

Podcast Show Notes Oct 2 2019

Michele Riley: [\(00:00\)](#)

Greetings entrepreneurs. I want to welcome you to another episode of savvy preneur podcast. So why don't you go ahead and grab your favorite beverage and meet me back here.

Michele Riley: [\(00:47\)](#)

Well, I want to welcome you savvy preneurs to Saturday preneur podcast and I am so excited to introduce to you, which is going to be our first guest of Savvypreneur podcast and her name is Genecia Alloura and Genecia is a powerhouse business woman. So before I basically bring her on, let me give you a introduction about this phenomenal woman and what she has accomplished in a bit of her background before we jump into the interview. So Genecia is a former Ms Singapore and Southeast Asia woman of excellence in 2010 she is the founder of sole rich woman, the number one female entrepreneur network in Southeast Asia that connects more than 200,000 women across the region and seven countries including Singapore, Malaysia, the Philippines, Vietnam, and Indonesia. She is the recipient of the international progressive women's award in 2019 by the aesthetics international, the council for progressive women and the iconic influencer of 2019 award.

Michele Riley: [\(01:53\)](#)

With a vision to empower 1 million women. Geneica is passionate about helping women to take their business from offline to online to attracting clients online, to get recognition, build brand, and as a leader, a business owner and make a positive impact in the world. She wants every woman to be able to own the F word, which means being fabulous, having freedom and financial independence from as young as 14 years of age. Genecia had to support herself through school through working in a nine to five job and started many businesses. Genecia has also gone through the highs and lows of being a business owner and her Epic journey from being in a six figure debt to making her first million fueled her passion to empower women to do the same. So Genecia wants women around the world to know it is possible to have it all. Genecia has also been profiled and CNBC.

Michele Riley: [\(02:48\)](#)

China daily. Genecia is a globally renowned speaker and leading women's empowerment expert with over a decade of experience speaking stages worldwide. She has spoken in recent major events including the rise conference in Hong Kong success conference and expo Asia 2018 and her know and national achievers, Congress and Manila Junichi has also interviewed personalities such as Elaina Cardone, Neil Patel and Gary Vaynerchuck and many more. So I am so excited and honored to be speaking to Genecia today. So I want to say good morning to you Janicia I know it's in the morning where you are in Singapore and I welcome you to savvy preneur podcast.

Genecia Alloura: [\(03:34\)](#)

Thank you for having me on your show. Michelle. You are so welcome. What time is it over and your end? It's like 8:40 PM Oh nice. But it should be one day ahead right? Or one day before.

Michele Riley: [\(03:48\)](#)

Yes, this October the second which is my birthday. So it is extra special that you're on my show today.

Genecia Alloura: [\(03:54\)](#)

Oh, let me sing your birthday song. Happy birthday. Jay, you happy birthday to you? Happy birthday to Michelle. Happy birthday to you.

Michele Riley: [\(04:08\)](#)

I thank you so much for that. I really appreciate that. So I want to get into some questions because I want my listeners to, because you have accomplished so much and I believe what you accomplish is so inspiring. And when women look at the accomplishments that you had in this and wow, how could this woman do all of this and basically come from the background that she has. So can you speak to women who may be feeling like they had a, have a lot of struggles right now and they want to achieve success even even to the point of where you are right now in your business?

Genecia Alloura: [\(04:43\)](#)

I think the first thing is always to not be a victim of your own mental, social and economical circumstances. I think that's the first thing I would like to say, and then step out of your comfort zone to go to what's the dreams you've always wanted to achieve. For me, I started when I was 14 years old. Things were not shining bright and born with a silver spoon. I had to support myself through school. You know, I was bullied in school because I was not able to change the clothes, shoes, bags, um, mobile phones easily. Right? People wore the girls, the mean girls in school cornered me when I was running, playing basketball in the yard. And then he came up to me, cornered me, and then the leader came to me and pull open my shirt and let me say, Oh, you're wearing the same bra.

Genecia Alloura: [\(05:36\)](#)

And then he humiliated me. Right. Because that was really, as a teenager, you go through such criticisms and bullying in school. I just felt really small. And my why was somehow bigger than my how, because I had to support my father, my mother and my brother through my years. So I told myself let's bite the bullet and keep going. So I, I took on this mentality and attitude to don't care what happened to me in school despite all circumstances. I was still able to pull through shortly after in, when I was growing up, my friends encouraged me to join Miss Singapore. So that really opened my doors. So, you know, to me, I didn't have money to buy shoes, buy fanciful clothes. To me it's like, okay, how can I, you know, really do well in a beauty pageant, you know, so I, I saved some money.

Genecia Alloura: [\(06:34\)](#)

I went for courses to do public speaking, do department and learn how to present myself even better, I one Miss Singapore national in 2006 representatives, Singapore in Japan and China. And I learned how to present my platform, my voice and my brand among 90 over delegates around the world. And that really helped me to learn about myself too. I also learned about, you know, making friends and how to influence people. And three, I also learned how to, you know, be able to work with a team of 90 other girls together when we are on the, you know, on stage and things like that. So that really taught me so much, which carried forward to what I'm doing today. You know, I took on an image consultant certification during that time I was Miss Singapore and because of my prior experience as an instructor, so like I said, never, you know, see your past experiences as failures or things that are just victim of their own circumstances.

Genecia Alloura: [\(07:41\)](#)

And it was because of my instructor experience, I was able to move a class of a hundred, or move a class of 10, two moving a class, a big hole size of a thousand easily because of my experience. And so when I progressed to becoming image consultant, doors opened for me. Um, my clientele were politicians, CEOs of companies, decision makers. So that really make me feel very blessed and to be in that position of influence. However, nothing is for free. Beauty is a double edged sword. Doors open easily, but worked extremely hard to be where I am. Right. Because you have to prove your abilities of that when they opened the doors for you. Yeah. So that was, that was where I was at. Um, subsequently I started to realize that I needed to go online because when I work, I get paid. When I work, I get paid.

Genecia Alloura: [\(08:38\)](#)

When I don't work, I don't get paid. So that to me is not something that is, uh, the future that I see many, many years ago. So in 2012, I invested in myself. I spent about a hundred thousand over dollars. in terms of courses. take a master. They go on courses to find out what exactly is the thing that will make us tick online. So, um, in 2013, I crossed \$100,000 in three months, and then I meet \$1 million in 12 months. So that changed my entire life. I knew that it was possible to go online. I took that first pot of gold that I have ever made so much money in my entire life. I invested back into a cafe retail chain that we started from scratch with my mastermind group, which is five of us. So each of us did different things. I was doing PR and marketing, and then the other partner was doing franchise and operations, et cetera.

Genecia Alloura: [\(09:37\)](#)

So I was in charge of the Indonesian market. I, we grew from Singapore to Malaysia and then Indonesia, we had 18 franchisees and licensees. , so by doing the Indonesia market, even though I was successful, I had the money, I was still not very happy because I just felt that God has a bigger calling for me. And during the time I was based in Indonesia, I had my webcam on and then my internet and I started doing webinars. So that's how I got started doing webinars and I was sharing with people, , how to, you know, go online. How do you view a brand, how do you get more customers? And that's how I got started. And of course when I first started, it was zero. You know, Michelle had no, no viewers and no, nobody was watching the webinar, you know, and, and I still remember it.

Genecia Alloura: [\(10:31\)](#)

I told myself, okay, I've got to prepare and continue to master my F word, which was the Facebook ads and funnels. So by doing this F word, I was able to grow the community, from zero to the 102. The first 1000 and the rest is history. So that's how search woman was born. After I existed the entire cafe we coaching to the public listed company owner, I was so happy. So I've been full time with Soul Rich Woman now building and growing this regional brand, we are connecting about 200,000 women across the region. Yeah. So it's hard work I would say. But I'm loving my day every single day. It's like I'm not doing a job at all. It's just like when you're, you're so passionate and so happy doing what I love to do. You know, it's no longer a job. I was, having a chat with my girlfriend the other day at a wedding dinner and then I was telling her what I do and she said, wow, you have the best job in the world. I said, why? She need it? Because you get to travel, you get to eat, and then you get to inspire women all at the same time. How good is that? I never knew. You could see that from bet perspective.

Genecia Alloura: [\(11:50\)](#)

Yeah, because traveling can be tiring. I'm living out of the country for like three weeks out of a suitcase. I come back to Singapore for a week. I turn around, I go back to Vietnam, I come back to Singapore and I go back to Thailand and then competent Singapore and go to leisure. So it's kind of like traveling, living out of a suitcase. So it was fun. It's fun. And I still think that, um, as long as your Y is bigger than your house, I think the purpose will supersede everything else. Money is not just, everything. Yeah.

Michele Riley: [\(12:22\)](#)

That is so important because there's so many things that you said and I want to bring out a couple of those because I want to ask you, as you were talking, and you were saying how you were developing yourself through the beauty pageants and you were constantly working on yourself. So what type of skill set do you believe in entrepreneurs should begin developing as they're starting in their business?

Genecia Alloura: [\(12:46\)](#)

The first thing that any entrepreneur when you're first starting out is always to look into your messaging. The means, how do you position yourself in the noisy marketplace? my market has changed the last seven years since I started going online. , content of best, like 30 blog posts being posted every single second, you know, and content, just get lost, you know? So how can you keep yourself relevant and seen by your potential customers, organic ads or organic way that you've built in the last many years? only 2%. Okay. So this is statistics from Wistia. We were just watching the, yeah, video content. They said a 2% of people are no longer watching your content or following you because organic is no longer the game that people play anymore. platforms are requiring you to play paid advertising and people, the platforms also require you to, you know, engage your, , more money in your advertising budget.

Genecia Alloura: [\(13:55\)](#)

So, by stating this, I'm setting a context. So then how can you position yourself and you know, get your message out there, even though it's so noisy, there's less organic people following you, which is called brand affinity Wistia is called brand affinity. They said, how do you actually acquaint with your customers by building content that gets them into you rather than you chasing after them. So this relationship, okay, let me give you an example. So I have this lady who came to us, she has been a corporate executive at secretary for the last 20 years to CEOs. And three years ago she quit her job, you know, thinking she wanted to pursue entrepreneurship. But three years she has little to no customers and she was surviving on her savings. Finally found soul rich woman. She came to me and then she took on the mentor-ship program.

Genecia Alloura: [\(14:56\)](#)

So I asked her, so, okay, so what do you know? What are you calling? What are you calling yourself? She said, Oh, I'm a personal branding coach. I said, okay, you're a personal branding coach. What exactly do you do? Are you an image consultant or what exactly do you do? Oh, I'm not an image consultant. I'm just helping people to write content to position themselves as an authority or a thought leader in their position or in the industry that has the, yeah. But naturally people will not associate personal branding coach to be a content writer. Right. To position yourself as a thought leader. So I said, okay, then what is your superpower? She said, my super power is that I'm able to, because as my experience as a secretary, I'm able to talk about 10 different ways of it. One product in 10 different ways.

Genecia Alloura: [\(15:47\)](#)

So the means to you as a female entrepreneur, if you were to hire her, she saw like secretary of content, she's able to help you to come up and 10 different angles of the same product that you're launching. And usually we have only have one product that we're launching. We don't have that many unless you're an eCommerce business owner. So she was really good at that. So I said, why don't you call yourself a content marketing coach specializing in 10 different ways to talk about the one thing for female entrepreneurs. So that was a statement that we supposed to put out there. So she said, okay, let's try it. So she went back to LinkedIn and Facebook and she started to post like 30 days of content and she was using this messaging and positioning. So rather than, and she was very focused, she was like content marketing, you know, I'm a content marketing coach and I do like 10 different ways of the same thing, content.

Genecia Alloura: [\(16:42\)](#)

And I'm expert in this area for female entrepreneurs. And guess what? Within 11 days she generated leads. By the 19th day she was making \$7,360 that's awesome. People actually paid because they found her with her superpower. So my question to you is what is your superpower, right? How do you, you talk about the skill set that you want to develop. Yeah. So what is your superpower and how can you master the F word, which is funnels and Facebook ads to continuously bring traffic to you with as you master your own superpower and looking into engaging with your community. That's awesome.

Michele Riley: [\(17:35\)](#)

Because I believe my superpower is, like you just said, it's content. I am a content creator and it's in different formats. So it's video, it's audio, it's blog posting. So like you, you're saying putting it out so it can, you know, meet the need of that entrepreneur of what they're struggling.

Genecia Alloura: [\(17:56\)](#)

Yeah, that's right.

Michele Riley: [\(17:58\)](#)

So I, I mean that, that is, that is awesome. But so what do you speak to the entrepreneur that's saying, okay, I'm starting my business. You know, I am creating content, but I have either limited funds are no funds to do ads. So how can they get to the place where they can generate some type of income so they can put it into ads?

Genecia Alloura: [\(18:22\)](#)

You know, when entrepreneurs tell me that they have no money to put money into ads, but they have money to travel, they have money to watch movies, they have money to go for spa massages, restaurant meals that cost 100 bucks, in our thing, you know, they have money to do everything else except the thing that gives them the profits or give them more business. So I think you asked me the first thing will be priority. Where is your budgeting going to be? Pleased that I think that's the first thing, it's hard truth, my dear, because the fact is we women has always got more part days. We've got our children, Our, Huband you know, our parents is always something that you have to pay for. But if you are an entrepreneur and you really want to grow your business, then in what \$2 a day, just \$2 a day can make a difference.

Genecia Alloura: [\(19:16\)](#)

Of course, that people say, Oh, but it cannot be compared to someone who spent \$2 million a day, of course. But if you can even get started and committed to your business for just \$2 a day to grow your business on ads, then I don't think how else you can get out there because organic traffic is almost dead if not already did. Right. So I think that's one thing. If you said, Oh, how about organic? Can I really still go organic? Well, I mean, then you have to put in 24 hours a day to where you work very hard to, to do organic traffic, like posting Facebook groups where nobody's watching and you're trying to command, you know, long thread with 500 people commenting on the same thread and hoping that someone was spot and notice you, you know, so it kind of goes on this rat race. So you're bringing your rat race of an employee, in the box into the business world. So I just encourage you to step out of your box, step out of your comfort zone, and really look into how much time are you spending in profit generating activities, versus, cost, spending activities in, within your business.

Michele Riley: [\(20:24\)](#)

That's, that is so true. Now, there's two, um, statements that you made and I just wanted to say, because I laughed at one of the statements that I was listening to a podcast and I loved it because you said you want to encourage women to keep running until their bank account looks

like their phone number. I thought that was so spot on because sometimes, and you entrepreneurs, women, we have sometimes my limiting beliefs around money. So can you speak to that entrepreneur who's struggling? Maybe they've had issues with lack with money. So now when it comes to their business, they're apprehensive because they feel as though if I put X amount of dollars into Facebook ads and I lose that money, then now I'm struggling against. So speak to that around mindset and limiting beliefs.

Genecia Alloura: [\(21:14\)](#)

I think first of all, you're not alone. Okay. All of us have limiting beliefs around money some way or another. Life is like a box of tissue paper is just keep, we just keep healing and taking care of ourselves so that we can move forward. The whole mindset about money is all about being a miss, not just a home. The whole manifesting thing is more really of how you structure your money jar. So this is a concept that I've learned from T Harv Eker So I think you should really get his book, the millionaire mind. So he has this program, that is, I don't know, but conducted by success resources. It's called the million, the millionaire mind intensive, which is global, like a training free three days, not really free, but a pick ticket, but small fee to attend a three days training where T Harv Eker and his team where she take you through what exactly is limiting you in your mindset.

Genecia Alloura: [\(22:18\)](#)

So I think this is a very good solution. So do check out his book or listened to his audiobook or case. I highly recommend that. So having, having said the six jar thing, you know, when people talk about money mindset and you know, thing, I want to address it in the point where for every hundred dollars that you make, how many a dollar, let's not talk about a hundred. Let's talk about a dollar. How do you even split up your money, right? How do you even, you know, safe? How do you put in a jar that says is for saving purposes and put into a jar that's days. Um, this is a financial freedom fund or how about putting into a jar that says education fund. But how about putting in, Jada says, this is a plagiar. So I will not review all the jars. Go check out the book.

Genecia Alloura: [\(23:03\)](#)

Okay, go to check out a book. So in terms of investing in your business, you say I invest \$2 and I won't get back the money because business is about trial and error in terms of ads, right? They are proven methods. But in terms of ad sales, always neat and ways for you to tweak and test. Most importantly, you must see as investing in yourself. I mean, when you grow a baby, you, when you have a baby, it doesn't mean the baby, you will be definitely healthy. Let's put it this way upfront, right? As as women, as we get older, when we have babies, there's always risk involved. So you kind of say that all because there's risk. I would have a baby, right? So it's a chicken and egg thing. If you want to have a chicken, is it the egg that come first?

Genecia Alloura: [\(23:45\)](#)

The chicken come first. So you need to decide what you want to do and say, okay, why not? I take a budget of \$100 and I invest in myself in my business. And let's see what these hundred dollars can do for me. If this hundred dollars can't bring me anywhere else, never mind. Try

again. Because being an entrepreneur is not an employee. You know, you get a paycheck of \$100 and then okay, you, you fail, you just go back to her, done a job, right? This is it. This is something that you have decided that you're passionate about and you want your message to be heard and your gift to be serving other people in the world. Then your message need to be heard and Eve is only within the 2% of the a hundred percent which organic traffic is now dead. Then nobody will know you, right? And you can serve and you can't really do what you're meant to do, what God, God has called you to do. So really, really, you know, open up your hearts and know, receive and also be willing to take some risk.

Michele Riley: [\(24:45\)](#)

That is so true. And there is, there's one more question I want to ask you before you go, because everything that you have said is it is what I believe as far as being a woman entrepreneur. I love, it's my passion. I feel like this is something that I, I get up and I breathe it. I live it. I'm, I'm just so passionate about it and I want to continue to keep doing it. To inspire and encourage others that are coming out as well into entrepreneurship. But there was a Facebook post that you put and you said every level of your life, it'll demand a different version of you. Can you explain that?

Genecia Alloura: [\(25:26\)](#)

Wow, this is a very good question. Every level of our life, it really demands a different, every, every part of life difference. A deep believe requires a different level of us. Because let's say when you put me in a position of Miss Singapore, I mean, at that point, in that level, it was all about being able to present myself well, you know, articulate my, um, my thoughts and my brand. Well, it, uh, so that people will notice me, right? So that was at that stage of my life. But as we progressed to become an online entrepreneur, you know, the mindset shift of doing business online is a totally different ball game because I no longer go networking. I mean, I literally do big do my business in my PJ's. I mean really literally, right? And then, and then you must be able to still have the self-discipline while doing this whole online thing.

Genecia Alloura: [\(26:21\)](#)

So it is a shift of ever-growing is a concept of unlearn to re-learn because if you think that you have know it all, then you will be stagnant. It's equivalent to being dead because you're stuck at a zone where you're no longer growing. So I don't believe in that. To me, I believe in always, uh, you know, keep investing in myself, keep learning so that my mind is growing. So now that I've learned the F word, which is Facebook ads and funnels, or, and also now we have helped women to achieve the F word or helping women, more women achieve the F word, which is, , being fabulous, having freedom and financial independence. Every phase of the F. what requires a certain extent of growth. Because first, if you don't even understand what is what you stand for or what you believe in, or what is the confidence all about, then how then can you progress and affect other people or Share your gifts and talents to the world, right?

Genecia Alloura: [\(27:22\)](#)

And then if you don't even know how to do the money jar, how do you expect yourself to be financially independent and then financially free? Right? A lot of people equate freedom to just, Oh, you know, I mean, I'm my must make \$1 million to, to be, to be free or to have financial freedom. It's not true., when you've, you've really follow closely, Kim Kiyosaki, which is the author of rich woman, wife of Robert Kiyosaki, author of rich debt for that, she said that having freedom in our finances simply means that you, what you're bringing into the table, onto the table and, minus expenses, you have the buffer. So why money's coming in minus expenses. Your expenses can be more than your, than your income. If that is true, then you can be financially free. So to have financial, financial freedom, this mindset is not making \$1 million.

Genecia Alloura: [\(28:21\)](#)

It's just having spending less than what you're bringing in. And every month you're able to sustainably do so you can actually invest this money and be financially free. You can turn from financial independent to financial freedom. So all these requires you to keep growing and different levels of yourself so that you can progress to the next level. And that is why I always encourage you to have a community so that a group of women can support you, to go from where you want, where you are now, to where you want to be much, much faster.

Michele Riley: [\(28:58\)](#)

And I, and I agree with that community is everything because we have the support there of those who are likeminded individuals who's encouraging each other on their journey. And I definitely support having a group, our mastermind in type of community. So I just want to thank you so much to Genecia for coming on Savvy Preneurs podcast and being my first guest. Where can my listeners find you and follow you?

Genecia Alloura: [\(29:25\)](#)

Okay. So I've two resources on the website went, I highly recommend you to download. First is my book is called you possible personal branding secrets. So there are seven steps that I share on how to build your personal brand. I've sold than 20,000 copies of this book. I think it will really benefit you greatly. Now I've converted to an ebook free for all women to download. Okay, so you must download. Yeah. And then the second resource is after a lot of women who told me I have no money to outsource, you know, I can grow my business. I'm a sole printer. I've put together this thing called how do you delegate 80% of your to do list so that your assistant can make money for you. Okay? So I highly recommend you to go grab that resource, to really look into some of the exercises I've put together for you.

[\(30:20\)](#)

really, if you ever, ever, ever have \$50, us dollars, okay? \$50 or wherever you are at \$50. Because if you go to spa, you go do your manicure, pedicure. If you go do your hair massage or your body massage or you buy makeup, anything at all, there's not really, , a necessity in business. I highly recommend you to take a bit of the budget up. \$50 is really not a lot a to outsource five hours up to five hours of your time a week or a month. So then you can function in your zone of genius. And I truly believe when every woman is given the opportunity to

function in the zone of genius, she can accomplish much more. Just a little bit of description before I go. Yeah, there's this comic strip that I saw Michelle, that has a men and women on the track racing track.

Genecia Alloura: [\(31:12\)](#)

That means are running on the running track. So 800 meters or running track. So in front of the men were just nothing. It was just nothing. The men were all in their suits getting ready to get set, ready to run. Whereas in front of the women who is on the same line or the starting point of the running tracks, there were washing machine. They know their line of clothes in France. They were like children, you know, their education and things, so many things, they were right in front of them before they could even run. So what does it mean? This comic strip reminds us of how women, we had so much roles and so much, um, you know, societal pressures and things as looking onto us. Like before we, we could do our own dream, our own race, we always have to be putting other people first.

Genecia Alloura: [\(32:04\)](#)

So I want to encourage you to put yourself first because if you can't fill your cup and overflowing, you can give. And when you cannot give, you cannot receive. That's right. And I so agree with that. And do you have the link to those resources? I really appreciate that. Oh, so this resources are available at, uh, on my website is so rich, woman.com S O U L R I C H W O M A N.Com. So soul rich woman dot com. So that's where my resources are at a few free to explore and please connect with me on Facebook or Instagram, you know, on LinkedIn. I will love to hear from you what you've learned today. My name is Genecia, spelled G. E. N. E. C. I. A. like Alicia, Alicia Janicia, a. Laura. A. L. L. U. O. R. A

Michele Riley: [\(33:04\)](#)

Well, I thank you again and be, and everything will be in the show notes on this episode. So Genecia I thank you so much for taking time out of your schedule and coming and sharing your knowledge and inspiration and even given us tips as us entrepreneurs, what we need to do to move the needle forward, especially in this day of social media with things changing. So I really appreciate that and have a great day.

Genecia Alloura: [\(33:31\)](#)

Thank you.Michele Riley: [\(00:00\)](#)

Greetings entrepreneurs. I want to welcome you to another episode of savvy preneur podcast. So why don't you go ahead and grab your favorite beverage and meet me back here.

Michele Riley: [\(00:47\)](#)

Well, I want to welcome you savvy preneurs to Saturday preneur podcast and I am so excited to introduce to you, which is going to be our first guest of Savvypreneur podcast and her name is Genecia Alluora and Genecia is a powerhouse business woman. So before I basically bring her on, let me give you a introduction about this phenomenal woman and what she has accomplished in a bit of her background before we jump into the interview. So Genecia is a

former Ms Singapore and Southeast Asia woman of excellence in 2010 she is the founder of sole rich woman, the number one female entrepreneur network in Southeast Asia that connects more than 200,000 women across the region and seven countries including Singapore, Malaysia, the Philippines, Vietnam, and Indonesia. She is the recipient of the international progressive women's award in 2019 by the aesthetics international, the council for progressive women and the iconic influencer of 2019 award.

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China daily. Geneica is a globally renowned speaker and leading women's empowerment expert with over a decade of experience speaking stages worldwide. She has spoken in recent major events including the rise conference in Hong Kong success conference and expo Asia 2018 and her know and national achievers, Congress and Manila Junichi has also interviewed personalities such as Elaina Cardone, Neil Patel and Gary Vaynerchuck and many more. So I am so excited and honored to be speaking to Geneica today. So I want to say good morning to you Janicia I know it's in the morning where you are in Singapore and I welcome you to savvy preneur podcast.

Geneica Alloura: [\(03:34\)](#)

Thank you for having me on your show. Michelle. You are so welcome. What time is it over and your end? It's like 8:40 PM Oh nice. But it should be one day ahead right? Or one day before.

Michele Riley: [\(03:48\)](#)

Yes, this October the second which is my birthday. So it is extra special that you're on my show today.

Geneica Alloura: [\(03:54\)](#)

Oh, let me sing your birthday song. Happy birthday. Jay, you happy birthday to you? Happy birthday to Michelle. Happy birthday to you.

Michele Riley: [\(04:08\)](#)

I thank you so much for that. I really appreciate that. So I want to get into some questions because I want my listeners to, because you have accomplished so much and I believe what you accomplish is so inspiring. And when women look at the accomplishments that you had in this and wow, how could this woman do all of this and basically come from the background that she has. So can you speak to women who may be feeling like they had a, have a lot of struggles right now and they want to achieve success even even to the point of where you are right now in your business?

Genecia Alloura: [\(04:43\)](#)

I think the first thing is always to not be a victim of your own mental, social and economical circumstances. I think that's the first thing I would like to say, and then step out of your comfort zone to go to what's the dreams you've always wanted to achieve. For me, I started when I was 14 years old. Things were not shining bright and born with a silver spoon. I had to support myself through school. You know, I was bullied in school because I was not able to change the clothes, shoes, bags, um, mobile phones easily. Right? People wore the girls, the mean girls in school cornered me when I was running, playing basketball in the yard. And then he came up to me, cornered me, and then the leader came to me and pull open my shirt and let me say, Oh, you're wearing the same bra.

Genecia Alloura: [\(05:36\)](#)

And then he humiliated me. Right. Because that was really, as a teenager, you go through such criticisms and bullying in school. I just felt really small. And my why was somehow bigger than my how, because I had to support my father, my mother and my brother through my years. So I told myself let's bite the bullet and keep going. So I, I took on this mentality and attitude to don't care what happened to me in school despite all circumstances. I was still able to pull through shortly after in, when I was growing up, my friends encouraged me to join Miss Singapore. So that really opened my doors. So, you know, to me, I didn't have money to buy shoes, buy fanciful clothes. To me it's like, okay, how can I, you know, really do well in a beauty pageant, you know, so I, I saved some money.

Genecia Alloura: [\(06:34\)](#)

I went for courses to do public speaking, do department and learn how to present myself even better, I one Miss Singapore national in 2006 representatives, Singapore in Japan and China. And I learned how to present my platform, my voice and my brand among 90 over delegates around the world. And that really helped me to learn about myself too. I also learned about, you know, making friends and how to influence people. And three, I also learned how to, you know, be able to work with a team of 90 other girls together when we are on the, you know, on stage and things like that. So that really taught me so much, which carried forward to what I'm doing today. You know, I took on an image consultant certification during that time I was Miss Singapore and because of my prior experience as an instructor, so like I said, never, you know, see your past experiences as failures or things that are just victim of their own circumstances.

Genecia Alloura: [\(07:41\)](#)

And it was because of my instructor experience, I was able to move a class of a hundred, or move a class of 10, two moving a class, a big hole size of a thousand easily because of my experience. And so when I progressed to becoming image consultant, doors opened for me. Um, my clientele were politicians, CEOs of companies, decision makers. So that really make me feel very blessed and to be in that position of influence. However, nothing is for free. Beauty is a double edged sword. Doors open easily, but worked extremely hard to be where I am. Right. Because you have to prove your abilities of that when they opened the doors for you. Yeah. So that was, that was where I was at. Um, subsequently I started to realize that I needed to go online because when I work, I get paid. When I work, I get paid.

Genecia Alloura: [\(08:38\)](#)

When I don't work, I don't get paid. So that to me is not something that is, uh, the future that I see many, many years ago. So in 2012, I invested in myself. I spent about a hundred thousand over dollars. in terms of courses. take a master. They go on courses to find out what exactly is the thing that will make us tick online. So, um, in 2013, I crossed \$100,000 in three months, and then I meet \$1 million in 12 months. So that changed my entire life. I knew that it was possible to go online. I took that first pot of gold that I have ever made so much money in my entire life. I invested back into a cafe retail chain that we started from scratch with my mastermind group, which is five of us. So each of us did different things. I was doing PR and marketing, and then the other partner was doing franchise and operations, et cetera.

Genecia Alloura: [\(09:37\)](#)

So I was in charge of the Indonesian market. I, we grew from Singapore to Malaysia and then Indonesia, we had 18 franchisees and licensees. , so by doing the Indonesia market, even though I was successful, I had the money, I was still not very happy because I just felt that God has a bigger calling for me. And during the time I was based in Indonesia, I had my webcam on and then my internet and I started doing webinars. So that's how I got started doing webinars and I was sharing with people, , how to, you know, go online. How do you view a brand, how do you get more customers? And that's how I got started. And of course when I first started, it was zero. You know, Michelle had no, no viewers and no, nobody was watching the webinar, you know, and, and I still remember it.

Genecia Alloura: [\(10:31\)](#)

I told myself, okay, I've got to prepare and continue to master my F word, which was the Facebook ads and funnels. So by doing this F word, I was able to grow the community, from zero to the 102. The first 1000 and the rest is history. So that's how search woman was born. After I existed the entire cafe we coaching to the public listed company owner, I was so happy. So I've been full time with Soul Rich Woman now building and growing this regional brand, we are connecting about 200,000 women across the region. Yeah. So it's hard work I would say. But I'm loving my day every single day. It's like I'm not doing a job at all. It's just like when you're, you're so passionate and so happy doing what I love to do. You know, it's no longer a job. I was, having a chat with my girlfriend the other day at a wedding dinner and then I was telling her what I do and she said, wow, you have the best job in the world. I said, why? She

need it? Because you get to travel, you get to eat, and then you get to inspire women all at the same time. How good is that? I never knew. You could see that from bet perspective.

Genecia Alloura: [\(11:50\)](#)

Yeah, because traveling can be tiring. I'm living out of the country for like three weeks out of a suitcase. I come back to Singapore for a week. I turn around, I go back to Vietnam, I come back to Singapore and I go back to Thailand and then competent Singapore and go to leisure. So it's kind of like traveling, living out of a suitcase. So it was fun. It's fun. And I still think that, um, as long as your Y is bigger than your house, I think the purpose will supersede everything else. Money is not just, everything. Yeah.

Michele Riley: [\(12:22\)](#)

That is so important because there's so many things that you said and I want to bring out a couple of those because I want to ask you, as you were talking, and you were saying how you were developing yourself through the beauty pageants and you were constantly working on yourself. So what type of skill set do you believe in entrepreneurs should begin developing as they're starting in their business?

Genecia Alloura: [\(12:46\)](#)

The first thing that any entrepreneur when you're first starting out is always to look into your messaging. The means, how do you position yourself in the noisy marketplace? my market has changed the last seven years since I started going online. , content of best, like 30 blog posts being posted every single second, you know, and content, just get lost, you know? So how can you keep yourself relevant and seen by your potential customers, organic ads or organic way that you've built in the last many years? only 2%. Okay. So this is statistics from Wistia. We were just watching the, yeah, video content. They said a 2% of people are no longer watching your content or following you because organic is no longer the game that people play anymore. platforms are requiring you to play paid advertising and people, the platforms also require you to, you know, engage your, , more money in your advertising budget.

Genecia Alloura: [\(13:55\)](#)

So, by stating this, I'm setting a context. So then how can you position yourself and you know, get your message out there, even though it's so noisy, there's less organic people following you, which is called brand affinity Wistia is called brand affinity. They said, how do you actually acquaint with your customers by building content that gets them into you rather than you chasing after them. So this relationship, okay, let me give you an example. So I have this lady who came to us, she has been a corporate executive at secretary for the last 20 years to CEOs. And three years ago she quit her job, you know, thinking she wanted to pursue entrepreneurship. But three years she has little to no customers and she was surviving on her savings. Finally found soul rich woman. She came to me and then she took on the mentor-ship program.

Genecia Alloura: [\(14:56\)](#)

So I asked her, so, okay, so what do you know? What are you calling? What are you calling yourself? She said, Oh, I'm a personal branding coach. I said, okay, you're a personal branding coach. What exactly do you do? Are you an image consultant or what exactly do you do? Oh, I'm not an image consultant. I'm just helping people to write content to position themselves as an authority or a thought leader in their position or in the industry that has the, yeah. But naturally people will not associate personal branding coach to be a content writer. Right. To position yourself as a thought leader. So I said, okay, then what is your superpower? She said, my super power is that I'm able to, because as my experience as a secretary, I'm able to talk about 10 different ways of it. One product in 10 different ways.

Genecia Alloura: [\(15:47\)](#)

So the means to you as a female entrepreneur, if you were to hire her, she saw like secretary of content, she's able to help you to come up and 10 different angles of the same product that you're launching. And usually we have only have one product that we're launching. We don't have that many unless you're an eCommerce business owner. So she was really good at that. So I said, why don't you call yourself a content marketing coach specializing in 10 different ways to talk about the one thing for female entrepreneurs. So that was a statement that we supposed to put out there. So she said, okay, let's try it. So she went back to LinkedIn and Facebook and she started to post like 30 days of content and she was using this messaging and positioning. So rather than, and she was very focused, she was like content marketing, you know, I'm a content marketing coach and I do like 10 different ways of the same thing, content.

Genecia Alloura: [\(16:42\)](#)

And I'm expert in this area for female entrepreneurs. And guess what? Within 11 days she generated leads. By the 19th day she was making \$7,360 that's awesome. People actually paid because they found her with her superpower. So my question to you is what is your superpower, right? How do you, you talk about the skill set that you want to develop. Yeah. So what is your superpower and how can you master the F word, which is funnels and Facebook ads to continuously bring traffic to you with as you master your own superpower and looking into engaging with your community. That's awesome.

Michele Riley: [\(17:35\)](#)

Because I believe my superpower is, like you just said, it's content. I am a content creator and it's in different formats. So it's video, it's audio, it's blog posting. So like you, you're saying putting it out so it can, you know, meet the need of that entrepreneur of what they're struggling.

Genecia Alloura: [\(17:56\)](#)

Yeah, that's right.

Michele Riley: [\(17:58\)](#)

So I, I mean that, that is, that is awesome. But so what do you speak to the entrepreneur that's saying, okay, I'm starting my business. You know, I am creating content, but I have either limited

funds are no funds to do ads. So how can they get to the place where they can generate some type of income so they can put it into ads?

Genecia Alloura: [\(18:22\)](#)

You know, when entrepreneurs tell me that they have no money to put money into ads, but they have money to travel, they have money to watch movies, they have money to go for spa massages, restaurant meals that cost 100 bucks, in our thing, you know, they have money to do everything else except the thing that gives them the profits or give them more business. So I think you asked me the first thing will be priority. Where is your budgeting going to be? Pleased that I think that's the first thing, it's hard truth, my dear, because the fact is we women has always got more part days. We've got our children, Our, Huband you know, our parents is always something that you have to pay for. But if you are an entrepreneur and you really want to grow your business, then in what \$2 a day, just \$2 a day can make a difference.

Genecia Alloura: [\(19:16\)](#)

Of course, that people say, Oh, but it cannot be compared to someone who spent \$2 million a day, of course. But if you can even get started and committed to your business for just \$2 a day to grow your business on ads, then I don't think how else you can get out there because organic traffic is almost dead if not already did. Right. So I think that's one thing. If you said, Oh, how about organic? Can I really still go organic? Well, I mean, then you have to put in 24 hours a day to where you work very hard to, to do organic traffic, like posting Facebook groups where nobody's watching and you're trying to command, you know, long thread with 500 people commenting on the same thread and hoping that someone was spot and notice you, you know, so it kind of goes on this rat race. So you're bringing your rat race of an employee, in the box into the business world. So I just encourage you to step out of your box, step out of your comfort zone, and really look into how much time are you spending in profit generating activities, versus, cost, spending activities in, within your business.

Michele Riley: [\(20:24\)](#)

That's, that is so true. Now, there's two, um, statements that you made and I just wanted to say, because I laughed at one of the statements that I was listening to a podcast and I loved it because you said you want to encourage women to keep running until their bank account looks like their phone number. I thought that was so spot on because sometimes, and you entrepreneurs, women, we have sometimes my limiting beliefs around money. So can you speak to that entrepreneur who's struggling? Maybe they've had issues with lack with money. So now when it comes to their business, they're apprehensive because they feel as though if I put X amount of dollars into Facebook ads and I lose that money, then now I'm struggling against. So speak to that around mindset and limiting beliefs.

Genecia Alloura: [\(21:14\)](#)

I think first of all, you're not alone. Okay. All of us have limiting beliefs around money some way or another. Life is like a box of tissue paper is just keep, we just keep healing and taking care of ourselves so that we can move forward. The whole mindset about money is all about being a

miss, not just a home. The whole manifesting thing is more really of how you structure your money jar. So this is a concept that I've learned from T Harv Eker So I think you should really get his book, the millionaire mind. So he has this program, that is, I don't know, but conducted by success resources. It's called the million, the millionaire mind intensive, which is global, like a training free three days, not really free, but a pick ticket, but small fee to attend a three days training where T Harv Eker and his team where she take you through what exactly is limiting you in your mindset.

Genecia Alloura: [\(22:18\)](#)

So I think this is a very good solution. So do check out his book or listened to his audiobook or case. I highly recommend that. So having, having said the six jar thing, you know, when people talk about money mindset and you know, thing, I want to address it in the point where for every hundred dollars that you make, how many a dollar, let's not talk about a hundred. Let's talk about a dollar. How do you even split up your money, right? How do you even, you know, safe? How do you put in a jar that says is for saving purposes and put into a jar that's days. Um, this is a financial freedom fund or how about putting into a jar that says education fund. But how about putting in, Jada says, this is a plagiar. So I will not review all the jars. Go check out the book.

Genecia Alloura: [\(23:03\)](#)

Okay, go to check out a book. So in terms of investing in your business, you say I invest \$2 and I won't get back the money because business is about trial and error in terms of ads, right? They are proven methods. But in terms of ad sales, always neat and ways for you to tweak and test. Most importantly, you must see as investing in yourself. I mean, when you grow a baby, you, when you have a baby, it doesn't mean the baby, you will be definitely healthy. Let's put it this way upfront, right? As as women, as we get older, when we have babies, there's always risk involved. So you kind of say that all because there's risk. I would have a baby, right? So it's a chicken and egg thing. If you want to have a chicken, is it the egg that come first?

Genecia Alloura: [\(23:45\)](#)

The chicken come first. So you need to decide what you want to do and say, okay, why not? I take a budget of \$100 and I invest in myself in my business. And let's see what these hundred dollars can do for me. If this hundred dollars can't bring me anywhere else, never mind. Try again. Because being an entrepreneur is not an employee. You know, you get a paycheck of \$100 and then okay, you, you fail, you just go back to her, done a job, right? This is it. This is something that you have decided that you're passionate about and you want your message to be heard and your gift to be serving other people in the world. Then your message need to be heard and Eve is only within the 2% of the a hundred percent which organic traffic is now dead. Then nobody will know you, right? And you can serve and you can't really do what you're meant to do, what God, God has called you to do. So really, really, you know, open up your hearts and know, receive and also be willing to take some risk.

Michele Riley: [\(24:45\)](#)

That is so true. And there is, there's one more question I want to ask you before you go, because everything that you have said is it is what I believe as far as being a woman entrepreneur. I love, it's my passion. I feel like this is something that I, I get up and I breathe it. I live it. I'm, I'm just so passionate about it and I want to continue to keep doing it. To inspire and encourage others that are coming out as well into entrepreneurship. But there was a Facebook post that you put and you said every level of your life, it'll demand a different version of you. Can you explain that?

Genecia Alloura: [\(25:26\)](#)

Wow, this is a very good question. Every level of our life, it really demands a different, every, every part of life difference. A deep believe requires a different level of us. Because let's say when you put me in a position of Miss Singapore, I mean, at that point, in that level, it was all about being able to present myself well, you know, articulate my, um, my thoughts and my brand. Well, it, uh, so that people will notice me, right? So that was at that stage of my life. But as we progressed to become an online entrepreneur, you know, the mindset shift of doing business online is a totally different ball game because I no longer go networking. I mean, I literally do big do my business in my PJ's. I mean really literally, right? And then, and then you must be able to still have the self-discipline while doing this whole online thing.

Genecia Alloura: [\(26:21\)](#)

So it is a shift of ever-growing is a concept of unlearn to re-learn because if you think that you have know it all, then you will be stagnant. It's equivalent to being dead because you're stuck at a zone where you're no longer growing. So I don't believe in that. To me, I believe in always, uh, you know, keep investing in myself, keep learning so that my mind is growing. So now that I've learned the F word, which is Facebook ads and funnels, or, and also now we have helped women to achieve the F word or helping women, more women achieve the F word, which is, , being fabulous, having freedom and financial independence. Every phase of the F. what requires a certain extent of growth. Because first, if you don't even understand what is what you stand for or what you believe in, or what is the confidence all about, then how then can you progress and affect other people or Share your gifts and talents to the world, right?

Genecia Alloura: [\(27:22\)](#)

And then if you don't even know how to do the money jar, how do you expect yourself to be financially independent and then financially free? Right? A lot of people equate freedom to just, Oh, you know, I mean, I'm my must make \$1 million to, to be, to be free or to have financial freedom. It's not true., when you've, you've really follow closely, Kim Kiyosaki, which is the author of rich woman, wife of Robert Kiyosaki, author of rich debt for that, she said that having freedom in our finances simply means that you, what you're bringing into the table, onto the table and, minus expenses, you have the buffer. So why money's coming in minus expenses. Your expenses can be more than your, than your income. If that is true, then you can be financially free. So to have financial, financial freedom, this mindset is not making \$1 million.

Genecia Alloura: [\(28:21\)](#)

It's just having spending less than what you're bringing in. And every month you're able to sustainably do so you can actually invest this money and be financially free. You can turn from financial independent to financial freedom. So all these requires you to keep growing and different levels of yourself so that you can progress to the next level. And that is why I always encourage you to have a community so that a group of women can support you, to go from where you want, where you are now, to where you want to be much, much faster.

Michele Riley: [\(28:58\)](#)

And I, and I agree with that community is everything because we have the support there of those who are likeminded individuals who's encouraging each other on their journey. And I definitely support having a group, our mastermind in type of community. So I just want to thank you so much to Genecia for coming on Savvy Preneurs podcast and being my first guest. Where can my listeners find you and follow you?

Genecia Alloura: [\(29:25\)](#)

Okay. So I've two resources on the website went, I highly recommend you to download. First is my book is called you possible personal branding secrets. So there are seven steps that I share on how to build your personal brand. I've sold than 20,000 copies of this book. I think it will really benefit you greatly. Now I've converted to an ebook free for all women to download. Okay, so you must download. Yeah. And then the second resource is after a lot of women who told me I have no money to outsource, you know, I can grow my business. I'm a sole printer. I've put together this thing called how do you delegate 80% of your to do list so that your assistant can make money for you. Okay? So I highly recommend you to go grab that resource, to really look into some of the exercises I've put together for you.

[\(30:20\)](#)

really, if you ever, ever, ever have \$50, us dollars, okay? \$50 or wherever you are at \$50. Because if you go to spa, you go do your manicure, pedicure. If you go do your hair massage or your body massage or you buy makeup, anything at all, there's not really, , a necessity in business. I highly recommend you to take a bit of the budget up. \$50 is really not a lot a to outsource five hours up to five hours of your time a week or a month. So then you can function in your zone of genius. And I truly believe when every woman is given the opportunity to function in the zone of genius, she can accomplish much more. Just a little bit of description before I go. Yeah, there's this comic strip that I saw Michelle, that has a men and women on the track racing track.

Genecia Alloura: [\(31:12\)](#)

That means are running on the running track. So 800 meters or running track. So in front of the men were just nothing. It was just nothing. The men were all in their suits getting ready to get set, ready to run. Whereas in front of the women who is on the same line or the starting point of the running tracks, there were washing machine. They know their line of clothes in France. They were like children, you know, their education and things, so many things, they were right in front of them before they could even run. So what does it mean? This comic strip reminds us of how

women, we had so much roles and so much, um, you know, societal pressures and things as looking onto us. Like before we, we could do our own dream, our own race, we always have to be putting other people first.

Genecia Alloura: [\(32:04\)](#)

So I want to encourage you to put yourself first because if you can't fill your cup and overflowing, you can give. And when you cannot give, you cannot receive. That's right. And I so agree with that. And do you have the link to those resources? I really appreciate that. Oh, so this resources are available at, uh, on my website is so rich, woman.com S O U L R I C H W O M A N.Com. So soul rich woman dot com. So that's where my resources are at a few free to explore and please connect with me on Facebook or Instagram, you know, on LinkedIn. I will love to hear from you what you've learned today. My name is Genecia, spelled G. E. N. E. C. I. A. like Alicia, Alicia Janicia, a. Laura. A. L. L. U. O. R. A

Michele Riley: [\(33:04\)](#)

Well, I thank you again and be, and everything will be in the show notes on this episode. So Genecia I thank you so much for taking time out of your schedule and coming and sharing your knowledge and inspiration and even given us tips as us entrepreneurs, what we need to do to move the needle forward, especially in this day of social media with things changing. So I really appreciate that and have a great day.

Genecia Alloura: [\(33:31\)](#)

Thank you.v