

Episode 131: I'm a Perfectionist and I'm Finally Admitting I...


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SPEAKERS

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 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 The Manifestation Babe Podcast. I hope you guys are having an amazing day today because I, for one, had a very interesting start to this morning. I literally set off the fire alarm to my entire building this morning - and guess what from? The incense and sage that I light every single morning. I don't know why. There literally wasn't even an ounce of smoke more than there normally is, and all of a sudden, you know that high screech sound coming from your smoke alarm? It's the worst sound in the world; it literally makes you deaf, or at least go deaf for the length of time that it's going off, I swear. I thought we would have to evacuate the whole building and that people would be freaking out. And

I'm over here being like, "It's just smoke, I'm so sorry." My smoke alarm literally started giving off that beep afterward indicating that it had a low battery, and you guys know that annoying sound. It comes once every 30 seconds, going like, "Beep! Beep! Beep!" I remember that happening last year actually with another smoke alarm in my living room. This is when Brennan and I just moved into this new condo and so we didn't know exactly how things worked or where things were. We were just figuring it out. "Okay, how does the smoke alarm work?" We couldn't figure it out for such a long time, so I decided to make some recordings - specifically meditations and hypnosis for my students - while literally hiding in the closet to record them, at least three rooms away from the smoke alarm. I still had students - who I swear they have hypersensitive hearing - ask, "Does anyone hear a beep?" The beep is so distracting. Long story short, I had to fix it and re-record everything. So, today, when that started happening, I said that I am not going to record this podcast with beeping in the background because the DMs and the emails that I'm going to get will be asking for me to re-record these episodes, especially with the topic that I'm talking about this morning on. I'm not going to redo it. I'm not going to be a perfectionist. So, I'm going to do this right. Brennan and I scavenged through the whole apartment, and you know those batteries that you don't typically have every day? It's called a 9V or a DC - I don't know the names, I'm making them up - but it's not just a double-A or triple-A; it's a complex battery that you only buy once in a lifetime when your smoke alarm starts going off. So, we somehow found one that the previous owners of this condo left behind (because we're renting it from someone, we don't own it). They had a battery in this storage place between my office and the living room. And so finally, I'm like, "Today's the day I'm recording podcast episodes." Because today's topic is such an important one; so important that it slapped me like a ton of bricks. I don't even think I said the expression right. It hit me like a ton of bricks. So, yesterday, I had a team meeting, as I always do; Monday morning meeting at 9:00 am with my team. We actually do a full team meeting, and then once a month, we started doing a book club - which if you have a business and a team of one, two or more people and aren't doing a book club with them, then you should. Have them read leadership books, business books, accountability books, management books, personal growth books, or anything that would help the entire team work better together. It's been insane how transformational this book club has been so far. It's actually Londa's entire idea. So, thank you so much Londa if you're listening to this. She is basically the woman who runs the company of Manifestation Babe; she's our Integrator, and it was her idea. It's been such a beautiful integration of personal growth into every single team member's life, where they're not just getting used to the Manifestation Babe's content, but they're also consuming content from other people; they're not just bettering themselves for our business and as employees of the business, but their entire lives. It has been working out so beautifully. Anyway, that's beside the point. I'm always going off on a tangent. So, Monday morning, we had a team meeting; in the team meeting, my brand strategist - who I love so much - casually mentioned that we

have not been posting as much as she thinks that we are capable of, which is true. For the longest time, I had this belief that I am the only one who can do it myself when it comes to my two favorite platforms, my podcasts, and my Instagram. I have been releasing this "I can only do it myself" mindset around my podcast because I've been inviting people to come on the podcast, and I hope you guys have been enjoying the interviews. There are going to be still solo podcasts, don't worry, I got some DMs from people saying, "Kathrin, we miss your solo podcasts. Please bring them back." I'll also have people who DM me saying, "Oh my God, I love the interviews, they're so amazing and they're a great shift in your podcast." You really can't make everybody happy. So, I just want you guys to know that there's going to be plenty of solo podcasts because, of course, I just love to sit here and chat with you guys. There are also going to be interviews, and we have some really awesome people coming on. I'm also going to be reaching out to some really freaking awesome people. I feel like I'm transforming into Oprah, and I'm going to be interviewing these big, amazing people in the spiritual realm, and I'm just so thrilled about it. But anyway, I've been letting go of the podcast thing; however, I will share more about my podcasts that I've been struggling with. But with my Instagram, holy shit. My team has been asking if they can help me pull quotes or content that I've done in the past, that I've hidden on Facebook a few years ago, or that is hidden in my emails. You guys say this all the time; "Kathrin, your emails are just so jam-packed with value. They're so great." And so, I can very easily pull stuff from my emails and put them into my Instagram content. However, I have gotten into this place where I can only do it myself. If it's not fresh content or new content, I can't post it. I got stuck in a rut where I got sick last week. I don't like to call it "getting sick;" I like to call it "getting well." I learned that from the shamans at Rythmia; they've helped me so much with that. It's been such a powerful mindset shift, that when you are feeling sick, it's actually a sign that your body's getting well. Your body already got sick, and now it's releasing the sickness - whatever that sickness might be (cold, flu, etc.), and now it's getting well. And so, while I was getting well this week, I had no creative energy. I've been putting all my creative energy into other projects; for instance, in the Manifestation Babe Academy, there is a 31-day ritual guidebook that I was making for my students, and it turned out to be about a 22-page document. It is long AF and I love creating it so much, but of course, every single thing that I do outside of Instagram and podcasts is taking me away from my podcast and Instagram. And so, here's what I realized. I had a freaking breakthrough. It's wild that this didn't hit me earlier because yesterday, during our book club meeting and team meeting, my team members were talking about how much the Perfectionism Episode (Episode #129) with Sam Brown resonated with them, which is the episode that aired right before this episode. It's been one of the top downloaded episodes, and I highly recommend it to you guys. It's just so funny how even though I did the interview with Sam, this part of my life just didn't click for me. I don't know if you know this feeling; when you have a breakthrough, you say, "Are you freaking kidding me? This is so obvious. Why didn't I notice this before? Why didn't anyone

point this out to me before? Really, I didn't see this? I didn't notice this?" So, I felt like that yesterday, but finally, after everybody shared their struggles with perfectionism, my team brought this up. "Kathrin, we can help you with your Instagram. Please let us help you, it's not going to take away from your content. It's still going to be you and it's still going to be your content. You're going to be the one posting it but let us give you captions and quotes that you can run with, so that you're not making this up every day, and opening up Canva and creating quote graphics every single day. Let us use your old content to help you create new content." Finally, I said, "Holy shit." I just want to put this out there and finally admit it: I have been a perfectionist with my two most successful platforms - my podcast, and my Instagram. I have been sabotaging myself by not keeping myself consistent with them lately. I don't know if you've noticed; I don't really know what it is; it could be that I'm just in a season of quiet rest. Ever since I came home from Rythmia, I've been, "Go, go, go! Let's do this!" There's a lot that's happening constantly behind the scenes that you guys are not even seeing. I wish I could take you everywhere with me, but we have these meetings and these ideas, and there's a lot that's being done this year. This year is a really foundational year, where a lot of what we're working on, you won't even see until next year. And so, it's not like I'm not doing anything; it's not that I'm just chilling over here on the side. But I've finally noticed yesterday that I've been sabotaging myself because I have been waiting for the perfect conditions. If it's not 8:00 am in the morning, I'm not creative enough, and my mushroom coffee that I make isn't the perfect temperature, I have to feel awake enough, get the eight hours of sleep that I need in order to channel my utmost creativity, and make sure I meditate for 20 minutes. I had all these rules, regulations, and conditions that I needed in order for me to write an Instagram post or create a podcast. The notes section of my podcast - I have a folder on my notes section; if you have a MacBook or iPhone, you know that the two connect - and so I'm constantly working, and I store so much information here. My podcast folder is full of ideas; it's full of so many podcast episodes that I've never even recorded because the idea will come, but the perfect conditions will not come (because I'm waiting for the perfect conditions) and then I never end up recording it. By the time the inspiration goes away, I look at the episode and think, "What did I want to say about this? Why was this so important?" And it's just not clicking for me. I realized that I am so afraid of disappointing myself and others, that I create excuses for myself. I've noticed that the reason I haven't been as consistent with my podcasts and Instagram is because I feel like if my content isn't worthy of being a top TED Talk, or winning some sort of award, then I might as well not even post it, say it, or record it. It's like I subconsciously fell into this trap, not even seeing it, even though now it's so obvious. I developed the all-or-nothing mindset when it came to this. It's because I have had so much success with these two platforms. The podcast grew so fast; I think we're over 3 million downloads right now, with just 130 episodes. That's almost unheard of. It's always in the top charts; I don't think there's been a single week where my podcast has not been in the Top 100. Most of the time, it's in the Top 50. My following also grew really

quickly for how long I've been doing Manifestation Babe. Do you guys know Sam Brown? If you haven't listened to the episode, she talks about how perfectionism leads to procrastination because you keep putting off something that you feel needs to be perfect. Perfectionism is just a strategy of avoiding shame. And so, I realized that I've gotten to this place of feeling like I've been so successful with these two platforms, that now everything has to be perfect. Sorry guys, my dog is barking in the background. Actually, it's my mom's dog. I'm babysitting him for a week, so if you hear some barking, that's him. Anyway, I've fallen into this trap of perfectionism, and I've been avoiding the shame of being like, "What if I create an episode and it flops? What if I create a post on Instagram, and it doesn't get as many likes?" Crazy talk and total ego measurements. Who cares how many likes or downloads it gets? As long as I am affecting people's lives in a positive way, that's why I even started this podcast and Instagram in the first place; to help people not to be perfect. It's become so debilitating to me, that it's actually started to affect my business. I don't mean literally affect my business, because there hasn't been a decrease financially or within the results that I'm getting, but it's more of an energetic debilitation. What I mean by that is that, from time to time, I lose my creativity when it comes to my podcast and Instagram because I keep getting myself into this trap of perfectionism. I've been able to pull myself out, but I didn't know why. I didn't know the root of it. Therefore, when I tried to pull myself out, I'd say, "Oh, it's because I'm inspired now." I shared an episode about how I was feeling uninspired and how I regained that inspiration back by choosing to tune into those feelings of what it would be like to feel inspired. It worked and helped me so much. In fact, I still feel inspired about my business. I didn't wait for the perfect conditions to come for me to receive inspiration to start the projects that I've currently started. I can't wait to record an episode of how you guys can actually get involved in one of my projects, which is going to be so good. I can't wait to record that, which I will do soon. I just need to put together a couple of more things with my team, just to make sure that I'm actually going to say the right things to you guys and not confuse anyone. But anyway, it's been debilitating me, and now I feel like I finally got to the root. Sam Brown's podcast spoke to all of you on such a deep level. It's almost that the lesson didn't necessarily go through me because I felt like I was not a perfectionist. I felt like I had been in the past, but I thought, "No, I grew my business by being imperfect. I grew my business by being authentic. People tell me that all the time. I don't have a problem with perfectionism, I've worked through that." Then, all of a sudden, I realized that I need to go back to that episode and do work around this. I know that I'm literally keeping golden nuggets away from you guys. In my daily conversations with my friends, my team, or random people who I somehow end up coaching - this happens to me all the time, where I'm on an airplane, I get to know somebody, they tell me their life story, and then I end up coaching them, encouraging them, motivating them, and then they end up changing their lives and getting back to me, saying, "Kathrin, the conversation we had was so divine. This is what happened ever since we had that conversation." I guess that's when I discovered

that I was meant to do this work. That's been happening to me since I came across *The Secret* when I was about 16 years old and couldn't keep my mouth shut. I would say, "Everybody needs to read this book." So, in these conversations, people would say, "Kathrin, that's a podcast." All the time, I talk to my friends about a topic, and they'll say, "Kathrin, is that a podcast? You need to record that." And I'm like, "Really? Are you sure? That's so basic." Or someone else would say, "Kathrin, that's a quote for your Instagram. You have to talk about that, you have to post about it. It's so good!" And I'd think, "Are you kidding me? This is basic knowledge." Then I realized, "Are you freaking kidding me, Kathrin? How is this basic knowledge? It's basic knowledge to you because you've been living it for such a long time, but at some point, this was not basic knowledge to you. At some point, you were stuck in the matrix, thinking that the world worked a certain way according to what society says about how the world works. And now you're not like that, yet you're keeping golden nuggets away from people because you think that everyone already knows this knowledge." I don't know if you can relate to this as an expert in your field. It's almost like a double-edged sword of being an "expert," where you have so much knowledge to give, but then you are so used to your own knowledge, that you don't even recognize that so many people out there don't have that knowledge; therefore, you end up not sharing it; you have this knowledge, and what is it for? Once this knowledge changes your life, you are obligated to help other people change their lives with that knowledge. I think that's the obligation of this energy flow. Why would you keep secrets? There's actually a quote in a book I read yesterday; I believe it is by Vianna Stibal who's the creator of Theta Healing, and she says that the best kept secrets are the ones that are shared with the world, or something like that. I love that because a secret is kept when everybody knows it; when it's shared with everyone, that's how a secret is kept. Of course, you can say, "Well Kathrin, that's not a secret anymore." But I don't believe in secrets. I believe that we should just be open books with each other and help people. And so, I'm constantly procrastinating because I think that what I have to say is not good enough. Therefore, as Sam Brown says, "A strategy to avoid the shame of possibly failing." I wanted to record this episode because I'm about to record about a million more. I actually have two of my team members that I took to Morocco last week coming over today to record an episode about manifesting your dream job, which I'm really excited about. So, I've obviously gotten into this flow, or at least I've gotten to the root of what's been preventing this flow. So, we'll see how things unfold. I have faith in my discovery and in my breakthrough. I know that it's been such a shift for me ever since yesterday. I was saying, "Oh my God, you guys are so right. I can't believe I didn't see it before." But anyway, I wanted to share this episode with you guys, and admit it to you because I wanted to get it off my shoulders - because this is how I process sometimes, by talking it out - and I also wanted to show you that we all - regardless of who we are, what we've accomplished, how successful we are, how much money we have - sabotage in the craziest of ways. I, for some reason, unconsciously thought that I had to be perfect in order to share my brain,

my life, and my stories with you. It all comes down to this: Perfect was not how I got here. It really isn't. Something that makes me giggle and kind of drives me crazy, is when I share something that's polarizing on my platforms and get a message or comment from someone saying, "Kathrin, it is irresponsible for someone with such a large following to share such a thing. You have an obligation and you have to be very careful with what you say because you have so many followers now." I laugh because that's such bullshit. First of all, that's called censorship; and, number two, the reason I have this following, this success, and all these people listening to me is because I unapologetically share even my most polarizing of opinions and perspectives. I don't care if people agree with me or not, I'm going to share it anyway. Most of the time, I don't care if it's perfect or not either. Obviously, I still have some work to do, but if something helps me and I want to share it with the world, even if I get a part of it wrong, who cares? It's everybody's responsibility to do their own research for themselves. If you're just blindly listening to other people, then you have some work to do. I just want to remind you that this kind of thinking or blind listening to other people is what keeps you susceptible to taking money advice from broke people, love advice from people who are unhappy and single, or health advice from people who are sick, and so on. So, I'd be very careful with that. Perfect is not how I got here, it's not where I'm going, neither will it help me grow. So, I wanted to invite you to just re-listen to Episode #129, then do an honest analysis. Sometimes you have to hear something 1000 times. So, go back again and do an honest analysis of whether this rings true for you too: Is there any area of your life where you keep holding off on something? Or do you keep waiting for the perfect conditions? Or do you keep waiting for the sign that you're meant to do it right now? Whatever it is, and whatever perfectionist quality that you might have in regard to an area of life, I want you to finally let that go. But in order for you to let it go, you have to first find it, admit to it, be very honest with yourself, and then let it go. When you're done listening to this episode, as well as Episode #129, I want you to take a screenshot and share with me your takeaways. Let me know what you guys found, let me know if you can resonate with this, and let me know if what I shared with you today really spoke with you. I am still giving a free Manifestation Hypnosis just for leaving a review of the podcast. I'm looking for honest reviews. Last week, I was looking at my reviews because I was looking at content that I could share with you guys in regards to how you can never make people happy - you can't make everyone happy; you can only be yourself, and if people aren't happy with you, that's too bad; if people are happy with that, great; you're going to become best friends. And so, I saw two reviews of people saying, "Just get to the point already. She just talks in circles, and never gets to the point." It was a one-star review. The other review, which was a one-star review as well, said, "She's so full of herself. All she does is talk about herself." Well, who else would I talk about? I can only speak from experience, and I'm sorry, but my own life is my own experience. Therefore, of course, I'm going to talk about myself. But it's just so funny. I'm not looking for five-star reviews, guys. I'm looking for honest reviews. If you truly love this podcast, of course, I

appreciate the five-star reviews. I really appreciate you guys for listening. I have a gift for you, always; all you have to do is leave a review, screenshot it before you submit it - otherwise, it's going to go into the abyss of iTunes and only show up later in some random order (it never shows up in the right order for some reason). So, take a screenshot proving that you did write something, then submit it, and then send that screenshot via email to Hello@ManifestationBabe.com. Make sure to put "I'm requesting the Manifestation Hypnosis" in the subject, and then my team will send you a link to it. All you have to do is download it. There are instructions in there as well, but basically, what you're going to do is listen to it once a day, every single day. It's going to help you rewire your subconscious mind, so that you can become a better, more powerful manifester - so, enjoy that. I hope you guys have an amazing day today. I will be here in my office recording some more episodes before my team gets here, so we can record an episode with them. I wish you guys all the best, and I can't wait to hear from you about your takeaways from this episode. Alright, see you in the next one. Mwah. Bye. 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 following [@ManifestationBabe](https://www.instagram.com/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.