

Episode 109: Phrases To NEVER Say If You Want A Successful Business

Hello Gorgeous Souls!

Welcome back to the Manifestation Babe Podcast!

So today is a continuation of an episode I did before, it was called *Phrases to NEVER Say If You Want To Be Successful*. I got so much feedback from you guys sharing how you would love for me to turn this into a series so I decided to keep track of many phrases that I see people say in my Instagram DMS. Also, if you want me to reframe something for you, it is best if you send them to my Instagram DMs because I am going to be collecting them and creating a series out of them.

So today we are going to rephrase phrases to never say if you want a successful business. Now I am not here to brag, but I look at myself as a professional at reframing. I think I can take any negative situation, any adversity, anything that does not go my way and somehow always find the silver lining. I have become so good at bouncing back from adversity, mistakes, and failures, that it just does not derail me anymore. I no longer give it any negative meaning, because I have become so good at creating a positive reframe out of everything. That is essentially what this podcast episode is about, as well as phrases to never say if you want to be successful.

The phrases I am going to share with you today are obviously associated with business, however, I think you can apply them to all aspects of life because this really does have to do with mindset in general. If you are into having a positive reframed mindset, then you definitely want to keep listening. The way that I see it is that if you want to be successful, you need to get really good at reframing. You need to get really good at changing what you say about certain events or how you think about certain events, especially what they mean to you. This is related to everything that I am going to talk about today. I will also share six phrases with you that I am going to reframe. It is important to note that it is the meaning that we isolate out of what we say that creates the reality behind what we say. Of course, as you guys already learned from the previous episode, *Phrases to NEVER Say If You Want To Be Successful*, the subconscious mind, like a sponge, will absorb anything that you say out loud. Everything you say out loud, the subconscious mind deems "important," and if it's perceived as important, your subconscious mind immediately translates it into truth. Whatever becomes truth to your subconscious mind is what is going to be attracted into your life. Whatever is going to be attracted to your life is what is going to show up in your reality. So, this is why it is so important to reframe the negative things that you say.

At first, it is going to sound like you are just reframing something and just saying it in a different way. It will not feel like it is going to impact your life immediately, however, with enough repetition, while changing the meanings and feelings behind the new statements, eventually, your subconscious mind will think this is the truth. This is what you are going to attract. Your brain will filter out anything that does not relate to the new statements and then your reality is

going to be created based on the new building blocks you have created. So what you essentially speak out loud becomes the building blocks for your reality. I say this all the time and it's something I learned in my NLP class: *Words and language do not just describe your reality, they determine your reality.*

Phrase Number One: Once I hit \$10,000 a month, then I will finally feel successful. I hear this phrase often, and you can put in whatever dollar amount you wish for your income goal. People often follow up that phrase by saying, *"When I finally have that safety cushion, I will finally have the ability to do _____, or I will feel safe and certain enough to continue and go bigger."* Here is the real harsh truth, even at \$100,000 a month or more, there is no such thing as a safety cushion. There is just as much fear and anxiety around losing what you have, not having certainty or not having security around a huge amount of money as you do with a smaller amount of money. People think that when they reach a certain amount of money, they will feel successful, certain, and safe. The thing is, this is simply not true. I do not feel any different today than I did when I was making \$5,000 - \$10,000 a month. In fact, I feel exactly the same. The biggest misconception that people think is that it is going to feel different when you are successful or feel different when you finally get a certain amount of money. Some people even tie a certain amount of money with feeling worthy or enough. Your mindset does not just change because your circumstances change. In fact, your circumstances change when your internal feelings change. The key here is to feel successful before you can attract success. You will never feel successful unless you choose to feel successful now. So let me ask you this when you have \$10,000 month, how is that going to make you feel besides certain and safe? Don't you want to feel excited, liberated, freedom, joy, happiness and like you are making an impact? When you feel those feelings you will be able to manifest whatever it is that you need into your reality. Since there is no such thing as a safety cushion, I want you to start getting comfortable with being uncomfortable. So to reframe the statement above, instead of saying *"Once I hit X amount per month, then I will finally feel successful,"* instead, start saying, *"I feel successful now. I am so excited to create \$10,000 months as a result of how I feel."* You can, of course, insert any numbers here. So let's say \$20,000 a month is your goal in your business, then you would say, *"I feel successful now and I am so excited to create \$20,000 a month as a result of how I feel right now."*

Even as a multiple seven-figure business owner, I still feel similar fears that I felt back in the day when I only made \$9,000 in a whole year. Yes, I can do more now. Yes, I have more. Yes, I have more options and opportunities. Yes, money is freaking amazing. Yes, I can give so much more. However, the internal feelings of how you feel about yourself do not change. If you do not separate those feelings from how much money you make, things will never change. Money is just a by-product, a tool. It is something that happens as a side effect of you doing the inner work.

Phrase Number Two: My launch failed, so that means I'm not cut out for this. I hate launching. This one is a really common one and a really big one. The amount of stress that I hear about launching is crazy. Everybody dreads it. Everybody hates it. Everybody does not

look forward to it. They get so stressed out. They get so anxious about it. I have to say I have felt those feelings and I have actually felt them very recently too, so I get it. I am not immune to it, but we have to start reframing what launches mean to us. Launches can either mean a ton of stress or they can mean that you are about to put your program out for people who have been praying for it.

So I have had several flop launches. In fact, my first three launches went absolutely nowhere. Of course, those launches made me feel really bad and made me feel like I was a failure. I think I had one person sign up for my program, however, I decided to nip that type of thinking in the butt and reframe it. I looked at this as the only way to learn through a launch is to have it flop. I learned much more from my flop launches than I ever learned from my successful launches. When a launch is successful, you are happy that everything went well, then you repeat the exact same process the next time. You are not going to modify anything because it worked the first time. Everything went perfectly, however, if it flops or you make a mistake, you will realize that something did not work. Your brain will then turn its wheels to start thinking about different ideas that you can apply to your next launch. When you start your next launch, you can try something different and then see if that got you closer to success or further away from your goals and numbers. It is not this heavy thing. It is actually this light, fun game that you can play.

So I actually want to make you guys feel better. I had a \$500,000 launch that essentially I learned nothing from because it was so successful. Then I applied the exact same process to another program, without any modifications, and it flopped. Although a flop is relative, but after a \$500,000 launch to have a \$100,000 launch it was considered a flop. The expectation was to have a million-dollar launch. For some of you \$100,000 launch might be amazing, so I'm not here to say that a hundred thousand dollars means that it flopped, it just means that it is relative to what you think is a flop.

Launches are only stressful because you are choosing to make them stressful, you do not have to give it that meaning. The reframe here instead of saying, *"My launch failed, therefore I am not cut out for this and I hate launching,"* you can tell yourself, *"I love launching because it means I am serving people with my program.* Whether or not your launch is a success, it does not matter because you will learn a lot and help a lot of people. This is the point of your business in the first place. Business is about solving problems for people, helping others, and impacting others. Your income is not a direct reflection of the impact you are making on other people's lives, how many problems you solve and the level of the problems that you solved for other people. So in the process, launches can be fun, because whether or not it succeeds, you will learn a lot, you guys! So if it does not succeed, you will obviously learn a lot. If it succeeds, then at least you will have helped a ton of people and that is the point. Let me share this reframe again. *I love launching because it means I'm serving people with my program. Whether or not it succeeds, it does not matter, because I will learn a lot and help a lot of people.*

Phrase Number Three: The market is oversaturated, and everyone is already doing this.

This one I have posted about many times because it is such a common one, and people say

this a lot. Regardless of what industry you are in, it does not matter if it is online business, the influencer market, the personal brand market, the author market, the real estate market, we always hear this statement. I just want to share an interesting point that I made. Actually, it was a breakthrough that I had a couple of years ago. I was talking with my Bali retreat girls because I felt like a few of them were struggling with their industry being oversaturated and how they felt everyone was already doing what they were trying to pursue. I think one of them was a makeup artist, and she just felt like her industry was oversaturated. When I heard this I immediately started going off and I said, "Guys, no listen. There is no such thing as an industry or a market that is oversaturated. What is actually happening is that your mind is oversaturated."

If you think about it when you are in a certain industry, niche, or market, what you are choosing to focus on most of the time is your own niche. You are focusing on your own market or industry. What you focus on tends to expand and tends to attract like things into your reality. It is no wonder that you feel like your industry is oversaturated. Let us say you are a life coach, and all of a sudden, all you see on Instagram are other life coaches. Your mind is also an algorithm just like Instagram, and Facebook. Just like those platforms bring things into your field that you might like, your brain brings you things that are like-minded to you. So you might come across other life coaches. You might go to the grocery store and overhear a conversation about someone else who is talking about their life coaching business. You might be a real estate agent and all you watch are real estate shows. Then it may seem like this person already claimed this whole territory and there is no room for you. That is just not the truth. The day I discovered this was the day that I realized that not everybody knows who Tony Robbins is.

Tony Robbins was one of my first mentors who made the biggest shift in my life, through his event, *Unleash The Power Within*. If you have not been to that event, I am telling you that event is the reason why I'm here. I thought that everybody knew who Tony Robbins was. Of course, I was so deep into the Tony Robbins world, I went to all of his events and bought all of his programs. I hired a Tony Robbins coach and became a platinum partner. I was so inundated in that space and along with the people I surrounded myself with and the algorithm that my mind pulled up for me, I thought everybody knew who Tony Robbins was. Then people would ask me what I did for a living, and I would ask them if they knew who Tony Robbins was? I had no other way to describe you know, life coaching, manifestation coaching, personal development world. I would always relate it to Tony Robbins and then I would say, "I do something similar to him but, I'm a female. So I'm the female version of Tony Robbins, except they do my work online."

Then time after time people would say, "No, I don't know who that is. Who is that?" My mind would be blown. I could not believe that there were people out there who still do not know who Tony Robbins was. That is crazy. That means he has not helped everyone. For someone who sells out events all over the world that has between 10 to 15,000 people per event, you would not think that man has completely saturated the market. Yet, I constantly come across people who literally lived under a rock and had never heard of him.

One day I just woke up and realized that we are making our industry, market, or niche so much bigger inside our own heads than it actually was. We are playing this game from our Ego. Our Ego is inspiring us to play this game where we have to dim our light and hide. We might as well not even try because someone else already took over the whole industry, or there are too many people already doing what we want to do. It is not that your industry is oversaturated or your market is oversaturated, it really is that your mind is just oversaturated. Once you know that, you can at least become aware of it. At least know that your mind just has a built-in algorithm, it is drawing in people who are just like you and it does not mean that this is everybody else's mind or reality. It is not true that everyone else already hired everyone else but you, and there is no room for you. The truth is that no one in the marketplace is doing the work the way that you are doing it. It does not matter who you are, it does not matter what niche you are in. Nobody can do it the way that you can do it. You have a very unique energetic imprint and you have to trust that you are unique just by being you. So to reframe the phrase, *"The market is oversaturated and everyone is already doing this,"* instead you can say, *"No one in the marketplace is doing it the way that I am. There is room for all of us."* Your natural state and birthright is abundance. There is room for all of us. So let me say that one again. *No one in the marketplace is doing it the way that I am. There is room for all of us.*

Phrase Number Four: I can't build the following I want because the algorithm sucks.

This phrase relates to the actual algorithm. There is an actual algorithm that exists in social media. When people say this statement they are often referring to that algorithm. I cannot tell you how many times I see people posting and complaining about the algorithm. The thing is you guys, the algorithm has always existed. It has always changed and will always keep changing. If you want a constant existence on social media, it is the algorithm. However, it will always freaking change as social media platforms evolve. Therefore, it is not ever something that you can control. Complaining about it only invites more of that negative energy around the algorithm. Instead of being able to work around the algorithm, your mind will always be shut off to solutions. If you keep telling yourself that the algorithm sucks, then guess what, you are going to manifest a reality where the algorithm sucks so bad, you will no longer be reaching people. Even though the algorithm has always changed, and will keep on changing, there are still people who manage to build a following and a successful business. Regardless of the algorithm changing, there are people who started their business six months ago and are already making six figures. By that time, the algorithm has already changed so much and will change again over the next six months, and yet, they have built a following and a successful business. If six figures is your definition of success or their definition of success, then they have already built a successful business. They will also continue to grow because they choose to see it differently. They understand this truth.

My coach actually shared this truth with me the other day, and it has stuck with me so much. I want to pass it on to you, he told me, "Kathrin people do not come from an algorithm. People come from Source and those meant to be helped by you will still find you." A powerful reframe for you would be to say, *"People come from Source and as long as I am in alignment with Source and open to receive, I will be successful."* I can tell you guys that the people that are

meant to find you will find you. They will somehow stumble across you. You cannot stop this as long as you are in alignment with Source and in alignment with every desire that you could possibly want. If you are consistently focusing on the people that you are going to help while having positive visualizations and manifestations around that, then there is nothing you can do to prevent it from happening. As long as your energy and Source are in alignment, they will keep bringing you the people you need. You just have to trust in that. I am such a believer in this and trust that my business will continue to grow. Even though I know that my Instagram is not reaching as many people anymore because of the algorithm changing, I know that just because it is not reaching as many people as it did before, does not mean that it cannot grow. It also does not mean that I cannot reach the right people. It is not about reaching just anybody. Do you want to help just anybody? Do you need just anybody to buy your products or sign up for coaching with you? You want to find the right people and the right people will come!

Phrase Number Five: I cannot afford to hire anyone. This is a huge one I hear all the time. I actually borrowed everything I know around this from my mentor James Wedmore, who is the creator of Business By Design. He passionately talks about this phrase. I am also so glad that I never let it stop me. I have always hired people before I was ready. I am glad I did this because now I have been able to scale my business and create even more income. I basically could not afford *not* to hire anyone. So the reason why you cannot afford to hire anyone is because you have not hired anyone yet. This may sound counterintuitive, and like such a paradox, but it is so true. It is probably not ideal for you to spend 10-60 hours a week doing tasks that can be done by a virtual assistant overseas for \$3 an hour. Although those tasks might be important to your business management, it is not necessarily inside of your zone of genius. Your zone of genius is what is responsible for creating money and impact generating activities. At the end of the day, your business needs to impact people's lives in order to create revenue, and it needs to create revenue in order to impact people's lives. Therefore, by hiring a VA for just \$3 an hour, you can free up 10 to 15 hours a week of your time for just 30 f*cking dollars. You guys \$30 to focus on money producing activities. Think about it, what would you do right now in your business if you could free up 10 to 15 hours of time. Free up time where you do not have to create an E-book. You do not have to edit your own podcast. You do not have to post a graphic on Instagram that can easily be posted by someone else. I still choose to post mine, but I know some people write their own content and hire someone to actually post it. Whatever the task is, imagine having someone else do it for you, for just \$30. The master of hiring VAs and the master of hiring people is James.

So if you guys want to know how to do this, there is a whole section on this inside of Business By Design, specifically how to find the right team for you, not just VAs, but also people who are actual staff members on your team, as well as VAs overseas who can do stuff for you online. The reframe for you can be, *"I cannot afford not to hire someone. By hiring someone ASAP, I will free up my time and be able to create tons of income from my zone of genius."* I cannot tell you how much life changes when all you are focusing on is your zone of genius. For me personally, my zone of genius is creating content. What I am doing right now is my zone of genius. Now imagine if I did not hire anyone, and I had to spend my whole day answering

emails, creating slides, graphics, e-books, managing my facebook group and just doing these mundane tasks. Imagine if all my time was spent doing that, and I had no time to record this podcast episode, and help the people that I want to be helping. By working from my zone of genius, my business is in a completely different place. Had I NOT hired anyone, there is no freaking way I would be able to make the kind of impact that I want to make. So it is not that you cannot afford to hire anyone, it is that you cannot afford not to hire someone. So, if you are seriously stuck in this and you cannot see past this, I'm telling you to start telling yourself a different story. Figure out how to hire even just that one VA who can help you. So again, it is not, *"I cannot afford to hire anyone."* It is, *"I cannot afford not to hire someone. By hiring someone ASAP, I will free up my time and be able to create tons of income from my zone of genius."*

Phrase Number Six: I am afraid to make the money I want because the government is going to take it all away anyway via taxes. This one held me back the longest. This one actually held me back from ever making money. It is crazy how many people stop themselves from generating the kind of income that they want because, number one, they're afraid of taxes and number two, they think it is more responsibility. They think they are going to have to track more, not realizing that you can hire people for that. Guys, you can hire an accountant, you can hire so many people to help you keep track of taxes. All you have to do is write a check to the government and you know that everything is being accounted for. Your accountant will keep track of the bookkeeping aspect of things. There are ways around this fear, you do not have to let this stop you.

However, I know that some people have this perception that the government is going to take all their money away anyway. I used to be afraid of that, too. The thing is, and the truth is, I think taxes are great. I really do. I believe in taxes, even if I do not always agree with how the taxes are being spent. Generally speaking, I like nice clean paved roads when I drive. I also like libraries. When I could not afford books, I used to check them out of the library all the time. I am so grateful that libraries exist. I like having policemen, firefighters, and other government-paid workforces around. I want to make sure that they are paid, taken care of, have benefits, and that their families are taken care of so they can continue doing their jobs. There is nothing wrong with taxes. It is great to pay taxes. Now, the truth is, I live in California and my tax bracket is about 50%. Do I absolutely love that I pay 50% of my business income away to the government? Not necessarily, but you have to remember that taxes, generally speaking, in the United States of America and other parts of the world, are a sign of wealth in the country. If you do not pay any taxes, chances are your business probably did not make any money the year prior. However, if your business made money, then guess what, you are going to pay taxes.

I look at it this way. There are many houses up on the hill in Los Angeles, right at the base of the Holmby Hills, which is a very affluent, wealthy area (I think Beyonce and Jay Z's house can be seen from my apartment). I always look at these huge mansions and think, why are those people not concerned? How come they pay their taxes and still have money left over. They still live in their mansions, own businesses, and are happy and successful. At least I hope, they are

happy, but nonetheless, they are still doing it. So why can't I? Why can't you? Why can't we generate so much abundance that taxes are not even something that we think about? I am so proud because last year in 2018, and this year in 2019, paying my taxes was a big fat, multiple six-figure check, yet, I was so happy. I was so happy to send that off to the IRS. I was so excited because I knew that meant that my business made a ton of money. I would much rather pay taxes, then not pay anything at all or get a refund. Getting a refund probably means I either have a job, or I did not make any money, that's at least how I see it.

I also created an affirmation for myself when I wrote that big fat check, which was, "The more taxes I pay, the more money I make." Instead of saying, taxes, f*ck taxes, or I am afraid to make money because it means taxes. Instead, why not create an affirmation? Why not create a different reality? Now every time you are hit with a tax bill, you can say, "*The more taxes I pay, the more money I make. I paid a lot of taxes, which means I get to make a lot of money.*" How much more expansive does that feel? How much better does that feel? How much more high vibe and abundant does that feel to you?

Okay, so those are my six phrases to never ever, ever say if you want a successful business and what to say instead.

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 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 some magic.