

Paula: Hello, and welcome to the Cosmic Business Salon, where we will be talking about how you can build your ethical and equitable, spiritually aligned and financially successful business so that you can bankroll the change you want to see in the world. I'm Paula Crossfield, your host, Ayurvedic Astrologer and Business Coach, helping spirit led entrepreneurs leverage their cosmic blueprint to make more money and impact and today I'm here with Mai-Kee Tsang who is the Sustainable Visibility Mentor ICF certified Trauma Sensitive Leadership Coach and Podcast Guesting Strategy Trainer. She helps underestimated and underrepresented entrepreneurs to take an intersectional approach to visibility so they can feel safer to be seen as they show up more consistently to grow their impact fueled businesses. To date, she has been featured on over 70 plus podcasts, including the BS free service business podcast, art of Online Business Systems, Save Me The Copywriter Club and more by pitching herself onto aligned podcast with her signature pitch with purpose framework. After teaching her method to over a hundred plus entrepreneurs, she's now on a mission to infuse her converse with consent philosophy into the industry and help normalize and centralize trauma sensitive practices for more marginalized folks. Welcome Mai-Kee. It's nice to be here with you.

Mai-Kee: Thank you so much for having me here and whenever someone reads out my bio, I'm like, oh, yeah, because, you know, you kind of forget what you do. It not in a sense that you don't know who you are and what you do, but I mean, like, oh yeah, I did that. So it's pretty cool actually to hear the reflection. So what a wonderful start to the New Year. So thank you so much for having me here. I'm super excited for the conversation we're gonna have today.

Paula: Yeah. So maybe we can start with you just talking about what is sustainable visibility, you know, that was mentioned in your bio and that's one of your specialties and really what drew me to you to, to have that conversation here. So share with us.

Mai-Kee: Yes. So sustainable visibility, the beauty of it is that it has so many different definitions for different people, and all I can say is that the connecting thread from anybody's definition is the fact that it's really personalized based on your personal capacity, the intersections of your identity and your personal need for safety as well because as human beings, we deserve to feel safe in our own bodies and in our own businesses and it's shocking to me that a lot of mainstream strategies really override our need for safety for the sake of being quote unquote exposed and often there is the use anonymously you know, being visible and being exposed, but when I think of exposure, I think of like tabloid magazines when celebrities are caught by the paparazzi in a questionable outfit or a questionable position or whatever it is and it's almost always without consent so I really want sustainable visibility to be a very consent and capacity driven approach that we develop ourselves.

Paula: I love that. So what does it look like to actually do this from the standpoint of you running your business because, you know, we have to be the advocate for our business, and often that means being out there talking about our vision, talking about our brand. So how do we, you know, how do we run our business from this place of understanding like our safety and, and how we can kind of, you know, be in consent of what we're doing for ourselves?

Mai-Kee: I will say that it takes a lot of introspective work, for sure, because unless we actually focus on what we need capacity-wise or safety-wise, then of course we're not going to know and how we even begin, for me personally, how it first began was I was following someone else's strategy to be visible during a launch and their version was pretty much, I'll speak about your message anywhere and everywhere that will listen, basically and I did and what I found was so I personally have a background of trauma in a certain area of life and so I was in front of a person who definitely had some not so great

intentions and so I received some DMs that literally re-traumatized me in that particular area and because of that, I thought, okay, this strategy's clearly not gonna work because my sense of safety has now been compromised by being visible in the quote unquote wrong places, or in this case, more of the misaligned space. Then it actually impacted my delivery of the launch and therefore the offer that was behind the launch as well. So it is really about thinking about it long term, that if we don't think of our personal needs as we are showing up, that can really compromise the delivery of service that we have, that our community and clients and customers deserve from us as well. So ultimately, it may feel somewhat selfish at first when we think about centralizing our needs for you know, when, whenever we are showing up, but actually it's going to help the collective that you are reaching with your work.

Paula: So my question is, you know, there's so much talk online about how we should do things, and like you're talking about this person told you, tell to have your message everywhere, you know, and be out there and be like, you know, and we're, we kind of get told that if we don't do things like that, we're not going to make sales. So I want you to debunk that for us.

Mai-Kee: Well, I always, always, always question where the shoulds are coming from. So whenever I find myself saying that, oh, I should be doing that, and I'm like, well, hang on, hang on, who is saying this and who gets to override my own needs and am I trying to appease theirs for their approval or for their benefit even because think about it, almost every single person who really drives these sort of ways of being, whether it's like, put yourself out there every single day, or post on Instagram X amount of times a week, blah, blah, blah, blah, whatever it is, I'm always asking myself are they projecting their strategy so that if I follow it, I validate their process even at my own expense. If it's at my own expense and I find myself kind of in that loop, then that's when I try to stop myself and actually see like, hey, hang on, where is this coming from, where is this coming from? Because you'll find a lot of the time, a lot of it is projection. So to answer your question, like how do we debunk this this need? Well, it, it's gonna take very conscious practice but I will say that to start with, ask yourself where is this should coming from, why am I listening to X person over what I know I need as a human being, let alone a business owner?

Paula: Yeah. I love working with my clients to find a strategy that works with them, but this is like next level. I love what you're bringing here it's so specific. So maybe we can talk about like, how do you start to notice, you know, what's working for you, what's not, you know, ultimately it's our energy that makes sales. I believe it's how we feel in our zone and our comfort and we connect with people in the best way that we can do that you know, so how do we start to notice these things like if something's not working, it may not be as obvious as you getting DMs and being like, whoa, that, you know, so can you talk a little bit about that?

Mai-Kee: Yeah finding that balance, of course can be really important because there's only so much of our needs that we meet before it starts to compromise our business as well, and therefore sales and so I find the balance is asking myself, is this strategy effective for my business and is it also efficient for me, this is what I help my clients kind of, it's almost like a little reflection exercise. So take any visibility strategy that you want. So my personal fave is podcast guesting, right? So I have to ask myself, is this effective for my business and I have to say yes, not because of the front end benefits of, you know, reaching new audiences or reaching a new depth to an already existing audience that I have, but also behind that it's also the relationships and therefore so many different doors are opening for collaborations. Like so many podcasters who I've connected with over the years, I'm still in contact with them and we do projects together and they invite me to speak into their, their summits and, you know, their conferences and things and like, it just keeps going. So there's so many different business benefits that happen there but the beauty of it in terms of energetic efficiency, I know the fact that I am an

introvert. I also know that I am a trauma survivor. I also know that I'm an empath and I'm a highly sensitive person. So that's why it's very important for me to know who I'm collaborating with. That's why I taught myself how to pitch to align podcasts and that's something that I teach as well, like podcast guesting strategy and it helps me know who I'm associating myself with and therefore how safe I'm going to feel to a degree in the conversations we have and we only record this episode once, right, but it gets redistributed, redistributed, I can't, can't speak, can't English right now, basically it lives on, is what I'm trying to say, right, like you record it once and it's forever on the internet. If you Google my name, there's at least 10 pages of interviews and those are interviews I've done months ago, weeks ago, even years ago and people still find me and regardless of whether the thing I spoke about back then is aligned to what I'm doing now, there's always a common thread of connection and depending on whoever's listening, if they are aligning with the journey as opposed to the precise topic at hand, then they're gonna be around, like my community stay around for years and I'm so grateful for that and I do believe it's because of the depth of conversation that I have with these podcasters so that it passes a test for me. Podcast guesting passes a test of business effectiveness in terms of you know, reach and trust and collaboration and sales as a result of that but also energetic efficiency as well. It meets my needs as an introvert. I get to choose who I'm talking with to which degree, what kind of topic I'm talking about. So there's so much in my favor on both sides, so that's something that is personally sustainable for me to do and so for anyone who's listening right now, run any visibility strategy through these two filters, is it effective for my business and it's also efficient for me to do energetically.

Paula: Yeah and so efficient also may be included in that is like, how does it feel yeah, to be in that, like, as an introvert, you probably enjoy just like speaking like we're doing now where you just get to talk, you know what I mean and then some people love to be visible in like video and being out there and like have their face showing, you know, so it's about figuring out what feels good and I just want to say like on what what you said, you know, before we did this conversation with every person who's on the summit I had a connection call before and you really impressed me with your questions and one in particular, so for anybody who's like looking for, you know, to collaborate, this is an excellent question to ask is, why did you choose me, what made you want to bring me on and I didn't have anyone else ask me that and it really stuck with me because I feel like that's such a powerful question because it's like, it's not happenstance, it's like, like we are having a meaningful connection, right and it invites that meaningful connection, so do you want to say more about like what you're thinking when you're trying to choose a collaborator?

Mai-Kee: Yeah, I mean, I'm always interested in who else is involved in the collaboration. If it's a group one, like a summit for example, like this and the reason why I do that is because I just, I just want to see like, who else do I possibly know who's on the same kind of wavelength that the whole mission is going for and if I find that there are several people who are already know and we're in good graces, and that's wonderful, but if there was a ton of people who I very much misalign with in terms of certain practices or personal experiences, et cetera, then I may be just a bit more wary, but I never used that as my final decision maker. I always loved talking to, like, even if you didn't offer upfront a conversation, I would have proactively asked for it. Because if I don't know you and I'm gonna put my name next to yours you know, in a collaboration like this, my community really holds me accountable. There was one time where I was really struggling on whether I should say yes to a certain thing because I trusted the person who was running it, but not the person who I was gonna be paired with for a panel discussion and so I was really wrestling with my conscience there and I made the decision to move forward anyway because I thought, okay, I trust the person, but then my community did call me in on it and I did appreciate that they did because that tells me how they basically hold me accountable to my integrity and I love that they do that and so for me, it really does matter that I have my community's trust because I know

they've stood by me for many years and not everybody has that. I don't have a, oh what's it called you know, when people turnover, that's it. I don't have a high turnover of my community members. When they come they stay, they don't have to say much, but they're always there supporting in the background and because of that, I really nourish and cherish those relationships. I have my community, which is why I go to the extent that I do when it comes to considering a collaboration or not. So I look at who else they're collaborating with, I must have a conversation with them and I check out their work to see if they actually embody what they do you know, are they just saying things or are they doing things and it's the absolute bonus if I've seen how they have pulled themselves back up after they've had a business blunder. So what I mean by that is, say if they said something that hurt people's belief systems or just basically just did something that was really off how did they come back from that? Did they try to push blame to anybody else? Did they take responsibility without centralizing themselves? Like there's a lot of behavioral cues that I look for in these people, depending on the extent of the collaboration. If it's summit, that's a little bit different because you know, there's a bunch of people but if it was a one-on-one, especially if it's a paid offer together, then I'd look even deeper. So there's a lot of different factors involved, but I must have front contact with them no matter what, for sure.

Paula: So what other safeguards do you build into your business, this is kind of one like where you make sure that who you're collaborating with or whose podcast you're on, but are there other ways, like with your own visibility strategy, like how you're showing up on social media, are there other safeguards you put in to kind of help to make yourself feel safe?

Mai-Kee: Can I ask what you mean by safeguard because I may be interpreting it slightly differently to you.

Paula: Yeah. So like practices, you know, like things that you do to kind of ensure that you're feeling good so that people can have like an idea of how they may apply this in their own business. You know, because some people do feel overwhelmed by social media or they feel like, you know, they're comparing or they are, you know, losing momentum because they see what other people are doing, you know and so like are there practices or things that you recommend to kind of that, that go along with that safety?

Mai-Kee: So there are a couple things and I really hope that I, because I lose my train of thought quite easily by the way. So I'm gonna see what, what comes up.

Paula: You're doing great

Mai-Kee: Thank you. I'm literally thinking of, I'm literally thinking of the movie inside out. It's a Disney Pixar movie, whether the literal train of thought that comes to like the, the center hub of emotions. Anyhow, so something that I definitely do, and this is particularly applicable to when you receive a not so wonderful message, let's just say that, right? I always let myself get the emotional charge out of my system. That always means doing it privately. I never ever respond in the moment when I'm highly emotionally charged because I'm just simply not thinking logically and my emotions will take over and my emotions do deserve a space to be felt and experience. So that's typically when I will grab one of my cats and she will put in my lap and I'll feel a lot more calmer like that. Sometimes I do emotional regulation in terms of like I just go through all of the senses, whether it's taste or touch you know, looking at, I normally watch a Disney movie actually because I used to watch them a lot as a kid. It reminds me of really happy times. So that's a version of sights that I think of a certain smell. So this may be a bit cheesy, but my partner has a certain sense of a certain smell and I really feel calm when I smell it, when I smell that part. So I'm like, okay, I might just need a hug, right. So that's both touch and smell

there and I just go through all of those senses first. So I take out the emotional charge and then when I'm able to look back at whatever this message is, I have to ask myself, did this person have good intent to help me in a constructive way or did they just want to spread hurt and malice and another question I have to ask myself as well is, is this someone who I want the respect of because if it's someone who I don't respect whatsoever, why would I listen to them right. If there's nothing constructive in there, I will also not listen to them and like, this is an actual example. I was, there are various places where I share a little bit more insight into my past trauma and I received a really horrible message on that was sent through a contact form on my website and it was so hurtful that it could have had the weight that would have re-triggered me and made me want to shut down because that is my go-to response when I'm traumatized is actually the shutdown, right, but because I had these practices in place, I have, you know, I got the emotional charge out. I let myself feel my feelings and did whatever I needed to do to literally feel safe in my, my physical body and then I'm able to go back to it and ask myself those sort of questions. What was the intent, who is the sender and like, are they someone, is they someone you know what I mean. Is this person someone who I respect to any degree because if so, I might listen to it, but if not, and you know, they have no good intent whatsoever, then I'm able to disregard that. I was actually really surprised that I did not cry because I'm actually quite a crier. It's just how I express myself, whether I'm happy or whether I'm sad or angry. It's just normally my, my go-to response and I was really shocked that the gravity of this message was so weighty and it didn't spark a cry. I was like, oh, okay and I showed some of my friends who weren't in the online business space and even they were like, okay, this is like really heavy stuff, but wow okay and so that's one of the safeguarding procedures that I personally have when it comes to being in front of someone who doesn't have the best intent for you, which can happen if you don't do that conscious work of choosing where you are showing up with intent. So what I'm basically saying is be careful with who you align yourself with and have your own set of filter questions that will help you decide whether this person is going to help bring out the best in you, or are they going to bring about a version of you that makes you feel like you need to pretend to be someone else in order to be good enough for them.

Paula: I think the strategy also could work, like if people are getting, you know, feedback in their comments that if he makes them uncomfortable or if they see things, you know, that are triggering, like somebody else has something that they really want and it's like it makes them sad. Like you can have your own set of filters and your own practices to kind of calm your nervous system and bring yourself back into equilibrium, which is, it sounds like that's kind of what you were talking about.

Mai-Kee: Yes I do 100%.

Paula: Could you talk a little bit about being trauma informed, since we kind of are talking about that, but like when you're working with other people would you be willing to share since you, you have done training in that, like what does that look like?

Mai-Kee: So first of all, I do need to make a very important distinction because there, this is another term that gets synonymized with another and they do not mean the same thing. So I am actually trauma sensitive or trauma aware, trauma conscious, not trauma informed, because trauma informed isn't what it sounds like. It's not about being informed of trauma but trauma informed actually indicates a higher level of supervised practice that has yeah, there's a lot more training basically that is involved in being trauma informed and it's supervised and it's licensed as well. So for example, not all therapists are trauma informed. You think they would be but they're not, right. So that tells you that not just anyone off the street can be trauma informed through a singular training. It takes years and years of supervised practice and so I do want to make that distinction. I identify more as trauma sensitive because that is

where my certification is. What ICF stands for, by the way, in my bio as the International Coaching Federation. So my coach's name is Liza Kuzman and the reason why I chose her is because her whole curriculum was informed by a DEI expert. So it, you know, every section was interlaced with diversity, equity and inclusion practices and it was also approved by the ICF, which is why I chose to move forward with her. Now bear in mind, this is a year's worth of training and it was very intense, don't get me wrong and what has helped me understand is the impact of trauma of my clients when they come to me. So I am a lot more clearer with where my scope starts and ends. I can help my clients become aware of how trauma impacts them, but I cannot be the one to hold their hand to work through the trauma with them. That is when a trauma informed professional would come through. So I do have to make that distinction because it is really important and unfortunately in our online business world, it gets thrown around pretty much without too much thought, which is a shame and so that's why I feel that is my responsibility to make that distinction and to encourage each and every one of you who are interested in learning, you know, in this sector to know the difference between the two and know what to call yourself in a way that's actually representative of what you do and where your scope is. So that's my shield first.

Paula: Yeah

Mai-Kee: And so could you please repeat your question around.

Paula: Yeah, I'm curious just like how, how does that look in practice when you're working with somebody and maybe something's coming up and you sense that it has to do with trauma?

Mai-Kee: So oftentimes with my clients, one of the first questions I'll ask them in like a kickoff to our work together. So I do have a one-on-one coaching arrangement and you know, this is one of the first things that we do before we even start any of it, right, it's kind of the get to know you call after we've decided to wear together. So it's not like, I don't know them at all but it's kind of like, oh, this is the call where you tell me more about you, which will inform the rest of the work together. So one of the very important questions that I have is there anything you feel that I should know about you which may come up during the course of our coaching, so that's one of the questions and another question is, if we find that this work brings up things for you that are outside of my scope of practice, do you have the access and the resources to seek an alternative healer of choice where because you know, it doesn't have to be a therapist, everybody's different. I personally have crystals right in front of me, for example, I use my pendulum for a lot of decision making. I personally also do have a therapist that I do go to if there is something that I know is not for my coach to handle. So that's also the responsibility if you are the client as well and you are working with a coach or mentor that you need to know where you know, what's appropriate to bring to the space that you have and what needs to be with an alternative healer of choice if it's outside of their scope. So for me, my training has helped become so much more aware of how to take care of my clients in the space that I hold them in and they need to inform me and, you know, I activate that informing by asking these proactive questions and it has really helped me to guide them in the safest way that I know how to do and when I feel we are up on the line because we kind of decide that together, I let them know that, okay, I feel that we are approaching where that line is, where my scope is starting to fade a little and so, you know, I'm curious like, what do you think of that and like, you know, we have a very cooperative approach to it, so I'm not just telling them like, oh, I can't help you here, sorry, like, you know, that's gonna, that's gonna feel very unsupportive and extremely abrupt and so it's my job to have a cooperative partnership with them to kind of help decide where that line is and when we are reaching it soon and when we are about to cross it and so it really breaks my heart because of course I do want to be that person to help them through it, but I would cause way more harm if I did that and so as much as I want to be that person, I can't be that person right now and it's, it's a tough

lesson when you are in that, when you're in the space holder position, but ultimately it's for your client to receive the help that they deserve.

Paula: So, you know, we've talked a lot about visibility strategy, like creating your own visibility strategy, also how to navigate the collaborations that you're in and now a little bit about like working with trauma, just a little understanding the line there. So I'm curious is there anything else that people don't take into consideration when they're kind of building a visibility strategy, maybe even that they have one is step one, like that there is a strategy there and that, you know, they can be more proactive about creating it, but is there anything else that you would say?

Mai-Kee: Yeah, there's a couple of things that can come to mind. The first thing that comes to mind is if, if everybody imagines an airplane, right, so give me a destination and how long it takes for you to get this destination. If you had to use a plane

Paula: I guess San Francisco, 5 hours, okay 5 hours.

Liz: So do you have friends or family in San Francisco for example?

Paula: Yes.

Mai-Kee: Okay, so say, okay, it takes you 5 hours, right, via the flight. So you would not tell your friends and family like, hey, I'm gonna be there in 5 hours. Would you

Paula: No.

Mai-Kee: You would need to take into account how much time it's gonna take for you to pack to get to the airport, to go through security and check in and you know, getting on the plane before those 5 hours even begin right and even after those 5 hours, you're getting off the plane, you need to claim your luggage and hopefully it didn't get lost and then you need to make your way to wherever it is you're staying. So that 5 hours is suddenly way more than that right. Now the reason why I'm using this as an example is because when folks tend to think about their visibility strategy of choice and how much time they have for it, they only budget for the journey time and not the before and after. They don't think of the packing and the checking. They don't think of the jet lag that will impact like how they're gonna be afterwards because I'll raise my hand here and say like, I definitely burned myself out in the past because I said yes to too many things and at one point I was like, oh gosh, I need to, that was just doing it but the aftermath of recovering from it, just like how one would with jet lag, it takes a toll in how you show up afterwards. So actually when you take into account your capacity for the before, during, and after, it's going to make so much more sense for you and it is going to also help reduce that possibility of burnout as well. So I call it the three As there's the anticipation, the action and the aftermath. So let me apply it to eligibility strategy. So I'm gonna go to podcast guesting again because it's my go-to. So the anticipation, those are your thoughts when you're thinking of who to pitch to. It's also the anticipation stage still when you are writing the pitch, thinking of sending the pitch and having all of those nerves. The imposter complex is gonna come up during this anticipation phase. We haven't even done anything yet right, like there's nothing that's happened yet in terms of the actual visibility. This is all the befores, all the preparation, right and to me, as someone who actually also has anxiety and complex PTSD, anticipation takes up a huge amount of capacity for me because I am an over thinker by nature. So for me and my anticipation takes up a huge chunk of capacity and I need to know that ahead for myself to know how many I should be pitching. That's going to not make me want to burn out by the time the

interview comes, so that's the anticipation. The action is when the podcaster has said yes and you're about to record, right, so that action is probably about 45 minutes to an hour depending on how long the episode is and then we reach the aftermath stage that is the comedown from the, okay, I've done the interview, few like, oh I hope they liked it and all of those thoughts and it's that in between lull time before your interview actually gets published, right and then it's your responsibility to share the episode you know, as someone who is a podcast to myself, when guests don't share at all, like I don't mind if it's like a couple weeks or months later, that's fine but if I don't share at all, then I feel really used, you know and the whole part of that strategy is very much about, you know, relationship building and things and so in the aftermath portion of this whole example here, it's the maintenance of the relationship by sharing the episode and continually to collaborate and to have those conversations with the podcaster. So as you can see this one strategy of podcast getting, when I split them into these three segments of anticipation, action and aftermath, you can see there's actually a lot more involved that most people don't think about. That's why it's so easy to feel like it's too much and you burn out quickly it feels like putting yourself out there all the time is nothing but exhausting and horrible. It's because there is very little consideration for the before and after and so we miscalculate how much capacity we actually have and it actually has nothing to do with our capability to do something. We can have all the capability in the world, but if we don't have the capacity for it, those capabilities will not show at all and so having a very conscious look at your capacity and how much is taken when you anticipate, when you do the action, when you handle the aftermath, is going to provide you so much more of a richer insight into what you need in terms of what strategy to be visible is gonna be sustainable for you.

Paula: Yeah. It sounds like you just, you've gotta be real with yourself.

Mai-Kee: Yes.

Paula: Be real about what things take and then that can be applied to writing a post for Instagram because I know some people spend a really long time thinking about what the post will be and then writing it and then creating the graphic for it and then putting it out and then there's the aftermath of like experiencing what it feels like for it to be out there and you know, noticing all the likes and everything. So I think that's really helpful. Thank you Mai-Kee.

Mai-Kee: You are welcome for that.

Paula: Is there anything else you wanna share before we wrap up?

Mai-Kee: There was something else and the thought was activated from your question. Do you remember what your question was originally that helped me to talk about the three As I'm just thinking,

Paula: I was talking about what people consider when building a personalized visibility strategy and one of the things I said was even that they have one and to be conscientious about that. So I don't know if it had to do with that.

Mai-Kee: Yeah, actually it did. So I definitely had to give a shout out to Tanya Geisler who helped me see this in a different way. So Tanya is actually an expert when it comes to the imposter complex. And something that I learned from her is the further and further you weigh, you are from the quote unquote dominant identity, the more challenging the is going to be for you. So in her context, the further and further you are from the dominant identity, which in this case is a white cisgendered male for example, right, so if you, the further and further you are away from those different identities and you're more in

the, oh, there's a word for it, but I can't remember what it is marginalized I should say, you know, that would be inappropriate example here the further and further you are away from the dominant. Like, so if you think of concentric circles, so if you like, the further and further away from you are from the center of the dominant identity and the more challenging it's naturally gonna be and the more amplified your own posture complex is gonna be, so that is something that I've learned from Tanya and if I am able to apply that to visibility, it's the same thing. So the further and further you are away from a dominant identity, the more challenging it's naturally going to be. So I just want to say that it's not the same for everyone. So when there are people saying what strategy works for them and then trying to teach you exactly the way, they may not actually take into account the degree of privilege that they have that actually helps them to achieve results in that way. So I know for example, I have multiple privileged identities as I do marginalized ones. I am an Asian woman, but I'm also a British citizen for example, I am able bodied I am neurodivergent. So I have so many different factors of my identity that intersect and I can start to understand why they impact my ability to be successful in a certain strategy or not and I invite everybody to have that, you know, just have that on your mind and actually acknowledge that because it can be so easy for us to blame ourselves and judge ourselves or why something isn't working when you followed it step by step and if that person who's taught the strategy isn't aware again of their privilege and how it's helped them, then it can be very easy for them to be like, oh, you're not doing it right, right and then that's that cycle of self-blame is just going to continue but actually when you look at it from this perspective, you may forgive yourself a bit more and be a lot more gentler and understanding of yourself of why some things work and why things don't. So, another privilege that I didn't like this is a relative one by the way. So it's not as, it's not as cut and dry as it is, like being a British citizen or not for example but my auntie actually was the one who asked me this. She'll said, do you think that again, relative, completely relative, I'm not sure how much I believe this by the way, but she asked me like, do you think that your pretty privilege has helped your business and I was like, I was like this is like really activating my self-esteem issues for my teenage years but I'm like, am I pretty though and has that helped me with the kind of brand that I have and therefore the perception that I have with my brand and you know, how trustworthy I am as a result of looking, like, looking a certain way. I don't know and in some cultures I'm considered relatively, relatively thin in some, in my Asian culture, I'm definitely not thin by the way, but in other cultures I know that I am perceived as thin. So it is one of those things like, I wonder if that's actually helped, you know So yes, taking into account your degree of privilege and degree of marginalization can help inform your way of showing up and to hopefully activate a bit more forgiveness for yourself if you've blamed yourself in the past for not doing enough because it's always going to feel like it's not enough if we are comparing ourselves to a certain type of person who is naturally benefiting from things that they didn't actually that they were just simply born with, right and it's a hard conversation to have with yourself, by the way, I've been doing this work on myself for about a year and a half and it's always going to be ongoing. I know there's so much I still don't know about my privilege as well as my marginalization, but when I started to really see through this lens and how it's informed my sustainable visibility, it makes so much sense. So for example, during 2021, so I wanna provide a trigger warning here that I am about to mention the Asian hate crimes that happened that was particularly sparked by an incident in Atlanta. So I'm not gonna provide the details, but I wanted to provide a base context during that year it was extremely tender for me personally as someone who is of Asian descent, right and so I started to see very clearly who was tokenizing me and who was always there for me regardless and it was based on what they asked me to talk about, if they asked me to speak about my expertise versus my experience as an Asian person and they kind of came out of nowhere that told me a lot about this person's character. I get it in terms of timeliness and all of that, but that's when I started to distinguish more and more like, who's actually there for me or who just wants to tokenize me and it was a really hard lesson to learn and it was really heart wrenching at times when, you know, when you thought you knew someone and like, okay, but seeing life through this lens, seeing business through

this lens of your humanity, I have found to be incredibly enriching, sometimes hard, don't get me wrong, but ultimately it has helped me to form a timeless approach to showing up in a way that really honors me and I really hope this conversation has opened the doors or opened, no, I don't wanna say can of worms cause it sounds gross open the doors, open the doors for each and every one of you to consider this for yourself because you deserve to show up in a way that feels safe for you, that feels consensual and helps you to really say your truth without holding back.

Paula: Well, thank you Mai-Kee, do you wanna share a little bit about the freebie that we have from you?

Mai-Kee: Sure. So sustainable visibility is only apparent to me, thanks to my experience with podcast guesting. So for anybody who is interested in learning more about how you can pitch yourself to aligned podcasters, I actually have a free resource and I love that it's a very collaborative one because I picked different podcasters from different stages of the industry and of course different genders and it's just different waves of experience and I asked them a singular question. I asked them, what is one out of the box piece of advice you'd love to share with someone who wants to pitch to more podcasts and they told me that, and I compiled it all together and this resource has been called Liquid Gold, just so you know like, you know, and I agree because it is amazing because it's the insights of the collective and I wanted to put it together to show you the proof of what it is that people look for. So if podcast guesting is something of interest to you, you can find more about that maikeetsang.com/25experts

Paula: Yeah and we'll have that below so you'll be able to download it right from this page. Great. So if you love this talk, please do share it by sharing the link, [cosmic business salon.com](https://cosmicbusinesssalon.com), and make sure you sign up for the upgrade, which will allow you to keep lifetime access to these talks, as well as get a free integration call where we will go through what we learned in the summit and you can ask me questions 100% of the profits go to Soul Fire Farm, which supports indigenous and black farmers. So what are you waiting for, the link is on this page. You can sign off right now. Also, please join us in the Cosmic Business Salon Facebook group where we will be having live discussions every day and there will be chances to win prizes. Thank you Mai-Kee for being here.

Mai-Kee: Thank you so much for having me.