

## DN144 - Keenya Kelly Recording

**Casanova Brooks:** [00:01:03] DreamNation. We are back again with another episode and I'm excited cause I have my sister on miss Keenya Kelly. Keenya, you want to go ahead and say what's up to DreamNation?

**Keenya Kelly:** [00:01:18] Yes. Hey everyone. I'm so glad to be here. Woo.

**Casanova Brooks:** [00:01:22] Oh, yeah. We're excited to have you on, you have been a superstar in your own right?

And we want to dive into your story, want to dive into the highs, the lows, what makes you you, but then we also want to make sure that we can give the proper tips and strategies for somebody else to be able to build. And so the way that I like to start off these interviews, if you haven't heard before, is I always compare us entrepreneurs, thought leaders.

Change-makers. To superheroes. And the reason being is because we're constantly flying around the world. We're putting on our Cape and we're trying to solve some of the biggest problems, one at a time. And so behind every Superman, we all know that there's Clark Kent and behind every wonder woman. There is what I've come to learn. Her name was princess Diana. Right. I don't know. What did you know that?

**Keenya Kelly:** [00:02:12] No, I didn't know that.

**Casanova Brooks:** [00:02:13] Yeah. So that's who the real wonder woman is. And so my question to you is behind the superhero known as Keenya Kelly, who is that princess? Diana.

**Keenya Kelly:** [00:02:25] Yeah, so I would say I am a, well, first of all, I'm a Jesus girl. So I like love me some, some Jesus. Right. But I love people. So I have like this core, like desire to make people happy to get people saved, but also help them make millions of dollars in the process. So it's like all this, like interwoven, like fun, creative ways of doing what I do best, like for business and for God.

**Casanova Brooks:** [00:02:53] So did this come from, like out of a frustration, did this come from something that you were lacking? Like where did it all come from as a young girl? Was this already who you were, did you know that this is where you'd be at this point in your life?

**Keenya Kelly:** [00:03:07] So growing up, I mean, we were poor. I mean, I know you hear that story all the time, but like, no, for real, we were like poor.

Um, I remember like so many times we didn't have lights, water, food, but I had this like little sales ability to about me that I didn't really understand. Like I would buy candy for 5 cents and sell it for 25 and everybody just knew I would be in some type of sales, but I was just like, I was just trying to be myself.

And so I ended up going to college and getting recruited into a network marketing company. And that was kind of like my, my big like. Huh? I've got something here. Like, I mean, people kept saying you're so charismatic and all this stuff, like, I mean, all this craze that happened in this company that was on stage in front of 15,000 people in a magazine and I'm like, what is going on?

And I didn't realize that I had this charismatic. Thing about me that no matter what I said, I could make people do stuff. And I just didn't know that until that network marketing company.

**Casanova Brooks:** [00:04:03] Got it. And so the leadership and everything that you gained along this time, talk to me, like, were you always a born leader or did this all come out of the network marketing company as well?

Like what was, what was that like for you?

**Keenya Kelly:** [00:04:16] You know, I think that, um, my dad, he, I didn't grow up with my dad, but like you had your parents' DNA. And my whole life, I've always heard that my dad was always in some network marketing opportunity, always selling something, always getting people to do things.

And so I think that it was in, it was there. It's just no one cultivated it until I got into network marketing. And once I had an opportunity, it just kind of, it just kind of took its own way. And then they had me reading books by John Maxwell, Robert Kiyosaki, you know, all the leadership books out there.

And that kind of like, like. It like paved me and like molded me into like a better leader, a good leader.

**Casanova Brooks:** [00:04:55] Got it. Yeah, that's so funny because I originally was adopted into the network marketing family as well. And that was kind of how I started to get my exposure to personal development. I always say when I first got in, I was at a big big company and, uh, it was, it was Amway.

Was the company. Was that the company you were at too? Got it. Yep. So mine was Amway and I, and I tell people now, even to this day, like those products and services wasn't necessarily for me, but the values that you learned from those types of companies and the energy and the leadership and the comradery, it's like almost second to none.

So it's crazy when you see so many leaders, so many people who are innovating and who are not afraid to buck the system, right. A lot of the times they had some type of background into network marketing, even if they're not still doing it. Right. So I'm glad to hear that. Um, now let's talk about when, when now you, you decided you're not going to do network marketing anymore, right.

And maybe you still do do it in some form of capacity, but you started, you found another season in your life. What did that look like? Because for a lot of people, they get in early in

the network marketing and they get out, but for some people they stay and it sounds like you were having a lot of success, so how come you didn't stay?

**Keenya Kelly:** [00:06:12] Yeah. So I legit, I noticed that I was all deep and spiritual, but it is like years later I was still in it. And I moved from Kentucky to Virginia. And I started like having this intimate relationship with God that I had never had. And suddenly I heard him say, leave the company, you become very manipulative because of that company.

No. It was like manipulative. He goes, yeah, you learn how to be extremely manipulative about selling. And I need to teach you how to sell. And I was like, wait a minute. You don't just believe like 8,000 people, like all the money you're making, but **I cared about my relationship with God more than I care about the money.**

So I quit. Wow. And I had to go on this like reprogramming detox way of selling things. Cause I spent my whole life in network marketing and I could listen. I could sell anything to anybody and I was proud of it, but I could, it was manipulation mostly.

**Casanova Brooks:** [00:07:05] Wow. And so that's a big, I think that's very relevant in today's world because right now, which we know, depending on when you're listening or watching this there's a pandemic going on.

Right. And so for a lot of people, they're looking at a shift and it might not be that they had that calling, but for a lot of people, it is, and maybe they weren't manipulative, but they're looking to have a shift and a pivot. And so for you, when you did that, I'd imagine your environment changes. Right.

You lose all of the people who you were talking to on a daily basis. How did you mentally break through? Not going back to say, Hey, I already had a good life being made for me there. I got to stick on my path. How did, how did that go?

**Keenya Kelly:** [00:07:47] You know, I think it was very tough because you talk about like, you got this whole life of network marketing and these people, the way you do things.

And I had to stop that company and get a job. And so I had to relearn how to be. In the workforce, like how do I know that I could make \$10,000 a month, but let my job pay me 3,500. Right? Like learning how to like submit to a boss and I'm looking at them, like, I can run circles around you, you know, but like learning what submission looks like.

And so I had to just like, it was, uh, years of like deprogramming relearning. It was very lonely because if you only have all this. Network marketing friends. Now you're trying to come back over to the other side. And I had used that phrase. That job means just over broke so many times. And so I had to repopulate with the quote unquote, just over broke people was just like, wait, like it was very lonely.

I wouldn't say it was depressing, but it was lonely, but I'm thankful that in that time it was like I was transitioning careers, but I was also in a new church and meeting new people. So they. Didn't really know the networks side of me. They knew the person that just showed up

at church. So that made it a little bit easier, but it was a very tough shift with full-time, um, entrepreneurship and working a full-time job.

Like, I don't even know how I made it three years, my company than I did.

**Casanova Brooks:** [00:09:11] So I think my question is, and I'm sure somebody else is like, if you knew that you had a sales background, um, were you afraid that you would be, why didn't you just go sell a different product? Because it gets to the question, like, why didn't you just start your own company and sell another product?

Why don't you go work for someone else?

**Keenya Kelly:** [00:09:28] Well, cause I, I think that I was so programmed with my company. I knew how to sell prepaid legal services. I knew how to recruit people and the industry, like, it sounds really bad, but I feel like the industry of network marketing has a lot of challenges in it. Like, I feel like people are constantly manipulating in that industry.

And I feel like what God was trying to do was deprogram me as a whole. And say, let me reteach you how to sell, and you may go back into network marketing, but when you go back into whatever you do, you're not going to do it from a manipulation standpoint, you're going to do it as an honest, authentic, you're going to make even more money, but you have to relearn how to sell because I spent my whole life and early life in network marketing, learning the wrong way to sell.

And I just had to relearn how to sell. And I feel like that's kind of why that happened.

**Casanova Brooks:** [00:10:15] Yeah. And let's dive into that. Cause A lot of people right now, they're struggling with it. They want this company, right? They want to start up. They want to start a t-shirt company or coaching and consultant company, all these things that really.

Force you to learn how to communicate, which is all selling really is, and there's a right way to do it as like you said, and there's a wrong way to do it. Like you've done. Right. And talk to me about what is the right and what is the wrong way? Like now if you're teaching somebody, how do they sell? If they want to start building their brand, their products, their services.

Is there a couple of steps or anything that someone could take away today?

**Keenya Kelly:** [00:10:51] Yeah. So the first thing that I would say, and it sounds negative too, but don't. Work with a coach. Who's manipulative. That's number one, because we invest. Like, I feel like every entrepreneur needs a coach because you only know what you know, and you can skip a whole lot of steps if you work with somebody.

And so if you're working with someone who's manipulative, they're going to teach you all these particular ways. And that's the way that you're going to go. I made the mistake of doing that as well. But I've also watched how successful I could be when a coach was honest. You know what the person was like here, here is this here is that it made it a lot easier because I didn't have to, like, lying is hard because you have to like, remember the lie, you

have to create all these different things that go along with the lie and you got to it's like, it's just crazy.

Whereas honesty, it's the truth always. And so you don't really have to remember the truth because it is the truth. And so the first thing I would say is make sure you work with someone who is honest. Now, if you're not working with a coach and just in general two, I would say you be honest. Right? So one of the things that I've learned in my consulting business was that one of the ways I was being dishonest, I didn't know.

It was like, um, there's only 10 spots in my program, only 10 spots available, and that's not true. The truth is I have unlimited spots to buy into my digital course, but if I say I only have 10 that's manipulation, just tell them the truth. And when I saw, when I started sending emails, telling people, Hey, I'm going to sell to you.

And I'm telling you, I'm going to sell to you because I don't want you to feel manipulated every time I would send emails like that, my inbox would flood with responses saying, why did you say that? It's like, if I wanted to you to know that I was selling and that this was going to be the truth. And I watched all these people buy from me.

Why? Because I was honest and not trying to make people do what I wanted them to do in some kind of. Some kind of way. So wo, I would say, be honest three. Uh, what would I say? I would say you got to get deep down and ask yourself if you are trying to make somebody do something that they may not want to do.

Why are you doing that? Why do you feel like you have to do that? Why do you feel like your honesty, your, since you're you're, um, you being truthful, why do you feel like doing that? Won't help you make money? Like what, what lie are you believing? Cause you're believing something.

**Casanova Brooks:** [00:13:06] Right. Yeah, no, it all comes about the story that you tell yourself.

And a lot of the times you're like, you feel like I'm trying to make up for lack of where you don't necessarily have to. It's almost like don't focus on your flaws or your weaknesses double down on your strengths. Yeah, right. Because then you get the confidence to be able to keep moving forward and selling that product.

But if you're always trying to cover up a lack of, then just like you said, you created a lie and then you got to cover up that lie with another lie. No, if they come back and they ask you, so what'd you say about this again? And you're like, uh, Right. And so, no, I definitely, I agree there, um, for you, at what point did you know that you had to leave the corporate world now?

Because I'm imagining you get in you're, you're starting to understand how to at least navigate through this corporate world, but now in the back of your mind, you still know, as you said, I could run circles around you. Like, what did that look at? What point did you, were you like, nah, it's my time to get out of here and get back into entrepreneurship in its truest form.

**Keenya Kelly:** [00:14:13] You know, the funny thing was I knew day 30 when I got that first paycheck, I was like, Oh, this is the devil. Once you've made what you made it. Network marketer. You're like, wait a second, wait a minute. What? Like, I think it was also when they kept cutting our compensation, like one month I could make 9,000, then they would cut it.

I'm like, wait a minute, something going on. But then it was, I just kept having this uneasiness. It was like, I knew that I had this creativity. I just didn't know what product or service like Keenya Kelly as a brand is only five years old. I started another company. Prior to that. And that was, that's what would caused me to leave my job the first time, but I knew it when I didn't want to go to work anymore.

When I was like looking at my boss sideways when I wasn't as patient with my coworkers, when I wasn't as patient with my customers, when I would get into these like performance reviews and they'd go, what's wrong with you?

What's going on with you? And I couldn't put my finger on what was wrong. It was like, Oh, I'm no longer happy here. And I just couldn't, I didn't see it until they sent it.

**Casanova Brooks:** [00:15:18] Got it. Got it. Now that's important for a lot of people to know, because a lot of what it sounds like is that you just, you knew it and you started to follow your intuition.

Right. And then, and so you, your performance was low, but then when you got to the end of that rope, you had an opportunity to say, okay, I'm out or just keep doing something that was going to keep you unhappy in life. And so I feel for anybody listening or watching this right now, that's a big key is because trust your intuition, right?

That is basically telling you, Hey, your performance has gone down. You're no longer excited to walk in a building in the morning. You're looking at your manager sideways. Maybe this is that time that God or your spirit is telling you, Hey, go off on your own and try your own thing. So you're not always wondering what if or bringing those around you down, which is another big point.

You know, and so that that's so crucial, and I'm glad that you brought that up, then not only do you decide, you're going to jump out though and start your business. Now you become a big influencer, right? On one of the fastest growing platforms that there's ever been. And so talk to where you always let me ask, because you've jumped in a couple of different things and in the corporate world is kind of always a.

Um, be seen and not heard as in do your performance, let other people recognize you, but don't speak up too much, right. Because you still have these bosses. But now, so my question to you was, was it itching at you to now get back on the stages like you were before? And then now this is where Tik Tok came in at.

**Keenya Kelly:** [00:16:53] Absolutely. I mean, like when you read, okay, when you have gone out on stage and you had 15,000 people scream your name and you get a standing ovation, you're like, what am I doing? Cause ain't nobody clapping for me walking in these doors. You

have that, like nobody's asking for my autograph. It was like, I definitely was missing that, but also watching all of these other people just.

Take off online and I'm like clapping for them. I'm like what? I need to clap for myself. What is going on? That was, that's what started happening with me.

**Casanova Brooks:** [00:17:56] Got it. So what, why did you decide, why, why should people be on Tik TOK? Why did you decide to be on Tik TOK as opposed to doing this on Facebook or Twitter, Instagram or LinkedIn?

Why did, why did you decide to, uh, Tik TOK?

**Keenya Kelly:** [00:18:11] Yeah. So I actually started my business five years ago and we focused mainly on Facebook and then on Instagram. And I literally did not get on Tik TOK until the pandemic, right. So I live in Redding, California, and I have a house and I rent out some rooms to some of the students and I was working from home and the students were at school.

Well, when the pandemic hit, the students come home. And so I'm trying to work with these students in the house and that just wasn't working. Not to mention, I'm dealing with crazy fear of dying with the Corona virus and I'm like, the world is going on. And so I had this like really like intimate relationship with God.

And I felt like I heard him say, get out the house, go find an office. And I'm like, I don't understand. And so I'd get out the house. Somebody gives me an office space. And when I get there, I hear him say, get on Tik TOK. Oh, just like, what does God know about Tik TOK? I'm going crazy in this pandemic. And I was like, well, what do you mean?

And he said, well, you're dealing with fear. And so is the rest of them, but you carry a whole lot of joy. He goes, if you get on there being yourself, you're going to be happy and you're going to make them happy. And I'm like, listen, I'm laughing at him. Like, I don't know if this I'm crazy, what is going on?

You know? And finally I get on this app. And I start doing little things and the comments section it kept saying your joy is contagious. Your joy is contagious. And I'm like, I haven't heard that in a long time, since the network marketing day and the more I kept hearing it, the more I kept, like starting to believe it.

And it wasn't until like a couple of weeks later I went viral and got like 10,000 followers overnight from like this little video, like just the simple, funny little video. There was a white girl who went to a black church and she was imitating the way black people shout in church. Right. It was super funny.

And I'm just like laughing at her in this video and it goes viral and it just keeps like all these videos just keep going viral. And in a matter of like, I think it was like three months, we got like 30,000 followers, but my email list started exploding. My books started selling like crazy on my website and on Amazon and everything was.

Just blowing up and I'm like, wait. And when I look at, I love Facebook, but I've never gone viral on Facebook. I love Instagram. I have never, prior to Reels gone viral. And I said, Oh, this is the spot. But not only that, my business was increasing, but I was more of myself. Cause Facebook. Then, let me dance Facebook and let me be a little bit petty.

They didn't let me do certain things. Cause you had to be more professional on those platforms. But with Tik Tok, I could be all things Keenya Kelly and kill it? And so that was my thing of like, okay, this is the place now. I don't not do the other ones. I just spend a lot more time on Tik TOK.

**Casanova Brooks:** [00:20:54] Got it now what's the, what's the, for anybody that's looking to start on Tik TOK, like what's the, the keys.

Cause I'll be honest to say, like I'm big on Instagram. I'm thinking of almost all the social media platforms, but I'm not big on Tik TOK, even though my son, he, like, I had the app on my phone. And so anytime I even get on there just to like, he, like, he's got sense on he, like you on Tik Tok?. So my question is for someone who's looking to like, okay, maybe I'll download it.

I'll mess around with it. Like, what are the keys? If they wanted to try to get a video to go viral.

**Keenya Kelly:** [00:21:31] Yeah, so, okay. So Tik TOK has changed a lot. Um, you could go viral, but just by sneezing on Tik-Tok, like you really could. Um, but now things have changed with the potential sale and all that, and then Reels coming out.

But one of the biggest ways to go viral on Tik TOK is doing something within like five to seven seconds that makes somebody go, wait, what? It makes them watch it over and over and over again. Right. Or it's something where it is super funny or it just makes you go. That's amazing. I got to give it to my best friend.

I got to give it to this person. It makes people go, you got to watch this, you got to watch this. Like, we've all got those videos where we're like, Hey, Hey, come look at this. So it's about doing something like that. That makes everybody go. You have got to see this. Even if it's just teaching, you know, like I've done, um, like there's the song by, what's her name?

Nikki. What's the girl's name? Cardi B and Megan, the stallion called WAP or whatever too much for me, but there's a dance on there called the WAP challenge. And somebody created an audio that like, you start doing the dance within it. It turns into like somebody's bones breaking. As if an old person is like, I'm too old for this.

Right. So I start doing the dance in two seconds and I'm like, Oh my God. And the video has gone viral because people are going, this is really funny. We thought she was going to do the WAP, but she actually said, she's too old for this. And so it's little things like that that caused you to go viral. But from a business standpoint, when they land on the page, they're going to look at this video and the next video I'm baiting them in, but for my entrepreneur stuff.

Right. So I've got these funny things, but I've also got all this other stuff around it causing you to go, huh? I thought I liked this girl. Let me follow her.

**Casanova Brooks:** [00:23:14] Got it. So I love the first thing that you said was, and really it's a pattern interrupt, right? Where we'd get so conditioned and they're just scrolling, scrolling, scrolling.

So that thing that you can do in those first two, five max seven seconds, that can get me to interrupt my pattern of scrolling. That's how you catch me and you hooked me. And then the second thing that, um, I got out of that. It's just the collaboration piece, because I think you hit it right on the head where you're like, I got to share this with somebody, "babe come look at this".

Right. Or I gotta send this to my buddy or, or there's so many things. So I think that it's. It's amazing how Tik TOK has been able to do that. But I think the thing that I love the most about it when I've gotten on there is the fact that everything is still for the most part positive, right? Like Facebook, obviously we got politics and share it, and there's so much fear that's, but we're Tik TOK.

It's all been positivity, a challenge, something funny dances, things like that. So that's what really cool. W does it allow you to add like Links in, in the videos or. How did your email lists blow up off of that?

**Keenya Kelly:** [00:24:21] Yeah. So once you reach a certain number, whatever number Tik, TOK deems, you can add your Instagram link to it, and you can add a link to your website.

So for me, I got it. Once I hit a thousand followers, it let me put my Instagram link, my YouTube link and a link to whatever website or free tool. And so I have my brand quiz on mine. And so every day somebody is taking the quiz.

**Casanova Brooks:** [00:24:44] Wow.

**Keenya Kelly:** [00:24:45] You can't put it in the actual video, but you can put it in your profile.

**Casanova Brooks:** [00:24:48] So that's why you, but again, you said they're going to come in off of that one or two funny videos, but then they see that you have all these entrepreneurship videos and now you're just adding value, value, value. Then they click on your profile, boom. Then they take the quiz and this is how you get them.

Right. And this is how you have ownership, rather, because if the sale happens or if they shut down, Tik Tok, all these things that we have no control over. The cool thing about it is you still have control over that email list.

**Keenya Kelly:** [00:25:16] Exactly. Cause one of the things that we know as business owners is visibility is King.

Our goal is to get ourselves in front of as many people as possible, because if we get them there, we can pull them to our email list or to our other social media platforms. Right. So our

job is to be where we can be as visible as possible. And for me, Tik TOK is just it's it's wild. I'm like always blown away.

Every time I look at my page, like. What has happened on Tik TOK, like in an hour, outlaw going, I'll see, I have a hundred notifications and I'm like all these new, it's just crazy.

**Casanova Brooks:** [00:25:49] So for somebody that says, okay, I get it, but I'm not really a creator like that Keenya. So like, I don't, I don't, I don't know how to create the videos.

They look all really cool, things like that. Like what do you need to be a creator? Can you just share other people's stuff and go viral? What does that look like?

**Keenya Kelly:** [00:26:05] Yeah, absolutely. There's there's many, many pages of where they go viral with just other people's content. Um, but what I would say that, that person, I would say, if you are someone and you use Instagram stories, you can definitely do Tik TOK, um, now, but you, you can use other people's content, but Tik Tok, mostly likes you.

If they're going to follow you, they want to see your content. And if your goal is to make money from your, from your page, you want to, you want to be on there.

**Casanova Brooks:** [00:26:31] Huh. So what's like a first step, like, because it feels like it's overwhelming. I'm sure for a lot of people, cause you can add music. There's challenges.

It's a whole nother platform. Like how is it? Is it easy? Like, is it like, what would be the first, if you're trying to teach me, I say, Hey, I want to be a Tik TOK star. I don't necessarily need, you know, 30,000 followers, but I would like to at least get 1000 followers. How are you going to advise me?

**Keenya Kelly:** [00:26:57] Yeah. So in today's time, I'm going to tell you to go to Instagram and go and create an Instagram reel because Tik TOK is like the Facebook of the world killing it, like up here, Instagram Reels is new.

And so the features on Instagram Reels is a whole lot less than what's on Tik TOK. Right. So I would tell a person to go to Reels and take a Instagram story and then post it to Reels and where they're going to go hmmm. Well, that was easy. And the next time they post they'll add text. And if you do those little things on real, by the time become the Tik Tok, you're like, Oh, I've got this because Tik Tok can be extremely overwhelming.

Cause it has a lot of different bells and whistles on there. But what I would also say is go to the Tik TOK platform, click on the discover page and then just in the search bar, search your field. So if you are a, a barber, if you are a makeup artist, whatever it is, you do search that. And I want you to go and look at what other people are doing.

Like I do a lot of the complicated stuff. Cause I liked that stuff, but not everybody is doing that. There's a lot of artists on there who never show their face. They're only showing like their camera is pointing at their painting and all they're doing is painting and they've got millions of views.

There's a guy on there called "Old Man Steve" now he's like 82 years old, 82. Millions of followers and he doesn't have all the fancy stuff at all, but he's got millions of followers of him making his bed, making sandwiches plan with his cat. I mean, just doing little old man Steve stuff. And. People want to see old man, Steve, so you don't have to do all the things because he's not, and he's, he's running circles around me.

**Casanova Brooks:** [00:28:44] I know. I love it. And so hopefully that hears somebody hears that and they say, okay, well maybe I can just start out. Just like she said with, cause everybody can navigate Instagram for the most part. Now the Reels part of it. I think that. It's just like you said, you take one story, which I love that you broke it down and made a digestible, take one story, just upload it to Reels.

And I think that, uh, one of our mutual friends is Shaleen. She was saying, um, and, and I guess my question to you is, is it true that, um, if you post the Reels to your feed, that, that then you get more views on it and you have a potential to get a bigger audience. Is that how it works?

**Keenya Kelly:** [00:29:23] Well, what here's, what I'm experiencing, what I'm experiencing is multiple things.

One when I post things just to Reels, I'll get hundreds of things. When I post them to my feed, I get the people that don't know me. And then I get those that are already following me because of my feed. And then those that never look at my feed. If I post it to my stories, then they are seeing it as well.

But I'm watching. Way more people watch me that don't know me because Instagram is pushing us in the explore page. Like crazy. I mean, I can't even, they're pushing us harder than Tik TOK is pushing us right now. So you can do Reels only and not your feed, or you can do them all.

I don't do all of my Reels in my feed. It just like feels up your feed with videos. But I do do some, but most of my just push right to Reels.

**Casanova Brooks:** [00:30:09] Got it. What's been for you as you look at your journey, which has been an amazing one, right? And you're just still getting started. If you look at your journey, what has been the most fulfilling thing for you?

Let's even just say for the last five years, what has been that thing that's kept you going?

**Keenya Kelly:** [00:30:29] I would say the most fulfilling thing is watching me navigate divorce. But building a mega business all at the same time. Right? So it's like, you go through a hard time. And so you're like in counseling, but you're not losing yourself.

You're not acting like you're not going through this, but you're like, okay, this is happening, but I'm still awesome. Let me go and be awesome. One hour a day, you know, and just watching myself go from like five minutes a day to 30 minutes to an hour to the entire day, I'm looking back going, wow. I can't believe.

I did this and I did this through, like, without making him look bad without all the foolishness. And I get to tell people, Hey, here is how I did it. Y'all got to watch me on social media, but that was already a personality before I ever went through the boards. And all these people got, got to watch me go.

Okay. So she's battling depression, but look at her, look, look, look at it, go, you know, for me, I just go look at what I did,

**Casanova Brooks:** [00:31:28] right? No, and I think that's dope. Let me ask. For you, was it your environment? Was it, did you have a therapist? What allowed you to keep going? Was it your audience that you already had that you were like, Hey, they're watching me.

They still need me. I can't let them down by just going into a deep, dark, um, cave where essentially I'm no longer communicating with my tribe. What did that look like for you?

**Keenya Kelly:** [00:31:53] Yeah. So I would say the number one thing I have for me, obviously with my relationship with God. But the second thing was all the books that I read in network marketing.

You know, what happened in our marriage was my ex-husband cheated early on. And it was like, all right, this is too early to be cheating I'm out of here. Um, but in the middle of like, when that all started happening, I'm having this battle of stay and stay. But I could hear John Maxwell, screaming and miles Monroe.

I could hear them screaming. You're amazing. You're better than this. And so all the books that I have read my whole life that I hadn't really thought about in my time of like crazy crisis, that that's all that I could hear. I couldn't hear my mom. I couldn't hear anything around me, but I could hear them screaming, all this stuff to me.

And so it was like, okay, so this isn't the end. I can like. I can move forward, but then it was going to counseling. It was choosing to go, Hey, I'm not broken, but I need help. I need a professional walking me through this season of life that I never thought that I would have before. I didn't really rely on my audience because that was a different audience that I had six years ago than what I have now.

Um, but there were people online that were just kind of like waiting to see like what I was going to do. And I didn't really talk about it until. Like years and years later, but it was like, it was the books. God and my counselor.

**Casanova Brooks:** [00:33:09] Got it. Cool. Well, hopefully if somebody hears that, you know that they can go listen to John Maxwell, they can go listen to anyone that can speak life into them because we all have those little voices and it's about which voice do you feed?

Which voice do you allow to really. Overcome, right. Whatever the thoughts are that you're having. And so if you can have a positive voice like John Maxwell, I think that that helps anybody. If you can look back on your journey. The second question that I have is if you could look back on your journey and you could think about one thing that you would have

done, that you would have changed to help accelerate your journey that much sooner, what would that one thing have been?

**Keenya Kelly:** [00:33:49] I would say. Probably talking to myself a little bit more. Um, I feel like, um, that I spent years in network marketing and then years out of network marketing without a mentor. And I found myself and season of life, knowing that I had experienced greatness, knowing that I had experienced like people telling me who I am, but there were like 10 or so years where there wasn't anybody there.

Wasn't a, there wasn't a mentor. Like I love my mom and dad, but. They were never there for me in that way. And so I spent this gap of life, like not really knowing who I was or what I should be doing. And I was letting my environment like what the environment I was putting myself in. I was letting it, tell me who I was and minimize me when I knew that there was more on the inside of me.

Like I wasn't, I wasn't investing in a coach. I wasn't any kind of mastermind. I was just. Kind of going through the motions of life with people. But if I would've kept investing in coaching or at least stayed in contact with the guy that was mentoring network marketing, I guarantee you, I wouldn't have had that huge gap of who am I.

**Casanova Brooks:** [00:34:54] Got it. This has been a phenomenal conversation and I love all of the insights that you've shared. The one last thing that I want to ask you is for somebody out there that's listening right now. They're very inspired by you by your journey. And they love everything that you have to offer, and they want to blaze a path similar to what you've done, but they have that little voice in their head.

And that little voice says that they're not strong enough. They're not smart enough. Or maybe they just don't have enough resources. What's the one thing you would say to that person to get them to just take action.

**Keenya Kelly:** [00:35:29] Yeah. So I would definitely say, first of all, you are more than enough. You have everything that you need.

It's just, You have to first choose to believe that that you have, which that you have, what you need. Um, most of us need more wisdom, more guidance, and the truth is all of us can get access to a library card. So whether we have the money to go and buy all these books or not, All of us have access to a public library.

All of us have access to social media. We have these phones and wifi, and we can listen to all the podcasts, just like this one. We can have coaches in our head that we never physically talk to, but they can be talking to us like John Maxwell. He has, well, I met him once, but he doesn't know me, but he, in that moment, he knew me very well because of the books that I read.

And so I would definitely say you have everything that you need. You just have to choose to believe that what you have is enough. With the library card and the, the Facebook community and the Instagram community, instead of watching all the stuff that isn't helping

you on TV, the news and all the type of stuff you've got to get out of that and put yourself in a place to be mentored.

And then you'll realize I really do have what I need.

**Casanova Brooks:** [00:36:35] Right. A beautiful answer. I think that a lot of us for right now, at this time in life, if we were to get more wisdom, just like you said, I think that that would build on us having more confidence. Cause that's the only, that's the only reason why we have that voice is just because we haven't trained ourselves enough.

And the way that you train is by going to the library, getting those books or listening to a podcast. So then you build that confidence. For anybody who is looking to stay in touch with you, where can they find you at.

**Keenya Kelly:** [00:37:04] Yes. So everything for me is all on KeenyaKelly.com, K E E N Y A K E L L Y.com. I'm on Instagram and Tik Tok all day every day.

Uh, but that's mainly where I play.

**Casanova Brooks:** [00:37:18] Got it. We'll definitely put all of those links in the show notes. And I want to be the first one to kick off the thank you train this again has been an honor. It's, it's great that you came and blessed us with all of your wisdom to give us that much more confidence.

And now I might just put my first Tik TOK video, uh, or maybe I'll maybe I'll start out with the Reels. Cause I don't even think I've done a reel yet on Instagram, truth be told. You play it. Yes. And now, now I've got to do it. And so I'll make sure I have to shout you out and tag you when I do it. But remember DreamNation, just as she said, you are enough and we have to take action because if we don't that dream that you have will only merely be a fantasy.

That's all for this one. We'll catch you on the next one.