



SEASON 1 EPISODE 2

Reinvention & Resilience: **Tanya Memme's** Journey from Spotlight to Service

Heather Mansy (00:00.078)

Today my special guest is Tanya Memme, and we will be discussing basically how she has gotten to the place she has arrived in her life. Just a few things about Tanya — she is an award-winning TV host, she has been on many programs for many decades, she has been a former Miss Canada, and she has had an absolutely stunning and stellar career in all different types of media, especially with her long-standing career in television.

I am just so, so excited to have her today. I am actually a former student of hers as well, from a course that I took in the fall. And I cannot wait to share about how she can help you guys as well, and about just really being able to learn from this bright shining star that is Tanya Memme. Welcome, Tanya. I'm so happy to have you today.

Tanya Memme - TV Host/Speaker (00:57.727)

Thank you, Heather. What an introduction. Thank you. I appreciate that.

Heather Mansy (01:02.446)

Nothing — you are deserving of nothing less. So first, I just wanted to talk a little bit about... you know, I'm aware that you started out pretty big in your young life going for these beauty pageants. And I know that you had some specific reasons, some targets. That was not your solo — or your sole — target at that time.

The beauty pageant industry was literally a springboard to get you into a different industry. And I wanted to ask you a little bit about that and just have you kind of talk about how your early beginnings were, coming into, you know, a non-traditional kind of job like a multimedia profession.

Tanya Memme - TV Host/Speaker (01:51.413)

Well, okay — so I was born and raised on a sod farm. Not a lot of people even know what that is, right? So I was raised on 400 acres of grass, basically. And then we had a greenhouse.

And so when you grow up like that and you know deep in your heart that you really want to be on TV, you want to be an actress, you want to be a performer... I knew around the age of 11, but I was thinking, "How do I do that? How do I carve that path when I live in a very rural area on a sod farm?"



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At the time, the only way to really get noticed on camera or on stage — or whatever — would be to get into beauty pageants. And I was never really a pageant-type girl, but I thought, “Okay, it’s either modeling or pageants.” So I did some commercial modeling, and then the agency I was with asked me to compete for Miss Teen Niagara.

I went for Miss Teen Niagara and I didn’t win that. Then I went back again and competed for Miss Niagara, and I ended up winning that. Then I ended up going on to the Miss Canada pageant and then the Miss World pageant. That’s how that sort of happened, which really got me into the public eye, got me on stage speaking and all that stuff.

But I was not expecting to ever win anything like that — just... yeah. And that was over a period of a solid eight years between starting in the pageant world and winning Miss Canada.

Heather Mansy (03:17.422)

And culminating that. That’s interesting that you say that. I was very curious as you were saying, “Hey, I tried for this thing, was told to do it, I did whatever I needed to do... and then I didn’t win.”

You didn’t get the goal, and then you went back. And pageants, anyway — I know they have to be at least a year apart. But eight years is a significant amount of time, and this is something that gets to the heart of one of the things that I find with highly successful individuals — high performers — is that you certainly have your share of failure as you’re on the road to success.

One of the things that I always want young listeners to know is that failure is a part of a wider process. What do you think allowed you — because you can imagine some people might have quit on year one, two, three, four, or even seven — you kept going. And you were young; this was a time you were quite young. So what do you have to say about who taught you that persistence, or how did that occur in you growing up?

Tanya Memme - TV Host/Speaker (04:27.083)

Well, I think it might... you know, my parents were always a very strong backbone. My father’s Italian — he’s from Italy. When he came here with his mom and his brothers and sisters, literally on a boat through Halifax, Canada — because I’m from Canada — they had nothing. They had zero money, zero anything. They started off as immigrants, very poor.



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So my father's always had a very, very good work ethic. I grew up with him and watched him cultivating the sod farm and working the greenhouse. Then they ended up starting a housing company, which now my brother is the president and one of the owners of, as well as my cousins.

I guess I was always raised with a really good work ethic: if you want something and you want to be something in life, you have to work hard, and you have to do what others are not willing to do. That means go the extra mile, stay hours after, show up early, work harder than everybody else. Those doors will eventually open for you, for sure. You'll get noticed. You just have to work hard for it.

Heather Mansy (05:29.518)

Mm-hmm. Yes, and I think it's one of those things — you know, it isn't magic, it's not luck. It's actually a good amount of hard work, and maybe there's a little bit of luck along the way. That's wonderful.

And you know... what had you eventually be able to make it into television? What particular characteristics did you have at the time or did you possess that made people say, "Wow, we've got to put this lady on camera"? What do you think it was about you that they said, "Okay, you're our gal"?

Tanya Memme - TV Host/Speaker (06:10.365)

You know, I was just very persistent. I didn't ever really quit. I kept going and kept going and kept going.

After Miss Canada, I auditioned for the American Musical and Dramatic Academy. I ended up leaving the Miss Canada reign six months early because I just wanted to get on with my life — that was a whole other thing that happened. I went and studied in Manhattan for three years.

Then I just started auditioning, and it took me about — gosh, I always tell this story — like 300 auditions before I got my first commercial.

So, yeah — talking about rejection, talking about how things don't always work out in the timing or in the way that you want. There's a ton of rejection, a lot of what some might call failure. But with every "failure," you learn from it, and you're honing your craft along the way. I had to learn how to audition. I had to find... you know, it was 300 auditions, but they were auditions for anything and everything. I mean... yeah.



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Heather Mansy (07:08.066)

Yeah, it's a lot. I could imagine a lot of people would give up at that point. They would think, "It's... I'm not meant for this."

Tanya Memme - TV Host/Speaker (07:14.675)

Yeah. You have to be strong. You have to be tough. You have to have a life outside — I mean, this is true for the entertainment business and a lot of other businesses too. But you have to really, really want it. I was just very tenacious. I moved from Canada to the US, studied in Manhattan, lived there for 10 years, and I was just a really resilient 20-something-year-old...

Tanya Memme - TV Host/Speaker (07:41.995)

...and was willing to make no money and work five jobs, and then audition when I could. And it was tough, it was hard. I don't ever want to go back to those years, but... you just... yeah.

And I don't know what caused somebody to cast me over anyone else. I think some of it is talent, it's luck, it's how prepared you are. And a lot of it too — like in the entertainment business — you always have to meet those casting directors again and again and again. They want to get to know you.

Sometimes they might hire you right off the bat, but a lot of times they'll want you to audition four, five, ten, fifteen times before they give you a one-liner. Every casting director is different, right? But they want to get to know you in the business.

And so you have to pay your dues. That's a part of any great job — you have to pay your dues.

Heather Mansy (08:31.896)

I agree. And you know, it's almost like... even in the corporate world, which I've been in, you have situations where you might be doing an incredible job and you're hoping that you're up for that next promotion — but you get passed by over and over again.

And maybe we're not realizing that the same process is occurring, where just because you can raise the bar one quarter or one month...

Tanya Memme - TV Host/Speaker (08:52.043)

Yeah.



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Heather Mansy (08:57.996)

...that job does not mean that that director — or whoever is above making those staffing decisions — believes that you can do that all the time. And maybe they're looking to see your work ethic, or they're looking for the right spot for you. Maybe they've already decided they want you for something.

And that was something new that I just learned — that the casting director kind of wants to get to know you. And I'm sure because they're trusting you with a role that for them could be a make-or-break on many different things.

What had you fall in love with visual media and decide that that was a career you wanted to go for?

Tanya Memme - TV Host/Speaker (09:37.257)

You mean like the television and film industry? Yeah. When I was a kid, there were like five channels, right? And I was always somebody who wanted to experience life to the fullest. I wanted to travel, I wanted to go on private planes, and I wanted to be on yachts.

It's not that I had to own anything like that, but I wanted to experience it.

Heather Mansy (09:39.415)

Yeah.

Heather Mansy (09:44.461)

Bye.

Tanya Memme - TV Host/Speaker (09:58.707)

You know, to own something like that — okay, great, that'd be pretty cool — but I just wanted to experience life to its fullest. And I always felt that people on TV got to do that.

Now, when you're younger, some of it's fake and some of it's just a TV show. But I was like, "I want to do that." And I knew at a very young age, and I think that's really what the allure was to it. To me, being on TV allowed me to have a big life, and that was something I've always wanted.

Heather Mansy (10:10.371)

Yeah.



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Heather Mansy (10:30.296)

So now that we've talked about how you got there — and I love that that was your goal. It wasn't like you were out to save the world, but who's out to save the world anyway at 20 or 25 years old? So I kind of love that.

I like how you phrased it as experiencing life to its fullest, because that paints such a really great picture of what that must have been like.

Tanya Memme - TV Host/Speaker (10:48.457)

Yeah.

Heather Mansy (10:55.354)

Yeah, and getting to at least have a small taste of that. I lived in Northern California in my 20s in the advertising world, and yeah, we ended up on some fancy boats and stuff just because I was selling media advertising. So I got to see a little bit of what also looked pretty glamorous to me.

Tanya Memme - TV Host/Speaker (11:08.085)

Yeah.

Tanya Memme - TV Host/Speaker (11:14.355)

Especially back in the day. It was very glamorous back in the day.

Heather Mansy (11:17.794)

Yeah, yeah — because it's true, now media is so diverse. You have so many more stars and many more platforms. But back then, man, if you could make it onto one of those three or four broadcasting stations, that was quite a feather in your cap.

So one of my thoughts about that is, you know, what is your takeaway from... you had a long career and you're able to kind of look back at it now with some hindsight. What is your takeaway from that? What are you glad that you gained from that career? And then, what caused you to want to change and go to what's next?

Tanya Memme - TV Host/Speaker (12:06.131)

Yeah, I mean... there were about 15 to 20 years where I was living that Hollywood life. I hosted over 10 TV series and infomercials — I mean, 40 or 50 infomercials and commercials — and I dated celebrities.



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I came so close to the lead roles on soap operas — at least four or five times I was the number two choice. But I know what it's like to screen test and go to network.

It was... I hit all my goals, all my dreams. I definitely hit all of those in my 15 to 20 years of being on camera. But it's exhausting.

For some reason, all the shows I got were travel — always on the road. I remember one year I had three weeks off — that many days off the entire year. I was hosting five different shows.

It was crazy — two local shows and then three national shows. The schedule was craziness. I had a team, it was the whole thing.

Heather Mansy (13:16.908)

And when we think three weeks off, we don't realize that's in the context of all those other weeks you were not even at home — you were in the field, basically.

Tanya Memme - TV Host/Speaker (13:25.289)

No, I wasn't at home.

Yeah, I bought my first house at 32 years old in Santa Monica. I loved my house, and my friends lived in it. I had a fully stocked fridge, full cable, everything you can imagine, full house — everything.

And my friends are the ones who really enjoyed it during those years.

Heather Mansy (13:47.532)

They were the ones who enjoyed the home. Okay, yeah.

Tanya Memme - TV Host/Speaker (13:48.669)

Yeah. It was to the point where I had an assistant, and she would pack my luggage. I would literally come in, throw my luggage in, grab the other one, and get on the next flight.

I had people dropping my luggage off at the airport sometimes, switching out my luggage. I just couldn't go home, but I needed to get home to get stuff — different shoots, different outfits.

I loved it because I was younger and I could live a life like that.



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Tanya Memme - TV Host/Speaker (14:18.655)

But there are many reasons why I transitioned out of it. I loved, loved what I did, but it also very much depended on what set I was on, who was producing, who was directing. I was on A&E forever, and A&E Network has been so phenomenal to me — it's an amazing network.

But I can't say that all the shows I hosted, I was really happy on. And then, as time went on, reality TV came out, the internet with social media came out, YouTube came out — everybody... the eyeballs were all spread out.

So I noticed I would still be working, but the money just wasn't there as much as it used to be back in the day. And I'm getting older, and I'm like, "I want to have kids. I just don't know if I really want to keep doing this."

And I wasn't as happy on the show I was on at the time — and it was not A&E Network. I just kind of... I did it for 20 years and it was very exhausting. I missed a lot of birthdays, a lot of family stuff. I felt like I had such a big life in one way, and then I was missing out on the really super important things.

My daughter was getting older, and... so I ended up just deciding to sort of walk away from it for a little while because I needed to. Hollywood's a tough, tough, tough place once you get to a level like that, and I just needed to heal a little bit. There were a variety of reasons.

Heather Mansy (15:46.680)

Yes.

Tanya Memme - TV Host/Speaker (15:53.099)

Being famous and being on camera wasn't the main... it's not about being on camera. I didn't ever need to be famous — that wasn't why I went into this. Whereas I feel like a lot of people in this business really die hard and need to be famous.

And that, I think, actually works for their benefit. I think it's great if that's a part of the reason why they want to do this business. But for me, it was just...

Heather Mansy (16:08.078)

You...



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Heather Mansy (16:16.994)

...because that “why” maybe helps them have that sort of armadillo skin to be able to deal with... like you say, it’s a tough industry. And we’re not going into details on what all that means, but I know — and I’ve heard — it can be pretty cutthroat.

And you have to deal with a lot of rejection, and things don’t always go your way. But like you’re saying, your “why” wasn’t that one, and so you were kind of feeling burned out in that way because it wasn’t maybe filling your heart’s desire.

You lived big — you already got to live big, and have that dream.

There’s something you said a minute ago, and I just want to cycle back to it — and that’s what you’re describing as a life out of balance. Eventually, you were seeing that this was taking a toll on your home life.

Tanya Memme - TV Host/Speaker (16:51.659)

After a while. Yeah, after a while, I did.

Heather Mansy (17:15.010)

I think this is something that we talk about with the real estate and other industries — or just really any job. I think there has to be an understanding... there’s a genuine exchange that happens at a certain point.

And that exchange is to recognize that you’re probably not going to have this concept of work-life balance if you’re going for a big goal in any industry. You’re going to have an “out of balance” somewhere because you’re going to be scaling up a job, or starting a company, or whatever it is.

Something has to give way at some point. Now, I think that’s a message that can help entrepreneurs and other people who are maybe at the precipice, where they’re saying, “Okay, maybe I want to go for this thing” — but they can’t expect that everything is going to be in perfect balance while they’re making a big goal happen in their life.

At a certain point, they can pull back — or, like you, change industries. So I don’t want to interrupt you on what happened next — you kind of went away from the industry and decided to reinvent. What inspired you next?



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Tanya Memme - TV Host/Speaker (18:24.743)

So I ended up deciding that I needed to walk away from it for a little bit. I mean, all the stories you hear about Hollywood — just know that there are elements of that that are all very true.

Some people are just a little bit more resilient, and at the time I didn't have the tools that I needed to stay in it. So I decided to heal. I decided to walk away. I decided to connect with my daughter more, become more of a mom.

And then I was like, "What do I do now?" I did get some work, but they just weren't things that I wanted to really do. So I started making decisions like, "Do I really want to do this?" Not really.

So then I went and got my life coaching certificate with Alyssa Nobrega — it's an amazing course, a year-long program. I loved it — my gosh, I loved it. I still have some clients, but I'm paring down and slowly getting out of that.

I traveled for a little bit. I got my yoga training certificate. I was all over the map going, "I don't know what I want to do, so why not go and discover life and try something totally new?" Whatever came my way, I was like, "Okay, I'll try that."

I love life and I love to dig into life, and I don't have an ego attached to me as the Tanya Memme television personality or celebrity from the past.

Heather Mansy (19:43.246)

You...

Heather Mansy (19:53.582)

Thank...

Tanya Memme - TV Host/Speaker (19:55.563)

How I see myself is how I see myself. I don't need the titles or the accolades to know that I can go and do something new. Do you know what I mean?

Heather Mansy (20:02.284)

Yes.



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This is incredible, because what you're describing, not a lot of people have — or they have to find that and cultivate it. And it is somewhat consistent with... I interviewed Spring Bengtzen on another podcast, and she really said the same thing: "I don't have an ego in the mix."

What you're describing is also this kind of self-actualization, where you know who you are, who you want to be in that moment, and you're able to get inspired by that — and you don't need the outside world to agree or give you permission or show you that that's the case.

You just know, "This iteration of me — that is who I am right now, and I'm going to go learn that thing."

And I love that you got into yoga and stuff. I actually paid to become a yoga instructor at one point — I didn't complete that, I ended up having to move to Europe and such. But I love that, because these are all... you're with the public, and what you're showing me is this zest for learning and for reinvention.

These are two — if not the two greatest — capacities that truly high-performing individuals have: reinvention and learning. And ego just really cannot be present in a large amount, because it will stop that. So yeah, it's fantastic.

Tanya Memme - TV Host/Speaker (21:30.665)

Yeah, I mean, it was there at first. It was hard to make the transition from "Tanya Memme, the television personality" to "Who am I now?" Because I'm not working as much anymore.

A lot of the shows I've done, as you know, are home design shows — Sell This House was a big show, Move This House, Sell This House Extreme. So I went and got my real estate license as well.

Really, one of the things I knew I wanted to do was get back into public speaking — I love being on stage, I love speaking, I love it. So by getting my real estate license, I ended up... you know, I'm with the same company you're with — eXp — which is how we met.

eXp has just taken me under their wing. Now they have me on a few different stages speaking, so I find myself speaking to real estate agents about all kinds of different things.

Then I thought, "Okay, well, how else?" Selling homes, I wouldn't say, is really in my heart — but speaking to real estate agents is. I'm a staging expert — I know everything you can



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possibly know about staging houses. I've staged over 500 houses across America on my TV show and all that stuff.

So I thought, "What can I do? What can I put together to speak about and teach to real estate agents?" That's how the whole thing started.

I hired a life coach, a business coach, and she said, "Find your passion, find things that you love." I ended up creating a course called *Mastering the Spotlight*. And I have a real estate version of it — which you took — and now I have four more stages coming up in the next couple of months to speak on for real estate conventions.

Heather Mansy (23:03.000)

Yes.

Tanya Memme - TV Host/Speaker (23:12.991)

I talk about how to have confidence on camera, how to speak authentically, and how to create video — video creation. How to show up in your videos and social media, how to grow your social media, how to get followers, how to do this and that.

All these little things — from reading the teleprompter, to giving a great interview, to being a great interviewee, all kinds of different things.

On the branding side, I've basically opened up my network of people that I've built through the past 25 years on TV and I expose my clients to them — branding specialists, wardrobe stylists. And you took my course.

Heather Mansy (23:50.648)

Yeah, amazing. My regret is that I was so underwater, busy during the course. But that was also to say — I saw you on stage once in Salem last year, and the minute an email came in to me that you were teaching a course, I was like, "Wow. Are you kidding me? I get to learn from this woman?"

For me, it didn't matter my schedule — I just immediately signed up and knew I would optimize whatever I could that month. And it was wonderful.



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I'm using lighting tricks you taught me during that course, camera angle tricks. I was literally nervous to have you on — I thought, "Man, what is she going to think? Am I doing this right or not?" It was just funny, because you're still a teacher for me.

Tanya Memme - TV Host/Speaker (24:30.783)

You're great.

Heather Mansy (24:39.898)

I just think that even with the little time I was able to dedicate, I learned a ridiculous amount. You have a true heart — like you said, you didn't necessarily have it in your heart to sell homes — you really have a true heart for helping others and sharing your knowledge with others.

And just sharing the excellence you've achieved through all that time on camera, and making it so accessible. It was wonderful being in your course. You're also a really fun person to learn from — no ego...

Tanya Memme - TV Host/Speaker (24:58.421)

Yeah, I do. Yeah.

Tanya Memme - TV Host/Speaker (25:08.149)

Thank you.

Tanya Memme - TV Host/Speaker (25:14.731)

Thank you.

Heather Mansy (25:19.438)

No facade. I've known a few friends in the Hollywood world, and that's not always the case. It was really wonderful to be able to learn from you, and yes, to be able to hear from people like Christopher Macon who... again, in the course, I felt like I was being treated like a friend of a friend.

The information being shared was really great content, like it was just being given in the moment. Shoot, he's doing phenomenal, and he was willing to take time out.

I really get the sense that you're pulling favors, and we're just on your coattails learning. This is fantastic. I think it's super accessible, and I would definitely encourage my listeners to look you up.



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I was in the corporate world before — advertising and all that — and yes, I'm in real estate and I'm an entrepreneur and I have some business ventures, but anyone can learn from you in terms of how to present themselves better.

We're all dealing with media right now — social media has absolutely exploded, it's literally changing all of our worlds. We've got to get better at it. I mean, shoot — if you have an ice cream shop, you need to get better at social media. It's crazy.

Tanya Memme - TV Host/Speaker (26:37.107)

Exactly. Like, we're all dealing with it, right? Yeah. Wait until you see what I have in store. I'm launching the next version. Yeah.

Heather Mansy (26:51.138)

We're all dealing with it. This is... yeah, this is the new phone book. So yes, please do — please tell me. I would love to hear what you're up to now and all the iterations of teaching that people can work with you on.

Tanya Memme - TV Host/Speaker (27:07.179)

Well, okay — so I am still public speaking. I still have, oh gosh, I think I mentioned I have a few coming up this year. But I'm also doing corporate training. I also teach at universities — I teach PR and business students. I go in and teach them *Mastering the Spotlight* — kind of the same stuff you learned.

I also do media training with some corporate executives, which is going to be fun. My next one is in September — I'm excited about that.

But really, I'm launching... okay, I'm so excited about this. I've been working on *Mastering the Spotlight* for like two years, but I have so many amazing things.

When you sign up — and I'm launching it in August, in a few weeks — you get all my secret videos: how to use a prompter, how to do this, how to do that. Then I'm going to come out live probably once a week or twice a month, depending on which program you're taking. You'll have access to me.

When you were taking it, I was teaching all the fundamentals, right? So I put all the fundamentals online in a beautiful workbook, and then you guys get me coaching — which is



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what you were all saying was the main thing. You were like, "We want you to coach more. We want you to coach us more."

So now there's tons of coaching in it. There's lots of fundamentals, so many surprises, giveaways, freebies... I over-give, over-give, over-give.

I'm really excited to launch it, because it will take you from being nervous and awkward on camera to really just pulling out your camera and filming — knowing how to film, the camera angles, the tools you use, the setup...

Heather Mansy (28:25.902)

That is true. Yeah.

Tanya Memme - TV Host/Speaker (28:52.621)

...all kinds of different things to get you going for your business, because it's so, so, so important now.

I even do editing — I show you guys how to edit: how to edit on Instagram, Facebook, Filmora, Canva. I'll do live editing classes so we all go together. We do it slow, because sometimes it's really intimidating to learn from YouTube — they go so fast. So yeah.

Heather Mansy (29:14.466)

Very true.

Yes — and I can tell you, just in the short amount of time that I had to spend, I learned a ridiculous amount. When I started, I was kind of safely out of my comfort zone, but you create a very safe space for learning. You're very available, and I think you have a real skill for making things fun.

This was my experience — some of the people starting the class were extremely timid; I felt somewhere in the middle, but not very great. And I quickly got out of my comfort zone doing some of the tasks you asked us to do, or some of the little challenges.

You kept it dynamic, and it's really stunning to have someone of your caliber say, "Hey, that was great, lift your camera a little higher — you're nailing it. Use this music, try that."



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For me, I thought, "Wow, this is so below your pay grade." But at the same point, for me it was like, "My God, this makes so much sense. This is amazing."

Tanya Memme - TV Host/Speaker (30:19.499)

I loved it.

Tanya Memme - TV Host/Speaker (30:26.047)

Yeah. The 30-day challenge — you did it. You were great. And I'm relaunching that too. That's all happening with the course. When you buy the course, you get the 30-day challenge too, and then everybody just starts. And that was so fun, wasn't it?

Heather Mansy (30:29.590)

Yes! Yeah.

Heather Mansy (30:39.706)

Absolutely — it was a blast, and it was fun to watch other students in our little cohort change. Shoot, some of them were so far ahead of me in certain skills, like their ability to edit videos.

I was able to speak on camera pretty well and just wing it, but it was really fun to watch. And it was great to see some of our class again in Cabo, and get a picture on the stage, and again see you on stage — because I'm so happy you're continuing to speak on stages. You really light up the room, and you make...

Tanya Memme - TV Host/Speaker (31:08.469)

So fun.

Tanya Memme - TV Host/Speaker (31:17.397)

Thank you.

Heather Mansy (31:21.514)

...things that might seem intimidating, or skills that might seem hard to grasp, feel very within reach. I think this is an extraordinary gift to all of us — that you're willing to do this and share your time with us is huge, because... yeah, we have to do it. You have to be good at media.

And the fact that you're teaching at universities — I didn't know that — that's really neat. I can imagine for corporations and university classes, this is going to be a critical skill going



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forward: understanding how to present yourself well on media, or maybe to a crowd, or whatever.

What specifically — when you look at your life and career — what specifically are you glad you have in yourself that got you through everything? Maybe that was your family, maybe your own sense of self. What is it you think has allowed you to rise up from the crowd and go through your life's experiences, keeping on reinventing yourself?

I know we talked a little bit about ego, but what other skills are you really glad have been cultivated through becoming you today?

Tanya Memme - TV Host/Speaker (32:58.099)

I think it's a mindset, really. I've been through a lot of ups and a lot of downs, and I've realized that life is not always fair — and that's just the way it is.

No matter what the reason is — why you didn't get this, or why that didn't happen — you just have to keep going, because the pendulum will always swing the other direction.

It's being able to let go of the resentment, to let go of the things you think you failed at. Don't be so hard on yourself. It's easy to get resentful toward somebody who hired their niece for the lead role instead of me at the last minute, you know what I mean?

Heather Mansy (33:46.156)

Yes.

Tanya Memme - TV Host/Speaker (33:47.601)

Or in whatever corporate job — sometimes you don't get the promotion because it's a family member, or a friend, or whatever the reason is. But I think it's knowing who you are deep down inside, and not giving up.

I was never somebody to give up. I'm also very, very curious — I always want to learn and see what else is out there.

Letting go of the ego — sometimes that happens through hitting rock bottom a few times. Finally you're like, "Okay, nobody's going to help me get out of this except myself."



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I'm not saying you have to hit rock bottom — it's not about that — but sometimes you have to go through a lot...

Heather Mansy (34:23.042)

Yeah.

Tanya Memme - TV Host/Speaker (34:37.873)

...to realize, "I can do this anyway." Maybe I don't have it all figured out, maybe I don't know where I want to go yet, but I will. I'll figure it out.

You just keep putting one foot in front of the other, and you don't stop. I tell myself that every single day.

If there's something in me, it's that I've always had my eye on the prize. I enjoy life. I like life. So... yeah.

Heather Mansy (35:08.568)

Yeah, I love that. I think this is going to touch someone at a place where they needed to hear that. That's what we're here for — to help other women and other people rise, because they're maybe not where they want to be yet.

This is something I'm sure some people will benefit from hearing, and it kind of leads me to two questions. The first is: what are you most excited about for the future? I know what you're up to — you've got a lot going on, and some really neat interactive ways you're teaching and speaking.

If you project out five years from now, what are you most excited to see in your future?

Tanya Memme - TV Host/Speaker (36:05.449)

I'm very excited about building a community. That's what I want to do. I want to build a community where, five years from now, I'm doing these media workshops with everyone who's gone through *Mastering the Spotlight* and other programs I'll have.

We go somewhere else for a very productive workshop — we shoot all kinds of media and help women get to the next level in their business for their video creation and things like that.



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For me, it's all about creating a community. That's what I want to see in my future, and that's what I'm building the foundation for now. Once I launch it, I'll take it from there and keep going.

Heather Mansy (36:34.232)

Yes.

Heather Mansy (36:50.712)

Yeah, and I love that you mentioned the word "community," because I think this is true in any business — but nowadays, especially with our online world, you can create communities across the globe. People can contribute, cross-promote each other's businesses, utilize each other's services, and learn from one another.

When you have this concept of community, it means you're creating a trusted pool of like-minded individuals who can help each other rise. I think that word is going to be huge as we go into the future.

I can see — I'm a beneficiary — you're already creating community even with a short workshop. It's incredible, because being in your world is encouraging. It's fun to be in your world. Your real essence — a genuinely kind human — shows in everything you do.

Tanya Memme - TV Host/Speaker (37:33.652)

Yep.

Tanya Memme - TV Host/Speaker (37:41.354)

Yeah.

Tanya Memme - TV Host/Speaker (37:48.757)

Thank you. Yeah.

Heather Mansy (38:01.358)

So another question I have around that is — you are an amazing person who has done incredible things, and now you are reinventing yourself daily. You're really authoring a lot of what you're doing right now.



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In what ways are you leveraging... you used to have an assistant who packed your bags for you — who or how are you leveraging outside help nowadays to be able to do everything you do? Or is it really all kind of a one-woman show?

Tanya Memme - TV Host/Speaker (38:22.379)

Yeah.

Heather Mansy (38:36.496)

You...

Tanya Memme - TV Host/Speaker (38:37.589)

So right now, I recently hired... well, it is a one-woman show. I do all of my own social media — probably why I don't post as consistently as I need to. I post a lot, but there's always room for improvement.

I hired a VA — her name is Rhea, she's in India — and I always share her information with anybody who wants it. She's really changed my business, because now I'm able to... it's so nice when you get to the next level.

I have Rhea, and I also have Saad. Saad is now working on some of my YouTube stuff — my thumbnails, my whole brand in general. Rhea works on... I tell her everything to do, and she handles all the tech behind it.

So I have a very small team, but who I have is great. Because really, I believe that — especially with what I'm doing, with social media and videos — you have to be very, very involved as the owner.

I know I've delegated stuff out before — "I don't want to do this, I don't want to learn how to post on Instagram" — and then your business falls apart because the messaging is off. You're not the one in charge of it. You can't leave too much until you have a trained team that knows you personally.

It's a whole thing to have a team where everything's automated and they know the branding, they know everything. You actually have to show up and do a lot of the work. You have to learn Instagram. You have to learn Facebook.



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Right now I'm learning Go High Level — the whole platform I'm running my business on. I've been studying it for two years and still have so much to learn.

Heather Mansy (40:18.670)

Mm-hmm.

Heather Mansy (40:22.840)

Yeah.

Tanya Memme - TV Host/Speaker (40:22.889)

Yeah — so when I hire my VA, I can say, “No, no, no — go in here, do this and do that.” I’m already ahead of them. They’re like, “Okay, now I got it.” You always have to be ahead of your team, and you have to know each position.

Heather Mansy (40:33.208)

Yes, yes — you’ve got to have a plan.

Yeah, you’ve got to have a plan and lead them forward. That’s so well taken — such a good point — because until you’ve really established a flow, a plan, the concept and how it needs to go, you can’t just let the reins go. It’s going to take a direction you don’t want.

Yes — and I find this is one of the things that can actually slow progress: if you don’t have enough delegated or if you’re not hands-on enough until it’s ready.

I’m launching a few things myself, and it takes patience, diligence, and hard work. You can’t just throw an idea to the wind, hire someone, and think it’s going to take off on its own.

Tanya Memme - TV Host/Speaker (41:20.084)

Yeah.

Tanya Memme - TV Host/Speaker (41:27.741)

No. It will never turn out the way you want it to. Yeah.

Heather Mansy (41:36.076)

Yeah, that makes perfect sense.



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Heather Mansy (41:36.076)

So another question I have for you — and I know our time is nearing an end — is: what is it that you get up to on a daily basis that gets you ready for a day like this?

You've got a podcast, you've probably got multiple other things going on. How do you start your day? How do you start your day so you can look and feel your best and really show up?

And I know this may start with how you prepare the night before — but at a granular level, what do you do to take care of yourself so you can perform at a high level?

Tanya Memme - TV Host/Speaker (42:23.509)

You know, it's interesting — people ask me that all the time, but I'm not one of those... I'm so not perfect. I'm a mom. My life every morning is different.

I'm often very tired before I go to bed, and I wake up looking forward to my cup of coffee. I'm driving my daughter... also, my house was pretty much burnt down in the Palisades fire, so that's changed my life tremendously.

Now I'm living an hour away from my daughter's life, so I live in my car two to three hours a day. It's definitely disrupted my business life.

How do I get up in the morning? I'm lucky if I get my cup of coffee. So much of my time is taken with this new situation — dealing with insurance companies, which is so time-consuming.

Heather Mansy (43:09.997)

Yes.

Tanya Memme - TV Host/Speaker (43:11.523)

Thank goodness, if you choose to do something you love — and I really do love building my courses — I'm so excited about the launch, and I love the people like you in my community. That's what gets me going.

That's what makes me excited to run her to Santa Monica an hour away, come back, get on the computer, and start building. It's people like you who have taken it, and the feedback I get from my clients, that keeps me going.



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As far as a morning routine... sometimes I get to the gym if I can. Right now, my time is so divided — and that's just part of life.

Dealing with the house, trying to be a mom, coming home... I'm very family-oriented, so I like to cook dinners. I like to eat healthy. We go out sometimes, but I like to be in control of my food.

Heather Mansy (43:49.507)

Yes.

Tanya Memme - TV Host/Speaker (44:03.339)

I spend a lot of time in all those categories. My mornings are probably sacrificed just because I'm at the point in my life where I have all this going on. But it's not always like that — I know this is a chapter that will be behind me one day, and maybe I'll have more free time for myself in the morning.

Heather Mansy (44:25.230)

Well, what you're showing is resilience in the face of a challenge. I have a lot of empathy for what you're going through.

I know your house was in the zone of significant, devastating forest fires in the Pacific Palisades and wider LA region. And although your house survived, you can't go into it for possibly years.

It's treated like a hazmat zone, which means all of your belongings... everything. I didn't have to suffer to that extent, but we evacuated several times for hurricanes in the decade I lived in Houston, Texas.

I had to rebuild parts of my house, and just the insurance alone can take years to deal with. It's well taken that you have to partition some of your time.

Tanya Memme - TV Host/Speaker (44:42.410)

Yeah.

Tanya Memme - TV Host/Speaker (44:45.887)

And the Palisades, yeah.



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Heather Mansy (44:55.424)

Yeah, I can imagine fully. I felt like I was working 80-hour weeks just on the phone with insurance. It felt like a soul-crushing weight on the phone — not fun.

Tanya Memme - TV Host/Speaker (45:28.233)

Like a lot of it, yeah.

Tanya Memme - TV Host/Speaker (45:39.659)

But that's part of being an entrepreneur — you have to weather the storm. You're going to have years where you can work a lot, and years where you can't. You're going to have ups and downs, and challenges — whether they're directly related to your business or not.

I'm just going to keep going — this is what I do. Even if I get an hour today to work on my business, or if I have to skip tomorrow because I have to drive all day...

The worst thing is mindset, right? My business might not launch... I was supposed to launch it a year ago, but I had to wait a year because this happened.

It's really your mindset — keeping yourself in the right headspace so that eventually you can hit those goals you want to hit, even if they're not at the time, place, or "perfect" moment you thought they'd be.

Heather Mansy (46:13.698)

Yes.

Tanya Memme - TV Host/Speaker (46:30.111)

To me, your path in life — whenever you set a goal — you never go straight and hit the goal. It's always like this (zigzag). Then you might hit the goal. You have to be okay with that. It's part of life.

Heather Mansy (46:30.125)

Yeah.

Heather Mansy (46:45.794)

Yes, and that's so true. I speak with a lot of young people in training for the industry, and there's this idea that it's going to go in a straight line — or else it wasn't meant to be.



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It's so beneficial for anyone starting something — whether they're learning to be a doctor in a very prescribed path, or an entrepreneur — to know that some things may go straight, but most will not.

Heather Mansy (46:45.794)

...you might have life, health, or anything interrupt you. You can't let that be the deciding factor that you're not going to go after that goal anymore. In fact, it can add a lot to you — those are some benefits we don't know may occur along the way.

I actually gained some skill sets, oddly, in dealing with insurance companies myself and ended up helping other people deal with insurance — literally making new friends and donating my time to help others through some of the hurricane stuff.

It was all kind of weird ancillary benefits that I didn't expect in the middle of something that was really annoying.

Tanya Memme - TV Host/Speaker (47:55.115)

So good, yeah. Yeah.

Tanya Memme - TV Host/Speaker (48:02.963)

Yeah — and really difficult too. I know this whole situation has... the other thing I didn't talk about earlier is, I deep dove into AI. I love AI, and this is another thing I teach to my students — I bring AI into it now.

I started a podcast called *Learn with Tanya*.

Heather Mansy (48:05.484)

Yes, yeah.

Tanya Memme - TV Host/Speaker (48:23.787)

I would have never, ever jumped into the AI world if all of these crazy things hadn't happened to me, or if I hadn't left the entertainment business.

It's on my YouTube channel. Basically, I have three friends who were fans of mine for years — they know AI really well. They're from Arbitrary Media, and the four of us teach AI. You can... yeah.



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Like you said, you gain all these extra talents or extra... and I am loving it. Now I'm able to bring AI into teaching my students as well.

How to create copyright-free music, how to create videos from a photo or from prompts, all kinds of stuff to take their social media game from here to here. I couldn't have done that without this new path. It's interesting.

Heather Mansy (49:12.046)

Okay.

Heather Mansy (49:29.848)

That is incredible — and again, something I was unaware of. This is fascinating, because AI is... this is it. It's here, and every minute another new creative way to use it is being thought of.

I've heard it said in really big rooms that there will be a division between people who embrace AI and use it skillfully, carefully, as a tool — and those who don't. Those who don't will have less market share and less opportunity in their industry, because AI can magnify or multiply what you can do.

If you're in media, podcasting, or whatever, figure out how to leverage up. You have a couple of assistants who are critical to what you do — AI is exactly that in another branch, in many ways.

I will definitely be signing up for that. So before we go, can you tell us two or three things people can go and engage with you on right now? Where will they find that information, and where will they find you?

Tanya Memme - TV Host/Speaker (50:47.103)

Yeah, yeah — totally.

Tanya Memme - TV Host/Speaker (50:47.103)

So yeah — just check me out on social media, because I'll be doing all kinds of announcements. I'm not that active on TikTok, but I'm very active on Facebook and Instagram — it's **TanyaMemmeOfficial**.



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Also my YouTube channel — I'm really... well, my YouTube channel was hacked recently, so I'm rebuilding it. But it's okay, because now I'm rebuilding with a lot of new content, including my new show called *Learn with Tanya*.

So if you're interested in learning AI in a super fun, easy, slow-paced way, check that out on my YouTube channel, which is also **OfficialTanyaMemme**.

And yeah — just check me out there. I'll be making announcements for *Mastering the Spotlight* — the new course you took, Heather. The new version is coming out with all new material, all kinds of fun stuff, freebies, and lots of coaching from me.

I'm launching that in August. If you're interested, send me a DM on Instagram and I'll send you the information — I can get you on the waitlist and all that too.

Heather Mansy (51:48.898)

Yes.

Heather Mansy (51:54.179)

Wow.

Heather Mansy (52:10.808)

Fantastic. Well, thank you again, Tanya, for joining us today. And for my listeners — please make sure to like and subscribe. We'll be putting out some great takeaways from this episode as well as others. Make sure to follow us, and we appreciate you listening today to *Women Who Rise*.

Tanya Memme - TV Host/Speaker (52:33.995)

Love it. Thank you for having me.