

Ep #101: Pursuing Your Dream Job with Megan Hickman



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With Your Host

Lindsey Mango

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Hi girl, welcome to *Soul CEO*; a podcast for women who know they're destined for more. I'm Lindsey Mango and I'm going to show you that you can have it all and teach you how to get it by becoming the CEO of your soul, life, and business. Let's get started.

Lindsey: Oh my gosh, Megan, I am so excited to be here with you and for my audience to hear your message, your perspective, all of it. And I think what's so cool about this is I work with lots of different entrepreneurs, but I feel like your business and what you've created is just completely different than what I feel like most people in my audience have ever heard of. So, before we jump into all of the amazing questions I have for you today, I would love for you to just share a little bit about you and what exactly you actually do.

Megan: Yeah, well first of all, thank you so much for having me on. This is exciting. My first podcast ever, so this is fun. I love it. But yeah, what I do is totally different. When people ask me what I do and then I'd tell them, "I make YouTube videos," they look at me like, "That's a hobby though, right?"

Megan: But I make YouTube videos mostly on cleaning motivation. And I also do mommy motivation tips, tricks, anything on being a homemaker. And that is just such a passion of mine. So it's something that I never thought I could turn into a career until it happened.

Lindsey: Yes. Oh my gosh. So good. And guys, we'll link, Meg if you want we can link your Instagram or your YouTube channel in the show notes so you guys can check her out. But Meg and I have worked together for two years and this girl had already built something freaking amazing before we ever even started working together. As you guys are listening, this isn't just

Ep #101: Pursuing Your Dream Job with Megan Hickman

the little bitty business which is like side hustle, Meg crushes it. She works with major brands with her YouTube channel, gets what? A million views sometimes on her videos. She has built just something so amazing inspiring moms and people everywhere.

Lindsey: Meg, I don't know if you were going to do that about yourself, but I'm just going to put it out there that you are a total badass and just have built something so amazing.

Megan: Oh my gosh. Thank you so much.

Lindsey: You're welcome. So, yeah. Let's go back to the beginning of when this all started and tell me a little bit about your journey in terms of maybe even becoming a mom and finding your passion in this and starting your business and all of that.

Megan: Yeah, I think it all started when I was a stay-at-home mom and I had two under two, but I got into this whole world of social media before I became a mom because I was very lonely staying at home. And so, I would watch YouTubers and they would make me feel like I had a friend there with me and I wasn't so alone.

Megan: And then when I had kids, it meant that much more to me to feel like I had a friend because we had two kids, 14 months apart. So, it really made sense for me to just stay home with them. My husband was a firefighter. We didn't make any money really. It was we barely had two pennies to rub together.

Megan: So, it really made sense for me to just stay home with them. And yeah, I just needed some friends. And so I started watching YouTubers. And then after our son was born, we finally bought a video camera because we wanted to film the kids. And I was like, "You know what? I think I could

Ep #101: Pursuing Your Dream Job with Megan Hickman

do this. I could become a YouTuber. And I was totally inspired seeing these families staying at home. The husband was even home with them and I was just like, "I would love that one day."

Megan: So I started filming, had no clue what I was doing, but just did. Just started somewhere and I really did it for about two years with no pay. It was just something I was so driven to do though. And it took off all of a sudden and snowballed from there. And it has been the biggest blessing.

Lindsey: Oh my gosh. I love that so much. I love how you mentioned you did it for two years without getting paid. Because I think so often in the space, it feels like we see these overnight successes, but really it's just like we're seeing the tail end of, the two years of not getting paid and showing up and being all in. So I'd love for you to share, because so many of my listeners are, a lot of them are moms, a lot of them are entrepreneurs or they have this desire to do something more.

Lindsey: But I feel like they feel stuck or they feel, I don't know, like they're afraid to be all in on it. So I'm just curious, what was it like for you those first two years of being all in, and showing up, and making videos, and learning all this stuff? What did that feel like and what kept you going through that? Right? Because it can be hard showing up for two years and not really reaping any tangible income or reward from it.

Megan: Yeah. I think what really kept me going was, well, the number one thing was I was having fun doing it anyway, so why stop? Even if I'm not making any money at it, I am having fun doing it. So just keep going. The number two thing would be my drive. I really could envision this being a big thing and a huge blessing to our family. So for that reason, just having that vision and knowing it would happen, it definitely fueled the fire. It made me not want to stop.

Ep #101: Pursuing Your Dream Job with Megan Hickman

Lindsey: So good. I think I love that you named both of those things because I think a lot of times people get really caught up in trying to hit the goal and make the income and all of that. And I think that's beautiful and amazing, right? Like you had this vision to support your family. And I think when you do something you love and brings energy and life to your world, it makes it so much easier than just doing something that you're like, "I'm just trying to make money doing." So I love that. I feel like both of those are like the golden answer. It's like find something you love so much that you would do it without getting paid and then see the vision and just keep marching towards it until you get there.

Megan: Definitely, yeah.

Lindsey: So good. Love it. Okay. So, when was the pivotal moment when you started to realize, "Whoa, this is actually getting big, this is happening?" What was that moment like for you or what happened in that moment?

Megan: So it's really funny because I didn't realize I wasn't charging enough for my work. And I had grown such a big YouTube channel at that point. And it wasn't until a friend of mine, me and her, we started talking about it and she was like, we were around the same subscriber range and she was like, "Wait, you're charging what?" She was like, "You need to be charging 10 times that price. What are you doing? Don't charge that." And so it was almost like overnight for me. I just changed my price and it was life changing after that.

Lindsey: Oh my gosh, I just got chills. That's amazing. How long after that did you then retire your husband, Justin?

Megan: I would say it was about three, four months after that.

Ep #101: Pursuing Your Dream Job with Megan Hickman

Lindsey: Wow.

Megan: I changed my price at the beginning of the year and by April he had quit.

Lindsey: Whoa, that is amazing. I mean, that just shows you the power of being around somebody who, or other people who have a different perspective. Had that girl never said anything, you might have waited a while. And then how quickly all of that change. So what was it like when you, I'm sure... I know a lot of women on here have husbands, they have dreams of retiring one day. So what was that like for you and Justin in having that conversation and actually having that become a reality? Did you have resistance? Did have a resistance? What came up with that?

Megan: I had no resistance whatsoever. He did because he just thought he was going to be a firefighter until he retired. And he also really did love his job too. But he was helping me a lot, especially with the brand deals. And it was getting to a point where I was getting so many emails a day and he was also the one negotiating for me, speaking to the brands for me.

Megan: And it was to the point where he would be at work and I'm like, "Well hey, have you talked to this brand? What did they say?" And I felt like there was no way he could possibly do two jobs because he was working with me at this point and also being a firefighter.

Megan: And so we just had to make that decision together, what was going to be best for us and came to terms with it. He was really excited about it too. But I know for him, he was definitely a little bit nervous about it. But for me I was all in super excited. Like, "let's go for it."

Lindsey: I love it. So good. And I mean, you retired him and he took up a job. Right?

Ep #101: Pursuing Your Dream Job with Megan Hickman

Megan: Yeah.

Lindsey: But it was just a really unconventional job helping you and helping you guys grow your business together. So I love that. So cool. So many women out there want to grow, like I said, grow businesses, become successful, all of that. I would love to hear from your perspective, what do you feel like the top things are that you have and that people need in order to make their dream a reality?

Megan: Oh, I think one thing that has been really nice for me to have is a great community around me. I feel like I really don't know if I could have done this without my husband. I'm sure I could have, but it has been so much easier with him there and encouraging me. And also having friends and family just be such a huge support system and knowing that what you're doing is work, and it's hard work, and they're there to help you and encourage you and keep your mindset right. It's just amazing. I couldn't do it without them.

Lindsey: So good. I love it. And I can't totally remember, but I'm sure there were some people around you that didn't get it. And like [crosstalk 00:10:39].

Megan: Oh yeah.

Lindsey: I also don't want to paint the picture of like everybody was like, "Yeah Meg, go." Right?

Megan: No.

Lindsey: [Inaudible 00:10:47] the opposite too, because a lot of people deal with that. Right? The people around them don't get it either. So what was dealing with that like and how did you deal with that?

Ep #101: Pursuing Your Dream Job with Megan Hickman

Megan: Oh man. So actually my parents were not for this. They were like, "What are you doing? You're putting your whole life online," which it's not your whole life, it's just what you film. But yeah, they were like, "What are you doing?" They didn't believe in it at all. So, that was hard. Now they're totally onboard, but they've seen it happen. But that was hard.

Megan: And for a while you try to convince people what you're doing is work and this could actually be a really cool thing for me to do. And it's something I'm passionate about. But then you realize as well, there's no amount of convincing you can do to these people, you just have to prove it and then they'll believe it.

Lindsey: Totally. Oh my gosh, I love that. So yeah, I love this idea of having community around you. So it was like you had an amazing husband that supported you. And I think that's telling because, like I said, you even had that too where people aren't always supporting you around you, but it's just making sure that you're putting yourself around people that do, right? Whether your husband supports you or not. Finding somebody who gets it.

Lindsey: And for me, honestly, in my journey, a lot of that was having a coach or being a part of an online community or something that. So I love that. I think that's so, so powerful. What has been some of the most challenging things about having this wildly successful business and a business that has a lot of people watching, and viewing, and following you?

Megan: I kind of describe it as a culture shock. The internet is a totally different culture and it's something you're not really prepared for until you're in it, and you're there, and experiencing it. And there is so much hate and negativity. And that was a total culture shock for me. Especially, I mean, I'm from the South and we have Southern hospitality. If someone is going to say something negative to you, they're probably going to say bless your heart before that.

Ep #101: Pursuing Your Dream Job with Megan Hickman

Lindsey: Be prepared for it, bless your heart.

Megan: So for me to just get this blunt negativity and hate was just a culture shock, "Whoa, what is this?" So, that would definitely be the most challenging thing that I've gone through.

Lindsey: And what do you think has really helped you work through that, break through that, or not allow it to stop you from growing? Because you just keep getting bigger and bigger and bigger. So, what has helped you from not allowing that to hold you back?

Megan: Realizing that it's never held me back before. Because we were talking one day and you actually said, I don't know if you remember this, but you were like... I was kind of talking about the hate and how it was bothering me that day. And you were like, "Well, but haven't you had hate from the beginning?" And I was like, "Yeah." And you said, "Well, has it affected your channel in any way? Has it affected your money in any way? Anything?" And I'm like, "No. So they have no power. It's done nothing. I'm fine. It's just me not really being used to it at that point."

Megan: And so now it's something I think about whenever something does bother me. I have to take a step back and I'm like, "Why is this bothering me? Is it true? If it's not true then it's just hate and it's not going to affect me or my business."

Lindsey: Yes. Oh my gosh. So good. Because yeah, now that you say that. I do remember because I think it was bringing up this fear. "Is this going to have a bad impact on my, this thing that I really care about." So, oh my gosh, I love that so much.

Lindsey: And I think the other thing we've hit on a lot with that too is that when people throw hate, it's just a reflection of them, right?

Ep #101: Pursuing Your Dream Job with Megan Hickman

Megan: Themselves. Yeah.

Lindsey: I think the movie, Legally Blonde where she's like, "Happy people just don't kill their husbands." Happy and people who believe they are enough and feel like they're worthy don't just throw shade and throw hate. So we just have to know and recognize that, yeah. For all of you guys listening, right? A lot of people that start online businesses have that fear.

Lindsey: And guys, I think also just putting it into perspective. I'm pretty sure there's been forums, right?

Megan: Yeah, there's still forums.

Lindsey: Hate forums where people are throwing shade. So I think it's just such a powerful thing to see you rise above that and grow through that. And yeah, I just think it was so transformative to have you get to this point where you're like, "I don't even think about it that much anymore." So I just think it's cool.

Megan: Yeah. And I think another thing that's really helped me is thinking about almost putting myself in their shoes and what they must be going through to have the time to actually be on the internet and hating on people. Because if I'm not working on my goals, then I'm relaxing and I don't want my mind to go to negativity. So I couldn't imagine being in their shoes. And so it, you kind of have compassion for them when you think about it like that.

Lindsey: Oh my gosh. Yes. I love that so much. Ah, so good. I think so many people are going to get so much value from that because yeah, I think one of the biggest fears that holds people back is they don't have forums of people saying bad things about them, but they're afraid of what

Ep #101: Pursuing Your Dream Job with Megan Hickman

their friend Susie is going to say, or their neighbor, or their uncle's going to say.

Lindsey: And I think it's the same thing, right? People you know, and people you don't know, it's always just a reflection of their own perspective, their own fear, their own doubts. So yeah, I just think that's so powerful. I love it. So good. So, now you have all this success and you've created this amazing business. And my biggest question is what has kept the fire going and what has kept you continuing to uplevel and grow?

Megan: Mostly the passion for it, that has stayed the same. It's something that I want to do. It's something I have fun doing and I definitely go through phases of like, "I'm a little bit burnt out, I need a break." But then I give myself a break and I'm like, "Okay, where's the camera? I'm ready to go to film again. I miss it."

Lindsey: Uh-huh (affirmative). Oh my gosh. So good. I love that. So what's your favorite part about what you do?

Megan: Oh, favorite, top favorite. Let's see.

Lindsey: You can tell me more than one if you want.

Megan: I think it's just knowing that there are women out there who feel like how I used to feel when I was a stay-at-home mom and I felt very lonely. It is just so cool knowing that they are watching to have a friend and to feel inspired and motivated that day and that that is making an impact. That is such a cool thing.

Lindsey: Oh my gosh, that's so good. I love that so much and I think that's such a great reminder. No matter how big or no matter how small your business is, it's really focusing on those people. Right? Those things.

Ep #101: Pursuing Your Dream Job with Megan Hickman

Because it can get really hard. I know you've experienced this, I've experienced this, that the bigger you grow, how it sometimes kind of is all lumped together and you're not really paying attention or thinking about each individual person. But when you tap back into that.

Lindsey: And I mean, even doing this podcast right now, thinking about one mom sitting in her car and listening to this or one woman out there really puts it in perspective and makes it more meaningful than just showing up and just talking to a camera or us talking on a microphone at nothing. So yeah, I love that. I think that's so amazing.

Megan: Yeah, for sure. And one thing I have, so I have someone who checks my comments to go through everything before I read them. And I've actually had him start sending me the amazing ones. So he will come up with a few a day and text me the amazing ones and life changing ones. That way I can make sure I am seeing that. And it feels personal always.

Lindsey: Oh, that's so good. Sometimes I've told different clients or people on Instagram to do this where even if you're just starting out and one person is saying something nice or your friend who you met for coffee texted you something nice because you impacted them or whatever. It's like keeping a brag book, a book or something that you can go back to. And on those days that we all have where it's like, "Oh my gosh, everything's crashing and burning," opening that up and reminding ourselves of the beautiful work that we put out in the world.

Megan: Yeah. Yeah.

Lindsey: So good. Awesome. Okay. So, what is next for Love Meg? Which guys, that's the name of her YouTube channel and I think that's your Instagram as well. Right?

Ep #101: Pursuing Your Dream Job with Megan Hickman

Megan: Mm-hmm (affirmative). LoveMeg09, on Instagram. Yeah.

Lindsey: Perfect. LoveMeg09. So what is next for Love Meg?

Megan: This year, my two words are peace and balance. And I just feel very content and I have even said, I am not even paying attention to the algorithm anymore. I don't want that. I just want to focus on making videos, on what makes me happy because I feel like that totally transfers into the video through the screen and people feel that. And if I'm not happy doing the work, then I don't need to be doing it at all.

Megan: So wait until I'm totally inspired. And then on YouTube watch time is a huge thing. So most people in my niche are doing 20 minute, even 30 minute long videos because they know that'll boost them up. But I have just stopped and some of my videos are 15 minutes now, which I used to stress about I used to be like, "Oh, let me go film something else because I've got to get more on this video or whatever."

Megan: And I just want to feel totally at peace, and balanced, and content and not pay attention to that. That is what is really next. The big thing.

Lindsey: Oh my gosh, I love that so much. And I think it's so important to look at because this was and is your dream job. Right?

Megan: Yeah.

Lindsey: And I'm definitely in my dream job too. And so many people are out there. And I think it's powerful to see that there, not like a negative way, but there are always things, right? There are rules, there are things that we all think we should be doing. And no matter how amazing your dream job is, if you focus on them or don't align what you want to do and take action on that, the thing you love can feel like not what you love anymore.

Ep #101: Pursuing Your Dream Job with Megan Hickman

Lindsey: And so I think it's such a powerful example that you're choosing such a different perspective this year and making this everything you want it to be and just saying, "Screw the rules. I didn't get here by following the rules in the first place." So I love that so much.

Megan: Yeah, for sure. Yeah.

Lindsey: So good.

Megan: And I would say that like last year whenever I would feel burnout, it was always because of that. It was always because, oh, the algorithm needs me to do this and that and then I got to a place where I'm not enjoying the job and I'm like, "No, this is my dream job and I'm not going to have it for much longer if I don't figure out a way to enjoy it no matter what." No matter what the algorithm says, just do what you want to do because if you can't enjoy it, you're not going to have it. You'll switch to something else and then you'll miss it because you don't have it.

Lindsey: Yeah. Oh my gosh, I love it. And you looked at burnout as an opportunity, right? I think that was such a huge thing that I just took from what you said. It's like you were like, I was feeling burnt out instead of just being like, oh, I'm burnt out. It was like, okay, how can I pay attention to what this is here to teach me and what is causing this so I can work through that and ultimately feel good about my business and what I'm doing.

Megan: Yeah, mm-hmm (affirmative).

Lindsey: So good. Awesome. Okay. I think one of the last things, I think it's so cool to have you on here because we've worked together for two years. And so I guess I'm kind of putting you on the spot, but I would love to hear just too, for my audience, because it's not just about me, it's about

Ep #101: Pursuing Your Dream Job with Megan Hickman

coaching in general. What has been the biggest impact of having a coach supporting you in the past two years of your life and your business?

Megan: You point out things that I never would really even think of because you're just in your own head. And even with my husband, we talk about everything. And so, I'll be talking to him about things, but he's kind of in it with me. And it's really nice to have an outside perspective and someone who's not going through the motions with you every day to say, "Hey, have you thought about this?" Or break it down with you and why you might be feeling certain ways. And that is so nice to have. So yeah.

Lindsey: I love it.

Megan: I would say that. Yeah.

Lindsey: So good. Yeah, I always tell, like even for, this is why I have a coach, right?

Megan: Yeah.

Lindsey: I'm in my own brain, right?

Megan: Yeah.

Lindsey: Like [inaudible 00:24:32] only see our own perspective and so I mean for me personally too, I just can't imagine not having that because it just pulls you out and gives you such perspective to help create what you really want in your life and feel in control of that. So good. Amazing. Awesome. Okay, so I want to finish up this episode with a couple of things. First I would love for like, is there anything on your heart, again, so my audience are entrepreneurs or women who really want to create a life that

Ep #101: Pursuing Your Dream Job with Megan Hickman

they love. Is there anything that you have on your heart or anything that you feel like you wanted to say or you want to share with them?

Megan: I would say that don't wait. I think a lot of people are waiting until they can be perfect at things and I'm so glad I didn't do that because I wouldn't have even started yet. Because I feel a lot of time, but I'm like, "Oh, I'm an amateur." So I don't know.

Megan: So I probably to this day would not have started. I like to explain it kind of like motherhood and really anything you do. You don't know what you're doing until you're in it, you're doing it. And then that is how you learn how to do the things because you learn by experience more than anything. I could have read so many blogs and watched so many videos on how to grow a YouTube channel, but unless I was doing it, I wouldn't have really understood what that meant. So, I think just going for it and don't wait.

Lindsey: I think about it like, I love that so much. I hope you guys listening right now are like, "Okay, this means I need to start today." Because I think about it like it's like reading a book about swimming, right? You can read 50 books about how to swim, but you're never going to figure out how to swim unless you jump in the pool.

Megan: Yeah, yeah. You've got to get in that pool.

Lindsey: So good. I love it. Amazing. So, I would love for you to share with my listeners where to find you again. I said we would link you in everything so they can follow you, see what you're all about. But where can they connect with you? Where can they find you?

Megan: Instagram and YouTube it's Love Meg on YouTube and LoveMeg09 on Instagram.

Ep #101: Pursuing Your Dream Job with Megan Hickman

Lindsey: So good. Thank you so much for being here. I know, again, I think it's so cool to have your perspective, like I said, because it's just a completely different industry completely. I mean, kind of, right?

Megan: Mm-hmm (affirmative).

Lindsey: I mean, in a way. And you've built, I think also you've built a business with something just, and I know it's standard in your world, but in my world is something that's completely different. And I think it's going to bring such an interesting perspective that it doesn't matter what you want to do, right? It doesn't matter what your dream is, what your passion is. It's the same, jumping in the pool, not waiting, doing the things regardless of what your dream is.

Lindsey: So, I just think they're going to take so much from it and I'm so grateful for you just as a human, as a client, as a friend, and having you on today. So thank you so much, Meg. I really-

Megan: Oh my gosh.

Lindsey: ... really appreciate it.

Megan: Yes, thank you so much. And I am so grateful for you too.

Lindsey: Aw.

Megan: Girl, you don't even know.

Lindsey: Wow, I love you. This is a great energetic exchange between the two of us. I'm just so excited. Thank you so much.

Megan: [crosstalk 00:27:48].

Ep #101: Pursuing Your Dream Job with Megan Hickman

Lindsey: And I will talk to you listeners next week. Bye.

Megan: Bye.

Thank you for tuning into today's episode of *Soul CEO*. If you are ready to take this work deeper and you want to bring your dream business to a reality, I wanted to make sure that you knew that Mango Magic Business Academy was available to you. Head to lindseymangocoaching.com/mangomagic.

Or if you don't have a business and you are ready to bring your dream life to a reality and know you are meant for more, my Mango Magic Life School is also available. Go to lindseymangocoaching.com/mangomagiclifeschool for all the details. These programs are both life and business changing and you get access and coaching with me to walk through the modules and ask questions and get support to make your dream life or your dream business, or both a reality. I love you. I can't wait to see you in there.