

Episode # 113: How Money Mindset Transformed This Inspiring Mom & Business Woman's Life with Carly Eldred

Hello Gorgeous Souls!

Welcome to a special episode of the Manifestation Babe Podcast!

Today I will be highlighting and sharing one of my amazing Rich Babe Academy students, Carly Eldred from Ambition Babes! I recently spent an entire day with Carly in L.A. as part of a VIP day giveaway that I gifted to the best Rich Babe Academy (RBA) transformation of January 2019. Carly is such an amazing soul. She is bubbly, full of joy, and has a ton of wisdom to share. In this episode, I will be chatting with Carly asking her some questions about what actually transformed in her life since she decided to say "Yes" to Rich Babe Academy. I hope this inspires you to join the next round of RBA! Now let us hear what Carly has to say.

Kathrin Zenkina: Carly, how are you today?

Carly Eldred: I am so good.

Kathrin Zenkina: Good! Carly and I actually spent an entire day together in L.A. after she won the best Rich Babe Academy transformation giveaway. What was it, last week? A couple of weeks ago?

Carly Eldred: Yeah, a couple of weeks ago. It was incredible.

Kathrin Zenkina: It was amazing. I absolutely loved hanging out with you. We spent an entire day together in L.A. We got massages. We ate plenty of food. We drove all around. We went to the beach in Malibu. We just had a freaking blast. Some of you guys have been asking me to feature some of my students' stories and I decided that it was time to finally bring on some of my best transformations from Rich Babe Academy to show you guys that normal people just like you enroll into the courses. I want to feature as many different stories as possible. I want you guys to see that people just like you walk into a course for the very first time or maybe for another time to help them work on another area of life and I want you to see that everyone starts at different points. Everyone works through different things. I hope to highlight as many people as I can to show you that everybody in their own way has their own transformation. Hopefully, it will inspire you to come into one of my academies in the future.

Thank you, Carly, so much for being my first student success story and essentially my test subject for today's podcast. I appreciate it so much.

Carly Eldred: No problem. Happy to be your guinea pig!

Kathrin Zenkina: Yay! Carly, tell us a little bit about yourself because people do not necessarily know exactly who you are. When we talked in L.A. and you fascinated me. The amount that you have accomplished and all the different things that you do. The niche that you are diving into for this year that Rich Babe Academy really helped you with. What is it that you do? What are you passionate about? Who are you? Tell us all the things.

Carly Eldred: Yay! I am Carly. I am from Cranbrook, BC, Canada. A very small town. Just goes to show that no matter where you are, you can connect to amazing people and do incredible things. I have a degree in social work, but I actually was able to leave that career even though I loved it so much. I loved helping people. I knew that I could connect in the online space and help people in another way. I'm married to an amazing man, have two beautiful little boys. They are so cute. Kathrin and I were actually in the same health and fitness MLM years ago. We found out, that we were at the same big event two years in a row, but we did not know each other.

Kathrin Zenkina: You guys, when we talked at the spa, I remember we had the exact same timeline around that MLM company. We were literally at the exact same events but never met each other until RBA.

Carly Eldred: Yeah, it was like our paths were meant to come together at some point. That was really cool for sure. That MLM did not really align with me, but I knew that the online world was where it was at. I ended up getting into a very successful online business marketing myself and it was incredible, but I started noticing a lot of areas where people would say "rise to success and have large teams". Although I was not doing an MLM, I was in that same industry. I realized that many people do not have the leadership skills to accomplish that. There was basic leadership work that people did, but I really see the gap. My business partner, Allie, shout out, she is amazing, we wanted to launch a new company. It was right around the time when I did Rich Babe and I am telling you, it gave me the clarity that I needed to take this next big step to start another business and have it be just as successful.

Kathrin Zenkina: That is amazing. Take me through right before you enrolled in Rich Babe Academy. What was life like and what was it that inspired you to get into the academy? For most people, it is obvious that they want to manifest more money and everyone is starting from a different point. I have people who come in who are already extremely successful but are just trying to get to the next level, however, they still have this fear around money. I often joke that until you work on this internal state of certainty, you will, no matter what, constantly have this fear around money. Where at first you have a fear of failure, asking yourself, "What if it does not work? What if this is a waste of time?" Then, when you actually have it, if you have not done the inner work, you are going to constantly be in a fear of losing it. Thinking, "Oh my God, what if this is not forever? What if I lose it? What if I make a mistake? What if?" You just get so tied up into all of the limiting beliefs that prevent you from taking that next step, whatever that next step is. OK. Take us to right before Rich Babe Academy. What really inspired you to enroll into it?

What was life like at the moment? What was your mindset like? What was holding you back at that time? What was your inspiration for enrolling?

Carly Eldred: I was exactly like that second option. I am looking at the clock right now, and it is 11:11. That is too cool. For me, I have never necessarily struggled with money. I have created multiple six figures in the affiliate marketing world, however, I was like what you said, I was so afraid of always losing it. I like to say I am thrifty. I do not like to say that I am cheap necessarily, but I am thrifty. During your course, I really went deep within my subconscious and found out the roots of why I was like that. I feel like I was just stuck in this place where even if it did not matter how much money was in my bank account, how many large months I was having, I was just always afraid that this was not going to last, even though I had been successful for quite a few years now. I also could never imagine taking another big leap and starting another secondary business. That was out of the question. It was definitely frightening and I just did not have that much faith in the long term vision of the business being sustainable.

During the course, we learned a lot about the ego and our higher voice, and I will not get into it because it is incredible. That exercise in your course was just mind-blowing. I have actually done many different courses and I have gone to different events, however, I feel like the personal development material was not new to me, but at the same time, the way that you laid it out and the exercises that you had us do were so powerful. I finally was able to crack through some of those limiting beliefs that I had held on to for so long. Before I went into this course, I remember asking my husband if I should do it. He was actually pretty supportive. So I dove into it even though I was scared because money is an area where I am tight-lipped no matter how much money I have. It is just like, do not take any more. You know what I mean?

Kathrin Zenkina: Yes. I totally know what you mean. It's something that even I, to this point, that is what I currently work on when it comes to money mindset. I work on how can I expand even more beyond where I am. I realize that the work really never ends. That is why I make the academy open, in order for my students to get lifetime access. This reason being, as you transform and as you evolve, you need to come back to the basics. The basics can be applied to any level whether you are brand new to wealth consciousness or not. Carly and I, we have been doing this for a while, this is not our first rodeo with personal development and personal growth, yet the basics can still help us because it really is about letting your ego go. Your ego wants to tell you, "I already know this, already read a book on it, already heard it." However, do you really know until you are living it? If something is still holding you back on any level, in any area of life, that means that there is still something that you do not yet know. Your higher self is leading you to the answer. As long as you do not allow your ego to be bigger than your higher self, then you will actually take on the solution that your higher self is leading you to.

Carly, I am just super curious, what were some of the limiting beliefs that you discovered in Rich Babe? It can be as simple or as complex as you want. What was it that you believe was holding you back from starting this next business? What were some of your limiting beliefs around money that you discovered?

Carly Eldred: I had so many! It's funny because coming into it I did not actually realize that I had that many issues with money. I have never really struggled. I am successful. Clearly, I have a pretty good relationship with money, but when I broke it down, I actually did not. I was doing many things that were holding me back from new opportunities and bringing more money into my life. I had a very negative opinion about money and believed that there was only so much to go around. There is only so much success to go around and you have to work hard and hustle your butt off in order to ever be successful. I have been learning just so much about letting go, accepting things into my life and knowing that life is happening for me. I was always a believer in manifestation. That is what I mean by getting into this. I thought I knew a lot and I was in an okay place. I thought, do I even want to take the time and energy to go into this course? How is it actually going to help me? I am successful. Is this going to even help me? This is going to be a waste, and it was 100% NOT. It is just crazy to think about how my energy has changed around money and how much more respect, love, and care I have for it. It sounds so funny, but it is so true, the littlest things that I did made such an impact.

Kathrin Zenkina: That is amazing. I am curious, when did you notice a shift starting to happen during the course? When did you start to have your first light-bulb moment where you thought, this is actually working? I have watched your transformation video at least six times. You talk about even after week one you were already seeing changes. Then week three, I saw this inner light within you just growing and growing. Your eyes got wider. Watching it just made my heart melt.

When was that moment for you? Maybe you do not remember, but when did you start to realize? Maybe there is something in your external reality that started to shift immediately? Maybe the way that you felt around money or maybe you felt like the burden came off your shoulder? Did you have a moment like that at any point in the course?

Carly Eldred: Oh yeah, for sure! When you were taking us through, I think it was week one for sure. When you were taking us through the hypnosis, which I really loved, you just have such a great voice for it too. I was in there and almost fell asleep because it was so soothing. I remember thinking I need to stay awake for this. You were taking me through the hypnosis, going back to my roots, and finding out where exactly these beliefs came from. You have to know where you came from in order to know where you are and where you are going. That in itself is incredible. Week two was mind-blowing, that really was my favorite week for sure. I remember messaging my business partner saying, "Everything just cracked open. I can't even believe this. This is so exciting." I could just feel the fuel building and that would get her excited.

I would go through little exercises with her because right away I started seeing that shift, but I also implemented it. I took it seriously and went through every exercise and engaged. I feel like if you do not commit yourself to something, you are not going to see the shifts that you are needing. That was a big thing for me. I literally started seeing money come into my life. The exact amount I paid for the course, I received in a random, retirement check. I am just 30 years old and I am getting a retirement check? That was so weird.

Kathrin Zenkina: Why not?

Carly Eldred: In the first week of doing it, it solidified that this was the right decision. As soon as you actually had announced that one of the students was going to be winning a trip with you to L.A. I was like, that is 100% going to be me. I knew it right from the day you announced it. It ended up being me, it was just so cool. So many things, so many things came into my life throughout the course. We bought our dream property that I had on my vision board. It was so bizarre, I was saying "yes" to so many things. I was no longer feeling trapped by my ego. I thanked my ego for keeping me alive and doing its job for so long, but it needed to take a back seat. My higher voice and I needed to take a front seat and start driving this beautiful life that I am entitled to and have worked so hard for. Yeah, life is just, it is crazy. I just feel like, honestly, it sounds so weird, but I feel like a different person.

Kathrin Zenkina: That is freaking amazing. I remember when I got through your video up to week six, you said, "We just put an offer for our dream rental property and this and that. I was like, "Holy sh*t. That is so freaking amazing." I love how you mentioned that you obviously put in the work. I have been doing this program since June of 2017 and I have been perfecting it since June of 2017. Actually, the last reiteration I created was the round that Carly was in. I decided to update a couple of modules. I am always making sure that I am putting in the most effective processes into the course. I always tell my students, and what I notice is that it is the students who do the damn work who see the most results. First and foremost, watch the modules, do the homework, but then start living your life as the Rich Babe version of yourself.

In week three or four I talk about recreating that Rich Babe version of yourself. Which is obviously the version of yourself who is already at the outcome. You must first embody that energy in order to recreate your reality so that your reality matches that Rich Babe life. I call the program Rich Babe, but it is not really just about money. It has to do with improving your relationships, your relationship with yourself, giving yourself breathing room in your life and freedom in your life. Where you are no longer tense and stressed because you are constantly worried about someone pulling the rug out from underneath you. It is about building a solid foundation in life where you have a sense of certainty that you can start a business. You can start a second business. You can put an offer on your rental property. You can receive random checks in the mail. All of these things are possible when you just let go of the how. You become the version of yourself who already has it and you just take action.

Carly, I loved hearing about how your life has changed since the program. Is there anything else? The program ran in January. We are currently in September, which is so crazy you guys. We only have three months, not even three months left of the year. Where did 2019 go? This is crazy. What else has shifted for you? I have heard so many incredible stories in your life on our VIP day. I know that you are running a live event in September. That is amazing. What else?

Carly Eldred: Yeah, as I mentioned, I took Rich Babe right around the same time we were launching the second company to really help with engaging leaders. My goal is to empower them to build and scale their teams and find loyal team members like ours. We had so much success with our teams and not a lot of other people were having that. We saw that gap and we wanted to help other people. We launched this business and it was the right fit. We are still doing affiliate marketing, but this really is our passion project. We have an event coming up in September in Kelowna, BC. We are so excited. It is so much more than just a leadership event. We are really tapping into all the different areas of your life that you need to find that greatness within. Step into the leader that you are, even if you don't have a team, you are a leader. So it was a huge step for us to do this. We have a course coming out in the fall, again, to help with teams to build and scale their engaged, loyal teams. It is so exciting. It feels surreal that so much has happened. I just feel so much more confident and passionate about my life.

Kathrin Zenkina: That is amazing. You guys, Carly is absolutely amazing. If you need any help around leadership, around teams, check her out. Individual success, success on your own is not a real thing. There is a team behind every single person you see. There is no such thing as an empire built by a solopreneur. Everybody has to have a team. In the beginning, your team is your higher self and you, but then as you scale and grow your business, you need great people behind you.

Carly, I have two more questions for you. One, I want you to pretend like you have a best friend who is struggling with money mindset. You know that she really needs an academy like Rich Babe Academy, she is going to be listening to this episode, let us pretend she is listening right now and we are doing this live. She is currently on the fence, she has been on the sales page 600 times now. She just can not bring herself to enroll because she is sitting on the fence. She is not 100% sure about it. What would you say to her, and want her to know about the program to bring her inside?

Carly Eldred: Honestly, you can not afford not to invest the time, money and energy into something like this. Any doubts that you are having, that is your ego holding you back from taking that extra risk in your life. Of course, this is going to be a time commitment, absolutely, but it is a short-term sacrifice for a long-term gain. I can not tell you how many little voices were telling me not to do this. Now that I completed it and looking back months later, I feel so, so thankful that I did it. It got me to do the work that was right in front of my fingertips that I never really realized. They were really quite simple concepts, but the deepness that we reached, and the hypnosis that was offered and all of the different tools that Kathrin offered, the Q&A, it really was so supportive.

The community was so engaging and they were sharing their stories. It just made every day proof that this is not just working for me, it is working for the entire community. I am just one success story, and that was what was truly impressive. This course was designed for you to succeed if you go through it. I can not express enough that you can not afford not to do this because it is an area of your life that is so prevalent. We are always going to be thinking about

money, but it goes so much deeper than money. It helped me in so many different areas. It starts with money because money has so much of an effect on all of our lives and we feel it holds us back from different things. If you can let go of that, you really can tap into your truest, highest self who has goals and visions for yourself that you never even realize, but it is within you.

You just have to tap into that. I would 100% recommend it for anyone just getting started. If you have never done a personal development course before, it is going to be mind-blowing. I tell you what, if you've already done a whole bunch of stuff and you are not sure if you should invest in this, trust me I do stuff all the time, like this kind of work, and it is still going to be 100% valuable. If you put in that effort, you will see a huge shift in your life and your mindset, your energy and your relationships. It is just crazy. I could talk forever.

Kathrin Zenkina: Well, you guys heard it from Carly. Carly, thank you so much for sharing your story. You have re-inspired me. This is so amazing. I can not wait to meet many more of you who have similar transformation stories or different transformation stories. Carly, where can my peeps find you? Where can they stalk you? Where else can people learn more about you?

Carly Eldred: Yeah, it is pretty easy, on Facebook. You can just look up Ambition Babes, which is our company. Also, on Instagram, super simple., it is just @ambitionbabes. For some reason, it was just like everything was aligning and even those handles were all available for us. Then, ambitionbabes.com is our website. Just super stoked to connect with more of you guys, watching more of Kathrin's journey and seeing all the other students go through it. It is pretty cool getting to hear, being in that graduate group, getting to hear how people continued to elevate their lives and see more success. It is inspiring.

Kathrin Zenkina: Amazing. Well, thank you. Thank you Carly so much for being my guinea pig. I think you did an amazing, and incredible job. You guys, if anything Carly mentioned today on this podcast episode resonated with you, if you had a breakthrough moment, an aha moment, or if you are someone who is deciding to enroll inside of Rich Babe Academy, please take a screenshot of this episode right now and tag us both, @ambitionbabes and @manifestationbabe and let us know because we want to connect with you. We want to hear from you. I want to make sure that Carly knows that she has made an impact in your life as well. Thank you guys so much for being here and I will see you in the next episode.

All right you guys, you heard it from Carly. If you are still on the fence of Rich Babe Academy, ask yourself what your higher self would do. Make a new decision from that version of yourself who has already mastered money mindset. 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 the magic.