

Transcript Episode 23

Wambui: Hi there, Serah. Thank you so much for being on my show. Thank you.

Serah: Thank you so much. It's great to be here.

Wambui: It's so good that you said yes to this conversation. So now when people ask, tell me a little bit about yourself, what do you tell them?

Serah: Oh, you know, I don't have a little bit. I have a lot. But to summarize, yes, my name is Serah Munyi. I am a mother. I'm a wife. I live in New Jersey. I've lived in the U. S. for over 25 years. I'm a businesswoman and I love it. I have over 15 years of experience working for natural gas companies in different leadership positions, but I am loving just running my own business and just working with my partners and just making it happen every day.

Wambui: Awesome. Tell me about that transition from being in leadership in you said gas company?

Serah: Yes, natural gas.

Wambui: From that into being an entrepreneur. How was that journey?

Serah: You know, it is a journey that you really have to take a deep breath, think hard, and then think long. Before you make the decision. However, it's the best decision that I've ever made for myself for my family, and for my business. Just carrying all the experiences that I've gotten. All the exposure that I have received, all that, that I have in my resume, and more. And I just come in to apply that to a business that I build and I believe in a business that I know that it will be my future and the future of many generations to come, you know? So it's wonderful and it feels great.

Wambui: Yes. And now how long have you been an entrepreneur for? How many years?

Serah: Three years. That's the time that I've had the opportunity to be a business person.

Wambui: Very good. Tell us about your business because I know you're very involved in the community, especially in the diaspora community. You're very passionate about that. So tell us about your business and why you're passionate about it.

Serah: You know, I am very passionate about diaspora. And when I look at the diaspora, I look at my village. And. I do feel that this is where we are supposed to be. And there's a reason why, we came when we came. And when I say we, I am

including all the other members of the diaspora who are here. I do have a lot of passion for many diaspora aspects, but to name a few, I really love working with women. And I also enjoy and appreciate working with the youth. And I'll talk a little bit about the youth.

Wambui: Yes, please.

Serah: And then I'll talk about the women and I'll talk about the diaspora as a whole.

Wambui: Let's do that.

Serah: I started working with the youth from when I was back in Kenya. You know, just being a youth member and being in the leadership of a church and just doing things and planning things for the youth. And then when I migrated here in my early 20s, I realized that there was a gap. You know, the community where I came from. You know, the community of Othaya people. I started seeing that when we have graduations, we are not planning them. Well, I don't know. I had not even planned a graduation, but I just felt that there was something that needed to be done here. And so I started inviting everyone to everybody else at graduation because I had not graduated.

Wambui: You became the coordinator of graduations.

Serah: I became the coordinator. It means a lot to me. And so I would you know, I would hear some, one of, because there was like an Othaya group. So many people have come from Othaya, who live here in the diaspora. And most of them back then, they used to live here in New Jersey. So I would just invite everybody and then we'd cook, we'd have fun, we'd go to the park, barbecue, do all these great things, and then go take pictures. If a parent is here, we'll be taking them to New York City, hiring limos, and doing all these great things.

Wambui: Oh, wow.

Serah: I realized that I had a passion for education, and I really wanted everybody to graduate from college. I wanted to encourage even those people who are not pursuing their degree to find a way to do it. And transitioning into adulthood, I had my own kids. And my oldest was in high school when I started, well, my oldest was in middle school when a couple of parents would reach out to me to talk to their kids. I don't know where they found me, but you know, they'll tell him, can you talk to so and so just try to encourage them, try to guide them, whatever, you know, and I took the opportunity. Talking to the kid and most of them will listen to me. In fact, some of them have over the years, written to me beautiful letters after they have transitioned and they have become professionals in this country.

Wambui: Wow. Okay.

Serah: And fast forward, it was my son's turn and he was now in high school. And I realized that the problems that the other parents were calling me about are the problems that I'm seeing in my own house. And some of the problems are solvable because kids in high school experience a lot of hardship. It's very difficult and they're expected to do so much for themselves. And with little support, most of the time from the, you know, the counselors, the need for counselors is there. One counselor has more than a hundred kids, so they can only do so much. The kids are supposed to, you know, now our high school kids are supposed to figure out the application process, like the essay, figure out the college, you know, all of this, and I know some of parents are fast, they know what to do because they went to college here, like myself, they have better exposure, but think about a parent who was working an old job in Kenya, they did not have like a professional job and so they never went to college in Kenya. Yeah. And then they come here, they get into a nursing school or they get to a trade school, or they get to a job where they progress and they grow and they don't know much about the college process. Now they have a child in high school. Guess what they do? They tell the child, you just figure out what you need and do it. Because I realized that there was a lot of stress in that area based on my own son, I decided that I'd reach out to other parents who had kids my age and a little older so that we could figure this thing together. And that's how I started my organization, the organization called EPAD, Empowering People of African Descent.

Wambui: Okay, very good.

Serah: Basically to be able to support the kids and to assist them from high school into college and then in college we'll support them, help them figure out the internships, the first jobs because all of us now professionals, we know the companies that are hiring. We work for them. Yeah. We are actually the leaders in those companies.

Wambui: Exactly.

Serah: We are the managers.

Wambui: Exactly.

Serah: We are the ones who are hiring. But sometimes, even if I am hiring in my company, if I don't know your child needs help or they are looking for a job, I won't reach out. No, you won't. But just grouping the parents together, grouping the kids together, gave the opportunity for those. working in Google or working in CNN or whichever company, talk on behalf of a block of kids that are minority kids and they are looking for a job. So that's how I support that community.

Wambui: That's amazing. How is that? Tell me a little bit about progress. What have you seen in that particular community?

Serah: Oh, that community has been right. Our first first class is now working. Okay. And some of them are the biggest lawyers in, well, they are working as lawyers in New York City. They, the IT, we have doctors. We have specialists from the same program. We have cardiologists. We have a gynecologist. And so many times we try to get these kids or older children to mentor the younger ones. Now we have already, we have in built resources. within our community that can support my kids who are now in middle school because I have many kids.

Wambui: You have a middle schooler?

Serah: I do. I have an elementary and a middle school and a high school.

Wambui: Oh, you have all levels.

Serah: Yes. So now we are seeing, the kids who are already in the working levels, they have gone through their programming. They have gone through the college, they have graduated. Some of them have masters. Now they can easily come back and be able to give back to the kids that they already know. Right? Because they know these kids. Yeah. Through the, the process of, you know so it is the same program. Okay. That during Covid, I was telling you, we did. Yes. Career a career fair. We invited different professionals. Okay. And through Zoom we had professionals from. All walks of life from all over the country, and they were talking about their professional in different groups. And we would transition from one group. The kids will go to the other group after every 10 minutes you transition to a new group. And it was wonderful. Right. It was wonderful. So, there's a lot that we have done in that space. Yeah. There's a lot of work that needs to be done. And one thing I know for sure, there are a lot of opportunities for our kids. It is hard because you are dealing with parents who may not be seeing the opportunity and the kids. Yeah. Who are American kids and they don't want to be bothered?

Wambui: They don't want to be bothered. And there's another thing, so we are parenting them, especially us who came from other countries, we are parenting them like we're in Kenya, but we're in America. It's so confusing for them.

Serah: It is very confusing, but what I usually tell anybody who wants to hear. We grew up in slavery communities where a lot of our parents, no, not slavery, were colonial. A lot of parents talk about colonial, colonialism. They talk about their parents being killed. They talk about their parents being beaten to death. They talk about Mau Mau and all these other things. Yeah. So that is part of us. We grew up with it. Parents here, you know, who look like us, our cousins, the African American, you. They grow up talking about slavery. So the African American kids grew up in a

household where their father and their grandmother were talking about the challenges they faced in their early years or whatever.

Wambui: Yeah.

Serah: Our children don't have that. They don't have either of that.

Wambui: Yeah, they don't.

Serah: So they're in this space where they are like, okay, This slavery that my mom talks about once in a while, which is really rarely you talk about colonialism. Yeah. Or this slavery that I learned in school. Yeah. You know, where do I come in?

Wambui: Where do I come in?

Serah: Do I follow the side of colonialism? Or the side of slavery? Where am I? And that's why I think our kids can really be able to, transition and grow and be able to reach any level of academic without necessarily having a lot of challenges as we see with other communities.

Wambui: Right, because there's nothing stopping them.

Serah: Because they don't have ties. Yes, but the challenge is that a child has to really know their heritage. They have to attach themselves to something. And that is the challenge we have with our parenting. Because some parents, don't want to really show them that they are Kenyans. They want to show them you're an American, but you're an American who did not you know, fully went through the slavery. I did not go through, you know, like it's, it's hard. It's a very difficult time for the parents to be able to balance. The only way that I see what. It works and it is easier. It is if you have more kids coming together like we do with EPAD. You bring them together and you get someone to talk to them as a group, as a block. Because they have similarities. Those kids who you are talking to have a lot of similarities.

Wambui: They do.

Serah: And in so doing, we are going to be able to build a community.

Wambui: I like that space that you've created. Now, is it only for the community, New York, New Jersey, or is it open to anyone?

Serah: So when we had virtual events, it was open. For communities you know, across the country. However, at the same time, I got to know about other people who are doing the same or similar things. So, you know, almost, I would say maybe five, five different states or six different states, they have kids activities that are usually happening, that usually happens. So parents can reach out to me and, you know, I

can be able to direct them to The one that is closest to them, or I would love for people to start similar. And I would love for, even for support for the New Jersey one, because sometimes it's just hard when you're transitioning, you are parenting, you are doing this, you know, you need parent support so that you can be able to do these things.

Wambui: So true. You need parents, that's key.

Serah: a couple of organizations that are helping our Kenyan kids.

Wambui: Okay. Very good.

Serah: And. We'll be more than happy to connect the parents.

Wambui: I like that. I know when my girls were teenagers and I think it was around COVID time, there was a group, I think there's still a group in Maryland that was doing something similar to what you're saying. So we would have speakers, they would come and talk to them about our culture. And then they could speak to us, tell them about the American culture you know, so it was really good. They even had a graduation. So I used to drive them from New York to Maryland because I thought that was so important. So like you're saying it's all about the parents supporting, because if the parent is not supporting, then it wouldn't work.

Serah: You know, the biggest support is really for you to encourage your kids to attend. Yeah. Because I can organize whatever I organize, but if I don't have kids, Yeah, even if I invite them. I can invite anybody, but if they come and there's nobody to talk to your kids, then there are no kids, and there is no audience.

Wambui: You don't have the target audience.

Serah: Yes. You have to have the target audience.

Wambui: Exactly. That's a beautiful thing. Now let's talk about women and leadership whatever category that you want to move into. Like the youth.

Serah: I have started an organization here in New Jersey with African women. Okay. And the motive is to be able to support each other. In fact, it is this week that I've been thinking about how we should really have a dinner where all these women can come. We are more than 450. And come together. They can come together and get to know each other because constantly I'm getting new numbers or please add my sister, please add my cousin, please add whoever, you know, it has been over the years, but we didn't need to be able to get together. We support each other a lot. And especially if there's a loss. They also have supported kids a lot. Like when we have these events and we need a little money to buy snacks so I usually ask these ladies to give 5, 10, or 20 dollars and they'll donate. They support a lot of other activities

within the community. So we have a space where if you have something going and you need help. You can just post it there, or you can ask me to post it there. And women will step it up. They'll cook for you. Let's say you're bedridden. They'll cook for you. They'll organize themselves to come through for you and support you, going through whatever your women issues, parents issues, adult issues, you know, death, stuff like that. We are always there supporting each other. So that is the organization that I really love and I really want to bring it now to the next level where we can actually be able to leverage the advantage we can get from this country and be able to grow.

Wambui: I like that. You have such good ideas and you implement them with the women's program. Why did you think it was important for that support? Because, and I'm going to maybe answer for me. Sometimes it can be lonely in America.

Serah: Yes. It can be, it can be very lonely. But I also realized that it's not everybody feels the same. There are people who are just comfortable living by themselves, but for me, being an outside person, I want to know what is going on. And generally, I really want to help. I want to support others. I just had to build a space where I could really get opportunities to help to support others. I came to this country and one day we're going to do a podcast about it. There were a lot of challenges that I faced in the first two years of my life here. And I don't want anybody that I know to ever experience that kind of challenge. Without having anybody that you can share with.

Wambui: Can you talk a little bit, because we will do another podcast for that, but tell me one thing that you faced.

Serah: I was homeless, I was, yes.

Wambui: Serah.

Serah: Yes.

Wambui: You are homeless.

Serah: Yes. So we will come back.

Wambui: We'll come back for that. Yes, now I see the passion why you like to bring people together.

Serah: People have to come together. Yeah. Just have, to support each other and minimize those incidents so that people can actually be alone. Without having a choice, you know, you can choose to be alone, but if you don't want to be alone, there should be an opportunity for you to see other people, to meet other people, to support other people, and to integrate. Having this forum has really helped in terms of building relationships, in terms of fellowship, in terms of building groups. For

different things. You know, it's a great thing. And I just love when, anyway, I love when women are together because I think I know a man was, was created first, but until a woman was created, the world was still. The woman came and shook the world and it's the woman that, you know, brings life.

Wambui: Yes, I like that. Actually, my pastor in New York his name is A. R. Bernard. He says we were not created for isolation. We were created for the community. And here you are, you bring people together, which is amazing. Talk about your other community outreach or business Jambo lis.

Serah: Let me talk about Jambo List. Because the Jambo list was delivered because of the needs of the community. For when I first started learning, you know, people here in New Jersey, I started realizing that you know, people call me for different things. Where can I do this party? I guess it started with the parties, where can, which can I change? I wanna transfer. You know, just simple things.

Wambui: Yeah. But you have planted the seed, remember with the youth and now the women. Okay. Continue.

Serah: So I became a resource in the community and I became a connector because I have got to know so many people. So, you know, I know a lot about people and, I like discussing ideas, I don't like discussing people. And so there's a lot of opportunity for me to meet anybody and we'll just strike a conversation on just about anything. And so I realized that you know, there were challenges with women who have given birth here. They have challenges raising kids. I know a lot of older women, a lot of nannies. I know a lot of accountants who can do taxes, all these things. And so one day, you know, somebody just called me and asked me about where they can do their taxes. And I gave them two options. You can call this guy or call this person. They're both good. Just call and interview, do your own interview, and make a decision. And prior to that, a girlfriend of mine had given me a podcast to listen to. She had encouraged me to listen to this podcast, but I'm by a Jewish Rabbi and what I know, you know, of course, they talked about a lot about Jews, you'll never find a poor Jew. Why Jews, you know, they grow, whenever they grow, they blossom. And what he said, is that before you can get an opportunity to work with a Jew, they have to exhaust what they have within their community.

Wambui: Oh, wow. Okay.

Serah: Because that's what the Holy book says, don't forget your brother and to reach out to others before you reach out to your brother. So that is their understanding. And so the majority of Jews, if you look, even their cleaners are Jews, even the taxi driver. They go to a Jewish school. My kids go to a Jewish school because I visit a lot of

them around where I am. Yes, in fact, I can speak Hebrew. So if they meet Jesus, they will speak the language completely.

Wambui: Your kids speak Hebrew. Yes.

Serah: My kids have gone through you know, a Jewish school. But anyway, when I listened to the podcast, I was taking a walk and my girlfriend was taking a walk and we were just having a conversation about the podcast. So I told her, Oh, wait, by the way, so and so called, I said, somebody called me and they wanted to know where they can do their taxes and I gave them two options. And she said, Oh, you always have people to give. But I said, yeah. I always have someone that, you know, something that I can share with someone.

Wambui: You're a walking directory.

Serah: Yeah, and then we were just taking a walk and then we started talking about the podcast. And the podcast said about how to support others. And I said, wait a minute, even us, I mean, that's what I did. Mm hmm. He said, yes, but unless somebody calls you. There's no way they would know. I said, this is business idea. We are going to be on a directory. And so people will stop calling me and instead they will go to the directory. Hmm. Good idea. You're looking for something. You go to the directory and figure it out there because I am going to encourage all these people to list their business in the free directory. Where people can find them. Each other Kenyans can find them.

Wambui: It is a free directory.

Serah: It's a free directory. And that's how Jambo List was born. It's Jambo List.

Wambui: Jambo List. Which means hello in Kiswahili. And then list.

Serah: And then our slogan is. Every business begins with Jambo, which is true.

Wambui: That's so good.

Serah: So we encourage all Kenyans with small, big, and large corporation hustle to list their business there. If you cook chapati, go list your business there. So as Kenyans, as Africans, we only need to go to one directory to find what we are looking for. And in order for us to support our fellow Kenyans,

Wambui: And this list is in the entire country. It's not just in New Jersey?

Serah: It's in Canada. It's in the US and it's in Kenya right now. But our hope is to grow it so that even Kenyans in Europe and Kenyans in South Africa or Asia they can have their own whereby you can just go. If you're really looking for Ugali, you don't have to

go to Google because if you go to Google, Some people may not have anything. They may not even have a website. They may not even have a Facebook announcing that they make chapatis. But if you have a phone number you can go and List your business and it is free. You'll create an account just like Facebook. You create an account You upload one picture of chapati You put your phone number there, and your zip code on where you are. So like for you, whatever you are away from in Texas, you can, you can be able to go and input the zip code of where you are. And you say, I want to drive 20 miles to eat Nyama Choma nyama choma. So if there's somebody listed who does Nyama Choma within 20 minutes, you can find them.

Wambui: That's a brilliant idea.

Serah: Yeah. If you want to go to a Kenyan church, okay, or fellowship, and they have marketed, or they have listed their business at their church there. You just put the zip code and within the, 20 miles or 10 miles or 20 minutes drive, you'll find a church that you will go to and feel at home. So we encourage everyone to list their business as it's free and It's actually a hundred percent free, but to pay for the business, we also market, we market businesses. Okay. Some of them are owned by Kenyans. Some of them are not owned by Kenyans and we market them on our front page. So if you go to our website and you see the page on our homepage, those ones they are paying us for us to be able to maintain the business and to really grow our business.

Wambui: Exactly. Cause I was going to ask you how Jambo List then generates income.

Serah: Wow. And so we work closely with ministries, different cabinet secretaries, We work with governors. As a matter of fact, I possibly forgot to tell you that I'm the ambassador of Nyeri.

Wambui: Oh, congratulations. You are the ambassador for Nyeri.

Serah: Deputy ambassador of Nyeri County.

Wambui: Rightfully so.

Serah: And so we work very closely with Nyeri.Governance with different counties with different you know, ministries to make sure that we are the link between the diaspora community and Kenya. That's good. So our events, when we put our events together, they are actually community events. We do not charge for people to come to our events. We do charge for the vendors. If vendors are coming, we are charging for the vendors. Right. And for dinner, of course, we charge for dinner. But this year we are very excited because we have a lady who is coming. You know, Her Excellency, Honorable Rebecca Miano. She's in charge of trade, industry you know, from Kenya. She's the cabinet secretary and she has agreed to come. We are very

excited because there'll be very good topics that we'll be discussing. And she's coming with her, to her office. Okay. So different sectors of the things that she takes care of will be represented. We'll have questions and answers. We'll have the panels. And so many Kenyans are coming. They are so excited this time.

Wambui: Well, I think. It's exciting. It just to be in one place where you are seeing, you know, your fellow Kenyans and just maybe your fellow entrepreneurs, whatever it is, there's something that you identify with.

Serah: We have a lot of entrepreneurs coming, a lot of business coming, and a lot of excitement with, of course, with the cabinet secretary, because I think that is one of the dockets. That we here in the diaspora are doing business. Want to do the Connect Me. So if you're looking to in importing, exporting, growing your investments at home. There are many investments that are public and private and government-related, where you as a person, can partner with the government of Kenya to build industries in Kenya. There are so many things.

Wambui: That's amazing.

Serah: There's a lot of things that we are really expecting. And and looking forward to because I think this will be a life changer. It will be a life changer.

Wambui: When is it? Please tell my listeners when is it, the dates, the time, and how we can you know, look up this event.

Serah: Yes, I have an event coming up in May. It will be on May 24th, May 25th. It will be here in New Jersey. In a hotel conference room, a hotel called Embassy Suites in Piscataway, New Jersey, and the CS of Trade and Industry honorable. Rebecca Miano should be our keynote speaker. She is coming with her entourage in fact, I was speaking to the office and about six people from her office will be coming. To support Kenyans and to share information on various sectors, which include export, import money remittance, the industrialization that is happening in Kenya that requires public and private partnerships. They will share about growing our businesses in Kenya and the opportunities that the government here in the U. S. with Kenya that we can take advantage of. So it's an event that we do not want anybody to miss. Our event is open for families and the children are also welcome. Okay. We can be reached from our website Jambolist.com and I'm sure you'll be sharing our link there.

Wambui: I will be sharing it in my show notes here. I will definitely be sharing it in my show notes. And you said it's free. But if you're a vendor, talk a little bit about that.

Serah: Yes. If you would like to become one of the vendors, we are still open and taking the vendors. So those opportunities are there. And you will vend on a Friday

and also on Saturday. And we'll give you the space. And for two days, we expect that there'll be a lot of people who will be coming because of where we are located. And the fact that this is the second year that we are doing this expo last year, we had the honor of hosting Honorable Zacharia Njeru; he was then the cabinet secretary of land and housing. But this year we have a lady who is coming and as you learn about her, if you don't know, she's well versed and We are very excited, very, very excited.

Wambui: That's exciting. And that's going to be in Piscataway, New Jersey. So after our friends or your visitors come, they can just take the train to New York.

Serah: You know, New Jersey, where we are, we are centrally located, we are only 20 minutes to New York City. We are one hour from Atlantic City. We are 20 minutes from the beach. Okay. We are two and a half, three hours to Washington, D. C. We are about three hours to Boston. Three, or four hours to Boston. So there is a lot. Philadelphia is you know, 40 minutes to Philadelphia. So there is a lot that you can do. If you are planning a vacation this year, I would encourage you to consider coming to our expo and combining it with a vacation here in New Jersey. And of course, if you are from New Jersey, Where else would you be?

Wambui: Where else would you want to be? But in the Jambolist Jambolist Expo. Expo.

Serah: We are excited and we really truly appreciate all the support that we are getting, because we are getting a lot of support from the community. We are getting a lot of support from the government. The president will be here in the country. Around the same time as the time that we are having our expo.

Wambui: Is he going to possibly show up? Who knows?

Serah: We have invited him, but you know, those are things that we can't tell until time, you know, time happens.

Wambui: Of course.

Serah: Yes. But You know that the ministry, the diaspora ministry will be there. It is possible that we'll be able to get a mobile for ID and passport. And that all that information will be communicated in the next two, or three weeks. Because we do need to get a confirmation for that, but those communications are in talks.

Wambui: That's very good. Now, Serah, it just sounds like you're just a visionary, you know, you have had so many successful businesses. How has it been? How has your entrepreneurship journey been? Because, and I'm asking this because a lot of the people in my audience, really want to maybe do something, even if it's together with their nine-to-five, they may want to do a side hustle, but they feel stuck. They don't

want to take the leap. What would you tell someone who is afraid to take the leap? Here you are, you're thriving, you have a youth community that you're doing. And, you know, an enrichment of youth, women, and now Jambolist. Tell us.

Serah: That's a loaded question.

Wambui: It's very loaded, I know. How do you advise someone who is stuck, and who wants to do something like you did? You are employed for 15 years and then

Serah: I was. You know, the thing is, if you really truly believe in what you have in mind, you really need to take a step of faith and try it. Because an idea that has not been tried, it's a failed idea. Oh, it's a failed idea.

Wambui: Say that again.

Serah: An idea that has not been tried is a failed idea. There's no difference between the idea that you have and that you have not done. And somebody who has no idea, and they're not even doing anything.

Wambui: It's the same.

Serah: It's the same. So at some point, it's good to take the leap of faith. And of course, you do your research to make sure that. The idea that you have, it's strong enough and it doesn't hurt to look for a mentor. It doesn't hurt to be able to speak to someone who has done something before to really get some insight, some guidance, some, how do I do it? The majority of people who have started jobs, businesses here, start, there are, three ways that people start jobs. One, you quit. And decide to start a job at a company, or you get fired. Yes. And you have no choice because you had this idea. Yeah. And now you decide, guess what? Yeah. They fired me. Yeah. I will never be fired again. Yes. I will do this. And this is what I'm going to do. Okay. And the third is where you decide to start small. You start small and Grow slowly by slowly until you are very comfortable. Leaving your work right now. Don't forget that 80 percent more than 80 percent of businesses that are registered every month, fail in the U S

Wambui: Do we know why they fail?

Serah: I think part of it is really, if you have not done enough marketing maybe you are not ready for business. Because there is no business that is easy. Any business that you see succeed, people overwork on it. I co-own Jambolist with two other ladies. And if I tell you that each one of us puts in 40 hours a week, Oh, all about. So it's a lot of work. But you have to really be ready to work. A lot of people. Like a business or they think that they can do business because they see a successful business. We are seeing what Wambui Mburu is doing very well with her podcast in her business. But we are seeing you We are seeing the level where you are. We are

forgetting the day that you started. And the journey that you've traveled. We don't look at that. We just look at the, at where you are. So before you start a business, it's good to be rudimentary, to know that it's a journey. And in business, You actually put more time than your own work, the way you work, where you're employed.

Wambui: That's what you are telling me. You're saying you put in 40 hours, you and your other two partners. And I'm thinking, you know, many people would think, well, you own a business. Maybe you just put in 20 hours and the rest of you are at the beach.

Serah: At some point. It will get there, but for now, and when you're building a foundation, you know, in a home, in a building, the hardest and the most expensive part is the foundation,

Wambui: The foundation

Serah: So the foundation of anything, even when you are raising a kid, yeah, it is the foundation that really matters because you don't have a good foundation, even in terms of the food you give to a child. Or the foundation, you know, the tree, even the tree, how you planted the tree, how you fed the tree in the foundation, it will be shaky.

Wambui: True.

Serah: So the foundation for business is very important. And there is a lot that you need. Putting the policies together, building contracts from scratch, building relationships, building customer base, dealing with customers and you have no idea what to tell. It's hard. Yes. It's hard.

Wambui: It's hard.

Serah: Every time you want to quit. But, if you stand firm, eventually, you will be happy. You'll be working one hour and you're on the beach the rest of the time.

Wambui: And I hear when people say, your business will be making you money while you sleep.

Serah: Yes. When you're sleeping,

Wambui: When you're asleep,

Serah: Because it is a transition, you know, you hire the right people, you treat them well, they help you grow your business. And then eventually you transition to them. And tell them, hey, learn this business, I'll be overseeing. That's when I'll be calling you, you go to Dubai.

Wambui: Oh, that's going to be happening soon.

Wambui: Yes, it's going to be happening soon. Now, the other thing, that's the, thank you for that. That's very good the way you put it and really saying it's not easy. It's not an overnight success. No. It's a lot of hard work, commitment, and just not quitting now tell me the other thing that I'd like to talk about is self-doubt a lot of the people that I have coached, I see have a lot of self-doubt and are not willing to put themselves out there. What makes people stuck and what are the strategies you can tell them to believe in themselves and to take that one step? Self-doubt,

Serah: You know, self-doubt it's one of the things that you hold people together because even as I talk to people, a lot of people have great ideas and they have to try, but they don't believe in themselves. Like they almost need you to tell them, Hey, you can do it. Keep pushing. You, you have the idea. Just go. And then you meet them two, three years after they're talking about the same idea. They're still stuck. You know, and a very difficult place to be. And I'm not saying, you know, even me and you, there's a time when you have to really think Yes. About something.

Wambui: Right. There are moments when we have self-doubt too.

Serah: Yes, you have self-doubt. But one thing that I have learned to do is to write my thoughts down. Write them down. And then revisit them. Because most of the time you come and you'll be able to reason with the other person a lot. Now, you wrote, it's like reading a book. You can, you know, you can read your own book and then you're like, wow, what was I thinking? This was a great idea. Yeah. You know, so you write your thinking down, your thoughts down, right? You write them down and then give yourself time, a few hours a day, to come back and read those thoughts. I think you start realizing that you are stronger than you did. You actually start counseling yourself in believing in your thoughts. Because if you sit down and think about things that you had thought, let's say you had thought about some things 20 years ago or 10 years ago, and you never did you look at those ideas and you're like, I wish I did.

Wambui: Yes. Yeah. I wish I started sooner. Yes.

Serah: Because you self-doubt yourself. And that's why I bring the idea of writing down. Right. Light down your thoughts. And then give yourself time. Come digest those thoughts. Okay. That will help you. And then reflect, reflect on things that you have not done. That if you had done them. Things would be different. You would have you'd be having positive results.

Wambui: Oh, that's amazing.

Serah: You think about that.

Wambui: That's amazing. I like that. Think about the things you could have done and ask yourself if I could have done them, where would I be? I also say to add to that, think about the things you've done before. And what they made you, what they made you become. And so when you are doubting yourself at that point, say, if I could do it, I can do this. Yes. Yeah. So two, two ways of thinking of things you could have done or things that you have done before.

Serah: Absolutely.

Wambui: So where can my listeners find you?

Serah: Yeah, your listeners can find me on social media platforms. I'm on Facebook, I'm on Instagram. I'm on Twitter. Oh, you're on Twitter. I use my name Serah Munyiri on those platforms. Yeah. You can also find us on. Jambolist.com is our website and they can also text me, you know, my contact information. A phone is a public number. And so I don't mind sharing it.

Wambui: Okay. Yes, please share it. And we'll also put it in the show notes. What is the phone number they can call?

Serah: My phone number is +1 908 812 7965. I am happy to speak to anyone who really would like, to connect with me. And I'm happy to learn from your listeners. I'm also happy to share any information that I may have that may be able to help.

Wambui: Thank you. Thank you. This has been a very impactful conversation. I can't wait to share it with the world. And I really do thank you for saying yes to, this request for my podcast. So Serah, I will have you come back. And we can talk more about your journey to the USA, but for now, please have a nice evening. And I appreciate you.

Serah: Thank you. Thank you so much. I really truly appreciate the opportunity to be in your show. I look forward to learning from you. I was listening to your podcast. I think this is a podcast that should be with everyone. So thank you so much for having me. It's been a pleasure