

Episode #253: Manifesting getting on Shark Tank + building a...

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SPEAKERS

Kathrin Zenkina, Sarah Moret



Kathrin Zenkina 00:14

Welcome to The Manifestation Babe podcast. My name is Kathrin Zenkina, and I'm a manifestation expert, master mindset coach and multiple seven figure entrepreneur, I'm obsessed with helping you achieve everything that you once thought was impossible. If you're looking to massively uplevel your life, your finances, your relationships, your productivity and success, then you have come to the right place. My goal in this podcast is to help you see the infinite potential within yourself to be, do, and have anything that your heart desires. Think of this podcast as your weekly dose of mindset development, to help you maximize who you are and where you're going. Leave it to me to provide you with the tools, the resources, the strategies, and teachings that you need to manifest a reality wilder than your wildest dreams. I know we're about to have so much fun together. So thank you so much for pushing play today, and now let's begin. Hello, hello and welcome back to The Manifestation Babe podcast. You guys, I am so over the moon excited about today's episode because today's episode is going to be a BTS insider sneak peek into how to create a multiple million dollar product based business and brand. In today's episode, I'm interviewing Sarah Moret of Curie which is a clean, non toxic body care brand that has been featured on freaking Shark Tank. She made a deal with Mark Cuban and Barbara Corcoran. I think that's how you pronounce her name, sold a product on QVC it's now carried in hundreds of stores nationwide like Nordstrom, Bloomingdale's and currently carried at Equinox and SoulCycle gyms worldwide. What a freaking Boss Babe, and the best part Sara manifested all of these successes starting with The Manifestation Babe podcast, like I literally can't believe it, and it's proof that you don't need much sometimes. Like a podcast is enough for you to get your mindset into high gear and your ass into action. I love Sara so much because she's one of the most approachable business women that I've ever had the pleasure of talking to. She holds no secrets and she literally wants to share with you everything that worked for her, and I can already feel a friendship forming here and I'm so excited to switch my deodorant to Curie deodorant and especially me being postpartum and having that TMI onion smell that I'm sure you mamas know what I'm talking about, and I know you will love her deodorants as well. Plus, there's a special code for you to try Curie products with Code MB20. That's M is in manifestation, B as in babe, 20 for 20% off of your first purchase, you can head over to Curiebod.com to check it out, and I know you guys are gonna

love this episode, we talked about entrepreneurship. We talked about looking like an idiot getting started, we talked about what inspired her to start a non toxic body care brand. We talked about her whole experience of going on to Shark Tank, and exactly what that was behind the scenes. We talked about manifestation, her journaling entry. We talked about her number one tip for other people who want to do what she's created. We talked about the recession, we talked about her lowest moments in her business where she made no sales and it was super scary. I mean, you guys are gonna get so inspired. I cannot wait for you to dive in. So without further ado, enjoy. Oh my gosh, Sarah, I am so excited to have you on the podcast because it is not everyday that I have someone who's been on my all time favorite TV show ever come on my podcast. I'm really excited to hear all the tea on that. Of course I'm gonna have like a million questions for you, but oh my god, I don't even know where to get started. I'm so excited to have you first of all, how are you doing?

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Sarah Moret 04:26

I'm good. Today is actually my birthday.

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Kathrin Zenkina 04:29

No way. Happy birthday.

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Sarah Moret 04:31

Thank you so much. I was like what a fun thing to do on my birthday. This is one of my favorite podcasts. So I was so excited to have this get scheduled. Just coincidentally I'm like

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Kathrin Zenkina 04:42

Okay, wait. First question I have for you is how did you find the podcast? Because you said that you've been listening to the podcast before you went on Shark Tank, like tell me the story behind this whole connection that we have. Oh my god, you sent me a screenshot of your journaling entry and it was like, I was so amazed with it because I'm a nonspecific manifester. So, for me to get too detailed sometimes will actually hold me back, but for you the amount of detail that you had in a journal. It was, yeah, so you're probably a specific manifester, and for you like for you, it happened exactly as you wrote it, and I was like, this is some juicy as shit.

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Sarah Moret 04:52

Yeah, so I follow an influencer but I know her from high school. Her name is Morgan Mullen. I don't know if you connected with her. She's amazing. You should follow her for all her interior design, but I follow her, and she is always talking about manifestation and she listens to your podcast religiously, and was always talking about how she manifested this and manifested that, and so I DM her and was like, I need to do anything right now to give myself some peace of mind, and I want to do everything in my power to make sure that I have a successful episode on Shark Tank, and so she sent me your podcast was like, just listen, you gotta listen to this,

and so I started listening. Probably two months before I went on Shark Tank and immediately went home started journaling. I have my journal, like right here, I have so many pages of manifestations, and it all started because your podcast and I emailed you immediately after I went on Shark Tank and told you what had happened and I'm so excited to be here. It is, it's actually creepy when I send people that screenshot, I posted that entry that I sent you on my Instagram story, and everyone was responding. Like, I have the chills reading this because it is so specific, and every single thing on that specific. Of course, there's times that I've manifested something and it has not happened, but that specific day, I think I wrote down four things. I visualized them again, I'm very specific about once, and those four things all came true, and pretty much exactly as I dreamed that they would.

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Kathrin Zenkina 07:10

Oh my gosh, okay. First of all, I am so fascinated with product based businesses, like just ideas, like how ideas come to people, and I'm curious, like how did you wake up one day, and you're like I want to start a deodorant company that will of course morph into other products, because I know you've gone beyond deodorant now, but like, Where the hell did you just like wake up one day, and you're like I'm going to start a deodorant company, you need to go into that, because I feel like so many people they have ideas that never manifest, they never take action on them. Or they're kind of like sitting and waiting and asking the universe like, can you just send me an idea? You know, like, just send me something, and so I'm really curious, like, what is that very first thought that came across to your mind? Like, how did that go?

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Sarah Moret 07:58

I'll start by saying I definitely didn't manifest this, like I had no plan whatsoever. Didn't really know what I was doing, and didn't really know what even, I didn't even think about the end goal, which is funny, because now I'm so "Oh, my God, I would never do that" but I was a different person three and a half years ago, and so I worked in venture capital before, which I think is an important little tidbit because that was what really exposed me to entrepreneurship. I think, maybe I wouldn't have taken the leap. Or maybe I wouldn't have taken it what I did, if it weren't for that step in my career. So I worked at a venture capital fund anyone listening that doesn't know what venture capital is, it's essentially a pool of capital that gets invested into startups. So all the big start, tech startups that you know today, Facebook, Uber, Amazon, they've all raised venture capital funding. So I worked for a fund that would make investments in startups.

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Kathrin Zenkina 08:57

What was your role in that fund?

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Sarah Moret 08:59

I started on the finance and accounting side, I was back office like literally approving expense reports, and then I worked my way, hustled my way on to the investing team after a couple years. Got to my role, basically, it was an associate, and it was to meet with entrepreneurs and

you know, learn everything I could about their business, go do research on their industry, and then write memos and make recommendations to the partners on whether or not we should invest and you know, what kind of return that we could get on that investment. So my job was to meet with entrepreneurs all day.

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Kathrin Zenkina 09:35

So you were like a shark, basically.

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Sarah Moret 09:38

Yeah, yeah. I mean, I wasn't the decision maker. I am on the other side of the table, I was the one with the power. I was the one you know, making those investment, helping make those investment decisions, and that is was instrumental to me because the biggest thing that I learned from working in venture capital and working with or meeting entrepreneurs all day was like, I think before I thought entrepreneur, I had this like idea of, I've always really looked up to Sara Blakely, for example, and I thought, this God, there was like, a special breed of human, and then after meeting with hundreds of entrepreneurs, I was like, wait a minute, these people are like, actually not that special, or they're not any different for me. They just like, had the guts to go out and do it, and Sarah admits that same thing. She's like, I'm not any smarter than anyone else. I'm not some special kind of genius. I just had an idea and was gutsy and like ballsy enough to just do it, and that's what most people don't have is the guts, it's very vulnerable to go out there and be like, Hey, everybody, I'm starting this deodorant company, out of nowhere. Like, it's very scary. If people criticize you, people make fun of you, you know, turning out. It's very scary, and I really think that is the thing that separates entrepreneurs, from people who maybe want to be entrepreneurs, but don't want to take that, you know, reputational risk or have the fear.

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Kathrin Zenkina 11:15

Ah, I'll never forget my whole family. There's a specific Christmas. I think it was Christmas 2016 because that was my first year doing manifestation babe, and I was putting in so much work and had absolutely nothing to show for it. I mean, the money to show for it didn't even start until like, that New Year's Eve. So it was actually the next week, which was like that tipping point, where I'm like, just about to give up because I'm like, There's nothing happening, and then next week, it's like, boom, right? But that Christmas, the week prior, I was sitting at my dad's house, and there's a reason why I don't have a relationship with my dad anymore, but it was, it was like one of the last times I saw him and I was sitting at his Christmas party, dinner table, and every single person at that table just going around and basically taking their turn at making fun of me, and just saying like, no one's gonna listen to a whole designed 23 year old life coach or whatever, like, what do you have to offer to the world like, nobody's ever gonna listen to you? Like, you're too young, you're too dumb, you're to this, and I'm just like, first of all, like, first of all, I'm not giving advice. Coaching is not giving people advice. Second of all, I'm like, watch me motherfuckers, and, I mean, I know that to a tee like I have had so many people just talk smack about me and I know how defeating that can be. It is defeating and, you know, even I like found myself questioning myself and being like, am I, am I dumb? Like, did I really give up medical school to just be made fun of by every single person I know, lose all my

friends, lose my family's respect. Like, did I really do this? And of course, fuck yeah, I did, and that's why I am what I am today, and that's why you know, successful entrepreneurs, they all start with risking the reputation.

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Sarah Moret 13:01

Totally and you have to like be okay with looking like an idiot, because I looked like the biggest idiot like when we first, so to anyone listening that doesn't know my business. It's called Curie. We started with an aluminum free deodorant. Started with a stick deodorant. It was a personal need. I couldn't find anything that worked for me. I'm an athlete. I'm super active and tried to make the switch couldn't find anything like literally, I was hard hearing nothing than wearing toms. It was disgusting. So, I worked with a team of formulators who created my own formula that actually worked on me and talk about like being willing to look like an idiot I bootstrapped so I didn't raise any money even though I came from an investment background. I was like, I'm going to do this on my own and make sure this is something I actually want to do before I go raise money from somebody else. So I put my own \$12,000 of my own savings into starting Curie and looked like an idiot for that first year because I had to do everything myself. Like I designed the packaging myself. It looked terrible, like we've been screwed, but that first packaging was embarrassing. I created the website myself. when we had to choose our first scent because I could only afford to make one scent. It was a lot of pressure on choosing that first scent, and we worked with an olfactory, like a scent house on to develop that scent, but I couldn't make the final decision. It was so hard. We had three amazing scents couldn't decide. So I literally took the scents and a clipboard, went to the mall and stood outside of Nordstrom because I was like that's my target customer. Stood outside of Nordstrom with my little clipboard and deodorant samples asking strangers to sniff the deodorants and tell me which scent they like the best.

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Kathrin Zenkina 15:02

Guys that's actually genius, though that is so genius. Oh my gosh.

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Sarah Moret 15:07

I actually ended up, I think this is totally not allowed. It's funny now that we're sold in Nordstrom because I think this is totally against the rules but I ended up going in Nordstrom and asking the, ultimately the decision maker was the women that worked at the Jo Malone counter, and I was like, they obviously have good taste, they know good scents and so I had them make the final decision. I have like pictures of them, sniffing these, like deodorants, and that's how we came up with our white tea fragrance. It was the Jo Malone counter at Nordstrom.

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Kathrin Zenkina 15:39

Oh my god. Okay, wait. So a lot of people when they come up with an idea, or like they figure out that there's a need, and they want to come up with a product that they first, I feel like, very oftentimes product based businesses start with like I have, I have a problem and I need my own

solution, and like then they realize that a lot of people must have the same problem. So where do you go from there? Like who do you talk to? like, I feel like a lot of people are like, Okay, I need a manufacturer, but if you were to ask me like Kathrin Zenkina, like go find a manufacturer for something. I'm like, I don't even know where the fuck to start. So like for the people who are listening who want to follow in your footsteps. Where do you recommend they get started when they have an idea? Like what comes next?

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Sarah Moret 16:22

That's what everybody asked me. How did you find a manufacturer? Yeah, they expect some, you know, connections. My dad worked in manufacturing. I'm like, I Googled it. That's it. Like, you can find anything on the internet, and I a lot of my competitors, like, we're like, oh, all at the time. All the natural deodorants were like, very hippie, crunchy, you know, humble, you know. We launched in 2018. Okay, so at that time, it was like very humble, crunchy deodorant brands, and every one of them was like, you know, the founder was like, I made this in my kitchen. It's my own formula. So I tried that because I was like, Oh, this is what everyone else is doing, and it failed. It was the worst deodorant ever. I'm like, I'm not a chemist. I don't know what I'm doing, and like, that's why none of these work is because people are trying to go from using secret antiperspirant, which is like, clinically tested strength, but full of toxic ingredients. From that to this, like rinky dink deodorant that some lady made in our kitchen, like why isn't there anything in between, that's like a legit product, but is made with clean ingredients, and no aluminum. So that was the market I was trying to create was like something that feels high end that feels you know, just as good as the dubs in the secrets of the world, but not made with toxic shit. So that was what I was going after, and I was like, I'm not going to make this myself. I have no business making deodorant in my kitchen. So I I just Googled, like natural deodorant manufacturers. Talked on the phone to 10 of them. A lot of manufacturers is a big issue when you're starting out, especially in beauty and personal care is minimums. So a lot of places I talked to had, you know, 10,000 unit minimums, which I wasn't going to be able to afford. So I just kept talking to them and, kind of learn the lingo along the way. Where I'm like an idiot each time I got I like, learned, learned, learned, and then I remember one guy was like, hey, we can't do this. Like we have 25,000 unit minimums, but I know a woman who has a small lab and she would probably be interested. He introduced me to her, you know, she didn't have a website or anything. It was just word of mouth, and then she was the ultimately the lab that we went with and she had two chemists in house that had developed, had you know, tons of experience with clean products and specifically deodorant, and so it worked out perfectly. I think I paid them like \$500 to develop the formula, a lot of labs, especially in personal care and beauty will do it for free. As long as you place, you know a purchase order with them. So the barrier is pretty low. It's just you have to find that partner that wants to take a bet on you, and if you find that that lab like, Ultimately though, they'll help you create the formula, they'll help you manufacture the formula, and our lab kind of held us, held my hand through the process which was really nice because I really didn't know what I was doing at all.

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Kathrin Zenkina 19:49

That's amazing. You know what I love about you so much is that you make this seem so doable. So feasible, so possible for people. I feel like people have this like idea of like, you have to be already this big person or have all these connections, and I know for sure I definitely had that viewpoint as well, that perspective, and it's just so refreshing to see you, and you're just so like,

warm and friendly, and like, you just have this like vibe of like, you're your BFF, right. Like, you just feel like a BFF, who just tells you how to do things and like how you know, her experience and how it was done and how you can do it too, and I think that's so amazing.

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Sarah Moret 20:26

I mean, my dream would be to eventually, like, teach people how to do this, because it's really is, all the tools are there. It's especially right now you can learn anything, you can build a website on your own. You don't need to hire fancy agencies to do this. Not like all of these. It's all possible, but you know, you just have to again, be willing to maybe look like an idiot, and hear "No", I heard lots of Nos.

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Kathrin Zenkina 20:58

yeah, can you talk about that? Because I asked my audience, you know what questions they would have for you, and I didn't specify who you were yet, because I was just like, there's someone coming on who you know, was on Shark Tank and blah, blah, blah, and a lot of people they want to know, like, how does one keep going through the Nos? Because so often, there's at least 100 Noes 200 Noes, sometimes 1000s of Noes that people go through, but it takes just that one "Yes", Right? That one "Yes", but a lot of people give up before that "Yes".

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Sarah Moret 21:29

Yeah, it's definitely been, I will admit, it's been a learning process, because in the beginning, the Noes used to wreck me like I would get a No from a retailer or even an influencer that I reached out to and they would be like, No, I'm not interested. Every no hurt really bad in the beginning, and I think, I think over time, I've won. I disconnected my self, my like sense of self from my business, which I really needed to do. For my own mental health. It was always before Sarah is Curie, Curie is Sarah. So saying no means that you're objecting me, and so I've had to learn to disconnect myself and be like, nope, Curie is here, and if Curie gets a no or Curie gets criticism, it's not criticism of me, Sarah. So that's one thing and then also like, you just get thicker skin because you hear no all the time, and it's I've been doing this now for a couple years. I've been doing it long enough where I see what happens which a lot of times, most times those noes turn into yeses. Like it's crazy. How many, for example, all these manufacturers said no to me, you know, eventually I gotta Yes. Nordstrom said no to me three times. Eventually. I got a Yes. QVC said no to me. Eventually, I gotta Yes. Now, I've sold on QVC 15 times on air. Shark Tank said no to me, I actually got on Shark Tank and got canceled the night before I was supposed to air. They called me and said sorry, you're off the schedule. We had a scheduling conflict, and I spent three months, like, bummed out that I had done all this preparation. Didn't think I was gonna go on the show, and they called me on a Sunday at one o'clock while I was hiking Griffith Park in LA, and they call me and they're like, Hey, Sarah, we have an extra slot, can you come into the studio right now in two hours? We need you here in two hours, I said no, actually, I was like, I can't do it. I can't do it, and my fiance thank God was like, within earshot, and he's like, was that Shark Tank? Did you say no to Shark Tank? I was like, yeah, there's no way we can get from Griffith Park. We lived in Santa Monica, I was like we're not gonna get to Santa Monica for 45 minutes. I can't get ready for TV, no, there's no way, and he's like call them back right now. I already Google mapped it we're gonna make it,

and he just flew home in the fast lane and I got ready I actually did my makeup in the car for shark tank like in the moving car. for like the show show. Not like the, because there's like an audition process right? No this is for the show, like when you see me on TV, I had done my makeup in the passenger seat of the car. I hadn't showered, I like literally went on a hike hadn't showered, and curled my hair like in five seconds and boom I was there and went on Shark Tank.

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Kathrin Zenkina 24:42

You looked gorgeous by the way.

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Sarah Moret 24:45

I mean they have a professional hair and makeup they did a little touch up, thank God, going back to what you're saying just the noes. Everything, I swear always starts with a no for me. I've just learned like It's not a no forever. I set a little calendar reminder to follow up and I just don't even listen anymore. I'm like, All right, but no for right now. Like, they'll say yes later.

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Kathrin Zenkina 25:12

Eventually, it's like a desensitization and the best thing for me. Yeah, the best thing for me in sales has been like imagining a waiter like you're sitting at a restaurant, a waiter is bringing you like an extra fork or they're asking if you want a refill in your coffee, and you're just like, No, thank you. The waiter is not getting offended. They're not making it about them. Like, oh, my God, they don't love my coffee. Like, that's the end of my career. It's just a No, not right now. No, thank you. Like maybe later, maybe tomorrow, maybe next year, whatever. I think that's so helpful, to hear like, yeah, they heard at first because we have that connection, where we make it our identity, like people are saying no to me, and that means something about me as a person rather than they're just saying no, for whatever reason, maybe they don't have the budget for right now. Maybe they're, they're filled to the max with other products that they're setting up for.

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Sarah Moret 26:06

There's that quote, like rejection is God's protection, and someone said that to me, when I first auditioned for QVC, and I didn't get on there, like rejection is God's protection, you know, the buyers clearly didn't think that it was you, that your products would be successful on the show. So it's for the best that you didn't get on when you did. even been on QVC a year and a half later and sold out and killed it, and thank God that the timing worked out in the way that it did, because maybe if I had gone on when I wanted to, we would have flopped or, you know, the timing wasn't right, and it worked out.

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Kathrin Zenkina 26:49

Everything leads up perfectly to your success, like the success of your company today is because of the the most aligned Noes and the most aligned Yesses. So everything has been in

because of the the most aligned noes and the most aligned yeses. So everything has been in alignment for you, and like, you know, you mentioned how you didn't start journaling or consciously manifesting, like until a certain point, but you have been manifesting this entire way. Like you just haven't been aware of it, and then once you became aware of it, you were able to fine tune your manifestations. Talking about fine tuning manifestations, Shark Tank. Let's start there. Okay, so you're on your way, sweaty to Shark Tank.

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Sarah Moret 27:27

So, I'm on my way. Well, I'll rewind. So, I actually got another note from Shark Tank. I applied to be on Shark Tank the year prior, I got a no, they encouraged me to apply again. So I applied again the next year, this was last year. Applied again, found out I got on the show, went through all this preparation. It was like a part time job preparing for Shark Tank, I had to do the pitch and you have to design your own set. It's they put a lot of that on entrepreneurs, and so it was a part time job. I had weekly calls with the producers. I was ready to go locked and loaded. I started listening to your podcast, I started manifesting. I wrote down in my journal the specific outcome that I wanted, I closed my eyes and imagined it. I even had my fiancée like role play with me pretending like he was a shark giving me a deal. Like I felt really, really in it like I didn't drink beforehand, I was getting like weekly facials, like I prepared like I was going to the frickin Olympics for Shark Tank, and then I was supposed to film in July got a call the night before that I was taken off the schedule due to a scheduling conflict, and they didn't think they would be able to fit me in. The show works as they do to taping windows, they do a week and a half in July, a week and a half in September, and so they were like we'll call you in September if we have any time on the schedule, but you know, basically if someone drops out, you might be able to get slotted in but we won't know until the day of and I was like cool, and I'm also, I was based in LA at the time so they were like we'll give you a call in the studio is in LA so I could just hop in the car. So September comes around you know, I was devastated over the summer it was really hard. A really good challenge for me though to overcome that and continue on like I wanted to quit so bad, and I was really depressed for a couple of weeks, if not months, and then moved on, decided we're better off, we had some amazing sales on QVC our sales were up like 50% I was like we're fine. We don't need shark tank and then September rolls around. I'm on a hike hungover I had like four margaritas, three margaritas the night before and they were just so funny because leading up to my July taping I was like, clean as a whistle not drinking, I was eating like really clean and trying to get mentally prepared, and then of course, they call me as I'm like, on a hungover, and they gave me two hours to get there. Boom, zoomed there. My fiance dropped me off at the gate, and I got picked up. It was like being a celebrity. I was like, they picked me up at the front gate and like, put me on a golf cart and it was just like a whirlwind where they were like, Sarah, like combing your hair, makeup touch up, Sarah like, dadada. They made me practice because I hadn't practiced in months, and so it was really like a really fun experience. Like I thrive on, I'm clearly an extroverted person, like I thrive on that energy and adrenaline. So it was pretty much the best case scenario for me because I think if it had happened in July, I would have probably been sitting in my trailer all day waiting to get called for my taping and getting all nervous and in my head, but it was better the way it happened, because it was boom, boom, boom, I had producers I had hair and makeup, I just was surrounded by people and energy, and it just got me pumped, and so by the time that I actually went into the studio to film like I was peak, Sarah, like, on cloud nine ready to go feeling so confident. I was like, I could walk through walls level of confidence at that moment. It was the best like it was so much fun, and I got it. I walked out onto the carpet and boom, like, talk about the power of manifestation. Like, I feel like I had manifested that moment so many times and visualize that moment, so many times that it didn't feel foreign. Like I didn't feel

nervous out there. I was like, Yep, here I am. Oh, just as I expected mark is on my left and Barbara Corcoran is over here. Okay, like I knew what to expect, and I wasn't nervous. One bet, and I killed it. Honestly, like I look back at the episode, I'm like, I killed it. I am so proud of how I showed up and my preparation really paid off.

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Kathrin Zenkina 32:19

You're such an amazing representation of this energy in which a lot of things manifest I want to argue, everything manifest, that you so desire, and it is I want you but I don't need you kind of energy. So when you said you know we're doing fine without Shark Tank. Of course, that's when they call you. Of course, when you're like I don't need you anymore.

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Sarah Moret 32:41

Oh my gosh, that is so true, because I was so desperate in July, like when they called me to tell me I wasn't going to be filming anymore. They had four days left in the window, taping window, and they were like, we'll call you though if we can slot you in, and those four days, I was like, in front of my phone like staring at it. I had my ringer on loud, just desperate, and I was coming with desperate energy, and that's why things didn't work out, and probably if I'd gotten called, I wouldn't have done as well, because I would have walked in with that energy. Whereas by the time September rolled around, I had like swagger when I walked in there, I was like, whatever, I don't care, like let's just do this. Like it was a different energy than if I had done it in July for sure.

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Kathrin Zenkina 33:32

Yeah, it's almost like you've proven to yourself that you don't have to do anything also to be worthy of killing it on Shark Tank. Like before it was I need to eat clean, I need to abstain from alcohol, I need to do this, I need to do that, and it's like you've proven to yourself, like, I am perfect the way that I am, and I can slay in any version of myself that I want to be or that I am or that I show up in or who cares if I'm hungover, like this, me who I am gets to be successful no matter what, and I think that's so inspiring, because so many people, they get stuck in perfectionism, and they feel like they need to have everything in their life be perfect, and I will tell you the most success that I've had in my life is when I'm being the least perfect, when I have my shit the least together. When is the least expected, when I have these like phone calls, Like come out of nowhere. It's like Kathrin, do you want to do this? Do you want to do that? And I'm just like, oh fuck, I'm not ready. Sure, Yeah, let's do it.

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Sarah Moret 34:26

And you're just like, sure I'll say, I'll do it, like I prepared it all.

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Kathrin Zenkina 34:30

It works out so beautifully. Tell me about, are there any things in on Shark Tank that surprised you that like people you know, people watch the show and they don't see all the behind the

you that like people you know, people watch the show and they don't see all the behind the scenes and whatever. Something that I've heard and I don't remember from who, it wasn't someone I personally talked about, as someone that was talking about their experience on Shark Tank and they were talking about how like, you know the music that we all know like Dun dun dun dun dun. Like doesn't actually happen.

S

Sarah Moret 35:00

I know there were a lot of little things like that I was surprised about. I think the first was they didn't play the music, which someone had warned me about that. So I knew there wasn't gonna be music, but one thing was that hallway, they make it look so long on TV. It's like, two feet. It's so short. I don't know how they look like that. Yeah, it was really short. Like, I remember walking through the hallway, and then the doors open. I was like, oh, like there. Oh, there's the carpet. Okay, and also, the room is gigantic. Like the set is like a football field. It's huge on all sides of the back. It's giant, and freezing, you walk out, it's like 48 degrees. I swear, it's freezing. Laurie actually has a little space heater under her chair, it's so cold in there, and then I actually remember being like, shy I've worn like a padded bra like pretty sure they had to like edit out my nipples on TV, but the other thing that's super awkward is you walk out, you like hit your mark, they have like a little mark on the carpet where you have to like stand, and then you have to stand there for a full minute completely silent, so that their cameras can like get the ambient light, I don't know how it works. There's like something the cameras have to in the sound has to get calibrated or something. So you stand there for a full minute, just staring, I smiled and like looked at the sharks, and they kind of just smiled and looked back, and I was just like this in a minute. Doing that feels like a lifetime. It was so awkward, and I was just like, Let's go, you know, I just wanted to start, that was like the worst part, honestly.

K

Kathrin Zenkina 36:59

Oh my god. Were you manifesting specific sharks to do a deal with you?

S

Sarah Moret 37:04

Yeah, so I actually I have my phone out because I wanted to find the screenshot I sent you, Okay? so, I wrote this on April 5th 2021. So I filmed in September of 2021. So this was when I was just starting to go through the process, and I said one of my manifestations was, I'm going to get on Shark Tank, I will film this summer. I'm going to crush it and be calm, cool and collected. Three sharks will offer me a deal. I'll pick one and walk away proudly. That was word for word what I wrote down and that happened like I went on, I got three offers on the show I ended up getting two sharks not one and all that's exactly actually how it happened, but that when I read this back, it gave me the chills because it was three sharks. I got three offers from three sharks like I walked away. I did walk away proudly like I did get an offer. I did feel calm, cool and collected. So it is what still crazy to me how it turned out really like I had dreamed of, and I couldn't believe it. Like I walked off and you can see this on at the end of my episode. I walked off and they keep the camera rolling to do like post show interview and stuff. Yeah, it was after I got off and was out of the Shark Tank like I just broke down crying, and because my producer was there and like you get really close with your producers, and she was there and she was like, I am so proud of you and I just broke down crying, and I was just like I'm so proud of myself like I can't believe that that happens. You see on Shark Tank people get ripped to

shreds sometimes like I knew that really talk about facing your fears and being vulnerable and putting yourself out there like sometimes people get destroyed on Shark Tank and so just to walk out of there and be like "Did that just happen?" like it was really overwhelming and emotional for me.

K

Kathrin Zenkina 39:17

What has happened to your business sense like what was the result of Shark Tank and getting a deal with two sharks because I'm guessing you know, they have like those, they often have those like updates that they do like since Shark Tank.

S

Sarah Moret 39:31

We actually have one airing this Friday. I don't know when really, I don't know when this episode is going to come out, but our shark tank update episode is on Friday. So the show I filmed in September, the episode aired in March, I got a deal with Mark Cuban and Barbara Corcoran. So they came in 50/50 and I got a call in March telling me that we were going to be airing which was so exciting. Luckily, I had prepared already, you know, it takes two months to make products. So I had to make products beforehand just in preparation, and so we were pretty well stocked. I mean now in hindsight, we could have been more stocked, and the thing is we sell a bunch of different products, we sell our deodorant stick, we sell our full body deodorant spray, which is our best selling product because that's the one that's in equinox and SoulCycle. Um, so the spray deodorant, stick deodorant, but then we also have a body wash, we have a clay detox, a detox mask, hand sanitizer. So I didn't know what and I talked about each of those products on Shark Tank, so I didn't know what was going to be highlighted. So I didn't really it was hard to prepare, because I wasn't going to get to see my episode before it aired. So I kind of just, you know, tried to stock up as best I could on everything, and then we aired and the focus of the episode was all deodorant. So we sold out that night, we got I think 5000 orders that first 24 hours, which was so crazy, like that was done our entire first year in business. So we got 5000 orders immediately, but then over the course of the month, we did, I would say Shark Tank alone in that first month generated a million dollars in sales. Just from organic, from the show sales that month, that doesn't even factor in, you know, our other customers, QVC, it was incredible for us, like 2022 has been an amazing year.

K

Kathrin Zenkina 41:50

Oh my gosh, I'm so happy for you. I'm so just proud of you excited for you. That is so amazing. For anybody you know, there's a there's a belief system that a lot of entrepreneurs have, and this goes for product based business, digital business, coaching, whatever, literally in every industry, you hear this, and everyone thinks it only applies to their industry, and they don't realize that in every industry, this belief exists, which is the market is already over saturated, right? And that stops a lot of people from putting their unique take on something that yeah, sure the concept of deodorant already existed, like maybe non toxic products already existed, but the way that you curated and created Curie, like, what advice do you have for people who are stuck in that belief of like, I can't get started, because there's already so many other products out there.

S

Sarah Moret 42:40

Oh, my God, that is such a good question, because that my episode, actually just, my Shark Tank episode just got put on YouTube. I think ABC like licensed all the Shark Tank episodes to YouTube. So just a few weeks ago, my episode is now on YouTube, and I didn't notice until weeks after it was up there. So by the time I saw it, it had already had half a million views and had, like 500 comments. So of course I started reading the comments. Don't do that ever, but I just sat there like reading all the comments, and a couple people would be like, this is so stupid. There's so many natural deodorant out there. Like what is she thinking? What is she going to go up against dove? Like, all these people may like this isn't very innovative, like deodorant already exists, and my response to those people is like, and I worked in venture capital, I saw these companies start and be super successful, and most of the time it wasn't the first to market that was the most successful. Like usually it's the company that comes in and create something or does something better than their competitors. That's the most successful and usually the first year actually is too early. It's a flop like an example I always use this remember sidecar, sidecar came before Uber so sidecar was like.

K

Kathrin Zenkina 44:05

I've never heard of it.

S

Sarah Moret 44:06

Because they're out of business. Yeah. All right. I don't know what happened to them. I think they either went under or got acquired for nothing, but they were the first mover in like ride sharing, and they paved the way for Uber and for Lyft, and all Uber did was come in with a better solution, but they were riding the coattails of sidecar. So that's my response is like you actually, it's better not to be the first mover because then you have to create a whole new market. Come in and do something better or put, like you said, Put your own twist on it, and kind of take advantage of that market that's already been built and be like, Look, I have a better solution, and that's really how we've grown the business is like I'm not educating people on why they should make the switch to aluminum free deodorant because most of our costs summers have already tried aluminum for deodorants, and they don't work. They haven't worked for them. Yeah, that's an easy sell for us to come in there and be like, you want to switch, you want to use an aluminum free deodorant, but none of them work like we have a solution that actually works for you.

K

Kathrin Zenkina 45:15

Yeah, I'm so excited to try your deodorant because literally my all my deodorants after

S

Sarah Moret 45:19

I sent you a package before we did this.

K Kathrin Zenkina 45:21
Oh my gosh, I would love it. I literally my deodorant stopped working for me after I gave birth. Like I feel like you're just so much smellier postpartum.

S Sarah Moret 45:29
Yeah, the postpartum hormones and the postpartum sweating. We get lots of moms.

K Kathrin Zenkina 45:35
It's gnarly. I smell like onions, and I swear I shower every day. It's insane. So I'm so excited to give it a try. Like I can already tell like, obviously, it works, and I'm so excited.

S Sarah Moret 45:47
Oh, little box, you can try everything.

K Kathrin Zenkina 45:50
I manifested. Look at me, I'm manifesting

S Sarah Moret 45:52
you manifested your new body care brand.

K Kathrin Zenkina 45:57
There's a big R word that a lot of entrepreneurs are afraid of currently, the recession, and I'm just curious, and this is something that you know, I have my own viewpoints of it, and I've shared with my audience like why I'm personally not afraid of a recession. But I'm just curious as someone in a product based business, because I have a digital business I love you know, bringing on guests who aren't just like me, because like that would be boring if I just brought on a bunch of Kathrin Zenkina is onto my podcast. What is your viewpoint of the recession? Like what is your game plan for the recession? What is your belief system around your business? You know, getting through a recession, thriving through a recession because I believe that every business if you set yourself up properly can thrive through any economic you know, market so I'm just curious, like, what is your take on this? you don't even think about it. I can tell.

S Sarah Moret 46:46
My take is that we're gonna get through it. Like we beginning of COVID When COVID lockdown

started, people stopped buying deodorant, like google it deodorant sales COVID, like it was a thing like Procter and Gamble, Unilever, everyone saw a huge decline in deodorant. Interesting, because people were just like, chillin at home and they weren't wearing deodorant, I guess, like I was, but our sales just disappeared. I am not kidding. I think we had on March like 14 or 15, or something we had like \$100 in sales or something, and I was like, Oh, my God, that business is over. We're gonna go under, I was sure I was freaking out. We had tons of inventory, because we were about to launch with SoulCycle. We were supposed to launch with SoulCycle April 3rd, and so we had tons of inventory sitting there and no one was buying it. Obviously, we weren't going to be launching with SoulCycle when April 3, because they were closed because of the lockdown, and we figured it out like we ended up, we were going to launch a hand sanitizer in during like flu season that winter, like October, and we just like move the timeline up, we ended up launching it in May, and save over 100,000 bottles in that first two months like that saved us and hand sanitizer was 85% of our sales in 2020. Now, it's nothing like It's like 1%. It saved us, and if we hadn't done that, we probably wouldn't be here today, and so I think going through that hell and going through all the struggles that we've been through, like stuff never happens like you want it to, but again, with the desensitization, now, I'm just like bringing on, like recession, we'll figure it out. Like we'll figure it out. People need deodorant. If we have to adjust our business model, we have to adjust our prices, if we whatever we have to do, like I just am so confident we'll figure it out, because we always have.

K

Kathrin Zenkina 48:49

Yeah, it's like what you said in the beginning, like you're the type of person who's just ballsy enough to go for it. You have to be ballsy enough to be creative and to make shifts in your business, because if you rely on the exact same and this is something that I was telling my team about because we just went through a launch that didn't meet our expectations, it was still a great launch, and if you would have told me two years ago that this would be my quote unquote, bad launch, I would have laughed, I would have been like, there's no way in hell, I would ever label that as like, Oh, that wasn't that great, right? That's phenomenal, but I told my team like there always needs to be something in anybody's business in anyone's life, like some what of uncertainty like some sort of uncertainty, because it creates, it keeps you on your toes, it keeps you creative. You don't get bored, right? If everything was always smooth in life, you wouldn't be so bored, like there'd be nothing to figure out. There'd be no problem to solve. It would just be whatever, and I told my team like this is like the best thing that could happen to us because now I'm so excited for 2023 because I'm already making shifts and changes to how we're going to launch the next time, because I'm already bored of our system, and this is like the best gift that could have ever been given to me because I was bored with our system, but because it worked so well, I never wanted to sway from it, and the the moment it didn't work anymore, you know, because like Facebook ads change and like, just there's so many algorithms change, social media platforms change, and it's like, Thank you, thank God because now I get to be my creative self, I get to go back to that initial stage, do things different, Yeah, I get to go back to that initial stage of like, okay, like, let's figure out all the different ways that it can work out for us even better than it did before. So love that perspective.

S

Sarah Moret 50:40

You're so creative and like you shake things up all the time. Like your even your, your podcast, you're always like exploring new new things, and I think that's, that is another like hallmark of an entrepreneur is just like, wanting to shake things up, never wanting things to feel stagnant.

Yeah, stagnant and that's like also what successful companies do they adapt and rules change Facebook changes their algorithms, you know, laws change, like all this stuff, and you navigate be like, alright, nothing we can't handle like we got this and have that attitude and perseverance.

K

Kathrin Zenkina 51:24

I could literally talk to you forever.

S

Sarah Moret 51:27

Can we do like a part two? Because I have so much more to talk to you.

K

Kathrin Zenkina 51:30

Oh my god. Yes, absolutely guys if you want a part two, let us know. Tell us on Instagram. What is your Instagram?

S

Sarah Moret 51:37

My personal Instagram is Sarah J Moret SARAH J MORET and then our Curie, Instagram is Curiebod, CURIEBOD, and our website is curiebod.com I'll make a special code. I'll make it like MB20. All your listeners 20% off. Stick and spray deodorant are off is their best sellers that we have some other great body care products too.

K

Kathrin Zenkina 52:05

Amazing. I'm gonna put that all in the show notes so people know where to go. There's been a question. I love it when like things come up organically on a podcast where you're just like, Yeah, let's just do this. Let's just figure this out like nothing. I told Sarah that we should not talk about anything until I push record because there's always something juicy that comes through and I'm like, why am I not recording this and then you push record and it's like, you don't really want to repeat information but you forget that nobody heard that information. So anyway, I love it. There's a final question that I have for you that of course so many people are so interested in you know, this is The Manifestation Babe podcast, what are your number one? What is your number one tip or trick or hack or thing that helps you be an amazing manifester that someone else can try on for themselves.

S

Sarah Moret 52:56

Um, I think I'm a very specific manifester. I just learned. So, for me, it's like really closing my eyes and visualizing what I want, and then I also, I think manifestation is like something that people talk about so much now, ever since I had never even, I didn't know what that even meant until Morgan turned me on to your podcast, but now I feel like it's everywhere. I

manifested this, like, let's manifest that. Yeah, it's a buzzword. The thing that I always tell people is it's like, and you say this as well, like, you can't just manifest something into your life, like it has to come with work. Like you can't just be like, I'm going to be a multimillionaire next year and then like, sit back and do nothing and yeah, don't start that business or not go for that promotion or whatever. Like with manifestation has to come hard work as well. Like you really have to push that forward, but so I do think your mind like I think of manifestation is like kind of steering the ship, but then you gotta have like the engine like you got to have the gonna push it where you want it to go, and that requires work. So that's my biggest tip is like manifest whatever your heart desires and then you take the actions that are going to get you there.

K

Kathrin Zenkina 54:17

I love that metaphor that you use. It reminds me of like even using the metaphor as a bow and arrow like aiming is manifesting and of course, you got to release the arrow and that also goes with like let go right not have expectations of exactly how it's gonna happen when it's gonna happen when shark tanks gonna call you

S

Sarah Moret 54:35

coming full circle, also the preparation thing like going on Shark Tank hungover like things. Things don't always work out exactly how you planned and sometimes it's better actually and sometimes you know, those noes get a yes later and it's better like the way it turns out, so you kind of have to let go and be like, alright, this is gonna happen. I'm gonna keep working and chugging along and just have faith that it's going to happen when it should.

K

Kathrin Zenkina 55:03

Yes. Oh my gosh, Mic drop. Let's end it there. Sarah, you are so amazing. Absolutely. Yes to part two. I feel like this is a friendship that is beginning to evolve. Like I just I vibe with you so much.

S

Sarah Moret 55:17

I have just moved to San Diego, like a month ago but I am in LA, like every month. So I'll let you know next time I'm there and we can get together in real life.

K

Kathrin Zenkina 55:29

Please, absolutely. You guys know where to go? shownotes we're going to drop the website. Sarah's personal Instagram account, the company Instagram account, Curie Instagram account, the website, there's a code now. So you get to smell delicious and get manifesting knowledge all in one place who would have known and if you're postpartum like me, let's do a thing let's all get curie deodorant and just see how it works for us because I swear to God, there's gotta be a solution for us, and I feel like this is it.

S Sarah Moret 55:59

We've got you and a big part of my mission is like, and I say this on QVC and I feel cheesy sometimes but like, the way you smell is such a key component to your confidence. Like that is my mission it's like I want women, and men, but mostly women to feel they're like most badass confident self and with that, comes like the way you smell if you feel like you're your armpits smell or you have like a rash or bumps on your underarms like you don't feel, you don't feel sexy you don't feel confident, and it's like such a key component of everybody's confidence is the way that they feel about themselves. So that's like my big mission here and I hope I gave everyone some good business advice and then now I'll make you smell good and you can go out and crush it.

K Kathrin Zenkina 56:55

It's an all in one bundle

S Sarah Moret 56:57

All in one like you know confidence boost bundle there.

K Kathrin Zenkina 57:01

Hell yeah. Alright, Sarah, thank you so much, and to the rest of you guys. I will catch you in the next episode, Bye. Thank you so much for tuning into today's episode. If you absolutely loved what you heard today, be sure to share it with me by leaving a review on iTunes so that I can keep the good stuff coming your way. If you aren't already following me on social media. Come soak up the extra inspiration on Instagram by following @manifestationbabe or visiting my website @manifestationbabe.com. I love and adore you so much and can't wait to connect with you in the next episode. In the meantime, go out there and manifest some magic.