in this podcast is to help you see the infinite potential within yourself to be, do, and have anything that your heart desires. Think of this podcast as your weekly dose of mindset development to help you maximize who you are and where you're going. Leave it to me to provide you with the tools, the resources, the strategies, and teachings that you need to manifest a reality wilder than your wildest dreams. I know we're about to have so much fun together. So thank you so much for pushing play today. And now, let's begin. Hello, my beautiful souls and welcome back to the Manifestation Babe podcast. Today, I have a very special episode announcing a super exciting partnership that's literally been months, and months, and months in the making now with an organization called Black Girl Ventures. It's literally been in the works since, I swear, end of July, beginning of August 2020. So clearly I'm so excited to finally, finally announced this partnership. And in today's episode, I'm actually interviewing the founder of Black Girl Ventures, Shelly Bell. If you don't know who Shelly Bell is or anything about her organization, Black Girl Ventures, let me fill you in before we

dive into this interview because she is such a powerhouse- oh my goodness. Shelly Bell is a system disrupter and business strategist. As a serial entrepreneur and computer scientist with a background in K-12 education and IP strategy, she helps fortune 500 companies, entrepreneurs, and executives turn great ideas into disruptive strategies to increase revenue. And the organization that Shelly founded in 2016 is Black Girl Ventures, which hosts the largest pitch program for black and brown women-identifying entrepreneurs in the world. Think Shark Tank meets Kickstarter, where everyone in the audience gets to be a shark. I think that is so freaking awesome. And on March 25th, Manifestation Babe is partnering with Black Girl Ventures to host one of these pitch competitions, open to anybody within our community who identifies as a black or brown entrepreneur to apply to pitch their tech-enabled revenue-generating businesses. And anybody in our audience, which I encourage you guys all to participate to be able to directly donate to any of the women pitching their businesses. And the link to all of those details on the pitch competition will actually be in the show notes, which you can check out by swiping up on this episode if you're listening on iTunes, or clicking see more if you're listening on Spotify. So if you know someone who would be a great fit for this pitch competition, make sure you share the link with them. This is seriously going to be a life changing event and I am so freaking excited. So without further ado, here's Shelly. Hi, Shelly. Thank you so much for coming on to the Manifestation Babe podcast. How are you doing today?



Shelly Bell 03:49

I'm awesome. Thank you for having me. How are you?



Kathrin Zenkina 03:52

I am doing great. I am super excited to not only announce Manifestation Babe's partnership with Black Girl Ventures today, but also I really want to introduce you and your incredible story with my audience. I have done a little bit of research on you, and it's so incredible what you've done. I mean, for someone who has, for my understanding, scaled 100 businesses coming from someone who's only scaled my own, Manifestation Babe, that's so freaking impressive. Can you share a little bit about you, and your background, and what got you into the world of business in the first place?



Yeah, so I think it's interesting. I have lived many lives, and so I have worked in workforce development, gave years of education, I worked at the Patent and Trademark Office for a stint. I would say what landed me on this end of entrepreneurship, or this entrepreneur

story, because I've done many entrepreneur things. I got laid off twice, back to back, and I decided, you know what, I'm not going back to work for anyone, right? I am going to start a business. And it's funny because the last time that I was laid off, I went home and I called California Psychics. And I was like, what is happening to my life? And the woman told me, when you find the thing you want to do, the money will come. And you're not going to marry the guy that you're gonna marry, right? So I was engaged at that point, right? And so my whole life was upside down. And I was like, okay, I'm gonna start a business, I'm never going back. And the first thing that I built was a Tipi. A tipi in my living room that I plan to rent out. Everybody thought I was crazy. Nobody's gonna say deliver me a tipi. I'm like, yes, they will. I was in Home Depot gathering wood. I didn't even know how to drill a hole. And and so she's like, what are you doing? I was telling people I'm going to build a tipi, put it in my living room, and rent it out. So kind of our Airbnb has a teepee option.

K

Kathrin Zenkina 06:07

No way. I didn't even know that.

S

Shelly Bell 06:09

Yes, they do. And so with that, I put it on my Airbnb and it got a huge response. Almost immediately, I let one woman come and stay. And I was like, you know what? I don't want people living in my living room in a tipi. This is not what I want. Whether or not somebody would do it, I actually don't want this. And so I learned how to do t-shirts from a previous job. I was like, you know what? Imma launch a T shirt line. So my first line was an LGBT line, it sucked, nobody bought it. And then I was on the phone with a printer. And I said, you know what? It is made by a black woman, I should put that on a shirt. And so I literally went to the computer, designed the made by a black woman logo, it's a pattern after the Made in America logo, and people loved it. And so, then it really took off and people were like, oh, I'm black, my baby's black, we made by black woman. I was like, yeah, that's not what I meant, but run with it. But then I started- my mom invested some of her retirement. And then I use my tax returns to buy my own machines. And through that experience, I started developing relationships with different people. And I started doing business with Google and Amazon. So I'm really passionate about supplier diversity because I've gone through this experience, which really leveled up my business. And so I landed a partnership, I'm sorry, a contract doing some community engagement work with Google. And so I said, okay, I'm going to give Black Girl Ventures 30 days, because my print job was taking off, I was rocking and rolling. I changed my life, at least the first level of it at that point. And I'm like, okay, this thing is taking off. my black women are now getting access to capital. So first, it was, okay, black women are not getting access to capital, let's

just do something about that. So I put people together, women pitch their business, I ran the whole thing like a poetry slam. It was three minutes, you bitch. The audience actually gives their feedback and donates. And then we voted with marbles and coffee mugs, literally. Just like, you like that person? Put your marble in their coffee mug. And, that's how it worked. And so people liked it so much, oh, well let's keep doing it. And so we kept doing it. And then naturally, I think, my business acumen. I started going out, getting partners for space, and food, and different things we need, and it really started steamrolling. So by the time I landed at Google doing a community engagement work, I said, I'm gonna give Black Girl Ventures 30 days. If it takes off in 30 days, we'll keep it. And so that meant, though, for me, maybe one of the first times in my life putting all of my energy into this one piece. And so I did. And it really started to take off. We landed a partnership with Google Cloud for startups, which was a different arm than who I was working for. And we started traveling the country doing the Google offices. Atlanta, Chicago, New York, Baltimore, Detroit, and we were based in DC, so DC. And it was just phenomenal to watch. This was just civic engagement. So the way it works is like, women pitch their businesses, but the audience actually donate to the founder that they like. So they vote with their dollars. And little did I know, that I had come up with this major vehicle for getting access to capital directly to founders and kind of circumventing a lot of the slower moving systems where you have to apply, and wait, and figure it out. Or you got to figure out- when trying to get money from the government, you got to figure out how to even get into the procurement system, this is another thing. So, I figured this thing out, but to me, it's just like, oh, this is great, people love it. And then really roll it into a real true business model, and building out into Black Girl Ventures now. So now we have funded directly 130 women, we have efforts across 12 cities, we are the largest entrepreneur support organization for black and brown women on the east coast. We just landed a partnership with Nike. We work with now some of the largest brands in the world. So Nike, Visa, we're working with a few like Kim Crawford Wines, you. We're going Manifestation Babe, so we're excited about where we're going yet after she, which is a big one. Also Beauty, we had opportunity to work with them. So yeah, this is this is exciting.

K

Kathrin Zenkina 11:09

It is so exciting. You know, two things, actually, three things stand out to me. I love that you went to a psychic, because I had a very similar experience with a psychic when I started my business and that's just so funny to me. And number two is you're the queen of trial and error. You seem to be the queen of just throwing shit at the wall and seeing what sticks. And I know that most people give up after the first thing doesn't work out, or the second thing doesn't work out. And I don't know too many people that get to that third, or even fourth, or God forbid, fifth thing that maybe didn't quite turn out the way that they wanted. And they don't ever get themselves to maybe the 10th thing that is the thing that

takes off. You know, I'm just curious, what is the thing that kept you going through this whole journey until you've reached what seems to be like one of your callings, which is Black Girl Ventures?

S

Shelly Bell 12:02

Yeah. Imagination kept me going. Just always being like- first, well, let me say this. After I made the tipi work, you couldn't tell me anything

K

Kathrin Zenkina 12:19

Seriously.

S

Shelly Bell 12:21

I can make anything work. If I can get people to sleep in my live room in a tipi, then I am magical. right, at that point. And so I think one of the keys today is finding the thing that you do make work really, really well, and then imagine that everything you do can be that, right? Because at that point, it was such a random idea that it could have been anything and it can be anything. Right? It's like this invincible, kind of unstoppable feeling, especially when everybody thinks you're crazy. Like, just go get a job. Just go get a job, you know? And like, no, I will not. Because if they can just lay me off because they disagree or don't like something, I'm not doing that, you know? You don't get to tell me how much I'm worth. You don't get to look at what I've been doing for the last two years and be like, oh, you know what that's worth? What does that even come from? So let's say I'm like, hey, you know what, Kathrin? Over the last year, I've noticed that you've been sleeping a lot and you work out sometime, you know? So now that you want to be a personal trainer, we think it's gonna be worth \$20,000. And you're like, I'm a personal trainer since I was five. Okay, I said, I think the idea is I felt abnormal to me. And I've never been a great employee. I can't just get in and do my "job". I want to change things, mixed up some paint on the wall, and you're like, yeah, no, we just kind of like the white and I'm like, what?

K

Kathrin Zenkina 13:59

Have you always been this way? Like, what? Because you have such a great mentality, like a great mindset. Everything that I teach on my platforms, on my podcast, is helping women develop mindsets that support their biggest wildest dreams. And you have an incredible mindset where you're like, you can't tell me what I'm worth, you can't tell me that that's not gonna work. I can make anything possible. As long as I have a vision and imagination for it, I can literally create anything. Where does that come from, for you?

Were you born with that? Does that come from your parents? Is that how they raised you? Or did you have life experiences that built that for you?

S

Shelly Bell 14:35

Yeah, that's such a great question. Nobody has ever asked me that before. I think it comes from- because I do not know the source, or I just was born a little crazy. But I would say where I think it comes from, there's a couple places. One, I don't even know if I've ever acknowledged this in this way. One, I think that so growing up, I had a lot of things. I mean, I was at- my brother was going, I had my own toy room. But, you know, just a lot of colors. I had colorful things, I had baby dolls, and books, and my mom read to me every night. And I think through her reading to me, that really had a lot to do with why my imagination is the way it is in stories. I remember this one book, it's a Hello Kitty book, and she loses her kite. And this random animal that no one could really identify, like a bear and something else, I don't know, it came to rescue her in a hot air balloon. And I always, from that moment, I love hot air balloons. I have a hot air balloon tattooed on my hand. And then when I grew up, I found the book, because I kept a lot of my books. And this hot air balloon was the most plain, it really looked like a whoopee cushion, it was that, it was not- but in my mind, it looked like the one I ended up getting tattooed on my arm, which is colorful, multicolored, big, and it was so nice, right? And in that moment, I remember I looked at the book I went, I think I- how I interpreted it was like, okay, well, she lost her sight. Clearly, somebody's got to help her. So, here is this eremo in this hot air balloon, but in my mind it was more colorful than the looked. So when I say imagination, I think that this idea that my vision of what I see is more colorful than it looked is something that came from childhood. My mom, I wasn't really dependant. Even really, really, really young age, my mom talks about me doing certain things. But I always was- it wasn't like, oh, it's a protege. In my mind, it was just like, oh, my mom- I was two or three, and I pushed the chair, and I got up, and made me some toast, and I was sitting on the couch. She comes into the room, she's like, what? What did you do? And I'm like, I was hungry. It was just so interesting, my imagination would go so far. And I think a lot of it started with stories. And so I used to write poetry, and I still write poetry. But I've been writing since I was about eight, and I started writing poetry because I couldn't finish my stories because it was just going on, and on, and on, and on. It might as well been like seasons of a sitcom. It was like, yeah, and then, and then, and then, and there's always an and then, and I think I still think about it now, right?

K

Kathrin Zenkina 17:50

Yeah, I think that's such a great metaphor to you. Because it seemed like in your journey of entrepreneurship, there's always an and then. There's always another thing and another.

So now I see how you've been able to scale 100 businesses, that makes complete sense. And Black Girl Ventures is this extension of you being able to create and then for so many more people so that this whole entrepreneurship thing can just grow, I guess, wings and fingertips that just extend everywhere and create constant and then, so I freaking love that. Going to Black Girl Ventures,

S

Shelly Bell 18:27

You said that so well. I'm gonna use that clip.

K

Kathrin Zenkina 18:33

Can you share more about the pitch competition? Because that, let me tell you, when I learned about your organization and I learned about this Shark Tank type pitch competition, that got me so excited because I've been watching Shark Tank for a really long time, and it's so funny because everyone is kind of on either side of Shark Tank. People are either imagining themselves going onto Shark Tank, or a shark tank type experience, and pitching their businesses, and getting a shark to say yes to them, and then their whole life and their whole business changing. Or someone on the investment side, being able to help these businesses, and I have always imagined myself on the investment side. And so every time- because I know that I'm not creative enough to create so many crazy ideas to disrupt industries the way that these entrepreneurs can, but I know that I'm someone who's really good at manifesting money, and I know that money is a tool that we can use for good, and we can choose to vote with our dollars. And I've always seen myself as being an investor in ideas that are going to change the world for the better. And so, when I heard about Black Girl Ventures, I was like, oh my god, my Shark Tank dream is about to get freaking fulfilled. This is incredible. And the fact that you open up this pitch competition for any black or brown-identifying woman-identifying entrepreneur to come pitch and anyone in the audience to be able to be a shark, it's not just five sharks, but everyone can be a shark. I think that is so freakin cool. Can you just describe more about how the process works and get us super excited for what's to come?

S

Shelly Bell 20:10

Yeah, totally. So the way it works is you have to be at least a year in business revenue generating and under a million dollars in revenue. We view it as catalytic capital is non-dilutive. So for the audience, it's actually a charitable donation, and we grant out to the founders. One of the things that I realized about the Shark Tank experience, which everybody was doing, I think art imitates life, life imitates art. So, I think that it was- people are already doing pitch competitions that have Shark Tank habit. And then more

people are doing this competition. And they started doing it exactly like Shark Tank.

K Kathrin Zenkina 20:48
Yeah.

S Shelly Bell 20:49
And I'm like, well, okay, so let me get this right. If 1% of the country holds the most wealth in the country, right? Then why wouldn't I create another Shark Tank for black woman when that also is the exact same thing? So the smallest set of people in the room are making a decision here. So typically, when you go to various competitions, there's an audience, and then there's three or four judges, and the judges are making the decision. Well, to me, that mirrors the problem, right? The problem is we're giving a small set of people some decision making power over people. Or these people are viewed as the experts, therefore, they make all the decision. Now don't get me wrong, I think this competition should exist. And I'm not deeming anyone out there who doesn't mean that way. I think it's a yes and, right? Everything needs to be in existence in order for us to push forward. But the way I looked at it, so at first, when we started, the audience would actually give the feedback. The audience would actually talk. They were raising their hands, and they would ask the questions directly. Well, what I learned from that is, that was such a great consumer feedback. It was like, wow, oh, wow. I get to know, not just over survey, but just based off of me pitching, I get to know what people might think or be questioning about my product or service. Therefore, I can go back as a founder and now revamp that. So it was just wow. But then we got too big. So we went from audience of 30 40 80, and then there's like 250 people. So I couldn't open it up to everyone, so I had to have judges. But we are really clear with the judges to say, listen, there's a Harvard board review article that says that women are asked prevention questions and men are asked promotion questions. And so those questions are the difference between well, how will you get these downloads? Versus what's your plan to acquire x people? right? That is you already assuming that the man has a plan. And then assuming that the woman still has to figure it out. And so we made sure that we let them know, hey, you're here to push the broader community thought forward on what questions they may have, not here to be some definitive judge on what can or cannot be, right? So the the people we're pitching, they get audience, consumer feedback, those votes. So we're always the largest influencer in the room, us and our partner. So even if they go out and get their friends and family to give, which everybody does, which they should, because it's also an exercise in fundraising for them. I remember when we piloted, we did it with a certain set of founders that were in the larger competition, like, hey, I'll give you all this code, it's the link, go raise more and see what happens. And they did. And when they came back, it was a lot of their friends

and family. And I said, well, why do you think they gave to us versus just you go in and say, hey, can you give me X amount? And it was because they felt like they were a part of something bigger. And I was like, oh, okay, click, click, click, now I got it, right. So with this pitch competition, not only are they getting access to capital, meaning cash capital, but they're getting access to social capital, they're getting access to consumer feedback, and they're getting access to training themselves on being able to fundraise alongside someone else, which alleviates a little bit of the pressure. Traditional crowd funding through Kickstarter, GoFundMe comes with an opportunity cost. You have to have a network already. You have to be able to go out, and share, and build a video, sell a story well, and so some people may not make it to their goal. So my thought was, oh, well, we can work together collaboratively against history, in my opinion, to help you actually raise some capital. Because historically, these founders may or may not have access to generational wealth, because just of historical context around rights, jobs, and all these kinds of things.

K

Kathrin Zenkina 25:08

Yeah, I think it's so incredible what you're doing. Creating so much opportunity for people who may have not had opportunity before in the past. And it's just so inspiring. This is just such a beautiful example of money is a tool, and we get to use it to impact the world. Money's not good or bad, it's completely neutral. And it's the people behind the money who are able to make these decisions, and it's voting power. I love your style of competition, everything that you just described in the differences between traditional pitch competitions, or Shark Tank style, and how you want everybody involved that makes it so much more inclusive. And that's incredible. What is your ultimate vision for Black Girl Ventures? Where do you see it in five to 10 years? If you even have that vision right now?

S

Shelly Bell 25:55

Yeah, I do. We are going to, what I really wanted to see is that we facilitate more capital to more founders. I think that I'm looking at what can I do and what I created. So we're working, and being creative with working with people. So we're working with an ice cream brand right now called Cool House, where we are developing our own ice cream flavor that will then in turn, every time somebody buys this ice cream flavor, it will create a grant for a black or brown women entrepreneur to get access to marketing, designer, IP, right? That's a creative way to partners. It's not just like, hey, we're raising capital, can you give us so we can do our efforts. It's like, we're gonna create this very specific thing based off of what we know is the need in the market, right? And then I want to- we are moving our chapter, what was our chapter program in to being a fellowship. And it'll be a nine-month fellowship, where we will provide wraparound services and education along with a

\$10,000 stipend. Because I want to move from- not moved from, but I want to include in our efforts, not only people being business owners, but being business leaders, and how hyper locally women's voices are amplified as business leaders. Because the next time I ask a kid who is an entrepreneur? I do not want to hear it is Mark Zuckerberg, right? That is not the pillar of entrepreneurship. There's women all around them enlarging these companies, running these companies, running them in the background with a man as a leader. I want other little girls to see themselves in it. So we're going to be expanding to more cities, focusing on supplier diversity, focusing on a fellowship program, and then maybe even looking at- not maybe, we are looking at global. Global is major.

K

Kathrin Zenkina 27:54

That's so cool. I'm gonna put you on the spot, and it might be a little bit of a hard question. But if you were to pick one, or maybe a few if that's really hard, of your favorite Black Girl Venture success stories, which would it be? Do you have an example that is something that blew your own mind? Something that someone achieved because of the access to capital, and access to social capital, and all the incredible benefits that you guys offer? Is there something that someone took from x point to y point, and it just blew you away?

S

Shelly Bell 28:25

Yeah. So one of our founders, she received an anonymous donation for \$100,000 at the DC pitch competition. Kendra Woolridge, the founder of Janet & Joe. And we have a video that is telling her- she thought I was just doing a video of her video feedback and what she thinks about things. And I told her, like, oh, we got a donation for \$100,000, and she, broke down. She talked about how her mom had passed away. She just wanted her mom to see her blasted company. Her mom passed away two weeks after she launched. And she's like, so to have someone who is not your family, she's like, with your friends and family, you sped into gotta support because they your friends and family. But to have an organization that supports you, that does not know you, is not just based off of some levels of relationship, but there they are willing to grow that relationship, give you direct feedback with the pitch. What she realized is when she did the pitch practice- because we do pitch practice first. So there's an application process. We vet them out. We review them, we have reviewers were random, and they do pitch practice twice, two pitch practices before the event. And then a tape, and then the event goes live. And then they have judged they give feedback like I said early. One of the things she got as feedback was that she wasn't asking for enough money. And she asked for 50K, she walked away with 70k in her pocket plus whatever she raised, because that was on top of whatever she raised. And so she was able to fulfill a very large PO that she had on the table, and I wasn't sure exactly how she

was gonna fulfill it. We were able to get her some confidence around her finances and how she's managing the house. She's managing the pieces of the company. We're actually able to connect it to some information around what makes the most sense for how she's managing her product and inventory. So yeah, it was amazing. So she's one of our- we want to create more Kendra moments. We want that to happen.

K Kathrin Zenkina 30:45
What is the company name again, that she founded?

S Shelly Bell 30:48
Janet & Joe, and it is a nontoxic nailcare

K Kathrin Zenkina 30:52
Ooh, I'm gonna check that out.

S Shelly Bell 30:54
Nontoxic nail polish.

K Kathrin Zenkina 30:55
Alright, you guys listening, check that out. Okay, because I am looking for a non toxic nail care. So that is, I think I just manifested that Shelly. So thank you.

S Shelly Bell 31:05
Look at that. Okay, I'm all about- I was so excited to work with you because I am all about manifesting things. I'm a master manifester.

K Kathrin Zenkina 31:18
Speaking of that, what is the coolest thing you've ever manifested? What's a cool manifestation story you can share? If you have to pick one, I'm sure 1000

S Shelly Bell 31:30

My first surprising one was probably my first teaching job. So at the end of college, as college is coming to a close, I am about to get my computer science degree, but just I was in love with this guy. And so he's like, moving to his home city, which was Charlotte, North Carolina. And I'm like, okay, but I'm resided, right? What does that look like? I thought to myself, well, I'll just be a teacher. Now I'll just teach for a year, and then I'll find a corporate job, and I'll go, and I'll be a software engineer. I had no idea where decisions I was going to come from, how I was going to become a teacher. But when people ask me, what are you going to do? Oh, I'll be a teacher. And they're like, oh yeah? I'm like, yeah. Like I said, No clue, no context, no nothing. I don't even know if I put in my application at that point. So I go Valley to put it in my application. They're on a hiring freeze. But when people kept asking me, what are you gonna do? I will be a teacher. Yep, I'm gonna go and I'm gonna teach. And I'm gonna do that for a little while and I'm gonna do something, I was just telling my story that hadn't happened yet. I've no clue how it was gonna happen. So I started bugging this lady in the HR office. And I was calling her I'm like, hey, so I would be like, I'm checking in, to the point that she would know me by name, she would know that it's me calling. She'd be like, Shelly, we still don't hire for you. One day, she calls me now, she says, okay, you can go on an interview with this middle school principal, right? So I go, I interview with him, I knock it out of the box. And I said what would you want me to know if you were going to hire me? He said, know your students in half. And I always kept that. Any community I work in, anybody didn't work that way I was like, know what you're doing with that particular thing, community, a job, a business, whatever, and have fun. And as you know it, I'm coming. Well, I will work here. This is where I'm going to work. As I was calling the lady, finally, maybe a couple weeks before graduation, they lifted the hiring freeze. And she was like, you got a job. And I had to find somewhere to live and everything. I really didn't have the job, "I had it" but I was steadily like, words are spells, right? So the more that you speak out and say that this is what you want, and the more that you draw boundaries around where you are not going to be called anymore, right? I was having a disagreement with a friend and he said, Would you stop being challenging? I said, Oh, no, no, no, no, no, no, I am not challenging, it's not what this is. Your interpretation of how you feel about what I'm saying to you because I'm not agreeing feels challenging to you. What I will not own and when I returned to sender, return to sender, return to sender, I am not a challenging person, right? And you have to be active about it sometimes to really hold up a mirror to people to help bounce that stuff off of you. As you start owning in your own words and manifest oh, you know, sometimes I'm challenging, but I'm just no, no, no, no. Sometimes I don't always remember, sometimes I'm bla bla. No, not sometimes you are, you're saying you are. And now you are putting a spell on yourself and manifesting more and more that you are sometimes that thing. No, you're not. You're not that thing. Somebody tells you you are that thing, right? So I'm really big on words and, you know, making sure I'm saying things that push energy forward. I love it.

K

Kathrin Zenkina 35:27

Yeah, I absolutely love your certainty too. The certainty that you have, like, this teepee is gonna work, or this teacher job is gonna work, this pitch competition, it's gonna work. I mean, everything. You come from a place of this is gonna work and that's not to say that you don't ever come across challenges, or obstacles, or anything like that. You will learn things throughout your journey. There are trial and errors that you've experienced. But overall, you've overcome all of those obstacles and challenges because you have so much certainty that what you want is going to work and that's exactly what you get. And you're such a prime example of that. And it's amazing.

S

Shelly Bell 36:10

100% 100% Yeah, I wish that when people ask me how do you do it? I wish I could give you a how. I wish I could be like, you know what? I have a button under my arm and I just press it, but it's not. It's not that and it takes maintenance. Maintaining. So you have to maintain your energy and your certainty, it takes maintenance. And I get coaches. I believe that a lot of people ask for mentors when I really need coaches. Mentor is the regular thing to he would tell us, you need a role model, you need a mentor, it does that from kids, I mean, for being kids. And we keep that oh, I need a mentor. It's a free relationship. You think you're going to find the right person to just mentor you. And I'm like, that's great, maybe you will, but you need coaching. There is not a successful person on the planet that has not had a coach.

K

Kathrin Zenkina 37:03

Yes, as someone who has had many coaches, I completely agree with that. You need someone to point out your blind spots. And a mentor is not typically someone who is asking you the right questions, and getting inside your head, and figuring out what your mental obstacles are or what your energetic obstacles are. And so someone who can really come to understand the way that you think and the spells that you might be putting out into the universe with the words and the labels that you might be accepting that aren't you, but you think are you because that's what you've been called your whole life. It just makes such a big difference. And I'm also very, very much pro coach. And I think, I'm also pro mentor, pro coach, pro anybody. One of the things I also love about what you do is the community aspect. Because I know that entrepreneurship is very isolating, especially in the world of COVID. My god, it's become even more isolating. So to be able to have this connection, and community, and being able to have coaches, and mentors, and people to support you, I think is so so crucial. So I absolutely love everything that you're doing. And Shelley, I just wanted to thank you so much for coming on to the Manifestation Babe podcast. And I am very, very excited and grateful. And my entire team

is very excited and grateful to be a part of your mission to empower as many black and brown entrepreneurs to fulfill their wildest dreams and literally take over the world through entrepreneurship. So thank you so much for being here. Thank you so much for your mission. It's just so much appreciation for you.

S

Shelly Bell 38:36

Thank you for having me. And thank you for your partnership. We're equally excited. So let's go change the world together.

K

Kathrin Zenkina 38:42

Yes. And to any of you guys listening, if you want to be part of the pitch competition happening on March 25th, I'm going to drop all of the details in the shownotes so you can check those out by swiping up if you're on iTunes, or I believe it's the See More button on Spotify, if you're listening on Spotify. And then go ahead and tag both @manifestationbabe and @blackgirlventures. Shelly, do you have a personal Instagram that you use as well?

S

Shelly Bell 39:10

I do, @lamshellybell

K

Kathrin Zenkina 39:13

@lamshellybell. If you can tag all three of those, letting us know that you listened to this episode and share any incredible takeaways that you took away from this podcast episode, as well as share the link to the pitch competition to anyone that you think would be a great fit to apply. And if you want to be part of the audience as well, that's all going to go down on March 25th. All right, you guys, I'm going to catch you in the next episode. Have an amazing day. Bye. Thank you so much for tuning into today's episode. If you absolutely loved what you heard today, be sure to share it with me by leaving a review on iTunes so that I can keep the good stuff coming your way. If you aren't already following me on social media. Come soak up the extra inspiration on Instagram by following @manifestationbabe or visit my website at manifestationbabe.com. I love and adore you so much and can't wait to connect with you in the next episode. In the meantime, go out there and manifest the magic.