Corey Andrew Powell ([00:02](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Hello everyone. I am Corey Andrew Powell, and I'm here for another episode of Motivational Mondays. And I'm really thrilled to be joined by today's guest because we're gonna really get into some of the misconceptions about Gen Z. And she is really putting those conceptions out to pasture and, uh, I'm so excited to talk to her about that. So we are joined today by Makena "Kiki" Quesada, and she's a 19 year old entrepreneur, and she's crushing the lip gloss industry game with her brand Kiki's Cosmetics. She started formulating these handmade selections from her parents' home during the pandemic, as she's today a viral sensation. Her TikTok following is, uh, 1.7 million and continues to grow, as does her booming business that's generated at this point close to half a million in sales in this past year. So I'm just saying, um, first welcome Kiki to Motivational Mondays.

Kiki Quesada ([00:50](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Thank You, Corey.

Corey Andrew Powell ([00:51](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yes, yes.

Kiki Quesada ([00:52](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

I'm so excited to be here.

Corey Andrew Powell ([00:53](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Well, we are happy you're here too. Now, before we started, uh, before we began recording, I shared with you a little bit about, uh, I wanted to get your feelings about the misconceptions of, of Gen Z being lazy and not wanting to work, which is a really bizarre assessment considering what your generation's really doing. But when you hear something like that, what does that make you think? How do you respond?

Kiki Quesada ([01:15](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Um, I hear the misconceptions and I understand it in a way looking at it from an outside perspective, but, um, me personally, I always felt like my dream was never to go to college and go to a university and get like the standard route. I wanted to take a different route and make my time worth it 'cause it's like what you do with your life, that's what you're gonna be doing for the rest of your life. So why not do something that you love? So I feel like we always like try to find different ways to enjoy our work and like express our passion and that could be misconceived.

Corey Andrew Powell ([01:45](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah. And you know, it's so funny too. It's, it's such a, um, faux pas to ever ask a woman her age. However, I believe there's like a cutoff probably if she's over 25 then don't but <laugh>. But in your case, I mean, you're like, you're 20 years old, right?

Kiki Quesada ([02:01](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah. I just turned 20.

Corey Andrew Powell ([02:03](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

I mean, come on. That's incredible. I mean, you're 20 years old and, uh, you're welcome. No, it's amazing because, you know, at 20 years old, I don't even, I mean, a lot of us at 20 had no idea where we were going. And by 20 for you, you've got a well-established company and a, a well-established brand and one of the most difficult industries to break through, like soft drinks and cosmetics. It's really not an easy thing to do. So let's go back a little bit to, I know part of your legacy is you began this amazing journey during the pandemic when you start began creating. So tell a little bit about the backstory about how you got your companies together.

Kiki Quesada ([02:37](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>, I started in 2020 and it was like peak pandemic. I was a competitive dancer. Dance was done, like school was done. I had nothing to do. And that was after being busy seven days a week, like all the time. So I had a lot of time to think and I saved up some money from my part-time job. And then I started seeing the TikTok small businesses blow up. And I was like, that's something I can do. Like, that's really cool. I saw, um, I remember it was a sticker business and she was in her room and she had like all these shelves on the wall and she was like, they ordered one of these and it was like shopping. And I was like, that looks so fun. So then, um, I was like, what can I do? And I was like, I love makeup, I love cosmetics, I love soaps. And then, um, I just started with Amazon supplies and I made a few for my friends and family and they were like, this is good. And I was like, Hmm. Okay.

Corey Andrew Powell ([03:27](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

So were you making like bundles from products and selling them as like, kind of as a kits? Or were you selling like, individual things from Amazon, uh, products? How that?

Kiki Quesada ([03:34](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Well, it started with just a few lip glosses. My main thing was lip glosses and still is my main thing. But, um, I started with lip gloss and then, uh, this was right, I started in August. So this was right up when Halloween was coming up, Christmas. And then I would take different shades of lip glosses and then bundle them together. And then when I started expanding into like, skincare and soaps and lotions, that's when I was like, okay, maybe I can do like a rose theme bundle and make everything rose scented and then add a lip gloss. So it just all kind of came together. <laugh>.

Corey Andrew Powell ([04:05](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah. And that's an important component too, for entrepreneurs who are listening or anyone who is thinking about starting a business. One of the most important things is the innovation, right? To think outside the box. As I mentioned, there's so many other companies doing cosmetics and what is going to be the differentiator sometimes is like the business person behind those brands. So that's a little bit of what you did to differentiate yourself, but uh, was it more of a conscious effort in that point for you to go? Yeah, I have to do some significantly different things to stand out.

Kiki Quesada ([04:36](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah. At first it was not conscious at all. I was just kind of like, people like this, I'll make more of this. But, um, now it's like I'm trying to think of different things to do. And a big thing that I do is like collections. So right now we have a Zodiac collection where I'm launching a different, like all of the zodiacs all throughout the months. So it's like one zodiac per month. And then that keeps people engaged 'cause they're like, oh gosh, I have to wait till November for Scorpio 'cause I have a Scorpio.

Corey Andrew Powell ([05:02](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Right.

Kiki Quesada ([05:03](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

And, um, I have so many people that I've had DMM me and they're like, I have the whole entire collection. I just need one more. And it's just like, it's a collector's item. It seems like it's super cool.

Corey Andrew Powell ([05:13](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah. Wow. Yeah, I mean that's like eventually, that's, that's when a brand begins to penetrate pop culture and that's when it gets to be a whole other level, which is, it makes perfect sense as to why you, um, are having the success you're having. So when you, um, were starting out, were there people who thought, uh, you know, this is not gonna go anywhere. Why are you doing this? Or was it full support or was it a mixture of both?

Kiki Quesada ([05:38](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Um, it was definitely a mixture of both. I obviously don't know what people were saying like behind me, but I'm sure a lot of people from my high school had their opinions. But, um,

Corey Andrew Powell ([05:47](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah, yeah,

Kiki Quesada ([05:48](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

From my family, it was full support. And my mom was like, at first she was like, oh, Kiki's in her room, like making lip gloss. Okay.

Corey Andrew Powell ([05:55](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

<laugh>, Right.

Kiki Quesada ([05:56](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

And then once it started to take off, she was like, okay, this is a thing. And then she immediately started helping me. Even my dad too. It was like I needed a desk. They went to Target, bought me a desk and built it that same day. . I was like,

Corey Andrew Powell ([06:07](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Okay, yes.

Kiki Quesada ([06:08](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

It was awesome.

Corey Andrew Powell ([06:09](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah. Again, you're talk, you're, you're touching on some really serious points because so many conversations I have here with leaders, people who are successful, very often it happens because they get support. You know, they have a support system. I mean, uh, it's, it's very unlikely and hard to do it. Um Yeah. On your own.

Kiki Quesada ([06:27](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

I agree.

Corey Andrew Powell ([06:28](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah. And so, um, and also, you know, look, parents when they see money coming in, they're like, oh wait, okay. So <laugh> it changes everything. They're willing to help. So did you, you mentioned college in the beginning, so did you think at that point when you saw it coming in, you're like, you know, what is that the realization for you like even if it's not about totally putting college off, saying right now I'm not going to college, I have actually sort of bypassed that step to begin a career and bring an income. So that's what I'm gonna stick with. Was that a conscious choice at that point?

Kiki Quesada ([07:01](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Well, I actually was doing college when I first started, like, when I first started blowing up on social media. And I think I did a year and a half of community college 'cause it was always the plan to go to community college. Like that's what I wanted to do. I just never had the drive to go straight to a university and like figure out my career right then and there.

Corey Andrew Powell ([07:19](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Kiki Quesada ([07:19](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

So I did do community college and then, um, I got extremely overwhelmed and I've never been very good at school. So it was like, that was not something that I was motivated to do. So I took a step back from college and I would like to go back eventually, but just right now it's not in the books for me.

Corey Andrew Powell ([07:35](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah. Yeah. And you know, you raised another great point. I mean, this is really a, a wonderful conversation because I am also a very, very strong proponent of community colleges in general. And I think it's starting mainly because of the fact that they're typically less money.

Kiki Quesada ([07:49](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>

Corey Andrew Powell ([07:50](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

For you to get your feet wet in the academic upper higher education field without the big necessarily financial commitment that may, you know, may get blown, maybe wasted. Right. If you don't like it or if you flunk out or all those things. So first of all, that's a very smart, um, way to approach it. And then later on you can always, then after you get your two year degree, then decide what your major is and then go on to your four year school. Yeah. So I think that's smart. It really is. Yeah, it really is. And um, I think now you bring up another point too, which is going back later. There is the opportunity later then you'd go back with a purpose and focus if you were to come back Later.

Kiki Quesada ([08:27](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah, that's my big thing. There's no rush. It's like there's so much time in the world, especially for school 'cause you don't have to be a certain age to go to college. It's just whenever you can.

Corey Andrew Powell ([08:36](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah, yeah. Absolutely. And were the, were there any other challenges other than maybe anyone who had lack of support? Were there any actual like kind of on the business side, things you had to overcome as a young entrepreneur?

Kiki Quesada ([08:48](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Um, just learning the, like, I'm still learning every single day, but just learning the actual like technical business things. Mm-Hmm. <affirmative> <affirmative>. And it was like a lot of Google, a lot of YouTube <laugh> I needed, um, people to talk to. And it's like when you go into this field, usually your parents don't really know about that either, unless they're business-minded or they have a business of their own.

Corey Andrew Powell ([09:07](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Right.

Kiki Quesada ([09:07](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

And I would always like, depend on my mom or my dad to say, oh, I need help with this. Can you please tell me what to do? But they didn't know what to do. But my mom, that's where she came in and she was the one that was always like, okay, I found this article on Google. Here's what we need to do.

Corey Andrew Powell ([09:20](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Kiki Quesada ([09:21](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

So it's just teamwork.

Corey Andrew Powell ([09:22](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah. So mom was like market research at the same time. <laugh>, she's, she's helping fulfill orders. Yeah. Oh, that's wonderful. That's great. Yeah. All right, mom, well done. Parents. Well done <laugh>. And I do wonder as well, you mentioned the girl with the stickers, you know, and you saw that kind of inspired you. So other than like the bundle stuff that you did from the product standpoint, you talk about how you differentiated yourself, but in general, to have a presence on social media on TikTok, which is also a sea of competition. I mean, everything from, you know, cat videos to people. You know what I mean? Everything. So how did you differentiate yourself in that space where you are, well you just gained a following as well. Like the what, what attracted people to you and what keeps them there?

Kiki Quesada ([10:10](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Um, what I think is that, because when I first started my TikTok page, I remember specifically I was in my bedroom and I was like filming and unboxing and I was like, I'm gonna do a voiceover for every single one of my videos. And at the time it was like no one was doing voiceover. It was just like a so a sound over the video, no talking. And I was like, that's how I'm gonna be different people are gonna hear my voice every single video and they're gonna know it's me.

Corey Andrew Powell ([10:33](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Kiki Quesada ([10:34](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

So that was my beginning thing. And then now it's like doing things that aren't already out there. I mean obviously, but, um, like I like to do, I like to think of entertainment, but also education.

Corey Andrew Powell ([10:45](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Kiki Quesada ([10:46](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

So it's like I'll entertain, but at the same time I'll say, I'm adding this because this does this. If that makes sense?

Corey Andrew Powell ([10:52](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Right. No, definitely. And also what's another, um, thing people should keep in mind too, and I talk about this often, here is the most successful people I've learned, it's only, they only find success fully when they are bringing their most authentic selves to what they're doing. You know? And Yeah. And you're a prime example because you found a passion, something that you like, you know, oh well the soaps at the lip gloss and it's not like you went and tried to, you know, sell timeshares or something.

Kiki Quesada ([11:23](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah. <laugh>,

Corey Andrew Powell ([11:24](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

You know, something you knew nothing about. Right. So it's really important that people sort of, you know, figure out that. Now I have, I just want people to understand too that the magnitude of, um, if I have these numbers right, 'cause I was just like looking up some numbers. So in two 20, you know, you were like under $10,000 in revenue then oh, 128,000, and then 2022, like 411,000. Like that's roughly, you know, sort of the numbers that are online of what you've done. And I cannot imagine at that point, the pressure for a person who's 19, 20 years old,

Kiki Quesada ([11:58](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

I know

Corey Andrew Powell ([11:59](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

to have to now manage that level of business. So what was the first thing you did? Were you like, okay, I need to now hire people in place? Or are you still trying to manage all those things on your own?

Kiki Quesada ([12:11](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

We're definitely still managing, but um, the steps I took last year when I started seeing those numbers, it was insane. But, um, I hired a few of my friends.

Corey Andrew Powell ([12:17](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

<laugh>. You were like "what?"

Kiki Quesada ([12:17](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah. I was like, is this real <laugh>?

Corey Andrew Powell ([12:22](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Right. <laugh>.

Kiki Quesada ([12:23](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Um, I hired a few of my friends that live out here 'cause I do live out, I work out of my house. So it's like I can't hire some random person off of the street 'cause it's my house, so.

Corey Andrew Powell ([12:33](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Right, right.

Kiki Quesada ([12:34](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah. So I hired a few of my close friends and they still work for me today, which is amazing. And that really helped 'cause it was like, now we can make a thousand lip glosses a day easily and still have time to do other things.

Corey Andrew Powell ([12:46](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>

Kiki Quesada ([12:46](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

And, um, yeah. As far as just getting work done, that's what, that's the steps I took for

Corey Andrew Powell ([12:53](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah.

Kiki Quesada ([12:53](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Continuing the business.

Corey Andrew Powell ([12:55](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah. That's, yeah. That's, that's awesome. So with your growing success and sales and all that good stuff, that of course takes a required a lot amount of time. And obviously, and first of all, social media in general, when you're just trying to gain following is already like a full-time job in itself. <laugh> you, let alone add in, now that there's products involved, you're successfully selling. Um, and you are a young woman. So how do you balance your social life, which is really important or like, you know, the, the self-care aspects so you don't burn out, which is also an important thing to talk about.

Kiki Quesada ([13:29](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

That is a great question. That has been a very rocky journey for me. And, um, now this year I've really been focusing on like, I have to allow myself to take a break. And it's like, it sounds so silly, but in my brain it's like I cannot stop working until I allow myself that break. And, um, what I do now, I have a set schedule, so it's not like I wake up and I'm like, oh, maybe I'll make this today. It's like, no, I'm going to make this in the morning and then I'm gonna make my videos and then I relax.

Corey Andrew Powell ([13:57](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Kiki Quesada ([13:57](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

So it's like also the weekends for my social life, I give myself the weekends and I don't set my alarms. I wake up when I want, I hang out with my friends. So also my friends work for me. So it's like.

Corey Andrew Powell ([14:09](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Right. It's always kind of fun.

Kiki Quesada ([14:11](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

To socialize. Yeah. It's very fun.

Corey Andrew Powell ([14:14](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

No, that's good. Because that's a really big important part. I was speaking to, um, a really major executive at, uh, Disney World, uh, former executive. He's retired now. I have his book there. His name was Lee. Yes. Lee Cockerell.

Kiki Quesada ([14:25](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Ooh.

Corey Andrew Powell ([14:26](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

And, um, yeah, he's just a really amazing guy with this book about Disney Magic and his like 30 or 40 years of working in that realm. Yeah. A lot of great stuff to, to learn from him. But one thing he mentioned was like, you know, if you, um, don't take care of yourself, that's a big problem. And he talked about how people plan for vacations, like for years in advance. They'll plan everything, but they don't know how to plan their life. So what you said was really important. You set yourself on a regimen, so to speak.

Kiki Quesada ([14:58](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yes.

Corey Andrew Powell ([14:59](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

To sort of, to sort of like, to sort of strategize your day and get yourself on a regimen so that it can help you with

Kiki Quesada ([15:05](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>

Corey Andrew Powell ([15:06](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Not burning out.

Kiki Quesada ([15:07](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([15:08](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Right. Mm-Hmm. <affirmative>

Kiki Quesada ([15:08](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

That is very important to me.

Corey Andrew Powell ([15:10](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah, that's amazing. So I think one other, the other thing with young people too is that people sometimes underestimate younger generations in general. That's always happened. But if there's some other young entrepreneurs out there who have an idea and a dream or something that they are wanting to do in the business realm, what would be your advice to them?

Kiki Quesada ([15:31](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

My advice is always go for it. Obviously, because there is enough room at the table for literally anything. And me going into a lip gloss business, I was like, is this even gonna work? I mean, there's Sephora, there's Alta, there's

Corey Andrew Powell ([15:45](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

I mean.

Kiki Quesada ([15:45](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Thousands of brands.

Corey Andrew Powell ([15:47](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Big, big names.

Kiki Quesada ([15:48](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah. So yeah. But there is seriously enough room for everybody. And it's like, especially now on TikTok, there's, I wanna say like, at least a hundred thousand lip gloss businesses, but everyone is getting their bread. Everyone is doing the thing. So.

Corey Andrew Powell ([16:02](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah.

Kiki Quesada ([16:03](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Just go for it and be consistent.

Corey Andrew Powell ([16:05](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah. Yeah. The consistency is a big one. I, and I do wonder, um,

Kiki Quesada ([16:09](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

It's a big one

Corey Andrew Powell ([16:09](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

And it's, yeah, it really is because, and you do make me wonder too about something else. I mean, we, when we talk about these big multimillion dollar brands, the Sephora, the MAC Cosmetics, all those people who are out there, I don't really know like why or how, how those two places exist where you as an independent brand can be as successful whereas they or can be successful and then they are successful too. Do you think that you guys are talking to, when you say there's enough room for everybody, is it because you guys are sort of targeting different demographics or segments? I mean, what do you think would mean? Like, like why is there enough room for everybody?

Kiki Quesada ([16:45](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

I do believe that it's all about who you're targeting. Because me personally, my audience is on TikTok, it's like 10 to 13, and then on YouTube it's 18 to 24. And that's why I focus for my brand. I focus on the colors. I focus on pinks and purples and vibrant colors that would attract like a younger audience because I am young. So it's like.

Corey Andrew Powell ([17:07](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Kiki Quesada ([17:07](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

That's what I like.

Corey Andrew Powell ([17:08](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Right, right.

Corey Andrew Powell ([17:09](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

But when you think of, I feel like when an adult or an older per person would think of makeup, they would immediately think of MAC. Like, that's just something to think of. So, um, it's all about who you're targeting really.

Corey Andrew Powell ([17:21](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>. Yeah. And I think, you know, each brand also, it's funny how each brand sort of evolves with a generation. Yeah. So the people who think of MAC now as an older person's cosmetic, they were your, they were probably your age, they were your target audience when MAC started. You know, that's kind of, so they've kind of grown up and now there's another brand who speaks to the younger people.

Kiki Quesada ([17:40](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([17:41](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

As, as the MAC customer has matured. Yeah.

Kiki Quesada ([17:44](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

That's a very good point. Mm-Hmm. <affirmative>

Corey Andrew Powell ([17:46](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Uhhuh, I think. Yeah. I think that's how that works. Now, what makes you stay motivated to be like, continued inspiration? Like despite challenges and setbacks that you might find or encounter, what keeps you motivated every day to keep going?

Kiki Quesada ([17:59](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

I stay motivated, just like thinking about, this is what I prayed for, this is what I wanted. Like a year ago I was like praying that I would have a thousand orders to package all day and night.

Corey Andrew Powell ([18:10](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Kiki Quesada ([18:11](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

And like, sometimes I get lost in my head and I'm like, oh, I don't wanna do this anymore. This is too much. I don't wanna make lip gloss. But then I'm like, two years ago, this is all I begged for. And like, this is what I wanted.

Corey Andrew Powell ([18:22](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Right.

Kiki Quesada ([18:22](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

So it's like, I never take that for granted. It's like you always have to stay humble and just understand that like, this is what you want. So it's just one step at a time. And oftentimes it's like you can't depend on motivation because you're not always gonna be motivated. So it's like, even on the days where I'm tired, same thing with the gym 'cause it's like when you wake up it's like, do I need to go?

Corey Andrew Powell ([18:43](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah.

Kiki Quesada ([18:43](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

But then it's like, you are not motivated all the time to go to the gym.

Corey Andrew Powell ([18:47](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Right.

Kiki Quesada ([18:47](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

So, um, that's how I view getting work done and stuff. But it's like with my schedule especially, I have to do it. So.

Corey Andrew Powell ([18:54](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Kiki Quesada ([18:55](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

That. Yeah.

Corey Andrew Powell ([18:56](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah.

Kiki Quesada ([18:56](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

That's how I stay motivated. <laugh>.

Corey Andrew Powell ([18:57](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Yeah. No, I think that's really important because I just watched this morning, oddly enough, uh, an interview with Madonna from like 1999, and she was talking about the fact that she had actually dreamt of everything that she had envisioned could come true. And it did. And some morning she's just like, oh, <laugh>, I gotta be the pop star today. Like, and then she remembers, well, you know, I, I, I asked for it and I got it. And that's like.

Kiki Quesada ([19:22](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([19:22](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

The fact that you really achieved it is to be celebrated. Right. So why complain about it.

Kiki Quesada ([19:27](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Exactly.

Corey Andrew Powell ([19:28](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Well, thank you so much MaKena, Kiki Quesada, 19 year old entrepreneur and CEO, founder of Kiki's Cosmetic. Thank you so much for being here today on Motivational Mondays.

Kiki Quesada ([19:38](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

I had so much fun talking with you.

Corey Andrew Powell ([19:40](https://www.temi.com/editor/t/9-ob2uLTBH9qFGBQMHtZnMqVdXVLMttJzq522_M4ewSHWdYdLNlMfgOQY1BQPYLmh3n3EwH1eM_0VdaDI8c3FparSX0?loadFrom=DocumentDeeplink)):

Thank you for listening to Motivational Mondays, presented by the National Society of Leadership and Success, and available wherever you listen to your favorite podcasts. I'm Corey Andrew Powell, and I'll see you again here next week.