

Episode 128: Why Self-Love is the SECRET to Success with Pau...

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SPEAKERS

Paul Fishman, Kathrin Zenkina

K Kathrin Zenkina 00:14

Welcome to the Manifestation Babe Podcast. My name is Kathrin Zenkina, and I'm a manifestation expert, master mindset coach, and a multiple seven-figure entrepreneur. I'm obsessed with helping you achieve everything that you once thought was impossible. If you're looking to massively uplevel your life, your finances, your relationships, your productivity, and success, you have come to the right place. My goal in this podcast is to help you see the infinite potential within yourself to be, do, and have anything that your heart desires. Think of this podcast as your weekly dose of mindset development to help you maximize who you are and where you're going. Leave it to me to provide you with tools, resources, strategies, and teachings that you need to manifest a reality wilder than your wildest dreams. I know we're about to have so much fun together, so thank you so much for pushing play today. And now, let's begin. Hello gorgeous souls and welcome back to another epic episode of the Manifestation Babe Podcast. Today is an epic episode because I have on today my good friend, Paul Fishman. Paul Fishman is someone I met a few months ago because I was on his podcast called The Road to Self Love; we had such a blast, that I decided to invite him on to mine. The conversation that we had today is such an important one, diving into the world of all things self-love, self-worth, self-acceptance, and especially the crucial difference between self-love and self-care - which personally blew my mind. If you don't know who Paul is, Paul Fishman is a Self-love Coach and You-do-You Activist who is on a mission to empower and inspire humanity to love

unconditionally. Through the creation of his community, Self Love onDemand, and his highly-rated podcast, The Road to Self Love, Paul has inspired thousands of people just like you to look inward for what matters most. You're going to want to listen to this episode a few times because there are lots of mic drops and memorable quotes galore in here. Get your Instagram ready because we know you will have loads of takeaways to share with us once it is over. So, without further ado, let's dive into today's episode. Alright, gorgeous souls. I have Paul Fishman in here, the self-love coach and self-love expert in my office, live here with me. How are you today, Paul?

P Paul Fishman 02:54
I'm feeling so good. I'm just soaking up all the vibes in here.

K Kathrin Zenkina 02:58
Yes. All the pink vibes.

P Paul Fishman 03:00
All the pink vibes, living that life.

K Kathrin Zenkina 03:01
Well, I'm soaking up your sweatshirt right now that says, "Self love is the best medicine." I think that's one of the most genius messages I've ever seen on a sweatshirt. I think this society really needs it.

P Paul Fishman 03:13
Listen, I agree. I'm right there with you. That's why I'm wearing it on a sweatshirt, and that's why that's all I talk about. I agree.

K Kathrin Zenkina 03:20
Well, that's all that you talk about. Paul, can you share with us a bit about how the hell you got into this field? How did you become a self love expert?

P Paul Fishman 03:29
Well, I guess I can take it back to 10 years ago. I was a people pleaser - the epitome of a

person who lived their lives for other people. I was doing everything and anything to make my parents proud, my boss, my teachers, my friends, and my family. Everyone came first. I found myself at rock bottom, miserable. I was working a high paying job that I was not happy at; I was living in New York City, which I loved, but I didn't feel like I was my truest, authentic self. I was in a relationship that was toxic and emotionally abusive. That's what I felt that I deserved because I was, quote-unquote, doing everything right. On paper, everything looked magical. The universe kind of dragged me around, hooked me up to the back of a taxi cab and dragged me across the city - just not literally, but it made me feel that way. The second that I decided to say "yes" to myself, everything really changed. At that moment - and I'll paint a picture for you - saying yes, to me, was leaving the emotionally abusive relationship. It was looking in the mirror and realizing that I couldn't recognize the person staring back at me. If you're listening, and you can relate to that feeling of being like, "Who am I? Why am I here? What am I meant to do?" - Kathrin, I know you can relate to this. There's this whole feeling of, "Well, how do I fix it?" And then we go into fixer mode, we want to throw money at it, and we want to get all these other opinions. And then, I realized that I had all the answers within me. Of course, it took a while to trust and believe that I knew everything I needed to do, and to fulfill my life's purpose. I ended up leaving New York City and moving home. I got into a fitness career. The day that everything changed for me and when I stepped into a role of a Self Love Expert and Coach, and just empowering others to live the life of their dreams through accepting that they're exactly where they're meant to be - to choose love first - was when I was sitting on the floor with one of my private coaching training clients. She said, "Paul, I'm dating this new guy," - she's going through a really rough divorce - and she said, "I'm dating this new guy, but I know that all I need to do is lose three more pounds and he'll finally love me. He'll finally ask me to move in with him. He'll finally accept me as the human I am if I just lost three more pounds." This connected all the dots for me, because I realized that external validation is what we're all seeking. The second that we dismiss all of that is the second that - by the way, if you can hear the sirens, I believe that sirens are truly a message that you have listen up, big time.

K

Kathrin Zenkina 06:15

Oh my God, I love that. I heard the sirens but wasn't going to say anything - they're meant to be in the background, we're just going to go with it. And I love that you said that.

P

Paul Fishman 06:24

It's true. So, here I was, realizing that every single person who came to me for nutrition coaching, to take a spin class or a Pilates class, or personal training, they all wanted to lose weight for extra validation, whether it was from another person or a boss, or to finally

prove to their parents that they can actually lose the weight and that they were worthy. At that moment, everything kind of came crumbling down. I thought, "I can't do this anymore. I can't help people do it for anyone but themselves." So, I realized that self-love is the foundation of any transformation - regardless of whether it's weight loss, or career, or finding the person to spend the rest of your life with, a partner, or anything that you want. If you're not doing it for you, it's not going to stick. It then became my life's mission to hone in on that message; to take all the things that I've learned over the past 10 years in all the different fields and work that I've done, to create it into this programming that would allow my message to drop in with people and empower them to say, "Oh, that makes complete sense. I got it, I'm going to do it for me." So, that's kind of where I am now: sitting in that message, continuing to refine it, and just empowering people to say "yes" to themselves.

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Kathrin Zenkina 07:44

I love that. I can so relate to your story. I remember when I was a fitness coach. It was around the time when I made that decision - when I made that realization that I'm living for everybody else, but me. I realized, "Oh my god, I'm going to medical school for my parents, and I'm in a relationship because I feel guilty because I don't want to leave him because I feel bad for how he's going to feel. I was just putting my feelings and dreams aside. I was living in a place that I didn't want to live in. I'm very happy here in Los Angeles, and I knew I'd be happy in Los Angeles. I remember also being a fitness coach around that time, and there was a moment that came to me when I realized - I saw this message come in, maybe it was Facebook Messenger, because I know I used a lot of that at that point. I remember seeing a message from a woman saying, "Kathrin, I ate too many crackers last night. That put me over 300 calories. What should I do today? I want six packs," and all this stuff. I just remember thinking to myself, "If I receive one more message like this, I'm going to scream." It has nothing to do with the calories; it has nothing to do with the crackers; it has nothing to do with how you look. It all has to do with your mindset and what you believe to be true about yourself. I've had a self-love journey of my own. I really honed in on in the last couple of years. At that point, it was all about beliefs, mindset, and more of a masculine approach to personal development and self-growth. But over the last few years - really in the last year and a half - I've really come to understand that it really is about loving yourself unconditionally. Self-love really is the best medicine. Paul, can you share how we can take that medicine? How is it medicine? How can we take it? And how do we ensure that it sticks with us?

P

Paul Fishman 09:38

Yeah, okay. So, here's the thing about self-love. We hear this word thrown around all the

time. "Oh, I love myself. I'm going to do me. I'm doing this for me."

K

Kathrin Zenkina 09:50

Or the bubble bath, right?

P

Paul Fishman 09:51

Right, oh my gosh. Okay, so first of all - Yeah, let's go into this because this is the issue that we run into in the social media world. Self-love and self-care are two very different things. So, a bubble bath is a self-care moment; anything that we're doing for our physical self, whether it's going out and getting our nails or hair done or going on a shopping spree. If it's a material thing that we are buying, or we are doing for ourselves, that is self-care. Now, here's where the issue comes in and where a lot of people mess up. You can be like, "I'm going to have a spa day. It's for me, my self-care moment." Yes, sure, but while you're getting your foot rub and your nails done, you're just spiraling out of control and anxiety either, thinking things like, "I don't deserve this. I'm not worthy of being here. I can't afford to do this. I should be doing something more productive," - and let alone using the word "should," which is all about shame. If you are should-ing all over yourself, you are shaming yourself and also creating an excuse for yourself. So, we could talk about that also. But the reality is, is that there's no self-love in that self-care. If you're should-ing all over yourself and making yourself feel bad about doing an act that is supposed to be for you, it is really just self-destructive self-care. You're going to leave subconsciously - and maybe even consciously - feeling worse about yourself than before. So, this is something really important that I'm really driving home because in the social media age when we see people taking pictures of their brand new bags and doing hashtag self-love; unless you bought that bag with the thought, "I am so grateful that I can afford this bag, and I'm feeling so empowered in my truth that I honor that I deserve this;" all you are doing is toxically silencing yourself around what you truly know is right, which is maybe not buying the bag, or maybe just getting a manicure every once in a while, or doing things that feel right for you. Self-care does not have to be extravagant. But if it's not aligned with self-love - which is a mental act of feeling it and experiencing it - then what is the actual point?

K

Kathrin Zenkina 09:54

Please go into that. Holy shit, you just made such a powerful distinction for me. I remember when I first started making money in my business, I said, "I'm going to be all about the self-care." So, I started getting massages. And when I would get massages, I'd feel like a worthless piece of shit getting them, and I couldn't figure out why. I would feel

like I was wasting time; I felt like I didn't deserve it, I wasn't worthy of it; that the money is going to run out and that I should have spent it on something business-related. I would feel so much guilt if I was spending money outside of my business because I have anchored in, since my very first investment that got me here and that started the journey of me getting here. I remember anchoring in the thought "If you make an investment in your business or your mindset, that's good money to spend; but if it's stuff like getting your nails done or getting a massage, that's just wasting money." I remember having this destructive thought pattern, but I could never figure out why. I remember working on it over those last few years. What you made me just realize is that I was doing the actual self-love practice that got me to enjoy the self-care practices. Now I can walk into a spa and spend \$1,000 on the entire spa day, get a bunch of treatments, and just know that this is so in alignment with me, that I totally deserve it, and that this is actually going to get me to a place where I can bring that very rejuvenated soul, spirit, body, and mind into my other activities for the rest of the week; and I would always see that as being an investment into my future. It wasn't until I made that connection - which I didn't even realize I was making it. So, thank you so much for making that distinction. That's huge.

P

Paul Fishman 13:39

I mean, I just have to say that if you're listening to this, and you're just like, "Wow, okay, I'm doing everything wrong. How can I change this? I don't know how to experience self-care with this gratitude." Well, probably underneath the self-care is you doing it for the validation; for the "Oh my gosh, I love that you get your nails done. Every week they're a different color, it looks so good. Girl, who does your nails?" Let me tell you, right? You just want to talk about yourself. But do you get your nails done for you, or do you get it done for your best friend, Becky, who you want to impress? Or are you trying to keep up with the Jones, or whatever it is? We fall into this a lot. So, a lot of my work is breaking down those stories. Really, all this stuff is a form of self-sabotage. I can kind of paint this picture of a circle. A lot of clients come to me with the self-sabotage cycle, where they do one thing, which triggers them to do another, which triggers them to another, which triggers them to do the one thing, and it cycles. I can tell you an example of one of my clients who just had this massive, amazing breakthrough in the first seven days of working with me. A lot of times, as you know, Kathrin, magic happens when you invest in yourself. So, a lot of clients say, "Oh my gosh, you changed my life," and I say, "Actually, you changed your life." But she came to me and she had this cycle where she had just lost a bunch of weight, and she was having a hard time celebrating it. I said, "Okay, well take me through it. What's going down?" She said, "Well, I love to go to spin class, but the only way I can go to spin class is if I have a new pair of Lululemon leggings; and the only way that I'll go shopping is after I go out for brunch, and I have a couple of glasses of champagne and some mimosas, because I feel really bad about shopping. But the only way I can get myself to the gym to work out

is by going shopping." So, she didn't see the cycle; she's going to the gym, so that she can have the mimosas; she has the mimosas, so she can buy the leggings; she buys the leggings, so she can go to the gym - and the cycle keeps on going. So, you see the circle, and then we take an axe that is self-love; we cut the circle, and we let it fall flat. And then, I say, "Okay, we're going to celebrate each piece of that. You are worthy of doing all those things, but we can't rely on another thing to have the other thing happen." So, I asked, "Why are you actually going to the gym? Why do you need the new pair of Lululemon leggings? Is it because you want other people to think that you're well to do, or that you always have the hot, trendy items? Do you really need another pair of leggings at the end of the day?" She said, "I have hundreds." I said, "Okay, great. So, we'll step away from that."

K

Kathrin Zenkina 16:08

I think you're talking about me; I have hundreds of leggings.

P

Paul Fishman 16:10

Listen, I think we're talking about everyone; "If I buy those leggings, I'll go to the gym and work out." I just have to say the caveat here is that a lot of people come to me with this idea that they maybe want to lose weight, or there's a physical change. My program is called the Self Love Diet. I called it that, first and foremost, because I have a history in the fitness industry; secondly, because I wanted to break apart every understanding of what the word "diet" means. All the word "diet" means is habitual nourishment. So, over the course of my program, I'm teaching you how to habitually nourish the devotion to your individuality, which is the definition of self-love. "Self" means the individual, and "love" means devotion. So, I'm teaching you how to habitually nourish this self-love practice. I hate to break it to you, but you're not going to wake up one day and say, "I love myself and never have to do it again." Self-love is not finite, and that's why the tools that I teach inside my programming and with my clients, there are ways that you can continue to foster this. It's so exciting to me that I get to work with people to get all the breakthroughs. That's my favorite part: the breakthrough moments.

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Kathrin Zenkina 17:26

I know. When you see people's light bulbs go off, that's what I live for, too. It's so exciting. So, let's circle back to "Self love is the best medicine." What would you say is the first dose of medicine? Let's say that we are talking to a woman right now who really feels unworthy. You know how I talk about manifesting your deepest desires; and how manifesting is about having, being, and creating whatever it is that you want, but if you

don't feel worthy of it, then no matter what you do, you're always going to manifest more feelings of not being worthy, where even if you were to create the desires, you wouldn't be able to create that feeling. That feeling is low self-worth; it's the feeling of shame, guilt, and undeservingness; whatever you want to call it, whatever label you want to put on it, you are only going to manifest more of those feelings, where when you do have the money, the car, or the home, you're still going to feel empty inside. So, for someone who's just starting out and really needs to work on cultivating that feeling, what is that first spoon of medicine?

P

Paul Fishman 18:30

So, the first step is noticing that there's that desire there. If you're listening to this, you're probably at that step. "I'm noticing that I resonate a lot with what Paul and Kathrin talked about, and I have to do something different." So, the first step is noticing, and then it's just putting one foot in front of the other. Now, I have a cute, little strategy that I think is super memorable and can help you get through a lot of the fear of saying "yes" to yourself. A lot of times, the issues are along the lines of, "What is my husband going to think if I say I want to hire a self-love coach?" Or "What is my friend going to say when I tell her 'I need help with this, but I can't do it alone, and I can't just talk about it with my friends?'" It's that constant thing when we're little - or at least for me, I was young and I thought, "I need a therapist." I told my parents and they laughed at me, saying, "Therapy!?" I was raised in a very forward-thinking home; we meditated, but my parents very much believed that meditation is the only way to do it.

K

Kathrin Zenkina 19:31

You created a religion out of that spirituality.

P

Paul Fishman 19:34

Right. So, we have all these different messages coming to us. So, the first step is to notice them; and the second step, you can use the P.A.U.L. Strategy. So, the P.A.U.L. Strategy is an acronym, and it's really simple because it's my name and you'll remember it forever. So, the first step is 'P' for Presence; get present with what's going on for you. Whether you're sacrificing yourself for your husband and kids, you're always saying, "Yes, dear, I'll make dinner," or "Yes, dear, I'll clean up;" and you're unwilling to ask for support. Get present for that. The next step is 'A' for Accountability. You have to get accountable; hold yourself accountable. You are in charge of your own life. It's easy to play the victim and blame others, but the only person who can change your life is you. So, you have to get accountable. The next step is 'U' for Unconditional Acceptance; for whatever reason you

are here, and you have to accept that. It's not going to change overnight; self-love is not deliverable on Amazon Prime; you cannot push a button and get it in two days. It barely gets here in 12 weeks, which is how long my program is. The reality is, is that unconditionally accepting that you are exactly where you're meant to be, regardless of whether it's because you have to learn a lesson - something that maybe the universe has been trying to teach you for years. We will suffer for as long as we are willing to suffer.

K

Kathrin Zenkina 21:01

Amen.

P

Paul Fishman 21:01

If you want to suffer through that, that's fine. But you have to be present. You have to hold yourself accountable that you are the one that wants to suffer; it's no one else's job to suffer, but you, as long as you're allowing yourself. Unconditionally accept that you are exactly where you're meant to be, and then wrap it all into a nice little bow of love. 'L' for Love. Throw some love at it. You're human. Being human is tough. We all have our struggles, regardless of what you think. I struggle with self-love, even though I'm an expert. I sometimes look in the mirror and think, "Wow, Paul. Today is going to be one of those days, isn't it?" Kathrin sometimes might struggle with manifesting stuff.

K

Kathrin Zenkina 21:44

I have a story to share with you from yesterday. As you were sharing the P.A.U.L - what did you call it? The Paul... The P.A.U.L. Strategy. Love it. So, the weirdest thing in the world happened. I went to bed and woke up at two in the morning with a panic attack. I've never experienced that; I've never woken up and started immediately having a panic attack. I couldn't pinpoint why, until way later in the day. I finally got to the root cause and I was able to work on it. But when you don't know the root cause, you need to use the P.A.U.L. Strategy. If you feel like you don't know why you feel this way, you have to become present to it. So then, in a couple of hours, I woke up with anxiety and I couldn't go back to bed. The root feeling that I was feeling was, "I'm not worthy. I'm not enough." That's what it really came down to. I was wondering what was going on. I felt like I wasn't enough for my business, for my team, for my husband, or for myself. It was just like a downward spiral, where, after we got off our team meeting, I just really wasn't feeling it. I was kind of short. Usually, I have stories to share for days. The team asked me - since it's a full-team meeting; my part is actually very small, where I just share anything exciting updates for the team of the big picture stuff, because we have Londa, our Integrator, who does the small details. So, I was just being really short and I got off, thinking "There's no

way I can get working. I do not want to podcast from this energy; I don't want to write anything from this energy; yet I have a to-do list up the wazoo, because we leave for Morocco on Saturday and I don't want to travel with all my equipment and all this stuff." I was wondering how I was going to do this. I remember finally giving myself permission to just feel that way, number one, and just become present to it. And then, I just accepted that maybe this is going to be a day where I don't get everything down on my to-do list, and it's going to be okay. Brennan finally suggested that we go out and get lunch, and get away from the house and from this frustration. I finally went out for lunch. I gave myself that permission to know that I can go back home and not have to do anything and be okay with it and still be worthy of whatever it is I feel unworthy of. It was crazy. I went out to lunch, I came back home, and all of a sudden, I walked into my office and I just became a fucking machine. I started channeling so much creativity; I came up with three new podcast episodes; I wrote my monthly newsletter; I cleaned up my office; I shipped back a ton of stuff that I got from my photoshoot that didn't fit. It was just wild. It's wild how it came in, because I allowed myself. I didn't numb it. I used to be such a number of feeling like this, and I used to use personal development to fix it and ask, "Who has the answers? There's a book out there that has the answers. I just need to follow these steps." Having steps is really awesome when they work, of course. I love your P.A.U.L. Strategy, because I can just see that that's exactly what I used yesterday to get out of it. I finally came to this place of loving myself, and from that place, everything just took off for me. I ended up having an amazing day: I went to Pole Dance class last night and learned some tricks. It was a really, really fun time. It all just came from giving myself permission.

P

Paul Fishman 21:51

Strategy. Yeah. Something interesting that you said that just really stood out to me - because I have a lot of clients who exclaim this statement - that you said it was crazy that you were able to get all this work done, right? It's not crazy. We're so conditioned - and I'm a huge believer in the energetics of words and this idea that aligning with what you're meant to do - because really, you're in alignment. You talk about this a lot, and I'm a huge believer that when we are in alignment, we will be taken care of. I had a client say, "It's crazy, but I just want to be happy." And I said, "Tell me more about why that's crazy."

K

Kathrin Zenkina 25:20

Yeah, that's fascinating.

P

Paul Fishman 26:00

She said, "I don't know, I know it sounds crazy." I said, "No, we're deleting that from our

vocabulary. The idea of wanting to be happy being crazy - who told you that story?"

K

Kathrin Zenkina 26:14

That is so true, and thank you for pointing that out because I use that word a lot. We all have our own blind spots, and that's what we want you as a listener to know; it doesn't matter how expert we get at anything. I would see myself as a manifesting expert, yet I still use limiting language, I still have my blind spots, I still have my coaches, and I still seek outside help to help me. Me by myself, I don't pay attention to every single word that I say; but I have Paul, here, who's not with me every single day. So, he has this fresh set of eyes. He says, "Kathrin, don't use crazy; that's actually normal." Yes, it's completely normal to get a ton of work done when you are in alignment. And I love that. Thanks for mentioning that. Absolutely.

P

Paul Fishman 26:58

Absolutely. Teamwork makes the dream work.

K

Kathrin Zenkina 27:00

Teamwork does make the dream work! I have an interesting question for you: Why is low self-worth so common among us? And do you ever a day on earth where everybody feels worthy?

P

Paul Fishman 27:19

Well, there are a lot of reasons why - I mean, we've touched on it a bit. We're going to get real woo-woo right now.

K

Kathrin Zenkina 27:28

Please do.

P

Paul Fishman 27:28

Yeah, I've been doing a lot of work with ancestral constellation. If you're not familiar with it, it's really difficult to explain, other than you get into a room with a bunch of people and you get to ask a question about yourself; and you get to see it acted out by a bunch of other people who don't know you, or might know you a little, and they just divinely download it. I just came off of one of these energetic -

K Kathrin Zenkina 27:54
Where do I go to this?

P Paul Fishman 27:56
I will invite you the next time.

K Kathrin Zenkina 27:57
Please do.

P Paul Fishman 27:58
I'm hosting a retreat in October in San Diego. So, it's really powerful, and the reason that I'm sharing this is because it's not all your fault. It's not only your fault that you have zero self-worth, or you're really struggling with that. It could be something that happened in in your father's life, your mother's life, your great-great-great-great-grandpa's life. We work as far as seven generations back to clear this stuff. A lot of us coming here are immigrants. At some point, there's some sort of immigration that came to America, and there's so much trauma in that. So, I mean, that's a very "you might be rolling your eyes right now" moment, but that could be one particular reason why you're struggling with self-worth, but also, it's not an excuse. You can't just say, "It's my great-great-grandmother's fault that I have zero self-worth, right." So, we might be conscious of that, but at the end of the day, sitting with that feeling and saying, "Once again, I have complete control over my life." Let's talk about blame for a second. Blame is when you're pointing your finger at someone and you're not willing to turn your finger back at yourself and say, "What can I do differently?" What can I do differently, because there's always something you can do differently. Even if it feels really uncomfortable, and you realize it's your ego - ego gets in the way of a lot of self-worth issues. Because you're comfortable exactly where you are, and your mind is going to be fighting with your body to keep your body safe. Most of the feelings of wanting to be successful, and wanting to break free of the limiting beliefs and the patterns, and all this stuff, come from in your body. For instance, I experience this a lot on breakthrough calls that I have with potential clients. They'll get on the phone with me, and I say, "I just want to remind you. You had to apply to the program. You received an email from my assistant who said, 'Hey, book a call or chat with Paul.' You booked the call, you answered the call when I actually called. There have been people who have fallen off at any of these points." I've had thousands of applicants in my program, and I've worked with nearly 100. So, 10 percent are the ones who were actually brave enough to apply and actually get through. So, at that point, I have to remind them that they have so much self-

worth. But I ask a question, and if you applied to the program and get on the phone, I'm giving you the answer. But I'm still going to check in with you and ask, "On a scale of 1 to 10, how motivated are you to change? I don't want fear to get in the way; I don't want your feelings of whether you're worthy of doing this work or any of the questions you might have about what happens in the program, or being scared; how motivated you are to change?" And Kathrin, I kid you not, every single person answers between a 7 and a 9.5. And clearly, you're a 10 - you're on the phone with me, so clearly you're a 10. You're terrified to say 10, and your mind thinks, "I can get out of this. I'm just gonna say 9.5, because clearly Paul only works with 10s. Who wants to work with anyone who isn't fully dedicated?" So, this is all to paint a picture of this idea that your mind is going to do everything in its power to keep you comfortable in your discomfort. So, if you say "It wasn't my fault. Paul said he wouldn't work with me," - girlfriend, boyfriend, whoever you are, you have to take ownership first. So, all of that to say, when it comes to self-worth, there's something you can do about it. Whether that's saying, right here and now, a mantra; that if you sign up for my email newsletter and it gets delivered to your inbox, "I give myself permission to be okay with where I am. I honor the journey and know that I am doing my best. I love and accept you. I love and accept you. I love and accept you." It's that permission to be worthy. I could talk about this forever and say all the reasons why we don't feel worthy. Ultimately, there's so much conditioning out there in the scary, real world, social media, and everything that makes us think that we aren't worthy unless we have the picture-perfect life, the fancy car, and all this stuff - at least that's my conditioning; it might not be yours. Your conditioning might be, "I'm only worthy if I get into an Ivy League school," or "I graduate high school," or "I have kids," or whatever it is. We wake up on the other side of that, having the dreams and wondering why we are still unhappy. Why are we still feeling like "I want more?" That's because we never sat down and said, "I'm good with what I have now." Now is enough. Everything else is just a bonus and a blessing.

K

Kathrin Zenkina 32:47

You bring up such a great point. In my courses, I always say that there's a point you reach where it's already enough thinking about your limitations or limiting beliefs. At some point, you have to get off the toilet, flush it, and go live your life. Leave your shit in there, flush it, and keep going. At some point - I love that you shifted it from - instead of constantly focusing on "why," let's focus on what we can actually do about it. That's such an important shift because I think that both are important at their own time, but in order for you to get the results that you're after in your life, you need to shift into how you can turn the mirror inward, and what you are going to do about it. And that is the game-changer, ladies and gentlemen. That's where everything unfolds. So many people are constantly stuck in "Why am I not enough? Why didn't my dad love me? Why didn't my

mom loved me? Why this? Why that?" Why, as you said, great-great-great-grandmother - and funny story, when I was doing ayahuasca - I have a whole series on this. For those of you who are listening, if you haven't listened to my ayahuasca journeys, you can go ahead and listen to them if you're interested in that kind of thing. I talk about how in my first ceremony, I was doing all ancestral stuff. I mean, the ancestral stuff was insane. I was shown that the root cause of all of my anxieties that I've ever felt in my life and my limiting beliefs came from the womb, which came from my mother. And from my mother, it came up this lineage; it came from past lives and lineages, and I was basically just processing other people's stuff for about eight hours in the ceremony. I saw my ancestors, which funny enough, the ayahuasca actually started to taste like vodka to me, because I'm Russian and that's my lineage. I was like, "Oh my god, I have vodka in my mouth." I just saw this long line of ancestors coming to process and purge all of their limiting beliefs and limitations, and things that held them back in their life, through me. It felt like such an immense responsibility, but at the same time, I was then shown a pregnant belly. It was my child, my lineage of the future. Going from the story of why I can't, to what am I going to do about it, is what's going to change that future lineage. So, I was able to purge my past lineage, but then the work that I do in this lifetime, right now. I think that's what gives me the most amount of fulfillment and passion and what makes this a mission for me - not just what I do in my business, but the work that I do for myself. It's not just about me; it's about everybody around me right now in the present moment, but also everybody in the future that I get to affect. So, as I'm teaching these concepts, tools, strategies, techniques, and whatever you want to call it, to my children, they are going to take this on and they're going to teach it to their kids, and their kids, and their kids. And so, this work around self-love is not just about you, but about everybody around you. But it starts with you. You can't just start teaching your kids or your best friends about self-love unless you practice it yourself.

P

Paul Fishman 36:09

Yes, yes, yes. That's a really powerful point that you make and it comes up a lot. I'll have moms - I work with a lot of moms - saying, "I just want to love myself for my kids." I'd say, "Okay, that's great. Love that for you -"

K

Kathrin Zenkina 36:22

- But that's secondary.

P

Paul Fishman 36:22

But that's secondary, yeah. And then there's also this other thing where people see major

results. They say, "Oh, I just wish my mom could do this work." All you can do is be a leader and show up for yourself. I kid you not, I got a call from my mom a couple of weeks ago, and she said, "Paul, you've really inspired me to start painting again." She loves to paint. She said, "I was always so scared, but to see you continue pushing yourself and doing things that you love. I wondered, 'Why am I not doing that for myself?'" I could have sat with my mom - which I have in the past - and wasted so much energy saying, "You just have to paint! Just give yourself five -"

K

Kathrin Zenkina 36:59

Right, here's the how-to, the step-by-step.

P

Paul Fishman 37:01

And it just doesn't work.

K

Kathrin Zenkina 37:03

Yeah. Speaking of moms, there's this concept of mommy guilt; or just in general, people feel guilty when doing things for themselves. What do you share with your clients or your students when they want to invest in a certain course, get their nails sewn, do something to their hair, or go on a retreat for themselves, but they feel guilty about it? They feel guilty that by them investing in themselves, this money could have gone to their kids, or this money could have gone to their loved ones, or a charity, or someone else that needs help. What do you share with your clients about that?

P

Paul Fishman 37:45

So, once again, I have a client story for this because this is the best. So, I had a woman who just recently graduated. She was working with me all around self-love, of course. When she signed up, her house was on the market. She was having a really hard time because her house wasn't selling; she and her husband had already found the other house. They were in escrow with contingency that their house had to sell before they could move forward. She was really struggling with the idea of investing all this money, when it could be spent in other ways. She didn't have the money from her house being sold yet, but she knew that it was coming, but she didn't know when. I was sitting with her on the initial call, and I said, "So, tell me more about why that's holding you back." And so we dug into it a bit deeper. "Okay, great. We get the 'why' out of the way. Now, how would it feel if you said yes to this program?" "Oh, I just know in my heart, it's what I meant to do." "Okay, so instead of focusing so deeply on the 'why,' let's focus on the 'how'." This kind

of plays back into what you were saying before. Yes, I understand you have mommy guilt; I understand that your kids probably could use another pair of shoes; or maybe Juliet needs to go to ballet practice; or you need to get her private - well, first of all, let's dive deeper into why does Juliet at three years old need to go to ballet practice, seven days a week. Is that really her dream, or is that your dream?

K Kathrin Zenkina 39:24
Is that a projection of -

P Paul Fishman 39:26
Right. I mean, we could talk about so many different things.

K Kathrin Zenkina 39:28
It can go in a thousand directions, I totally get you.

P Paul Fishman 39:30
But the reality is that the "why" doesn't matter. At the end of the day, the "why" doesn't matter. Yes, you want to do it for your kids. How would it feel if you did it for your kids? How would that feel if you realize that by you looking in the mirror and loving yourself, your daughter is going to look in the mirror and love herself, just because she sees what you're doing? There are all these studies that show that kids don't really listen; they watch. Just to round off the story, when this woman invested in the program - and I just couldn't stop smiling from ear to ear - within days, her house sold.

K Kathrin Zenkina 40:07
Wow.

P Paul Fishman 40:07
I tell the story all the time, because it's just like "hello." She messages me and says, "I don't know what type of magic you're working." I wrote, "Sure. And now sell the house."

K Kathrin Zenkina 40:19
You're doing your Buddha with the cauldron in the backroom.

P Paul Fishman 40:26

But no, it's when you are in alignment with what you're meant to do, the universe rewards you. That's why so much happens in the first few days of, say, hiring a coach - whether it's me, Kathrin, or whomever; because something inside of you is saying "yes." The hardest part for me is when resistance comes up, and then whether it's a month in and people are trying to back out. Of course, there's always something different that I can do to learn from that, or when they see so much major change, and then a week later, they say, "I've gotten enough out of this." And then they go back, and -

K Kathrin Zenkina 41:07

They stop the momentum.

P Paul Fishman 41:07

Yeah, so, it's this continuous cycle of knowing -

K Kathrin Zenkina 41:12

I see all these same patterns with my students as well.


P Paul Fishman 41:13


Oh my goodness, it's so painful.


K Kathrin Zenkina 41:15


Resistance is the strongest five minutes before your biggest breakthrough. I have to attest to that; in my business, my self-doubt is the strongest right before my biggest breakthrough. It's like a subconscious signal coming from your ego, where your ego knows that you're about to transform; that something is about to fall into your lap that you've been manifesting for last year, and the only way that you can fuck it up is by giving up, or by stopping the momentum - or going three weeks into a course, knowing it's a six-week course, and then deciding, "Oh my God, so much amazing stuff has happened. Awesome. I don't have to do as much anymore." And then a week goes by and they can feel those old patterns coming back up, and they say, "Oh my God, this isn't working. What's happening?" - and then they give up. And all that potential is just essentially wasted until

the next time the universe delivers you that lesson, where the universe shows you - dangles a carrot in front of you - and says, "You get to have this, but you must show up for it. And you have to fully commit and make it past the finish line - not just to feet before the finish line, not right at the finish line, but you must take it through." Because at that point, that shiny carrot turns into a million different carrots. This is how you create momentum in creating your dream life. It's when you manifest one thing, and then you manifest another, and you manifest another. It's not like you just wake up the next day in your dream house next to your dream partner. It's not all overnight. It's a process, and you have to be willing to sit with that discomfort. Relating this to your work, Paul, I can see how you have to sit with the discomfort of looking at yourself in the mirror and not loving what you see for a little while, until you keep doing it and you embrace that discomfort, and then slowly over time, you say, "You know what? I actually really love my legs. Look at how strong they are. They've allowed me to play sports my whole life, or dance, or do ballet." "You know what? I actually really like that mole on my back." And slowly, over time with enough momentum, it just kicks in to, "You know what? Holy shit. I am a badass, I love everything I see in the mirror, I am amazing, and everything that my friends, boss, or clients tell me is just cherries on top of the validation that I give to myself." And that's where everything shifts. Everything that we think that we need to hear from other people, we just need to start telling ourselves. Speaking of that, what are some of your favorite affirmations when it comes to self-love or the work that you do?

 Paul Fishman 44:03
So, first of all, they don't have to be super crazy. They don't have to be super crazy -

 Kathrin Zenkina 44:08
Crazy! Oops, you said crazy!

 Paul Fishman 44:10
Oops, you said crazy! (laugh). Something very simple. My favorite thing to do is - because I bring a lot of journaling into my programming, I call it Present Tense Journaling; writing in the "I have," "I am," and "I get," instead of, "I want," or "I don't have yet, but I will when this happens."

 Kathrin Zenkina 44:35
Right, at some point in the future, this will happen.

P Paul Fishman 44:36
Right. It's all belief. I like to swap out the word "have" for "get." So, instead of writing, "I have to do this," I write, "I get to do this." For me, it's a lot of things, like ditching the word sorry. Sorry is a low-resonant word; it's derived from the word sorrow. It's deep sadness. Instead of apologizing by saying sorry, you can thank the person who you were late for -

K Kathrin Zenkina 45:10
Like, "Thank you for waiting for me."

P Paul Fishman 45:12
Right, thank you for waiting for me. And if it doesn't fit, there's no need to apologize. The negative self-talk - when it comes to mantras, again, I'd like to repeat the one that I assign to all my clients and blast from the mountaintops. If you go to my Instagram bio, there's a phone number that you can text the word "mantra" to, and you'll get a weekly mantra texted to you. A message that says something like, "Hey, thinking about you." There's always a GIF or something of either me dancing - because I have so many of those.

K Kathrin Zenkina 45:45
Aah, I love those!

P Paul Fishman 45:45
So, things like reminding you to breathe, or, once again, "I give myself permission to be okay with where I am." Permission-based mantras are so powerful. Even if you don't believe it, it's going to start ingraining in your body.

K Kathrin Zenkina 46:01
Yeah, I love that. Actually, with my students who are struggling with saying, "I am wealthy," I always offer to them to say, "I'm in the process." Say, "I'm in the process of becoming wealthy," or "I'm in the process of believing that I'm worthy," or - which one did you just mention?

P Paul Fishman 46:21
I give myself permission.

K

Kathrin Zenkina 46:23

Yeah, I give myself permission to believe that I'm worthy. There are so many great things that you can do. This is all about learning how to work with the subconscious mind and knowing that you can't just start throwing shit at it and expect it to believe something new overnight. It is a process of repetition and emotion. With enough repetition and enough emotion, if you do it enough times - which, this is the biggest mistake that people make, is that they give up too soon. They don't allow it to seep into their subconscious. But when you have those affirmations seep into your subconscious, then it all becomes automatic, to where you're just walking by your reflection, and you're like, "Oh my god, hey sexy. Look at that gorgeous soul," or whatever resonates with you. That's when it just becomes automatic.

P

Paul Fishman 47:09

Right. And a point that I really want to dive into is the idea of "It's not all about the external." I talked about a lot of clients who come to me that want to lose weight. That's where my route of becoming a coach was, in the fitness industry. Self-love is 100 percent internal. I've had so many clients who, after the first few days, their partners or their friends would say, "You're glowing. What's going on?" A client just sent me a message and said, "My husband told me that I've never been happier. And it's so cool because just to see him say those words..." Just because she's doing these tiny shifts in her mind. So, regardless of whether or not you want to look a certain way, it's all about that feeling. We're all energetic beings. For instance, if I was walking around here and being like, "I hate myself," Kathrin would say, "Hey, bro, go read sweatshirt. Are you sure you're a self-reflection?" But I walk in, I'm glowing, I'm beaming, I'm feeling that way.

K

Kathrin Zenkina 48:11

You are glowing.

P

Paul Fishman 48:11

Because I feel that way. I always feel that way, because that's the only way that I can get through life; by ultimately always living in the "I am love, I am light, I'm strong and bright." And I know, "love and light" sounds so woo-woo and cheesy, but it's true. That's my email signature, because that's what I'm sending to you; that you are worthy of that love, and you are worthy of feeling light and bright. There is bad stuff that happens in this world - lots of gnarly shit and trauma that we go through. Trauma is just a newfound word for karma and vice versa. Trauma is just karma that you are meant to work through.

K

Kathrin Zenkina 48:55

I really believe that. I believe that it is a gift from the universe, because it's supposed to serve some sort of a lesson for you that is massively not only going to impact your life in the best way possible, but other people's lives as well. We have to learn to give it a new meaning, in order for it to play that way. I think that's a lesson within a lesson, there, of whatever we learn. If something horrible happened to you, maybe it was there to teach you strength; or maybe it was there to teach you compassion or forgiveness. And then inside of that, it's to even see that lesson in the first place by giving yourself permission, as you mentioned, to see that trauma as - we get it, it happened, it's in the past now - but now how can we see it from a place of everything is always working out for us? Everything is always serving us and, now, I get to go out into the world and impact people's lives and help people who are either going through this right now, or maybe have gone through it in the past, but just haven't gotten that secondary lesson yet, where that lesson being is that it's meant to serve you. So, I love that you mentioned that. I'm all about that, because I think that's one of the healthiest mindsets that you can have around trauma. People do different things with their trauma, and, unfortunately, a lot of people just allow it to be this story that they tell themselves over and over again. Their mind just reviews it, and that's the mind's automatic response to trauma; to continuously review it. It's basically trying to figure out, "Next time, what am I going to do in a similar situation?" And so, it's actually a very normal and healthy response to trauma; however, that's not going to serve you living your best life. And so, in order for you to tap into your best life, you have to give it a new story.

P

Paul Fishman 50:46

Yep. And - I always like to say this whenever I have a conversation - if you are listening to this right now, you are meant to hear these words. Whatever has been said today, this message is for you and you alone, listening to this. It's really important that you hear everything that Kathrin and I have spoken about, because it's not a coincidence that you are listening to this. Whatever message you pull away - if it's painful, if it's hard for you to look in the mirror and say, "Wow, I have decided to suffer and blame my trauma instead of getting support around it," - today is the day where you get to decide that you can, and will, and do deserve to move through those stories -

K

Kathrin Zenkina 51:30

And free yourself.

P Paul Fishman 51:31
Free yourself. Freedom. It feels great.

K Kathrin Zenkina 51:34
It does.

P Paul Fishman 51:34
Yeah.

K Kathrin Zenkina 51:35
It really does from the other side.

P Paul Fishman 51:39
Amen.

K Kathrin Zenkina 51:39
Amen to that! Well, Paul, I have one final question for you. You've been so amazing. I know that everyone's just dying to rush over to your Instagram and your website to see what you're about, enroll in your courses, and hang out with you. So, where's the best place that we can find you?

P Paul Fishman 51:51
You can find me on Instagram; my handle is at @PaulFishman. So, it's my first name Paul; last name fish - like the things that swim in the sea - man, like me. My website is PaulFishman.love.

K Kathrin Zenkina 52:06
Oh my god, you can do that?

P Paul Fishman 52:07
You can do that.

K Kathrin Zenkina 52:07
What?

P Paul Fishman 52:08
Yeah, I know. So, PaulFishman.love. Self Love Diet is my 12-week group coaching program - lots of magic happens in there. You can apply, I'm always accepting new applications, and I would love to welcome you into the amazing program, which I host in my exclusive app off of social media, so you don't have to worry about Facebook, Instagram or any of that negativity. It's like if a warm, fuzzy hug had a baby with Facebook. That's what I like to call it.

K Kathrin Zenkina 52:35
I love that. So, please go ahead and take a screenshot of this episode. Tag me and Paul both and let us know your biggest takeaways and your breakthroughs. I know that this is going to be a huge episode. I'm going to put it out there as soon as I possibly can. I'm about to tell my team to rush this episode because it's that important and that impactful. We cannot wait to hear what you guys think of this episode. So, again, tag me at @ManifestationBabe and tag Paul at @PaulFishman. We cannot wait to chat with you. Alright, thank you guys so much. Thank you so much, Paul.

P Paul Fishman 53:12
Thank you.

K Kathrin Zenkina 53:12
Hope you have a wonderful day. Thank you so much for tuning into today's episode. If you absolutely loved what you heard today, be sure to share it with me by leaving a review on iTunes so that I can keep up the good stuff coming your way. If you aren't already following me on social media, come soak up the extra inspiration on Instagram by searching @ManifestationBabe, or visiting my website at ManifestationBabe.com. I love and adore you so much, and cannot wait to connect with you in the next episode. In the meantime, go out there and manifest the magic.