

12 Episode with Masha Goins

Wambui: Hi, Masha. It's so nice having you on my show. Thank you for being here.

Masha: Thank you so much for having me, Wambui. I'm excited to join you today.

Wambui: Thank you. I've been looking forward to this conversation since I met you about two months ago and you were so generous in auditing my sales page and just looking into my business.

And I said, I have to have Marsha on my show just to, 'cause I know my audience would benefit from your insight. So thank you so much. Now, for those who don't know you, can you please tell my audience a little bit about yourself?

Masha: My name is Masha Goins and I'm an online business coach for heart-centered entrepreneurs.

And the reason I say heart-centered is because I coach Online business. So people who want to create knowledge-based products, whether it's a course, a membership, or a program take something that they're passionate about and create an online digital product. But I focus on entrepreneurs who want to do that in a way that allows them to live their life offline because the whole entrepreneurship, especially online entrepreneurship is like, a self-development journey. There are a lot of challenges that come up.

You could spend all of your time online on the computer or social media. And that's not the goal of it. The goal of it is to create time, freedom, and financial freedom. So I focus on working with, primarily female entrepreneurs who are soulful and heart-centered and want to have an impact and make the world a better place.

Wambui: That's beautiful. I love that Soul-centeredness. And actually, I did notice that, when I send you a message in the evening, your Instagram, it's like, you're not there. It's like, do not disturb. So I love, that you're not always, online and you know, grinding and hassling. Cause that's not heart-centeredness. Right?

Masha: Yeah, and I mean, I was there and I burned out trying to do that. I was working a nine-to-five job and I was trying to start this as a side hustle, but I was not taking care of myself, I spent and wasted so many countless hours doing things that didn't move the needle and didn't generate revenue. And I thought that I just had to grow my social media audience and I just had to be on social media all the time and create perfect content. And now that I've learned from my mistakes, I am very adamant about creating boundaries and I teach my clients how to create boundaries.

One of the things that I do is delete my social media apps on the weekends from my phone when I'm not launching. So I just completely delete my social media apps from my phone. So I can't even go there.

Wambui: Talk about discipline.

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Masha: I have to do it because it's an addiction. And what I find is that even if I'm picking up my phone to check the weather, the next thing I know, my fingers have automatically, Subconsciously, without me wanting to open up Facebook, suddenly I'm watching, some sad video about dogs being mistreated. I have loved dogs since I became a dog mom, I'm like, all the content about dogs is good to me. And then I'm like, Oh my God, I'm so sad about this dog. And I'm like, Wait a second, what am I doing on Facebook?

I wasn't even going to go on Facebook. So it just happened, I've noticed that it happens automatically without my conscious mind wanting to go on social media. So I have to do this to myself because I have an addictive personality and I just, it, is very liberating.

Wambui: You're not alone.

Tell us a little bit about your program. Cause that really, sounds very interesting. Tell us a little bit about it.

Masha: Thank you. I have a group coaching program and it's called Hey to 100k, your step-by-step program to soulful six-figure success.

I started it, because when I realized that the majority of female entrepreneurs never hit six figures in their business and I'm not only talking about annual revenue but I'm talking about ever in their business. Only around 12 percent ever hit 100,000 dollars in their business.

So I became obsessed with these numbers and so upset about those statistics, wondering why is this the case. The women that I know are some of the hardest-working people. They're passionate. They want to change people's lives. They want to help make the world better. Why is this happening? And so I started digging into what is it specifically for female entrepreneurs that are sabotaging us, that is keeping us from reaching this milestone and that is why I came up with this concept.

Only 3 percent of mom entrepreneurs ever reached six figures, which is just mind-blowing to me, and ever since I reached that milestone as a mother of two little children, I thought, you know what, we've got to do something about this. We have to change these numbers because it's not fair.

Wambui: Wow. That's amazing. 3%. Wow. That is amazing. So how did you do it? And you, when you started your business, you, you had a nine to five, right?

Masha: Yes, I had a nine to five. What I did was I started initially my business on Instagram. So Instagram was my primary social media platform. And I started, creating lifestyle content and I kind of fell into, becoming a coach because people were asking me for advice. How are you doing this? How are you growing your audience? How are you getting engaged? All of these things. So people were starting to ask me and I was like, Oh, you know what, I'm going to share some of my tips and what I do. And it kind of just evolved organically. I became obsessed with wanting to quit my job and, and do this full-time.

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And I said, you know what? I had, you know, benefits and insurance and, 401k matching from my employer, and I had that stability that a paycheck provides, but I didn't have the time freedom. I didn't have the financial freedom because I knew that my salary was capped. There was only so far that I could grow in my, revenue, and I didn't have the time freedom I was missing out.

I was missing moments with my little children. I was not able to, be there for things that I wanted to be. And, and I said, you know what, there's gotta be a different way. And actually, the pandemic accelerated my business. It was a blessing in some ways for me because it allowed me to grow my business and I was able to quit my full-time job in 2021 two years ago.

Wambui: Wow. So how did you make time? Because most of my ideal, audience, they are, they have 95 and they are doing this side business that they want to grow, but they always tell me that a lack of time. That's a big challenge. How did you create time?

Masha: So I started, and I didn't do a very good job of this because I burned myself out trying to do everything, you know, trying to be a present wife, trying to be a present mother, trying to, be productive at work.

I had a one-hour commute each way to the office. And during this time, I would listen to training. I would educate myself. I would work after the children went to bed in the evenings after everything was done dinner, laundry, whatever, I would stay up late working, I was not watching TV, my husband was like watching Netflix, movies, whatever, relaxing in the evenings, and I was just, on my computer burning the midnight oil and it took a toll on me mentally physically, and emotionally because it was just not sustainable for me to do that. And I realized that there's at some point you have to make that leap of faith. And it's really hard to do that because you're like, ah, but I need to pay the bills and I have to get a paycheck.

And so for me, it was realizing that I could do this. The first time I had my, launch and I hit 30,000 in my launch, I was like, wow, okay, I can do this. It's believing in myself and that was the hardest part to believe in myself that I could do this and I could make this.

The thing that allowed me to make that scary jump because it was terrifying to say, okay, I'm doing my business. What I learned was the moment I went out on my own I said that I needed to learn from that burnout and I needed to learn that's not what I want. Because I could just recreate that stress and overwhelm in my business and be working nonstop.

And I said I needed to show and create a different kind of online business. I need to show others that it's possible. I need to walk the walk. I need to do the thing. So you know, every afternoon I pick up my. Kids from the school bus. I make them after-school snacks family dinners, that kind of stuff that is important to me.

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It's not a priority for everyone, of course. But for me, that was important. And that's what I wanted. And so that's, what I created.

Wambui: Beautiful, for those who have nine to five that they enjoy and are not ready to leap, but still want to have maybe an extra source of income, how would you advise them to find that time, that balance, if there's any?

Masha: It's amazing because the thing is that the online creating a digital revenue stream allows you to recession-proof your income because you can scale that and there's, no limit on what you how you can scale it. And that's the beauty of the online business world. So I would suggest thinking, about what is the thing that you enjoy the most.

And you have to enjoy it. I love my business. It's so much fun. I get to talk to amazing entrepreneurs like you. And I would say prioritizing, so not getting caught up. On all of the outside trappings that we think a business is, which is, I'm going to spend, you know, 10,000 on a website. Then I'm going to hire an amazing logo designer because I need to have a beautiful logo. Then I'm going to create some business cards. That's not what creates a business, right? What creates a business is you creating an offer, an offer that you can sell, and something that you can put together quickly.

Wambui: Right.

Masha: So I always say, think about what you love doing and how you can package that up into an offer.

Wambui: Very good. And now that brings me to what you have a concept of how one can create a quick cash injection offer. How do you do that? I mean, or rather, I know we can talk about how you do that right now, but maybe what success have you seen in your students? Just, creating that quickly. Cash injection offer and what does it maybe look like?

Masha: It's, basically what I do is I turn the whole concept of the way online business is usually taught upside down. And I start with the offer, because usually they say, the gurus, the online experts, they say, you have to grow your email list.

And then when you have X number of people on your email list, you can nurture them, you give them free value every week and you give them all these free things. You create a lead magnet, a freebie, then they join your list, and then you have to show up on social media every day, every day, you know, and you can be in this place forever of trying to grow your audience, creating free content.

Trying to grow your email list and not making a sale. So I'm like, okay, no, we're starting with a sale and you do not have to have a big audience at all. You can have a teeny tiny little audience and you can start with a sale and the quick cash injection offer is something that doesn't take you time to create.

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So it's something you can put together in less than a weekend in one evening because it's not, you know, a course that you have to create the modules and record the videos and create all the PDFs. This, and that is very daunting for a lot of people, sort of like the actual creation of the thing. And I'm like, no, you don't actually have to, first of all, the thing doesn't have to be created because The thing that is the most valuable to your audience and your dream clients, which I call flamingos, the thing that's most valuable to them is You.

So access to you is one of the most valuable things. And so your quick cash injection offer can be a one-on-one coaching package. Where you don't have to create anything. You just have to have, you know, a PayPal, a way for somebody to pay you, and maybe a Zoom account so you can connect with them on Zoom and that's it.

And you can use a Google doc as a sales page. You don't have to, or an email, you don't even have to have a sales page.

Wambui: That is so attractive. Especially for us who have nine to five, because I can whip that up in a weekend.

Masha: Exactly.

Wambui: Or like on a day off, like today for me, I mean, it's, that's so exciting, Masha.

Masha: What it does is it gives you that confidence that you realize, first of all, for those of us who are perfectionists, we get caught up ie the sales page has to look like this. And this is going to take me a few months, then I can work on this and that's going to take me a few weeks.

During that process, we lose confidence because the pressure of selling starts building and building and building. And you start thinking, Oh my God, I don't know, how am I going to do this? And what am I going to sell? And do I have to launch? And so I'm like, you can make this simple,

And, and for others, it's, you know, one of the members in Hey to 100K, her quick cash injection offer was a PDF. She put together a very simple PDF and she sold it and she made over 5,000 in one month. Like, you know, it, it was just a simple download, not any book by any means. It was a PDF guide.

She was at the point where she was going to take on a retail job just to help make ends meet and help her family. And then she's like, wait a second. Wait, how did, how did that just happen? And it just opened up the possibility to her that you can generate money out of thin air,

That's this amazing feeling because you are the money printer like I call it like you're the you're the dollar bill printer and you can act the first time you realize you can do that. You get a sale like that and you're like, hold on a second. I just how did I that.

Wambui: it's amazing.

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I saw some of the interviews you had with The women in your program and some of them couldn't even believe that they did what they did. It's like how did I, why didn't I get Masha before? So it's quite exciting that you're giving people those results like really tangible results. That doesn't take a full 30-day runway, whatever, you know, just really results, quick results.

And I know it's not going to be like overnight, but just, having a guide, having someone to guide you and telling you that this is what you do, that's, it must be very helpful. I can tell.

Masha: Yes. And the most important thing that I always say is that when somebody believes in you and you're not just on your own with your dream and your heart

and I only work with people that I believe in, you know, and that's the great thing that I get to pick and choose who I want to work with. And I work with incredible women around the world and male clients as well. But in my program, it's all women so far. And I believe in their success. I see the success story and the testimonial that they're going to write me.

I just tell them, I'm like, you don't see your future self, your six-figure self. She's right here. This is what she looks like. Look in the mirror because she already exists. Right. And then they're like, Wait a second. It's that deep radical self-love that belief in yourself that faith in yourself and the faith in a higher power if you have that faith in God as well.

It's realizing that this is my divine purpose actually to do this thing right and to help others to do this and it starts with believing in yourself and having someone believing in you and having that support. It's like having wind underneath your wings.

Wambui: I like that. And I like the mindset piece because you're big on that. So most of my, clients, again, have this self-doubt. And I had that too, and I'm still working on it. So how do you coach women? What do you tell, women or, you know, your audience or my audience and our audience?

How do we help them get out of that? The mindset of, you know, like for me, it was, self-doubt and a lot of perfectionism. I wanted everything to be perfect. How do you advise someone to just do what is better than, perfect?

Masha: Yeah, done is better than perfect. I'm all about taking messy action and having imperfect action over perfection because I'm a recovering perfectionist.

And really, it's realizing two things. There's a reason that in my program, I start with a money mindset because most of our Mindset blocks are related to our self-worth and they come from our feelings of self-worth or lack of self-worth and that's the same for money blocks, for receiving blocks, and that's why I started with money mindset and the first thing that you notice is when you, look at the fact, look at how you sabotage yourself all day long, the way that you talk to yourself in your mind, About, you know, all sorts of things, why your jeans are not fitting, why, you know, some imperfection on your face. The way that we talk to ourselves is a self-critical voice.

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I call them ants, like automatic negative thoughts and it's like automatic negative thoughts. The ants are running around in our heads all day long, you know, and we don't even notice it. So our mind is in a place of fear, and we don't want, our mind is going to say, Oh, no, no, no, no, no, no, oh, bomb boy, you don't want to do that.

Because why would you want to do that? Because that is risky. If you do that thing, that's risky. And so your mind wants to keep you safe, because our minds have biologically evolved to want to keep us safe, right? They're not programmed for risk. They're like, You know, we want a roof over our head. We want to have the heating and air conditioning.

If you're in a warm place and you want to have food on the table and in the pantry and that's that that need for safety is so strong in our subconscious mind and anything that we do that is considered unsafe is the unknown. So whenever you do something new or you're taking that leap of faith, it's an unknown.

And so to our mind, it's scary. And it doesn't want to keep us in this stuck, safe place of hiding, right and tucking away our dreams. And don't think about that right now, because you just focus on what you have. But when you have that your soul whispering to you, like You're meant for more, you're not fulfilling your full potential in your life, or is this God's plan for you, actually, like, what should you be doing with your time?

It's there for a reason, like those moments that you have been there for a reason. And it's your soul talking to you and saying, don't listen to your, to your scared subconscious mind. That's not your intuition. That's, that's just the fear. And the fear doesn't go away. Right. I'm not, I never, I always say to my clients, you're not going to wake up one day and be like, that's it.

I'm confident. And I'm not scared of anything.

Wambui: Cause it's a pattern that you formed for years. So it's not going to just happen in a day.

Masha: Exactly, so you feel the fear, but you can see it for what it is. You can see that. Oh, this is my fear. This is not my gut. This is not my intuition. This is the fear talking and I have courage and I can take that courage.

So courage is like something like even the history of the word courage comes from curl like the French heart. So it's about taking courage from the heart to do the thing that you are meant to do.

Wambui: Oh, I like that. So take the courage from the heart to do the thing you are meant to do.

Masha: Yes, exactly.

That's because your heart is a very, it's a very powerful portal. For those who are interested in energy work, your heart portal is powerful. And some think of it as the gateway to your soul is in your heart. And there are a lot of mysteries about the human heart that, you know, in the medical.

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even community, are so unknown, you know, it's such an incredible machine that keeps us going.

Wambui: I like the courage part, because even for those who are believers, we, you know, there's this verse in the Bible that says God has not given us a spirit of fear but of love and power and a Self-disciplined mind. So that power is in us that Courage.

Masha: Yeah, and we have to dig, inside to get it. You know, it's not going to be like somebody saying, okay, here's your courage put it on, you know, and so it's, it's okay to feel the fear, right? Fear just doesn't have to rule your actions and your decisions.

Wambui: Thank you. That's beautiful. So now what are some of the strategies that you can help someone use to overcome those kinds of fears? Anything? Any meditation? What do you,

Masha: I love guided meditations because, for me, I always knew, okay, I am supposed to meditate. It helps your health, it helps you, you know, all of these things.

But whenever I would try to sit down to meditate, I have a million thoughts running around in my mind. I have like a very restless, overactive mind. And so I found that guided meditations helped me. And I have one, I have a free guided meditation. It's an abundance. Activation that where you get to meet your six-figure self and it's really powerful. And it's only 15 minutes and I even listened to my own meditation. I know that sounds crazy, but, it's because I'm listening to my higher self.

Wambui: Yes.

Masha: And so she's guiding me and we all have our higher self and she already exists. So, there's a lot of wisdom we can gain from doing things like that and tapping into our innate strength.

Wambui: Strength is in that higher self, part of us, which is what we are really who we are. We have that power to be our true selves. We've been on this earth for a while, and then we have all these things that are limiting beliefs that we formed and maybe other people tell us.

And then we just create patterns. So there's a way to kind of peel that onion, that layer by using.

Masha: Exactly. And it is peeling an onion. And for those who have faith and who pray, you know, prayer is, a very powerful form of meditation and it allows you to connect to your soul and to, you know, if you believe in guardian angels or you believe in, you know, your spirit guides that you have, that there is energetic forces that are supporting you in this world, right?

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Whether you call it God or source or the universe, and that there is that you're meant to do something right. And so when you have that dream, it's there for a reason, right? It's there for a reason. And, you know, being still and going for a walk, praying, meditating, all of these things allow you to connect to that dream and listen to the voice of your soul.

Wambui: That's beautiful. Yeah, I attest to that. I love just that being still. Being prayerful, and connecting with nature. All those are things that help around, that just help around me. So thank you for sharing. Now, Masha, I could talk to you all day. Tell our listeners how they can find you.

Masha: Thank you. So you can find me on Instagram at Masha Goins. That's my personal. Lifestyle account. and I have a website called MashaGoins.com I also have my business Instagram, which is called Courage and Confetti. And like I said, it's all about my philosophy of, you know, taking courage and having confetti to celebrate yourself every step of the way. So yeah, come find me there and I look forward to chatting and you can grab my free abundance activation as well.

Wambui: Oh, beautiful. Oh, wow. So please, my listeners just go to Marsha's page, and grab that instant gift that she has for us. I know that my listeners will benefit from this. I have benefited from your wisdom and just, I'm always on, your Instagram page and I'm like, okay, what else does she have?

I don't know. And it's, has been helpful to me. So I thank you for taking the time to be here on the show.

Masha: And thank you so much for having me.

Wambui: You're welcome

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