

Episode 101: The Day I Got Ghosted In My Business.

Hello Gorgeous Souls!

Welcome back to the Manifestation Babe Podcast!

I am so happy and so excited that you chose to download this episode today. So as promised, welcome to part two of this two-parter podcast episode. If you have not yet read part one, just go back one episode, to read the answer to a very important question. Does the universe ever give a sign to give up on something? In that episode, I share with you one of the worst days in my business and how because of one situation, I allowed myself to believe that I perhaps had a sign from the Universe to give up. If you listen to that episode, you know that it wasn't, and it only led to something better.

I wanted to share part two today of another time when I thought my business was over. The difference this time was that I had experienced even more success with Manifestation Babe. I thought that everything was over. I allowed myself to believe for just a moment that an entire year of success was a complete fluke. I allowed myself to think that I just got lucky. I thought that it was not meant to be and perhaps everything was going to be taken from me. My five minutes of success and fame were over. I was going to lose it all.

So today's story is based on a background story I shared in part one, so be sure to listen to that podcast first. This story is a continuation. It is about the day I got ghosted in my business by one of my team members, however, before I get into that part of the story, I want to share with you how and why that happened and ultimately what we decided to do about it.

Similar to the last podcast episode, I'm going to dive into the same question I get from many entrepreneurs and from my beautiful babes. When people are manifesting their visions, desires, and dreams into reality and suddenly reach a challenge, problem, or obstacle, 99% of them, unfortunately, see it as a sign to give up. Whenever there is some sort of resistance or evidence of perceived failure, many people do give up. However, I am here to tell you that there will never be a sign to give up. *There is no such thing as a sign to give up!* I want to share another story with you to just cement that into your head. I believe that you can learn in many different ways. One way is to learn from someone else's experience after they have digested the whole situation and are ready to share with you their successes and failures. I encourage you to please learn from me today. The *only* way to fail, especially if you are an aspiring entrepreneur, struggling entrepreneur, or successful entrepreneur who wants even more success, is to give up. Even if along your journey you reach another problem or challenge that you feel is telling you, you are not meant to be successful, the only real way to fail is to give up. Failure is a part of success. It is not the opposite of success. I see many people that work very hard on avoiding failure, and the thing is, the harder you work at avoiding failure, is the harder you work at avoiding success. Remember, success and failure are not separate. They are not two paths or

opposites. They are the same journey on the path. By putting so much energy into avoiding failure, you are putting the same exact amount of energy into avoiding success.

Today I want to remind you that the right path is never the easy path. When you chose to persevere in the face of struggle, burnout, feeling like nobody is listening, and everything is working against your dream and vision, then that is actually a sign that you are on the right path. Despite all of its bumps along the way, it is the path that's going to be the most worth it. It is going to involve the most amount of perceived risk. I say *perceived* risk because I truly believe that mine and your success is absolutely inevitable and everything that tells you otherwise is just perceived. As long as you are making your vision bigger than your bullsh*t, your inner critic, your Ego, other people's opinions, and other people's actions, then you will be a success. When you feel like reacting to something on a physical 3D level, that is your Ego reacting rather than your Higher Self. As long as you stay away from that, as long as you don't allow yourself to succumb to that, you will absolutely be a raving, raging massive success.

So let me take you back to 2017, specifically December 2017. So at that time in my business, I had generated between \$50,000 to \$80,000 a month. Now on a regular basis my business generates between \$200,000 to \$400,000 a month. In December of 2017, the level of success I felt then was probably equivalent to the level I am feeling now. So by that point, I felt like everything was going my way. I had succeeded in my business, I had a team of five, and I felt like we were all behind the mission. I felt like we were all very inspired by Manifestation Babe, and wanted to build it into a 10, 20, 30, 40, 50 million dollar business. The best part was that I was friends with my team members, and we felt like a little family. We always had our meetings and we had so much fun working together. It was not until December 2017 that things started to shift. I started to notice that my income had plateaued. There was also physical proof that our income was stagnating and I could feel the output from two of the team members started decreasing. Keep in mind we were a team of five, Brennan, myself and three others, and I could feel what I saw physically in our statements. Just to remind you, at the time, this was all *my* perception. I could not read their minds or know how they were feeling, nonetheless, I felt that two of our members had stopped being inspired by the work they were doing for Manifestation Babe. I felt like perhaps there was envy or jealousy, or the notion that I was not paying them enough or giving them enough credit, I could just feel the tension. You guys know what I am talking about when something is off and it's been off for a while, but cannot quite pinpoint it. On paper, everything *seems* great, but vibrationally you feel some sort of a disconnect. These two members were contractors, not hired employees. Back then I had no idea what I was doing. I paid freelancers by the hour and called them my team members, but I digress. Anyway back to the story, so every time their invoices came through I would feel resentment. I knew what was on the paper and in the invoices was not 100% accurate. I felt like they were way overpaid for the work that I was seeing being physically produced. The thing is, it was not like they were falling behind or like they were visibly slacking. It was more of an energetic thing where I felt like they were doing just enough to get by. They felt very comfortable and I believed that was in part why our income and everyone's energy had been stagnated. I felt that the growth behind my business was because of the whole team. After all, that is the point of a business, right? To

eventually be able to scale and automate yourself and make the workforce and energy behind your business so much bigger than just you. That is why you hire team members who are behind your mission so that they can help you grow and manage your business. I always had a vision of my team helping me grow the business.

December of 2017 was the same week where if you have listened to my previous episode, I talked about how Tony Robbins Event, *Date With Destiny*, changed so much of my life and my beliefs. It was such a pivotal moment for me in terms of how much I was investing in my business. It was the first time I joined a mastermind and Platinum Partnership, and made some radical changes in my business. My intuition told me something BIG as I walked into *Date With Destiny*, Tony Robbins six-day event. I remember the moment I walked into the event in Palm Beach, Florida, and if you are familiar with Tony, you know it was very cold as you walked in. I remember walking into this cold room, and I felt so heavy. I felt so much resistance and heaviness overcome me. I remember tuning into my intuition and asking how I could let go of this heaviness and what it was supposed to mean. I don't know about you, but for me, I can really sense when change is upon me. My Ego does not like it. So in my body I felt a heaviness, resistance, and dread. Now I have trained myself to immediately ask why I feel that way to see what comes through, but at the time that's how I was feeling. Immediately, I heard a voice say, *"You need to let go of these two team members. I know it's not going to be easy, but when you do, everything is going to fall into place, because they are holding you back. As long as you want to grow your business in 2017 or 2018, they gotta go. The moment you get home, you have to let them go."* I remember walking into the event thinking, "Are you effing kidding me? Could you not have given me that message on the last day of the event?" I had been looking forward to this event since October 2015. I remember because I actually used a credit card to sign up for the event. I could not afford to go because I was busy making my payments and at the time, I had zero dollars, but I decided to make a \$15,000 investment on a credit card for the Tony Robbins event. I didn't know when I would actually be able to go, but I committed myself to going. Needless to say, I was so excited for this event. I was looking forward to this event for about two years. Now on the first day, this message from my intuition was going to be all I thought about. "How am I going to do this? What am I going to say? Oh my God, I don't want to. Holy crap, what if they hate me? How's our relationship going to progress because we're all friends?" I knew I had to separate us from the business. I needed to see Manifestation Babe as this separate entity that was put here on Earth, that was manifested through me to change people's lives. I had to do what was best for the business and separate my personal life from my business life, which takes so much strength and maturity.

A lot of people take things so personally when it comes to business, but if you are a professional business owner, it's best to treat your business like a separate entity. It is separate from you, and as long as you do not take things personally in business, then you will succeed. However, if you take every single change, shift, problem, and challenge personally, running a business is going to be very hard for you. So that was all going through my head, and I had to separate the two. I just knew that they were going to take it personally. This was one of the hardest events in my life. I think I cried and had panic attacks every single day. I felt like every single day, I shed

another layer and got deeper into my core. It is that kind of deep BS that you have to go through that provides the most lasting, lifelong changes.

So when I got home, I was scared out of my mind. I will never forget, soon after *Date With Destiny*, I went to my parent's house in Seattle to visit them for Christmas. I believe we were there for Christmas and New Year's Eve. So this is an important detail that I didn't discover until about a year later. I remember getting on the phone with my third team member who I intended on keeping. She was more integral to the business than the other members, and I intended on giving her a raise. I also planned on hiring her as an employee in 2018, including all of the benefits; health, vision, etc. She would be promoted and I would have her help us grow the team. Brennan and I explained to her what our plans were and we asked her what her vision was and if she was serious about Manifestation Babe. She expressed to us that she absolutely loved Manifestation Babe, and this was her calling. She could see us working together for 10, 20 years, and wanted nothing more than to work for us full-time. She was also running her own business at the time. We were totally fine with that because at the time we did not feel like it interfered or distracted from Manifestation Babe. She was over the moon about becoming a full-time employee with benefits. We also talked about our new vision, how we wanted a team that reflected Brennan and I's standards, and that we saw that in her. We wanted people who were serious, never felt comfortable, and were always thinking about the growth of the business. We expressed to her that we did not quite feel that from the other team members and were actually thinking of letting them go. Unfortunately, this was a mistake on my part, and I didn't know it was a mistake at the time. This was my second time firing someone, you guys. Furthermore, as if this was not difficult enough, this was my first time firing friends. Needless to say, I didn't know what I was doing.

Two hours after speaking to the team member we were keeping, we jumped on a Zoom call with the other team members. As soon as they picked up the call, you could just tell that they were already pissed off, and this threw me off. I'd been planning on how I was going to fire them for two weeks now. After *Date With Destiny*, there were a few days where Brennan and I got sick, then we traveled to Seattle right after. It was only three days later, that we were able to get on a phone call with them. It was apparent that they were already very upset. At first, my mind went crazy, I could not even say anything. I had so many thoughts going through my head. I remember blurting out a sentence and realizing it did not make any sense. I then got very nervous and started coughing and clearing my throat. Holy cr*p it was the most awkward business conversation that I had ever had. To top things off, it was just me on the other line, and they both had their arms crossed. I thought this was incredibly odd because there was absolutely no indication from me that would have caused them to see this coming. I did not want them to feel blindsided. So of course, I had this whole conversation planned out, but what I wanted to say was actually never said. I was completely thrown off by their body language. After about fifteen minutes of me just spewing out whatever came to mind, I told them that I thought our time working together had come to an end. I explained that we were not the right fit for each other, but I would love to stay friends. I wanted to make sure that this event was not taken personally, and I made sure they knew my decision to do this has nothing against who

they were as people. I ended by telling them that I love them. All I got was silence from them the entire time, they said nothing. In the end they just said, "Okay, good luck with everything." Then we hung up the call.

After getting off the call, I immediately texted my third team member and wrote, "Oh my God, that was very hard." I wanted to consult with her, tell her what happened, and see what I could have done better. I wanted to talk about how they must have felt. I just wanted to talk to a friend who was also in my business, but was not Brennan. Of course, I then realized texting her was a mistake because I did not get a single response back. I thought that it was a little strange.

So after this all took place, Christmas of course came around the corner. My third team member was obviously with her family and I was also in another state and I just left her alone. I also decided that when she came back from vacation, we would have a meeting about our 2018 vision. I planned to discuss our goals and what we were going to accomplish in the New Year, and everything that I had discussed with my mentor just a few days earlier. I had recently hired a mastermind coach and had a 1:1 call with him. Together we created a vision for my business for 2018 and I excitedly wanted to share that with her. Now, keep in mind we did not stay in Seattle for New Year's Eve because Brennan and I planned to take a three-week vacation in Australia. This was supposed to be my fiance and I's vacation. We had just recently gotten engaged and this was supposed to be our vacation to celebrate all that we accomplished in 2017 and set the stage for 2018. I was so excited for this vacation.

Before deciding to go on vacation, I weighed the pros and cons of letting go the other two team members right before we left. I realized my third team member was doing majority of the work. She was doing most of the behind the scenes stuff. She was answering the emails, she was someone who was essentially doing the actual work. I am the creative and visionary, and Brennan is the leader in the team. It is still this way to this day, but it is the team members who are doing the day to day tasks. They are very integral to the business. I thought to myself, "Oh, Australia will be no problem. We will check-in, we will still have fun when we get back. I can't wait to slay 2018."

This was a very special trip because Brennan actually spent a year after college in Australia and he was so excited about going back. He was excited to show me the more glamorous side of Australia. We were supposed to go to Sydney, Brisbane, the Gold Coast, and the Great Barrier Reef. We had plans to take a helicopter tour and just ball out. It was supposed to be stress-free, especially since 2017 was such a busy year. As I'm packing my stuff the day before our flight, I could just sense that something was wrong. It was again that *Date With Destiny* feeling. I thought that letting go of the other members was supposed to feel better. I thought to myself, "Oh my God, what? What's wrong? Why is it back?" I remember texting my third team member, "Is everything okay?" I did not get an answer for about five hours. After packing maybe three-quarters of our suitcases, all our toiletries, everything for our big cross country, across the world trip, I got an email from that third team member. The email's subject read, "*Effective Immediately*". I remember thinking, "What the hell is this?" I opened the email, and there was about a paragraph stating how things have shifted and changed, and how she no longer is

working for Manifestation Babe and decided to continue on with her own business. She ended the email saying, "Don't take it personally, but as of today, I am no longer working for you, love "her name"." I immediately started crying. I broke down and I fell into a panic. This was the person who was the most integral in running my business. We were at a point where we had scaled far beyond just Brennan and I being able to run the business alone. If she was gone, that meant that Brennan and I had to do our job plus the team's job as well. We had to pick up all the slack on the back end as well. We were at a point where we were experiencing a regular flow of income, customers, and launches. There were emails that needed to be answered. I just remember crying all night long because I thought that this was it. I thought that we would not be able to go to Australia. I was about to cancel our trip all together. Ultimately, Brennan convinced me that it was the right time to go to Australia and I'm so grateful he did. However, at the time, I was just devastated.

I was also beyond confused. It was not until six to twelve months later that I then connected the dots. I basically came to the conclusion that the other two team members convinced her to stop working for me, and that she actually told them beforehand that I was going to let them go. Remember that two-hour gap between the two phone calls? My theory is that the third team member probably told them an untrue version of the story that was not supposed to be told. I was supposed to tell the version that included my reasoning for letting them go. At the time I had no idea what they heard and why they were so upset with me on that call. It was not until much later that I realized that the reason why they were silent and abrupt is because they remained friends afterward. Then in my mind, I felt like they all ganged up on me and decided to just let me go completely.

If you guys remember from my last episode, I went from making \$9,000 in 2016 to making \$600,000 in 2017. I was thinking, "Holy crap, this is amazing! All of my efforts for the last two years are paying off". Then at the end of December of 2017, I get ghosted by my team member. I legitimately thought that it was over. I believed that I would have to somehow let go of my business, and I would not be able to keep up with it. I felt so heartbroken like I had gotten stabbed in the back. I felt betrayed. I felt like no one wanted to work with me. I felt like I was a horrible person, a horrible leader. I was just so confused. Also in Australia, guess what? Brennan and I were completely stressed the f*ck out, instead of enjoying that trip. I still want to go back to Australia because there is so much more enjoyment that we could have had, even though we did enjoy the trip on many levels, it was definitely extremely stressful. That was the first time that Brennan I really came together, and it was just Brennan and I running Manifestation Babe.

Brennan joined the Manifestation Babe team in September of 2017. He was used to having a team around with every person having a specific role. Brennan also had his own separate role. He had no reason to learn how to respond to emails. When I started Manifestation Babe on the other hand, I was alone. I then hired four employees and let one go. Then we became a team of five. Now all of a sudden it was just Brennan and I. We had to come together after panicking, stressing, and worrying. I thought that 2018 was going to be the worst year. I asked myself,

“What if this was all a fluke? What if we were going to end up back at my step grandmother’s apartment, or worse, on her couch?” For a moment in time, I allowed those beliefs to pop into my head. That this was a sign from the Universe that my business was never meant to be. I thought, “Perhaps I should give up.” I allowed myself to get low. It was not until after we were in Australia for four or five days doing our best to celebrate the New Year and our engagement, that Brennan and I had a conversation where we decided that this was going to be the best thing that’s ever happened to our business.

By that time, Brennan and I had come far enough in our personal development that it was easier to start seeing that things were happening **for us**. That our success was inevitable. So we sat down together and asked, “How is this happening for us?” We realized that this was clearing up space. The Universe did us a favor, and it let go of someone else who also clearly was not the right fit for us because we were not seeing her in that way. We saw her as someone who was very integral and important to our business, someone who was going to help us grow. In fact, that was obviously not the truth because the Universe straight up just ripped her out of our lives. All this did was clear up space for the best and the best was yet to come. Now all that was left was to build a brand new foundation. We decided to see it as destroying something old in order to build something even better.

We then focused on everything that was important to us. We defined what our biggest revenue sources were, and what was bringing us the most joy. We outlined what was Brennan's role and what was mine. Even while on vacation in Australia, we ended up working things out somehow. I am so grateful to the Universe for giving us the energy and strength to make things work. The moment we stopped with that bullsh*t, low vibration thinking, and decided to ask a very tough question that most people don't ask, which was, “How is this happening for me?,” Brennan and I doubled our f*cking revenue, alone. Remember there was a plateau in our income? Well, from December to January, just the two of us went from \$50,000 a month, to our first six-figure month in January. After we came back from Australia, we went to my first mastermind and looked at our Paypal numbers. We got these awesome pie charts, graphs, numbers and everything was just so beautifully organized on the backend. I saw over \$100,000 worth of revenue come into the business at the end of January. After all the stress finally melted away, Brennan and I proved to ourselves that we could do it. We understood that the lesson was to cut the fat and keep the muscle. We decided to hire muscle from this point on. It wasn't until March of 2018 that we finally hired another person again. So for about two and a half months, we had to slow down in order to speed up again. I had put Brennan in charge of hiring and at that point, I wanted so badly for him to hire someone. Clearly I was not very good at choosing the right fit for us.

So I asked Brennan to just get someone, anyone. I didn’t matter to me, we needed help ASAP.

He then told me, *“Kathrin, that is coming from a scarcity mindset. Do not just settle for anyone. Obviously, that did not work well for you. Make sure you find exactly what it is that you want”*. We then sat down and created a vision for ideal team members. We visualized exactly what they would be like, how we would interact with each other and what their job descriptions would

be. We created the ideal avatar of a team, and we ended up hiring two incredible team members that year. We became a team of four again quite quickly. Then this year we hired another team member and we are back to being a team of five. We also have many independent contractors as well. We have a Facebook ads agency, an accountant, CPA, and an attorney. We have many people that our team manages and consults with. However, the salaried employees that are under the umbrella of Manifestation Babe LLC are five members.

So in 2018, I did not settle for the belief that there is such a thing as a sign to give up. That there is such a thing as the desires of your heart just placed in there to tease you. Since I did not believe these things or get sucked into that BS, the scarcity, the lack mentality, and low vibrational thinking, 2018 was a \$1.8 million year for us. This was three times higher than in 2017. I now know that the plateau we hit in 2017, was because we needed to get rid of the old. We needed to let go of what no longer served us and double down on what did. We created a business that generated three times more revenue in exchange for a third of the work. That was so freaking exciting for me.

All of this needed to happen once again to solidify the lesson that I am sharing with you all today. A lesson I learned twice. Once when my website disappeared and the second time when my team member ghosted me. The lesson is, the desire of your heart to build a successful business or achieve X goal was placed in there for a reason. It is not there to tease you. You already have all of the resources, insights, ideas, creativity, work ethic, and everything you could possibly need to manifest it into your reality. There will never ever be a sign to give up, only a sign to keep going because you are on the verge of a major breakthrough. If you are coming up against a problem, challenge, or resistance in your business or life, it is all a sign that you are on the verge of a major breakthrough. I think that the biggest mistake that people in the Law of Attraction community make is that they see resistance as a sign to go off on a different path. I actually see resistance as something very positive.

Resistance that you feel when you are on the right path, versus the wrong path, are actually two very different feelings. I also want to give this as a bonus lesson for you, a bonus tip. The resistance you feel when you are doing what you are meant to do and you are following your biggest dreams, that is a good kind of resistance. It is not a sign to slow down, give up, stop or take a break. It is a sign to persevere fear, to push harder, to lean into it and to go after your dreams in spite of fear. Many people view fear as a negative vibration and they think it is best to avoid it. However, the best thing to do is to feel the fear and do that thing anyway. It is not always about staying happy and positive. I see resistance as just a sign to keep going because you are about to hit a major breakthrough. Now, there's another kind of resistance that feels like dread and heaviness. I personally feel it when I am doing what I think I should be doing, what I am supposed to be doing, or what everyone else is doing that is not right from me. I see it as a difference between the end result; are you doing what you most want to be doing or are you doing what you think you should be doing? Then I assess the resistance that I'm feeling. If you are doing what you think you should be doing, that resistance is literally just telling you, *"Hello, you are not on the right path, get off. Go after what you absolutely want to do"*. Then there is the

resistance you feel when you are on a path following your biggest vision. The end result is exactly what you want. However, no matter how much you want it, it makes you want to literally poop your pants. That is the good kind of resistance. That is a good kind of fear. That is what you should be going after in spite of it. To feel the fear and do it anyway. Resistance is nothing but a sign that you are on a path leading you to a major breakthrough.

So that is the lesson I learned in two different stories. I'm sure I have more but those are the ones that stuck out the most for me.

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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 the magic.