

## **Episode # 107: From Skeptic to Full-Blown Believer: How Manifestation Transformed James Wedmore's Business Into an 8-Figure Empire**

Good Morning Gorgeous Souls!

Welcome back to a super special edition of the Manifestation Babe Podcast!

I have a special guest, which is a phrase I thought I would never say on this podcast. I honestly always intended on this podcast being solo, but things change. I evolve. I am currently embarking onto a new challenge and I am so freaking grateful to bring in this guest I have today. You may have heard me say his name 1,000 times before. This is only because when someone is the real deal, has a heart of gold, and gets this whole mindset manifestation thing, and knows how to apply it to an eight-figure business, they have my attention and I want to share them with you.

In today's episode, I am interviewing James Wedmore. Yes, me. I ask the questions this time, even though James tried to ask me questions at the start. What James has to share on today's episode will literally blow your mind. It is so juicy. I do not want to give anything away, so I will let you experience it in real-time. If you do not know James at all, let me introduce him to you quickly.

For 10 years, James Wedmore taught entrepreneurs and online business owners how to leverage the power of online videos and YouTube marketing. In order to reach more people, share their message, and convert more customers. In 2016, James made a massive shift to focus on a big gap missing in the marketplace and the mindset needed for entrepreneurship. He launched a podcast, which I am obsessed with, called the *Mind Your Business Podcast*. He also has a signature program, *Business By Design*, also one of my favorites. Today he helps coaches, experts, content creators, and authors not only to craft better marketing messages but also how to ditch the hustle mentality and create success from the inside out.

### **Kathrin Zenkina:**

Please, let James and I know how you like today's episode so I can obviously coerce him to come back again. Enjoy.

### **James Wedmore:**

I am honored. Thanks for making me the first guest.

### **Kathrin Zenkina:**

You are my first and only so far. How does that feel?

### **James Wedmore:**

Well, it feels really special. I am serious. It feels really special. I have to ask though, what was your thinking behind wanting to keep it a solo show? What was the focus or intention there?

**Kathrin Zenkina:**

Are you interviewing me now on my own podcast?

**James Wedmore:**

Okay. She can edit this out if she does not like the question. I was curious.

**Kathrin Zenkina:**

We are going to keep it real. I do not know. I felt like I could go on with my content forever. Then I realized that collaboration is the key to the next level. So it is really not just about me. I really wanted to embrace more of that knowing that it is not just me. There are so many people that I can bring on to collaborate with. I felt like I could impact more people by bringing people on.

**James Wedmore:**

Yeah. Well, I asked because I felt the same way about my show when I started. It was much more like ...

**Kathrin Zenkina:**

Oh really?

**James Wedmore:**

I had some thoughts and some perspectives that I wanted to share. Then I dabbled a little with interviews. It was through those conversations that stuff got created. I thought, "Wow, that would not have come up on my own." So I am very excited. I am glad you are doing it and I am extremely honored. Thank you.

**Kathrin Zenkina:**

Yes, I am so grateful to have you. This is such a full-circle moment because the very first conversation that you and I had was you interviewing me on your podcast.

**James Wedmore:**

Yes, it was.

**Kathrin Zenkina:**

I will never forget I was in Costa Rica, where I had the crappiest WiFi at the time. There were monkeys outside chattering, lizards making noise and all kinds of bugs. I was with my family and I remember literally kicking out my grandma because --

**James Wedmore:**

Rude.

**Kathrin Zenkina:**

... and she was so upset with me. I just remember sitting there and needing to pump myself back up because I thought, "Oh my God. This James Wedmore guy, I am about to talk to him and now my grandma just got upset with me. What am I supposed to do here?"

I am so excited to have you back. It is so funny, I wanted to bring up that first conversation because I remember the first thing that I said to you was, "I have heard a lot of great things about you." You know what you said?

**James Wedmore:**

No.

**Kathrin Zenkina:**

I will never forget it. You said, "Oh, I paid all those people to say that." Then we just continued on, and I just remember saying, "Okay, all right," and we just continued on with our conversation like nothing ever happened. I will say here, however, that James did not pay me to say this. James, you are one of the most amazing, genuine humans that I know and I am so blessed to call you both a friend and a mentor. I have learned so much from you not only in business but even in manifestation and mindset. You are one of my biggest role models and inspirations. So of course, appropriately, you are my first interview. I am so stoked to have you here.

**James Wedmore:**

Thank you. The check is in the mail.

**Kathrin Zenkina:**

Well actually, you did give me a crystal not too long ago.

**James Wedmore:**

I did.

**Kathrin Zenkina:**

So maybe that was your payment.

**James Wedmore:**

That was the compensation. Yeah.

**Kathrin Zenkina:**

Okay. Okay.

**James Wedmore:**

No, I really appreciate that. Thank you. Thank you very much.

**Kathrin Zenkina:**

So James, for those of my readers who very surprisingly may not know you yet, can you give us just a quick recap of what you do, what you are most passionate about, and who you are?

**James Wedmore:**

Yeah. The quickest, and shortest recap. I run my own business that I started 12 years ago. I thought this whole idea of making money on the internet was this really exciting thing. Then people told me, "You could do it selling what you know." I was kind of young, stupid and just out of college. So all I really knew was how to bartend. So in 2007, I created an online bartending school. Someone bought my online bartending class and I was in business. I think I fell in love with the internet, with entrepreneurship, with business, with marketing, with selling from that moment. It was April 18th, 2008, was when I made that very first sale.

**Kathrin Zenkina:**

Wow.

**James Wedmore:**

I spent six months trying to build that thing. I will never forget that day. Everything changed that day when that sale came in, San Antonio, Texas, for \$18:95 plus shipping. Everything from that moment has been this exciting journey.

I have gone through all of these iterations. I was the YouTube guy for several years because I went to film school. Then I was teaching other business owners and entrepreneurs how to use things like YouTube and video to grow their business. Today I mainly help those who want to create an online course, a membership, or group coaching, and really how to take that to the market. How to scale and grow their niche in the right way.

Something along my journey shifted, which is why I think we resonate with each other so much. When I went to go and grow this thing called a business, I realized that something else needed to grow in order for my business to grow. That thing was me. So that is what was going on between my ears and in my heart at the time. I had a lot of growing, evolving and growing up to do. That is a journey that I got really passionately obsessed with. Where I landed with that, is we see so many people that are trying to start a business, and have been struggling for so long. However, looking inwards at themselves tends to be the last place they ever look, and that is where all the magic happens.

**Kathrin Zenkina:**

So true.

**James Wedmore:**

So about four years ago, I did the scariest thing. Still to this day, it is the scariest thing I have ever done in my business. I was at the height of my YouTube expertise. You could have asked anybody at that time, "Who is the guy you go to for the YouTube stuff?" They would have said, "That James Wedmore." At the height of that, I released a podcast called *Mind Your Business*,

and it was ... what I like to say today is like coming out of the woo-woo closet, and I started sharing publicly all this weird stuff I had been doing behind the scenes that I still believe but firmly believe was what attributed to all that growth. The mindset, the energy, the manifesting, the law of attraction, the visualizing, the letting go and changing of beliefs, all of that stuff. That is what I am so passionate about today. I really want to help people grow personally, professionally, and spiritually, and as a result, as a byproduct, their business grows.

**Kathrin Zenkina:**

That is really inspiring. That is so awesome. 12 years. It is funny; I actually was on YouTube yesterday, and I think I was talking to my team, and we brought up how you and Lewis Howes used to be in business together way back in the day, and that was like a big turning point for you when you guys made \$400,000 in just 30 days.

**James Wedmore:**

30 days.

**Kathrin Zenkina:**

And how you ended up getting depressed, right? You were--

**James Wedmore:**

Yeah. Okay. So that was 2011. When I started, it was 2007. So 2007, '8, '9, '10 '11, so four and a half, five years. All these desires, all these dreams, all these visions of the money coming in, flying out of the computer screen, like your laptop is an ATM. That kind of crap. So much burning desire. So much as I read in the *Think and Grow Rich*, you got to have this burning desire. I thought, "I have the burning desire." So much hunger to the point that---- I got addicted to Adderall. Have you ever done Adderall before?

**Kathrin Zenkina:**

I have once, and it was magic.

**James Wedmore:**

Yeah, it is magic.

**Kathrin Zenkina:**

Dangerously good.

**James Wedmore:**

Dangerously good is the best way to describe it because it is basically like legalized crack, a legalized form of speed. I got addicted to that stuff. Not like addicted addicted; it is not an addiction. It was just thinking, "This is amazing. Let us do it again tomorrow." I would get out of bed in the morning; I would pop one of those pills. That was me trying to make a popping noise. I cannot make that noise. We will add that in the post. Popped one of those in my mouth at 8:00 or 9:00 in the morning and you are going straight until like 2:00 in the morning. Most productive,

effective, concentrated, focused day of your life. And I was doing this constantly. I dropped down to 145 pounds. To give context, right now I weigh about 175, somehow there could be 30 pounds less of me.

**Kathrin Zenkina:**

Oh my God. I cannot even imagine.

**James Wedmore:**

I was like a skeleton.

**Kathrin Zenkina:**

Wow.

**James Wedmore:**

I was doing anything and everything, whatever it took. The hardest working person on the planet and I was broke, but I did not give up. I kept going, I kept trying different things, and I just did not give up, five years of that. So most people, they do a year of this; they do six months, and they might say, "It is not working. I give up." I did this for five years straight with nothing. Just nothing. Like when I made that bartending sale, I was making maybe one or two; every 10 to 12 days I would make one. You cannot really live on \$400 a month, most people cannot. I was going to keep going, no matter what.

Then September, 2011, Lewis Howes and I launched this program called *Video Traffic Academy*, 400,000 sales in less than 30 days. A lot of it was in like three days.

**Kathrin Zenkina:**

Oh, my God.

**James Wedmore:**

That month of September, everything I had ever wanted for the past five years came flooding into my life in less than a month. I had everything that I had ever wanted and had been asking for. Then I got hit with this scary realization that I did not realize until hindsight, because hindsight is 2020, that it did not make me any different. I still felt the same way about myself. I was still that broke, insecure loser that I thought of myself as. It did not change me. All this money in the bank account, and I was still that same person. That was the first piece; that was a very scary realization. It felt like everything I had wanted for five years was not because of the money, but who I thought it was going to make me finally become.

**Kathrin Zenkina:**

Wow. So you felt so unfulfilled?

**James Wedmore:**

Completely. Then of course, I did not have anything after that. There was no goal beyond that. I really thought, "What is the point? What is the point of any of this, of all of this? What is the point?" I fell into something that I later acknowledged; I did not at the moment, and that is the thing, I think it is hard at the moment. It was in hindsight again that I was thinking, "Oh dude, I was so depressed." I just did not do anything. I went from those 14 hours of working to nothing. I watched every show on Netflix, like *The Office*: three times. I can recite that show forward and backward because of that time in my life. I was doing some drugs. I was smoking pot and drinking and I just remember days I just would not get off the couch, thinking, "What is the point?" That was a really dark time. I got out of it.

**Kathrin Zenkina:**

My babes come to me all the time and I have worked with tons of clients who think that when they start making X amount of dollars per month, they are going to feel secure. They are going to feel happy. They are going to feel like they have everything in the world going for them, and only then will they feel secure enough, to feel safe enough, that only then they can go to the next level. Meaning, I have worked with clients who made 50K a month (and I know some people who would kill to make 50K a month) and they think that when they reach a 100K per month, everything is going to fall into place.

I would always tell them, "Listen, I know you cannot conceptualize this right now, but even if you made \$1 billion a month right now, even if you made \$1 billion a month right now, you are never ever going to feel secure and safe because that doesn't come from any external circumstances. It only comes from the inside." How did you start doing that work on yourself? How did you start working on that internal, the thoughts, the beliefs, the mindset? When did that come in?

**James Wedmore:**

What would have helped was this moment right here because I realized exactly what you are saying was finally true. I realized other people had been trying to tell me this, in books, in audios and stuff, and I had not listened. I had not listened. I was not listening. Then I finally decided to listen. I had the money and nothing had changed. It took some time of course, but I did have to start to realize that until I am making those decisions and choices now, nothing externally is really determining my state. The reason why this is so important is because the worst thing you want to get to, and people will not believe us, but the worst thing you want to be doing is making a bunch of money, all the money that you want, all the things that is in your vortex that you dream and desire, and still feel unsafe and insecure and still be seeing it is not enough. That is where it gets really scary and really dangerous because if it is not enough, then, it is never enough.

**Kathrin Zenkina:**

Never.

**James Wedmore:**

It is never enough. We did over \$8 million in revenue last year and I can still see that monkey mind, self-talk, voice in my head, bringing up some of those old thoughts. It will say things like, "Is it enough?" A little bit more, would give a little bit more cushion, a little bit more rainy day fund." The game does not change. You just get better at it and you just think, "Shh, not today. Not today." That is so critically important. Let us say that your next goal is to make \$10,000 a month. Then you would start to tell yourself this story that it will bring you safety, security, and happiness.

What you are also saying is that you are not safe, secure, and happy now. That vibratory state, that frequency of being unhappy, insecure, and unsafe: you cannot get to safe from unsafe. You cannot get to that state from this state. It is simple. This is the work. It is not easy. We can make it simple for you, but it is not going to be easy. In fact, I do not think we came here for easy.

**Kathrin Zenkina:**

No.

**James Wedmore:**

I think that is the whole point. If it was so easy, it would be boring. It would get boring really fast. Faith takes something from us. Trusting in ourselves and trusting in something bigger, brighter, bolder takes something. That takes some courage. That really does take courage. Being scared, being all those more negative emotions can be easy. It is really easy. It will be that conscious decision every moment of every day: life is a choice. Where are you going to choose to put your attention? Are you going to choose to feel safe and secure now? Because the fact of the matter is, is that for most people that we are speaking to, if you have the ability to be listening to our voices, you do have some circumstances that you can be grateful for that are keeping you safe.

Like if you have a cell phone, chances are you probably have a roof over your head right now. We know there are a lot of people on the planet that do not. That is always where I come back to no matter what is going on in my life. It is about how you can choose to feel grateful for anything and everything. During that journey, that is when things started finally clicking for me, was gratitude.

**Kathrin Zenkina:**

That is so powerful because it really is a choice. I know we have a phrase that we both share that says, "Your success is inevitable." I remember back when I was building my business off of my grandma's couch, people would ask me all the time, "Kathrin, if I literally have \$5 in the bank, how could I possibly feel abundant?" I remember being on my grandma's couch, \$15,000 in debt, having, I do not know, 25, 50 bucks in my checking account and still yet, I remember training myself to just look at the couch and saying, "Wow, I have a place to sleep." Looking at the roof over my head and saying, "Wow, I have protection. I have shelter." Looking at the



clothes that I am wearing and, "Wow, I have something to keep me warm or something to keep me cool. I have shoes. I have my car."

There is just so much that we really do have and it is the choice that gives us that sense of safety and security. It is the choice that gives us the opportunity to build upon a foundation, because when you realize that you do have everything that you need already inside of you, that is the only foundation you need. The rest is "your success is inevitable" and you will figure it out. You are always on the right path and, as long as you trust that, you are going to move forward and whatever comes across in your path, you will figure it out. When you come from that mindset, the Universe will also throw really good shit along the way, and you will have so much more to work with than if you just constantly focus on your bank account, the external circumstances, it is not working, and blah, blah, blah, blah, blah.

I want to ask you, James: how did you come to believe that in your business? Because when I look at you, I see someone who is so absolutely certain, the level of confidence that you have. I do not know how you feel on the inside, but I am assuming that you feel really good because your external circumstances are pretty amazing. How did you come to believe that no matter what, everything is going to work out?

**James Wedmore:**

Yup. I want to answer that, but I want to go back to some of the stuff you said if that is okay?

**Kathrin Zenkina:**

Yeah.

**James Wedmore:**

I love what you said. You talked about choice as well. I can imagine that there is someone listening saying, "But I do not have a choice." In fact, that is one of the most common things you will hear, where we are already pinching off possibility in our lives, is saying, "I do not have a choice." Even saying, "I have to" is declaring to the universe that I do not have a choice. The fact is that we always have a choice on where we put our attention. Your perspective creates your experience. I think one of the greatest things is the "What would Jesus do?" question. I know it comes from somebody who has a relationship with Jesus obviously, but to use the same concept, whether it is "What would Kathrin do? What would Jesus do? What would a millionaire do here?"

Immediately when you ask that question, your subconscious mind is forced to shift your perspective. You are going through something like dealing with a good friend that just said something nasty to you and you feel really hurt and you want to say something back and then you go, "Well, what would Jesus do?". You may say something like, "Well, Jesus would have compassion and understanding and would see that they are hurt. That is why they are trying to hurt you." Then you might think, "Oh, well, who saw it just now?" You did. You just saw it

through a different set of eyes. I just want to remind people that we always have that choice for a new perspective. If you feel stuck, which is a very common phrase we hear, right?

**Kathrin Zenkina:**

Mm-hmm [affirmative].

**James Wedmore:**

Feeling stuck: it is not that you are literally stuck; it is that you are choosing not to look at this from a different perspective. One great question like that: "What would Kathrin do?" can immediately unstuck you because you will see something you have not seen yet. Then when you talked about your listener or audience member who says, "I literally have \$5 in the bank account." Here is my answer to that, in a heartbeat, a five-second answer. It does come with a disclaimer: I am not a financial advisor or anything like that. What is going to come out of my mouth, but I am curious what your thoughts would be on this, to somebody who said, "I literally have \$5 in the bank account. How can I choose to feel more abundance today?" My answer would be, "Give it away." That is what someone abundant would do. That starts to tie in to this unwavering conviction that your success is inevitable. If you truly operated in the reality of abundance, then you would have no problem giving it away.

**Kathrin Zenkina:**

Oh, my God, yes.

**James Wedmore:**

Your resistance to letting it go has prevented any more from coming in. Just let it go. Not letting it go, saying, "It better come back to me James," but just knowing. That will improve your relationship with money (I will get to your question, I promise). I finally got to this place where I said, "I want to treat money the same way I treat air." We have been on this episode for 20 minutes: I am curious, how many breaths have we taken? We breathe it in and out every like five, six, seven seconds, right? Have we once for a moment in our frequency, in our mental emotional state, worried about, "Is there going to be enough air for me to breathe in?"

**Kathrin Zenkina**

No, we do not.

**James Wedmore:**

When you let it back out, do you say, "Oh, no, I do not want that air to leave?" Again, it is very intellectually conceptual and tangible, but what if your relationship with money was identical to your relationship with air and breathing, under normal circumstances, not like in a room without windows or anything like that? On a normal day where you breathe in and out; air is all around us; air is abundant. We breathe it in and we let it go. A lot of people talk when they are only talking about things like, "I want to improve my manifesting skills and stuff," they are only talking about what they want to bring in. There is the other side of it, too. What is your relationship when you are letting something? That was hard for you, right?

**Kathrin Zenkina:**

Yeah.

**James Wedmore:**

Think about what you are telling your subconscious, your DNA, your entire reality when you have a hard time letting something go. You are saying, "There's not a lot of it. I will lose this." People that believe they have to work hard to make money, have a hard time letting it go. They equate, "Look at all this work I did for this money; now I am giving it away. I am not going to get that back." Anyways, there is a lot of work to do there. This whole notion of your success is inevitable, and how I got to that place, the short answer is for a very long time, I started to get the idea, the notion and the concept, that the thoughts do create the reality. I was really fascinated with that, and I just kept going deeper and deeper with that. And there is a difference.

There's two types of people, the type of person that thinks there are only two types of people and everybody else. No, that was a joke, but there are three types of people in this scenario. There are people that do not get this world of what you talk about on every episode, maybe sometimes you feel like you are just like a broken record.

**Kathrin Zenkina:**

Talking to no one.

**James Wedmore:**

Yeah, it feels like that at times, definitely, and then of course someone reaches out and says, "You've changed my life," right?

**Kathrin Zenkina:**

Right.

**James Wedmore:**

And you say, "They are listening." However, sometimes you think, "I am just going to say the same thing over and over again in every different way until it clicks for people." So there are people that do not understand this world yet. You were talking to me a little bit about writing mainstream articles and it is saying, "No, no, you cannot use words like *energy* and *manifesting*."

**Kathrin Zenkina:**

Cannot use *laws of attraction, manifestation, ....*

**James Wedmore:**

Yes. So, the majority of people do not understand this yet. So you guys are in the know. You guys are the insider. Then there is inside of that you are going to have two types of people. You are going to have the people that know this and they say, "Oh, I know this, but it is not working."

Then you have the people that are working with them. The difference is very simple. Knowing as concepts versus living it. It is very different. The analogy I like to give here is the following: let us imagine for a moment that you do not know how to swim. Then I sell you a book called [swimmingsecrets.com](http://swimmingsecrets.com).

**Kathrin Zenkina:**

Wow.

**James Wedmore:**

Great title. You read the book cover to cover because you are like a great student. Pop quiz: Do you now know how to swim because you read the book?

**Kathrin Zenkina:**

No.

**James Wedmore:**

No.

**Kathrin Zenkina:**

No.

**James Wedmore:**

You do not know how to swim until you are in the frickin' water paddling, treading water, and doing all the things, right?

**Kathrin Zenkina:**

Right.

**James Wedmore:**

Experience is only the true form of knowledge. So what we have are a lot of people that get these concepts, like the concept: your success is inevitable. It is a choice to live your life that way. That is the difference. It is a choice to read a book and learn concepts. It is a choice to jump into the water and see if you will sink or swim. I started to get that difference from myself, that distinction, and that is going to be the difference for you as well. So you can keep listening to this stuff. You can keep going down this rabbit hole, and it is beautiful, but the magic begins (the rubber hits the road) when this becomes the choice of how you live your life, one moment at a time. Not all the time, that is too big of a pill to swallow. Think to yourself, "At this moment, I am going to practice this. I am going to try this. I am going to live it. I am going to operate this way," and that is how I started doing that.

One thing that really made a difference for me, and I did a podcast episode on this, was I used to have a really big fear of flying. You have dealt with the fear of flying.

**Kathrin Zenkina:**

Me too. I could not even bring my ticket to the boarding agent without Xanax.

**James Wedmore:**

So, that is even worse fear than I had. Chelsea, my wife, used to take Xanax as well. That is how bad it was. So, the two of us together on a plane, we were just looking at each other both in fright.

**Kathrin Zenkina:**

My mom, my stepdad, and I were on a plane. My mom loves to fly, and my stepdad and I are just like you and Chelsea. We both have fear and take pills. This was maybe 10 years ago. We were on a flight from Chicago to LA and the turbulence was so bad that my stepdad and I were normally freaking out, normally looking at each other thinking, "What are we going to do?" I looked over to my mom, who loves flying, and she has started praying for her life.

**James Wedmore:**

That must have been so scary. Oh my goodness!

**Kathrin Zenkina:**

I literally thought I was going to poop my pants. I remember a flight from LA to Dubai where I could not even play a movie or a TV show; I do not know if this is how you were on planes?

**James Wedmore:**

Mm-hmm (affirmative).

**Kathrin Zenkina:**

I could not even watch a movie or a TV show or read a book or do anything because I kept listening and feeling for, "Is everything normal? Is everything not normal?" I remember 14 hours straight just sitting in my seat like this and just could not even breathe.

**James Wedmore:**

Yup. I remember I used to look at the flight attendants.

**Kathrin Zenkina:**

Yes.

**James Wedmore:**

I would see if their expressions changed. This one time we were flying into Amsterdam and the flight attendant was walking down the aisle and there was some turbulence that was coming in on the landing, and she paused for just a moment. You could just see that she kind of scrunched her face up, and then kept walking, and that sent me into a total mental tailspin. I kept thinking, "Oh my gosh! If she is freaked out, I need to be freaked out."

**Kathrin Zenkina:**

Did you have fear of flying before that?

**James Wedmore:**

Before that, yeah.

**Kathrin Zenkina:**

Okay. So that is how my fear of flying started: I was on a plane as a kid and it was about one year after 9/11. I remember flying from Mexico to LA and all of a sudden the flight attendants start crying and panicking and running up and down the aisles. They were speaking Spanish, and the whole flight was asleep, and it was just me. I woke up my dad and my dad said, "Go back to sleep."

**James Wedmore:**

How old were you? Like 12.

**Kathrin Zenkina:**

No.

**James Wedmore:**

No, younger.

**Kathrin Zenkina:**

Maybe like 10. I think 10, yeah. I cannot do math that fast, but 10. That set it off. That created this crazy internal representation of "Okay. Now there's going to be a terrorist attack in LA and this is the-"

**James Wedmore:**

That is traumatic.

**Kathrin Zenkina:**

That is really what sparked it. So I know exactly what you are talking about, flight attendant expressions.

**James Wedmore:**

Totally. Well, you guys are going to laugh at me. I did not have it as a kid; you learn it. It is a learned behavior. Most little kids I have ever seen, including myself, were not afraid of flying. It is like you learn it as you get older, which is really fascinating. I went to Vietnam when I was 21 with my dad. I watched the first whole season of Lost on the flight over there, every episode of which is basically the recreation of a plane crash from every different character's perspective. By the time I got there, I thought, "I do not want to be in a plane ever again," and I think ever since then, it got worse, my fear of flying.

Anyways, long story short, about two years ago, I am flying back from Sedona, Arizona, and I am reading a fantastic book, called Dissolve the Problem by Richard Dotts. We can get into a whole conversation about that book. He is speaking about the futility of worry in your life, and I am trying to read this freaking line over and over again, but I cannot because there was so much turbulence on the takeoff. It is literally about the seventh time I read this, that something finally clicked for me. It was this beautiful realization that I am worrying while reading a book on the futility of worrying, and realizing that we are on a plane; I am not the captain; I do not have any control or say over the fate of this plane. What I do have control over is my emotional state. Is worrying, panic, fear, and anxiety going to change the outcome of this flight? No. Then why suffer for no reason? What is the point of that?

That really hit me like a ton of bricks because that was when I just got it. By the way, since then, I really have not had a really bad fear of flying, never again. Just done.

**Kathrin Zenkina:**

Wow.

**James Wedmore:**

It is just a decision. I just thought, "It is not doing anything for me. It is not like if I worried more we were going to be safe." So there was this surrender and acceptance to what is in your control and what is not, and the whole idea of the illusion of control, thinking that if you worry and freak out, you are going to actually have some control over something that you do not. Then I started to take this as a metaphor and overlay it over to my whole life and my whole business, and I realized there were things I was worrying about, and that did not change the outcome at all. No amount of worrying was going to do anything about it. I really did start to get beyond the concept and really start to experience my life through that futility of warning, of what it really does.

Today I really look at it like you are in a car; you are going in a direction. Your business is your car, and this worry and fear is like the brake. If you just ease up off the brake, you are going to go a lot faster and it is going to be a smoother ride. I started to realize how much that fear, worry, need to control was actually hindering my performance and preventing the growth that I wanted. It was like that final 5%, 10% of just letting that go, like let so much more in.

**Kathrin Zenkina:**

Powerful.

**James Wedmore:**

Yeah. I really got at such a deeper level how much your thoughts are creating your reality, your thoughts combined with your emotions. The fact is that your fears and worries manifest faster than your desires because they are more powerfully charged. You think about something you want and you think of something you are afraid of, and it has been scientifically proven that we

are more motivated to move away from pain and fear anyways. So you think of the thing you want, you think of the thing you do not want, and you are most likely more focused on how to move away from that thing that you are afraid of. If we just spend a little bit more of our time focusing only on the outcome, like what we want, without the fear or the worry, I believe we would all get there a lot faster, because worrying about it will not do anything anyways.

**Kathrin Zenkina:**

God, it is so powerful. Would you say that is when you really integrated manifestation into your business? How did you come across the concept of manifestation? Because I remember listening to one of your podcasts where you literally threw an Abraham-Hicks' book into the trash can.

**James Wedmore:**

In the basura, yes.

**Kathrin Zenkina:**

Right in the trashcan in front of your mom. I know personally for me, manifestation plays a huge role in my business. People ask me all the time, "Kathrin, what is your secret strategy?" I say, "I manifest it. I do not know what else to tell you. There is nothing that I have access to that you do not." I googled and youtubed and business-by-design my way through here. I learned a couple of things from you, but everybody has access to those things. So, the rest of it really comes from manifestation. I really integrate that into my business and I believe that that is my edge, and I know that this is your edge too.

**James Wedmore:**

It is.

**Kathrin Zenkina:**

So, how did that come into your business and do you remember a distinct difference between before it entered your life, or at least before the decision of you applying it to your business, and what happened to your business after?

**James Wedmore:**

Such a distinct before and after. So, and first off, isn't it funny when you start talking about stuff like that? People say, "I have manifested some stuff before," but, no, everything is a manifestation.

**Kathrin Zenkina:**

Everything.

**James Wedmore:**



It is not like only the couple of things that went right are a manifestation. It is everything. That takes us to a whole nother level for people, when you say, "No, no, no. You manifested what you are receiving on this episode right now." Whatever you just heard, whatever you have been receiving, you manifested that. Wherever you are in this moment in time, whatever you are doing, you created that.

**Kathrin Zenkina:**

And that can trigger people.

**James Wedmore:**

Yeah, it can. Yeah. Well, I love a good trigger here and there. So, let us rewind the clock. In 2006, my mom got me the book *Ask and It Is Given* and I was like-

**Kathrin Zenkina:**

Was that your very first? Mine was *The Secret*. Was that your first? Because that one freaked me out. When I read *Ask and It Is Given* after *The Secret*, I thought, "What the F is this?" It even freaked me out, and so I cannot imagine that being the first introduction.

**James Wedmore:**

So, I am trying to remember. I think they got me that book. I am pretty sure that was the first one. They got me the book; I read the foreword or whatever, and it talks about this woman *Channeling*. And I was so in this masculine hustle, work hard, be successful attitude, which is my dad. I learned that from my dad. My mom and sister were these airy-fairy types. So it was like I had both worlds, and it is so awesome to have both of those. Very grateful for that.

So I just took the book and thought, "Nope, just throw it." I wanted my mom to see that I was throwing this away. I was like, "Look, mom, mom, look."

"This is garbage. Get this crap out of here. We work for a living."

**Kathrin Zenkina:**

My God.

**James Wedmore:**

"We do not get lazy, manifesting nonsense here." So that is why I actually really respect and appreciate the perspective that people hold when they are very skeptical of when I start talking about this stuff. For ladies out there that have a boyfriend, spouse, significant other thinking, "Hey, you know what? They can come around. They can come around. I did. So they can as well." So that was the first thing. Okay.

Yeah, I watched *The Secret* and I was open to that. I had a dream like a couple of weeks after watching *The Secret*, I was still a bartender at the time, of the number 100, \$100. I went into my

bartending job that day and I just wrote it down on a piece of paper and put it at my cash register. I said, "I am going to walk away with \$100 today," and I walked away with \$101 tip.

**Kathrin Zenkina:**

Wow.

**James Wedmore:**

Total on tips. What was really crazy, the weirdest stuff happened that day: two of my friends came in out of the blue. They never come into that bar. I said, "What are you guys doing here?" They replied, "I do not know. We felt like checking in and seeing what you were up to." They left me this \$30, then this couple came and they gave a big tip. It was like all these things happened and I thought, "Huh?" However, I did not really think much of it. The big change for me was, and I am going to give the shortest version possible of this story; I got introduced into a Reiki community. This girl that I started dating was doing energy work. She was doing Reiki and these were my Adderall days, the 14-hour straight days. I remember specifically she came over and I was so frustrated, that was my MO: frustrated and impatient. "Let us go! Come on!" Just pounding my keyboard.

She takes her hand, she puts it right on my back, chakra four, like upper back. And I wanted so hard to stay angry and it was just melting away. I said, "No, but, what's happening? What is going on? Why am I not angry?" It was the weirdest, most bizarre experience. I just could not be angry anymore. I could not be impatient. And she started doing some healings on me and I started getting more energy, more creativity, more clarity. I went through this whole thing. So I got introduced into it from a different context. We all have this time, where we do the experiment and it works. That experience for me was like this: I dated that girl and her birthday was coming up and she wanted Tony Robbins tickets. I went to check my bank account and I had \$500 to my name. I called to ask for the price, \$1,000 for two tickets. I asked if they could take a payment plan. They literally laughed at me.

**Kathrin Zenkina:**

Oh, my God.

**James Wedmore:**

They could not even break it up into two payments. So I got off the phone, I went to go check my bank account, and I had left up a Google AdWords thing and it had just taken out \$500 from my account. I was down to less than \$1 to my name. I thought, "This is pathetic. I cannot even get my girlfriend a gift," and I was 27 at the time. I thought, "This is pathetic. I am pathetic." Then I remembered all this stuff I had been learning, and that is what we are talking about here: I knew all this stuff, but I was not using it.

**Kathrin Zenkina:**

You were not living it.

**James Wedmore:**

I was not living it. I realized that I had a belief there. I had not even realized it until that moment. The belief was that I can only get what I want if I have the money. I said, "Well, if I just use this manifesting stuff, I can bypass the money and I can just manifest the tickets," and I just set this little intention and this little decision. It was just this little decision of "This is done." It was for somebody else, and that is a secret by the way, that is like one of my secrets to my success. All this stuff come up about our unworthiness even though we all come from Source and everything is abundant and there is no lack or limitation, we still think, "It is too much for me," because there is some sort of finite supply that we are taking away from somebody else, but we go through our human finite illusion of lack, of course, and say, "I do not deserve this."

So I was definitely in that place and I said, "But this is not for me, this is for her, and I love her. I want her to have the best birthday. This is for her, not me. Get me out of the way and just create this, make this happen." Anyway, it apparently works. Two days later, I randomly got a call from a friend saying, "Hey, you want to go play tennis?" I replied, "Sure." While playing tennis, she said, "So what have you been up to?" I told her the business I was trying to start, the service I was doing, video stuff at the time for clients. She said, "Would you do one for me? If you do, I will pay you in Tony Robbins tickets."

**Kathrin Zenkina:**

No way.

**James Wedmore:**

I literally dropped my racket. I said, "Are you kidding me? What did you just say?" I felt chills run down my whole body. She said, "Yeah, I work with a representative and he gives me a ton of Tony Robbins tickets any time he is in Southern California. He is coming to Long Beach in three weeks." I said, "I know, I am trying to get tickets." She replied, "Well, I got two for you." Sure enough, I did the work, got my two tickets, and we went, and that was the first time in my life that something clicked. I thought, "There is something to this," and our personality type INTJ, we are scientists, so we test, we experiment. I said, "In order to really test, I cannot bring my biases and beliefs into this. You got to test objectively."

**Kathrin Zenkina:**

Oh wow.

**James Wedmore:**

Right?

**Kathrin Zenkina:**

Yeah.

**James Wedmore:**

You tell yourself, "All right. I will test this; I do not believe it. I will see it when I believe it." No, no, no, no, no, no, no. You saw it because you believed it.

**Kathrin Zenkina:**

Mm-hmm (affirmative).

**James Wedmore:**

You got to believe it first. You say, "Okay. I am going to try this and go all in with it, and we will see what happens," and it will be just more and more of those things. They will just keep happening left and right, constantly, until you tell yourself, "Why am I still experimenting? Why is this still an experiment?"

**Kathrin Zenkina:**

Right. Let it be my life now.

**James Wedmore:**

Exactly.

**Kathrin Zenkina:**

Yeah. That is so powerful. It sounds so similar to the experiment that I had in March of 2016 when I was on my grandma's couch. That was where "your success is inevitable" concept came in for me. I was on my grandma's couch; we have such similar journeys because my journey really started in a Tony Robbins event. I remember manifesting my own Tony Robbins tickets. This time I had my ex-boyfriend buy them for me as a birthday present, and funny enough at Tony Robbins was where I had my big aha moment that I was in the wrong relationship. So of course he never ended up liking Tony Robbins. I am actually friends with him to this day and he says, "Yeah, Tony is cool. I just do not like how he convinces people to break up with their significant others." I reply, "Okay, whatever. You met your wife because I broke up with you." So, a lot of that.

In fact, I have a couple of my friends at a Tony Robbins event right now, because I am just like this giver of Tony Robbins tickets now. So it comes so full circle.

I remember being on my grandma's couch and coming across a Tony Robbins quote, and it was, "Live as though your prayers have already been answered," and I remember saying, "Whoa," for some reason. I just stared at it for a good 30 seconds, contemplated it, and then I said, "Okay. My position sucks right now. What is the worst that can happen? I am going to end up on my grandma's couch. Oh, look at that. I am already here. I am already at my lowest point. So what is the harm in just going all in?" Because very similar to you, by that point I had maybe seven or eight years of knowing the law of attraction exists. I have read every book; I have listened to several podcasts. I really dove into podcasts more than audiobooks after that, but I have read every book, I went to some seminars, and I just still was not living it.

So I made this commitment to myself: what if for the next 12 months I do everything in my power, in my business, and build this business? This is actually something I do not share very often. When I am on other people's podcasts, they ask me questions like, "How did Manifestation Babe come about?" I never tell them that it was literally an intuitive download where I was in my parents' bedroom and out of nowhere, while I was frustrated with my other business, my fitness coaching business, and not making very much money. I was very frustrated, working so, so damn hard, and not living the law of attraction. I remember this voice coming through saying, "You need to create an Instagram account right now. It is going to be called Manifestation Babe, and this is going to be a brand that is really going to take off for you," and I was like, "What?"

It was so wild and out of nowhere I found so much motivation to just start posting on this random Instagram account that I just created, and I ended up learning how to build a website and all this stuff. However, I still was not living it. So I used Manifestation Babe to be my experiment. We are both INTJ, so I used it as my experiment; "What if for the next 12 months I could document that this is absolutely true, that if I were to believe in the law of attraction 100% without a shadow of a doubt believe my success is inevitable, and share that with the world, and just see what comes about it, then if the game with the experiment was successful at the end of 12 months, then guess what? I just keep living the experiment. If it does not, again, what is the worst that can happen?"

**James Wedmore:**

What is the worst that can happen? Yeah.

**Kathrin Zenkina:**

Right? I know you were building your business in your parents' basement, right?

**James Wedmore:**

Basement, yeah.

**Kathrin Zenkina:**

So it is just so crazy. It is like you just have to go all in and at some point you just have to ... I know that my listeners are listening to podcasts. They are just like me; they listen to podcasts all the time; they buy the audio books; they go to the seminars; they do the retreats, and at some point you just have to make a decision. They are no longer concepts; you have to apply them to your life. You have to actually live it, which is so powerful.

**James Wedmore:**

Where most people have the brakes on, where they are not moving in faith, it is fear of faith, right?

**Kathrin Zenkina:**

Yeah.

**James Wedmore:**

You just demonstrated so beautifully that a lot of times what we are afraid of, and by the way, we can get into a whole conversation of like, a lot of times it does come back to fear, but people say, "No, it is not fear. I just do not want to make the wrong decision."

"Oh, you mean, so you are afraid you are going to make the wrong decision?"

"Oh yeah. I guess I am."

So like nine times out of ten, it really is fear. What most of us do not do, and I am so glad because you just demonstrated that so beautifully, is we do not look at the fear. It is kind of like walking into a dark room or like when you are a kid and the boogeyman is in the closet. It is just this darkness, and because you cannot see it, it scares you even more. So it is like you are afraid of this worst case scenario and then what you did is you took your attention and shined the light on it. You think, "What is the worst case scenario?" When you put some light on it, we tend to realize, "It is not really that bad. The worst thing that could happen is not that bad, and what a beautiful way to free yourself from a lot of that fear." Here is a great example.

How many listeners here have had an idea for a business but have not moved forward yet because maybe they have a couple of ideas, or they are not 100% sold on it yet. Maybe you do not get that download that Kathrin got; I did not get a download like that. I wish I had more downloads like that; that was awesome. We do not all get that, right? For me it was much based on something I teach my students all the time: they are waiting for clarity before they take action. That might be what some of you are doing here, waiting for the download, waiting for the neon signs, waiting for the permission slip before you take action is backwards.

Clarity comes from action. The more action we take, the more clear things become. There is this "I do not know what business to start. I do not know what niche. I do not know about badi, bada, badu." What is the worst that could happen if you chose the wrong? If you went to the wrong niche, the wrong type of client, the wrong type of business, what is the worst thing that could happen? You would probably find out pretty fast. Kathrin had gone with the fitness coaching business, how long had you been working on?

**Kathrin Zenkina:**

Two and a half years.

**James Wedmore:**

Yeah. How many lessons did you learn from that?

**Kathrin Zenkina:**

Oh, my God, so many.

**James Wedmore:**

There is another way that we can look at this: everything in that business simply prepared you for everything you needed to do to succeed with this one.

**Kathrin Zenkina:**

It 100% did.

**James Wedmore:**

What is going to prepare anyone listening by doing nothing? Doing nothing does not prepare you for what you want. So even going in the wrong direction will give you clarity on what the right direction is. It will probably give you the lessons, the tools, the skills, and the experience you need so that when you do go in the right direction, you are going to be equipped. Because if you had to learn all the lessons you learned from two and a half years of that business, imagine if you learned that while you were starting that account, it would have taken two and a half years longer.

**Kathrin Zenkina:**

Right, exactly.

**James Wedmore:**

That is what people do not get. When I started, I was a bartender. I was teaching online bartending school.

**Kathrin Zenkina:**

12 years ago.

**James Wedmore:**

Yeah, exactly. It was like everything I learned there prepared me for what I did next and there were other phases. We do not have to get into my whole story, and then that prepared me for the next thing. Everything is like the leapfrog effect.

**Kathrin Zenkina:**

I am a big believer that success and failure are not two different paths. They are actually one and the same because you have to fail your way to success.

**James Wedmore:**

You have to.

**Kathrin Zenkina:**

I know that there is so much power in learning from your mistakes, and mistakes are the only way to learn. Success is such a poor teacher and it is your failures that are going to attach emotion to the lessons so you never repeat them again.

**James Wedmore:**

Success is a poor teacher. The other way to say it, what I really love, is success makes for a lazy student.

**Kathrin Zenkina:**

It does.

**James Wedmore:**

When you are happy, celebrating conditional happiness and you are all grateful and excited, most people do not stop and say, "Okay. So what really made that work? What really made the difference?" However, when something does not go your way, which is life by the way, that is when we have the opportunity, the blessing, to stop and ask, "What is going on here? What causes it? What did I miss? What am I not seeing?" That is the most beautiful moment. Those questions create everything that we need. When you are sitting there doing nothing, you are not going to have any of that. This is just waiting to get started and then we never do.

**Kathrin Zenkina:**

Right. You have a program called Business By Design, which is absolutely, mind blowingly amazing. You have created a bible for people.

**James Wedmore:**

The business bible.

**Kathrin Zenkina:**

Literally the business bible, and it is amazing and something that I personally take in. I have had my whole team go through it. Anyone who I mentor, a couple of people in business, some of my friends, I always tell them, "You need James, you need Business By Design."

So, part of your passion for creating that program and what you do every single day and how you show up for other entrepreneurs, does it come from that 12-year journey that you have had with all the different mistakes that you have made? You, in some way, shape or at least help alleviate some pain in other people's lives by saying something like, "Okay. Even though you are going to learn from your mistakes and mistakes are good to make, there is a lot of pain I can save you. There are a lot of shortcuts I can give you. Yes, you are still going to learn, and yes, you are still going to have to be resourceful, and yes, you are still going to really do the inner work and believe that your success is inevitable. Is that where your passion comes from and is there any particular mistake that you see business owners make that you would take out of their tool belt so they would save themselves so much time and energy and pain?"

**James Wedmore:**

I think the short answer to the first part of that question is this idea of what if your journey and everything that you are going through is happening for a reason, in order to shorten someone else's journey?



**Kathrin Zenkina:**

I love that.

**James Wedmore:**

Just to make the journey a little bit easier for somebody else. My journey was really long. I mean, it was five years before anything popped, anything started working. There is still a big driver inside saying, "If I could save four years for someone, four and a half years, four years and 11 months, then that is a win for me." Our students end up having a much shorter journey, and that is really weird, too. When I see students in their growth, I tell myself, "Man, if we were starting at the same time, they would be kicking my butt right now." I think about students that have been at this for like six months and say, "They are giving their launch debriefs," and they have made 50,000 bucks. I think, "Yeah, that took me five years to do. Wow, that is crazy." That brings me immense joy. When you see the ripple effect of what it does to change someone's entire life, that is the drug that you can get addicted to that just never wears off.

**Kathrin Zenkina:**

The best drug.

**James Wedmore:**

It really is.

**Kathrin Zenkina:**

Better than Adderall.

**James Wedmore:**

It really is. Maybe what drew the listeners to Kathrin's stuff is the money and material things, which is ok. However, money is like the lowest form of motivation.

**Kathrin Zenkina:**

Yeah. It is also a byproduct.

**James Wedmore:**

It is a byproduct, and the thing is, most people do not get it because they are kind of in survival mode. They are focused on, "I have to pay the bills. I got to just get this amount of money so that I can survive." So when you are in what we would call survival mode, it is really hard to receive a message saying, "We do what we are doing because we are going to change someone's life." You just think, "That is great. I just need to get some money."

**Kathrin Zenkina:**

Yeah.

**James Wedmore:**

And I am telling you, if you started operating from that place of thriving saying, "I am going to make a difference in someone's life," that is where the money comes from.

**Kathrin Zenkina:**

It is going to take care of you anyway as a byproduct.

James Wedmore:

Exactly. So, there are a lot of mistakes that I see. The biggest one is not doing anything, taking no action.

**Kathrin Zenkina:**

Mm-hmm (affirmative).

**James Wedmore:**

How long are we hesitating and waiting to make a decision, not realizing that not making a decision is a decision? When the options are A, B, or C, whether it is to start that business, which niche or which way you are going to do this, or what is the strategy or who should you follow Or blah, blah, blah, not doing anything, not doing A, B, or C, we have to come face the facts that that is a decision.

That you chose option D, which is do nothing. The fact is that every successful entrepreneur, business owner, CEO, whatever you want to call them, had to master the ability to make great decisions very swiftly. By the way, there are all these cool articles out there about fortune 500 execs that use intuition primarily for their decision-making skills and abilities. You have to make so many decisions in a day that you cannot be analytical and weigh the pros and cons and all.

I use my gut and my intuition every single day. We just hired someone today. It was purely based on gut.

**Kathrin Zenkina:**

Wow.

**James Wedmore:**

Purely based on that. That is the thing, is like there are studies on decision fatigue; I do not think there is any studies on intuition fatigue, right? Because Source is not limited. So you can tap into that all day long.

**Kathrin Zenkina:**

It is a choice.

**James Wedmore:**

It is a choice, you could choose not to, but doing nothing is a decision. It is a decision to do nothing, and doing nothing is the only way that guarantees that you will not get any results. Because action is a prerequisite of results, right? Permission is a big one. Most people are

ingrained in a society, this is where I get on one of my conspiracy rants, but most people are ingrained in a society of needing permission.

Think of it as a kid. Most people go to public school; you have to raise your hand to go to the bathroom (your body needs to do bodily functions and you are not allowed to do that unless you get permission from someone bigger than you). So even that whole idea, "I am small and the rest of the world has the answers," makes you start to notice how much in your life you are waiting for permission. You do not do something without asking. I even found myself doing it.

We went out to dinner with our friends, the other night, and there was a random door to go outside, and I went up to the servers and I said, "Can I use this door to go outside?" And she kind of looked at me, she replied, "You can do what you want." I said, "That's right, I can. I knew that. I was testing you." Then I thought "Wow, why was I even asking for permission? I am a guest at this restaurant; I just need to go outside to make a phone call, and I am asking for permission."

So, where in our life are we still waiting for permission? You raise your hand just to ask a question in school. You cannot get to the next grade until you get permission. Everything is about permission. The fact of the matter is, is when you become an entrepreneur, the moment you say, "I want to start a business. I want to do my own thing. I want to work for myself. I want to be a freelancer. I want to be in charge of my own destiny," it is like we still wait for permission to do that. From whom? Who are we waiting for permission from, the mayor of the Internet? It is never going to happen. That is one of the most beautiful things: when you realize that truth, that no one is ever going to give you permission, because you do not need it, and that no one is ever going to come and save you. You can just be free to go do what you want. Obviously, something that is legal and does not harm other people.

**Kathrin Zenkina:**  
Ethically.

**James Wedmore:**

We know our audience here, right? We are not talking to crazy people or anything like that. The good crazy. For so long I found myself doing that (asking for permission). I actually had a coach and I launched something and she reached out to me and said, "Who said you could do this?" And I was so embarrassed.

**Kathrin Zenkina:**  
Are you serious?

**James Wedmore:**

I was so ashamed that I took it down, took it all down, this whole business that I created, this whole thing.

**Kathrin Zenkina:**

Did you fire her?

**James Wedmore:**

No, no. I do not blame her because if someone said that to me today, I would say, "I did. What?" To me back then, it is just evidence of where I was at, and that I still needed permission. Entrepreneurship is the exact antithesis of it. It is creating something that no one can see. That is what being an entrepreneur is; it is to create something that no one else can see. So how could you possibly get permission to create something that no one else can see? It does not work that way. You get a download, but no one gives you permission. Even when you start sharing that with people, if you did, they will probably think you were nuts. They do not say, "All right, you have my approval."  
"Oh good, now I will do it," which is what most people are doing.

I really want people to transcend that, to opt out of this permission-based paradigm. Notice when we are still in any area of our life, when we are still looking for permission, even from the boyfriend, girlfriend, spouse, and bosses. Of course do your job. If you work for somebody else, you have to do a good job and all, but what I am talking about is asking for permission to just live your life.

**Kathrin Zenkina:**

Your toughest critics are those closest to you. I mean, most people live in a bubble around their family, their friends, and their boss at the time, because I worked a 9:00-to-5:00 job when I was building Manifestation Babe. I would always hear comments from some of my coworkers saying, "You are charging how much? For what?" I just knew it, thank God; I had the awareness to think that, "They are going to be the toughest people and it does not matter what they think. When I sell out my retreat, I am going to show them everything and it is just going to be okay." I think a huge mistake that people make is that they immediately want the approval of their spouse. You and I had to both go through many things around our spouses, like when they just do not get it when we buy certain things off the Internet that would help us raise our vibration and they might always be saying, "You are paying how much for what?" I just laugh about it because if it raises our vibration, we are in. We just know how powerful that is. We know the ripple effect of that.

**James Wedmore:**

There is nothing more valuable, and you are worth it. I wrote my stories, they tagged you in it, about you recommending the BioCharger, and all these people wrote in. They were asking, "How much is it?"

Kathrin Zenkina:

14 grands.

**James Wedmore:**

I, straight up unapologetic about this, say, "This is \$14,000." one person said, "Oh my gosh, I need this. How much is it?" I said, "14," and I just made sure to include, "And you are worth it."

**Kathrin Zenkina:**

Wow.

**James Wedmore:**

You are worth it, if this is something you want. I made a rule for myself a long time ago. It was about 2012, I was living in New York. I came home and I just got this desire in me, and I said, "I want to skateboard," and I went into the local skateboard shop. There was a skateboard for 100 bucks, and buying that thing was so scary. Like to spend \$100 on something that was not to build your businesses, and it is just like a toy for me, that is like being a kid again.

When I did that and I saw the difference it made for me to let that money go for something for me that was nothing but enjoyment, and improving my internal state, I told myself, "If I truly want something, if it is a 9 or a 10," (10 is like a hell yes, nine is like almost, I will survive without it) "if it is a 9 or a 10, I never, for the rest of my life, am going to let money stand in the way from what I truly at the deepest level want. Money will never be the thing." For most people, it is what rules their freaking life.

**Kathrin Zenkina:**

It does. Yeah. I want to tell what is really powerful, especially like you mentioned you are an INTJ, and so am I, and that is according to the Myers-Briggs personality type. Though you would call it Myers-Briggs, yeah. So INTJs are known to be very robotic. I remember always hating the Myers-Briggs, like especially when I got into personal development and this concept of, "You can be whoever you want to be," and blah, blah, blah, blah, blah, and you can choose your identity. I remember looking at the Myers-Briggs as like one of the most limiting things because I didn't quite understand it through your perspective. When you shared your perspective around how powerful knowing your personality type can be, I finally understood that it is all about discovering your strengths and then banking on them, and outsourcing your weaknesses and just knowing that you have a place in this world and you have gifts that no one else has, and your purpose in this lifetime is just to bank on those gifts and change people's lives, and it is just so powerful.

One of the things around INTJ is that we are very logical. We are very left brained; we are very analytical and you and I both use intuition in our businesses. Is it like an INTJ to also be intuitive or is that something that you think we at some point realize that we are all connected to Source and no matter what personality type you are, you have this intuitive edge, and then your other gifts come from your personality type as an INTJ?

**James Wedmore:**

Yeah, and boy, woo! We could do a whole hour on the question you just asked.

**Kathrin Zenkina:**

Oh, my God. Part two coming.

**James Wedmore:**

I mean, really, I did a two-part episode on my podcast all about personality types, and I could have done 10 more. It is so fascinating. Now again, nothing is absolute, this is a guideline. It is something that is just nice to know about. What happened to me in about 2009, still struggling to grow my business, I met somebody, and they said, "You are an INTJ," and I said, "What did you call me?" Never heard of it before. Then he proceeds to describe everything about me as if he was a psychic who could tell my whole life. He even made this whole thing about why I chose to wear what I wore that day.

**Kathrin Zenkina:**

What?

James Wedmore:

He said, "You wore what you wore because it was the closest thing at the top of your dresser and it was the most efficient thing and most comfortable casual thing for you."

**Kathrin Zenkina:**

Is that true of your outfit right now?

**James Wedmore:**

I try to be a little more strategic. I still want to be comfortable because I think to myself, "We are going to be filming today. I should put on a nicer shirt."

**Kathrin Zenkina:**

Your lightning bolt shirt.

**James Wedmore:**

Yeah. My superhero shirt. Not like a mustard stain or something like that, just something clean today. So, back to that guy I met, I thought, "Wow, how does this person know everything about me?" Then he said, "Well, first of all, I am an INTJ, too. Go home, take the test, and read the description." For the first time in my life, I thought, "I understood a little bit more about myself." I think a lot of us, we always feel like we are the weird ones and there is something wrong with us. I grew up with that. I grew up with a lot of that, because I was very shy (what you would call shy, but just very quiet). I did not want a lot of friends. I did not want to be popular. I did not want to be talking to people all the time. As a result, I just thought there was something wrong with me. I would just ask, "What is wrong with me?" When I read about my type, it made perfect sense.

It gave me an answer to a question that I did not know. I always asked, "Why am I this way?" I read my thing and I thought, "That is me. Now I know why." It allowed me to see things that were strengths that I had been seen as weaknesses. That was really eye-opening. It actually

gave me a lot of self-confidence; it was really a lot of self-assurance. So, if it works for you, great. If it does not, do not use it. However, it brings up a whole conversation of, "Is this who we are? Are we in this box now?" I like to say no. Are you right-handed or left-handed?

**Kathrin Zenkina:**

I was born left-handed, but it is apparently a sin in Russia to be left-handed at the time that I was born. So my grandma literally pinned my left arm to my clothes and I was forced to become right-handed.

**James Wedmore:**

Same thing with my dad. He was born left-handed and his parents said, "No."

**Kathrin Zenkina:**

Insane belief systems.

**James Wedmore:**

Exactly, but it is a great metaphor for our personality types in terms of Myers-Briggs. They are temperaments. So, the fact that you were born left-handed and you could learn right-handed, it just proves the exact same metaphor or analogy that you can be born one type, but you can learn the other side. It is a temperament. You had a preference towards the left hand, and through conscious awareness and new habits, you focused on becoming right-handed. Same thing here.

Even if I am very analytical, I can choose to open up a little bit more to intuition and not just over analyzing and overthinking. It is a conscious choice at first, but over time, boom! So today, and we were talking about this before the show, I think what can make someone really have a superpower is a whole brained approach to their life, especially to business is to have that left-brain analytical linear mind. We do not want to poo-poo one or the other, right or wrong; it is like let us combine that with the right brain, the intuitive, the creative, the inspired mind, and let us have a whole brained approach to our life or to our business.

I think when I brought in all this weird woo-woo intuition stuff, what it allowed for me to do was approach. It was a whole brained approach and that is where things really started to take off. I said to myself, "I am a strategic business owner. I know strategy, principles, marketing, funnels; I know all this type of stuff." Then when I combined them with this intuitive inspiration and high vibe frequency matching what I wanted, it was like, "Game over."

**Kathrin Zenkina:**

Yeah. You are the face of your brand and so am I, and for INTJs, that makes them feel very uncomfortable. We like the behind the scenes; we would rather hide; we would rather work alone, and all of a sudden now we are talking to thousands upon thousands of people and showing up on livestreams and running teams, and there are people constantly around us. How did you come to that?

**James Wedmore:**

Yeah, no, no. I tried. I tried to be behind the scenes for other people.

**Kathrin Zenkina:**

Yeah, you did.

**James Wedmore:**

I liked it, but here is the funny thing; I was the behind-the-scenes person for someone else's front man and I thought, "I could do better than them."

**Kathrin Zenkina:**

Such an INTJ.

**James Wedmore:**

I know. It was so stubborn, too; it is this stubbornness, and so I thought, "All right. I might as well just be both, and put myself in front and behind." Because they want to be the behind-the-scenes person, but they do not work well with others.

**Kathrin Zenkina:**

Exactly.

**James Wedmore:**

Oh, man.

**Kathrin Zenkina:**

We are so complicated.

**James Wedmore:**

So complicated. They just do not work well with others. They are the type of person who when they were in high school or college and the teacher says, "Okay. We are going to do a group assignment." They just say, "No."

**Kathrin Zenkina:**

F no.

**James Wedmore:**

"Just let me do it on my own. I do not want to deal with people."

**Kathrin Zenkina:**

Yeah.



**James Wedmore:**

So I did resist all that stuff, and then it was me. Then I tried building a team because I knew introverts are especially about efficiency because they notice that their energy gets strained really easily. So they become very sensitive and mindful of how much energy they expend. I was really looking for ways to be more efficient and I thought, "Ooh, hiring a team and systems and all stuff." I just was doing it all wrong, and years and years of doing it the wrong way, and I finally learned the right way.

It comes back to "we can be, do, and have whatever we want," and I could choose to become the person I needed to be to run the team and run the business that I wanted, and who I am today. I do not know if I have shown you my before and after photo.

**Kathrin Zenkina:**

No.

**James Wedmore:**

Maybe we will link it up or something, but who I am today is a very different person than when I started my business. We found this picture, and this is me when I started 12 years ago, versus me just a few months ago.

**Kathrin Zenkina:**

Stop.

**James Wedmore:**

I am a very different person.

**Kathrin Zenkina:**

Oh my God.

**James Wedmore:**

So this is a picture of me like 50, 60 pounds heavier, like before I got into the Adderall.

**Kathrin Zenkina:**

Completely different person.

**James Wedmore:**

So I was 230 pounds, dropped all the way down to 140, 145. I was covered in acne. I was super insecure. So, we are not pigeonholed. We are not put in a box. You can create yourself however you are. Like you are right-handed. Great. That does not define you. It just means that you write with your right hand.

**Kathrin Zenkina:**

Yeah.

**James Wedmore:**

These are preferences. They are temperaments to who we are and they absolutely can change. Absolutely.

**Kathrin Zenkina:**

Yeah. I feel like your personality type will also teach you a lot. Very quickly, I had to learn how to recharge, especially when I do not really have time, have podcasts to record, interviews to do, my team is coming over, then we have this team meeting, and then tomorrow I have dinner with friends and it felt like I figured it out. It is such a huge lesson for me and such a huge experiment for me to figure out how to balance the introverted and extroverted side of myself, how to collaborate with people without draining myself, how to bring in intuition without losing that logical side, how to marry the two together. It is like you always share the quote by, is it Bandler?

**James Wedmore:**

“The quality of your life is determined by the quality of questions you ask.”

**Kathrin Zenkina:**

Yeah. So it is just asking yourself better questions.

**James Wedmore:**

Always.

**Kathrin Zenkina:**

Knowing that you are designed a certain way. It is so funny because we are both INTJs. We are both Libras; we will have the same human design, so it is like so many crazy similarities.

**James Wedmore:**

It is crazy. Yeah.

**Kathrin Zenkina:**

So, we are designed to be in a certain way.

**James Wedmore:**

Our spouses are very similar.

**Kathrin Zenkina:**

I know, I know. So similar, it is crazy.

**James Wedmore:**

They put up with so much.

**Kathrin Zenkina:**

They put up so much.

**James Wedmore:**

Poor thing.

**Kathrin Zenkina:**

Still, it is powerful because you taught me that it is not a box and no one is ever put in a box. However, if you can figure out how the Universe puts you in a very specific body, with a very specific personality, with very specific gifts, and how you were designed in that way to help people, I think it is just so freeing. Your only job is just to discover yourself and what you are capable of doing and what your potential is.

**James Wedmore:**

Completely. Yeah. I do not look at myself today saying, "I cannot do that because it is not my type. So I do not know if others would, but I do not." Look at the last letter, the J, which is judger, which does not mean anything about judging. It just means a lot of structure. So what that can actually mean is to put a little spontaneity in your life every once in a while. It is good to just go do something randomly today. It is healthy to create some balance there, counteract what your normal tendency is, just to experience something different. Anytime you do something really spontaneous, it probably feels really good.

**Kathrin Zenkina:**

It does.

**James Wedmore:**

And you end up saying, "Man, why don't I do this more often?"

**Kathrin Zenkina:**

And then at some point you say, "Okay. Let us go back to the structure."

**James Wedmore:**

Yeah, "Where is my routine?"

**Kathrin Zenkina:**

So it is like finding balance, knowing that there is no such thing as balance, but at least getting as close as you possibly can without driving yourself insane.

**James Wedmore:**

Yes. I think we crave the other side of that. I think even an introvert wants to be the life of the party and they just do not want to do the work it takes.

**Kathrin Zenkina:**

Right.

**James Wedmore:**

As a judge with all that structure, you want some spontaneity. It is like we love the idea of being spontaneous. So go do it every once in a while. See what happens. So, it is to know thyself. I think it is one way to know a little bit more about who you are.

**Kathrin Zenkina:**

Yeah. Well James, thank you so much for this powerful interview. I just have a couple of more questions for you.

**James Wedmore:**

Let us do it. Yeah.

**Kathrin Zenkina:**

One is, what do you believe your next level to look like? What are you excited to create? Because you are already so freaking successful, and I am so inspired by you and all that you have created and your team, and you are obviously one of my mentors. So, what are you manifesting into your life?

**James Wedmore:**

I think someone asked me this recently. I am sure you have had many of these experiences where you are like catching up to what you have created. Do you know what I am talking about when you say that? There is a part of you that is still catching up with where you are, and I am kind of in that phase of really enjoying them. We had a big last 18 months, a very big growth year. It is kind of just enjoying that right now.

**Kathrin Zenkina:**

You went from three to eight million in 12 months?

**James Wedmore:**

Yeah. We were on pace for two and we added a million at the end of the year, not expecting that. So that hit us at three, and we had done like two the last three years. I was doing something that was plateauing us, and then boom, went to eight. We are in the middle of the year, so I could give predictions, but who knows, anything can happen.

So, still catching up with that in a lot of ways. We have a 10-year vision that really scares the crapola out of me. That is something that is much more like nationally recognized. We really love the coaching and the teaching that we are doing, and I really want to bring the methodologies. We are working with a lot of coaches right now that we have trained a bunch of coaches. I now have a staff of 20 coaches.

**Kathrin Zenkina:**

So impressive.

**James Wedmore:**

It is crazy.

**Kathrin Zenkina:**

Holy crap.

**James Wedmore:**

We are in a whole phase of training them, and part of the 10-year vision is to make the technology that we are creating, the coaching technology, more mainstream. So any business owner, not just an online entrepreneur on the Internet taking a course.

**Kathrin Zenkina:**

Another bible.

**James Wedmore:**

Yeah, exactly. Exactly, and that these could be training facilities and workshops available all over the country, maybe over the world. They are not even taught by me. We have certified practitioners that come in and stuff like that. So, that is really big.

**Kathrin Zenkina:**

And exciting.

**James Wedmore:**

And exciting. That may be the next phase. It may not be, but it does not matter. What matters is I am thinking about those things, and that always gets you to just stretch a little bit more. That was the other thing I learned from that depression phase of my life, where I hit everything I wanted: always be thinking, dreaming, about that next big thing while enjoying what you have currently.

**Kathrin Zenkina:**

Yeah, while enjoying what you have currently. It is like constant paradoxes and bounces.

**James Wedmore:**

Yes.

**Kathrin Zenkina:**

Wow. So, where can all my babes find you? Because I know that they are going to rush to your Instagram right now because they are so inspired from this interview. Where else can they find you?

**James Wedmore:**

Yeah, Instagram is a great place, and then if you would like to listen to my podcast go to [mindyourbusinesspodcast.com](http://mindyourbusinesspodcast.com).

**Kathrin Zenkina:**

Which you should. You really should.

**James Wedmore:**

Thank you.

**Kathrin Zenkina:**

I think that is one of the only podcasts I listen to.

**James Wedmore:**

Oh, thank you. We are on iTunes and all the places that you would listen to podcasts, like Stitcher and Android, all those things. Well, we know where they all are; you guys will find it. Now we have got about 270 something episodes on that show. I have been doing it for like three or four years now and loving it.

**Kathrin Zenkina:**

Wow.

**James Wedmore:**

Talking about all the same weird woo-woo stuff that you do.

**Kathrin Zenkina:**

Woo-woo, yeah.

**James Wedmore:**

My real passion in all of this has been that I really want to introduce these concepts to the business owners and the entrepreneurs. So there are a lot of entrepreneurs that have been limping along and think, "I learned all the funnels, the marketing, all this stuff. It is still not working." So "All right. It is time to look within now." It is so exciting to hear all those stories where they say, "That is when my business exploded, when I combined the two." I say, "Yeah, me too. Me too."

**Kathrin Zenkina:**

Right. Yeah. Manifestations edge you guys.

Well, if you are listening to this podcast right now, make sure you take a screenshot, make sure you tag both James Wedmore and I together so that we can respond and we can see. We would love to know your aha moments and all your breakthroughs, because I know that this is a powerful juicy episode. I am currently manifesting for it to be one of the top most downloaded episodes because it is amazing. There are so many golden nuggets that you shared, so many inspiring stories. I just wanted to thank you once again for being on here.

**James Wedmore:**

Thank you. Thanks for having me the honor to be your first guest and I hope I lived up to your expectations.

**Kathrin Zenkina:**

You absolutely did.

**James Wedmore:**

Even though you probably didn't have any, but I hope it lived up to your listeners' expectations, as well. So, thank you guys for taking a chance on me.

**Kathrin Zenkina:**

I love you guys so much. I hope you have a fantastic day. And I will catch you in the next episode.

Bye.

Thank you so much for reading this episode. Thank you for sharing. Thank you for tagging me on Instagram. Thank you for leaving a review on iTunes and I hope you are enjoying the free manifestation hypnosis that you get when you leave a review. Just screenshot it and email it to my team at [hello@manifestationbabe.com](mailto:hello@manifestationbabe.com) and I will see you in the next episode.

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.