

Episode 163: How to keep the creative flow going as an entre...

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SPEAKERS

Kathrin Zenkina



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. Don't you guys just love it when you sit down to do something, and then your computer decides to restart, install everything, and has you sitting there for 20 minutes? You're just thinking, "I was going to do something, I was going to be productive. I was going to record a podcast." Thanks, universe. What is that supposed to mean? I'm just joking around here. I have just been thinking, and today's episode is all about your creative flow as an entrepreneur and all the things that can get in the way of your creative flow. I'll also talk about things that I have found to help me in terms of keeping that flow consistent. Creativity is essentially the currency in

entrepreneurship when it comes to ideas. Ideas, and executing on those ideas, are essentially what keeps you in business. So, if you are a visionary of your company - which I'm assuming that if you're an entrepreneur and you're listening to me, then you are someone who is a visionary; that's also why you are attracted to the mission of Manifestation Babe, because we're all about manifesting our visions into reality. This is some really important stuff. I just wanted to share, first and foremost, my appreciation for podcasting because something that takes me, sometimes, out of my creative flow - and let me know if you guys can relate to this. Maybe I'm the only one, I don't know yet. I learn from your feedbacks; when you guys have comments, emails, and DMs that you send me about each podcast episode, I actually read it. It is impossible for me to answer the plethora of messages I get, but I do love to hear from you guys. So, please, if you ever have thoughts, takeaways, breakthroughs, or anything that you experienced while listening to my podcast, I am here and I am listening, I hear you. You guys help me create more, so you're a part of my creative flow. When you build an audience and you just communicate with your audience openly, it's like the creative flow is consistent, whether or not you're in the mood to essentially execute on that creative flow. It depends on that flow. Sometimes you are in a place where you're like, "Yes, let's go!" and you're recording, creating, writing, or whatever it is, and you feel so on fire. Sometimes you're like, "Okay, that's a great idea, and I will manifest that next week," or tomorrow, or next month, or next year. Who knows? Part of why I appreciate my podcasts so much is because it is so easy for me to roll out of bed and do this. Like putting on my makeup, doing my hair, and doing all these things for video sometimes takes me out of my creative flow. I don't know if anyone can relate to that. With a podcast, I've really been enjoying just having a microphone in front of me. Being able to just waltz into my office, turn on the mic, and speak whatever it is that is on my mind without worrying about the fact that I have crusts in my eyes, or that I have toothpaste on my shirt. It's just a whole different world, and this is something that I also want to express to you guys. All of us have mediums that keep us in flow. We're not all meant to do all the things. I know that with so many platforms, as an online entrepreneur, you have so many options. You have YouTube, Twitter, Instagram, podcasts, and so many things that you can do. I think that one of the biggest mistakes that we make is that we believe that we have to be on all the platforms. I know that I have some ideas and visions that pop into my mind every now and then about having a YouTube channel, creating videos, making vlogs, and showing the behind the scenes into my life sounds amazing. I know that at some point that it's going to happen. It's just that right now, it's not my thing. My thing right now is speaking into a microphone. My thing right now is doing workshops that are my live streams on Instagram. When I do my challenges, workshops, or teaching, those are the times that I love being on video, but I'm not the type of person who stories her life 24/7. For you, you might hate podcasting, you might hate your microphone, you might hate doing certain things that I personally love to do. For you, maybe you thrive off video or maybe you hate video, microphones, audio,

and just want to write. There's a space for all of us. I think that, first and foremost, how to keep your creative flow going is understanding what you're resonant with most right now. And that's not forever either. So, in the beginning of my business, I was such a video- and livestream-girl. If you remember me from my days in 2016, mainly 2017, is when I started live streaming. I was live Monday, Tuesday, Wednesday, Thursday, and Friday from 8:00 am until 8:30, when I had to go to work when I was still working my job. I would live stream every single day until I quit my job. Then, I was able to go at more random times and more random days, and that's how I really grew my audience, through that livestream component. Then, I lost passion for that and I transitioned into doing Instagram lives; and then, I lost passion for that, and I transitioned into podcasting. And I love podcasting. And guess what? Whatever it is that you resonate the most with is the thing that's going to succeed. I hope you know that it is so important to follow your creative flow and understand that it's going to shift and change. It's going to shift and change depending on what you resonate with the most. As long as you keep resisting that and looking at what everyone else is doing, and thinking, "Well, she's live streaming every single day," or "She's on YouTube, therefore I have to be too." I am just going to set it straight right now: that, energetically, is going to set you up for failure. I'm just going to say right now. Strategically, it could look great on paper, but energy always beat strategy. I'm not saying you're going to fail - I'm not trying to create a doomsday scenario here - but I'm saying that you might burn yourself out, and you might not be seeing the numbers that you want to see. However, when you put your time, energy, and passion into something that you do love doing - for me, it's podcasting; I've been putting a lot of my energy into it, especially in the last few months, I know that there have been times - if you've been a loyal listener for years now, since I started this in 2018, it's been two years - you'll notice that there are months where I just don't upload an episode. I have gone three months without uploading an episode. I also have months where I have 27 episodes, and my team say, "Damn, we were trying to summarize all your episodes for the month of May and we realized that you uploaded 20 episodes, so we had to list them all." And then, sometimes there are no episodes. In the last few months, this is what I've been enjoying. This is where my creative flow is. I just want to use myself as an example to share with you that how you keep your creative flow going as an entrepreneur, first and foremost, is by following what speaks to you most. So, I was talking about how creativity is the currency in entrepreneurship. So, ideas - and especially executing on those ideas - are what keeps you in business. It's one thing to go and work for someone else, where you are executing on those ideas; it's a whole other story to create those ideas yourself. There's no thing that's more valuable than the other. It's very important to both be a visionary, and then also have executors that help you execute that vision. My team, I would call them visionary executors, but they're mostly executors. I am the visionary of my company. And so, if I'm the visionary of my company, and ideas are what's keeping me in business, what happens when that flow stops? I'm assuming that if you're an entrepreneur, if you're listening to this episode, if

you're onboard here with me during this time where I'm sharing with you my business tips for this month of June, especially gearing up for the launch of Business By Design (which I'm so excited about) I know that you're probably a visionary. You consider yourself a visionary, and ideas and creative flow are very important to you. But what happens when that flow stops? What happens if you get a creative block? What happens when all you want to do is lie in bed and eat ice cream, while catching up on Bachelor re-runs? When I post little screenshots of random videos I watch on YouTube, I laugh at the responses that I get because, for some reason, we have created this idea that successful people don't do stupid things; like they don't just zone out and watch some stupid TV show every now and then - or maybe even daily. Lately, Brennan and I have been watching the Big Bang Theory. Every single night, we'll watch at least two or three episodes. That's how I keep sanity in my life, and that's how I keep my creative flow going, by not over-exerting my brain. The brain works really hard as an entrepreneur. So, I want to share with you guys just a few tips on how I personally keep the creative flow going as an entrepreneur. I also want to remind you that the creative process is unique for all of us. For writers, it's a different story; for people who draw, sketch, or paint, it's a different story; for people who are product creators or inventors, it's a different story; for people who are content creators, it's a different story; for coaches, it's a different story. It's a very unique process for all of us, but I can only speak from experience. Hopefully, from my own experience, you can pick and choose what resonates with you, and leave the rest. Hopefully, you will get something from at least one of the things that I mentioned that turns a light bulb on for you; that makes you say, "Whoa, I never thought of that. That's going really help me," or - this is my favorite one - "Kathrin, how did you know I needed to hear that?" I don't. I have learned to - and this is key as an entrepreneur, especially when you're in the Spiritual Wellness Coaching space - tune in and tap into your audience. I think that happens naturally when you're doing something, not for the money, but because you actually love it. The money comes as a byproduct of that joy, mission, and the love that you infuse into everything that you do. The money is the easy part. The hard part is staying tapped in, tuned in, and staying consistently focused on what it is that you're here to create and why you're here to create it. In this day and age of the "microwave mindset," as I call it, where we expect things to just appear in front of us and to make a million dollars overnight. In this society where there are so many distractions and so many things going on, I would say, that's the hard part. The money is the easy part. As long as you have mastered your money mindset - which if you haven't, Rich Babe Academy is going to be launching in August, so mark your calendar for the end of August because that will help you essentially get that piece together. If your money mindset is out of whack, then you can at least get your shit straight with the Rich Babe Academy. That way, you can just focus on the strategic part of entrepreneurship where money just isn't the issue. The work really is in just staying tuned in, tapped in, and connected. When you can master that, I'm telling you, it becomes a completely different experience. So, I am the visionary of my company,

Manifestation Babe. Whenever we have interviews or new employees who come on, that's how I introduce myself. I say I'm the visionary; I'm the face; I am the one doing the client-facing interactions; I'm the primary content creator, though I do have a copywriter who helps me based off of content that I've created in the past to flesh out and create more things. I do have other visionaries on my company within their own space; I have a Creative Director who helps create the vision of the brand; photography, and the videos that you guys see, especially when you go through our challenges or workshops. Recently, we've been putting a little bit more into the production of the Welcome Video, the Final Video, and stuff like that. A lot is still unfolding, but I've scaled my team in such a way where my only job now is to manifest my creativity into form. I'm the face of the company, I come up with ideas, and my team supports me in manifesting them. With my only job being creating, versus when I started, I was the one-woman show; I was pushing all the buttons, I was the IT, I was the customer support, I was the creator, and I was just every single aspect of my own company. But now, it's become where I am the one creating. This, unfortunately and fortunately, puts a lot of pressure on my creative flow - or at least it used to, until I learned some of the things that I'm going to share with you guys today. So, if you're a Creative Entrepreneur, make sure you listen closely because I have a list of six things that have really personally helped me. So, number one - and this is going to be a doozy; it's going to be the most counterintuitive thing that I tell you, because you're here listening to this episode to help you stay creative and stay in that creative flow. But I'm going to tell you, right now, that number one is: Do not expect yourself to be creatively inspired 24/7. I had to learn this the hard way. I suffered through this. I mean, talk about mental turmoil when you feel like you need to be creatively inspired 24/7, and you're not. You just lose your identity, like you have an identity crisis thinking, "I'm supposed to be creative and an entrepreneur, but I don't feel like it. I don't want to do anything. Am I failing? What is going on?" The monkey chatter just comes in and starts driving you insane. Your ego starts saying, "Haha, I told you that you weren't good enough. I told you that you couldn't do this. Here's the beginning of the end, Kathrin. This is not going happen anymore, I told you. You can't do this, it's not sustainable." And so, something I had to learn is that you have seasons as an entrepreneur. You're still a human being. I'm sorry, but when did we expect ourselves to become robots in our businesses? It's so important to honor the season that you're in. We are the hardest on ourselves in winter, when everything just seems like it's dead. I would equate winter to being the season in your creative flow where it just ain't happening. You would much rather lie in bed, eat ice cream, and catch up on Bachelor re-runs; you would much rather read a good book; you would much rather watch a movie; you would much rather sign off of your business completely, for the rest of the month if you could. And so, that's what I mean by winter. The last winter that I was in was a very long winter. Oh my god, talk about long winters. I would say that in 2020, I've been in winter from around January until about mid-April. I remember waking up one morning, and I remember being so hard on myself

for this for this period. It was one of the longest winters. I woke up and I get a lot of - my guides speak to me the most as I'm falling asleep, or right when I wake up. If you've been listening to my podcasts for a while, you'll know that the subconscious mind is most open when you wake up first thing in the morning and as you're falling asleep. So, it makes sense that the veil is very thin at that time and you have communication between your subconscious mind, your spirit guides, God, the universe, or whatever you want to call it. The message I woke up with one morning as I was going to go coach my group of VIP Manifestation Babes - I was doing a group for Manifestation Babe Academy with four other women, and we got together every single Sunday morning and I was essentially just helping them with any issues that came up. That morning, in particular, I woke up with the clearest sounding voice I've ever heard. It was a woman's voice saying, "Honor the season you're in." And then, I opened my eyes and I was out of a dream. It was like I was coming out of a dream state. I remember saying, "You know what? Fuck it, I'm just going to let this go. I'm in winter and I love winter, winters are awesome. It's okay. I know it's not forever - it feels like forever, but it doesn't have to be forever. I'm just going to honor it and we're going to be okay." I remember going on to my call my coaching call and sharing with the women, saying, "Do you guys mind if I share a message that I got this morning? I feel like it needs to be shared." I shared it with them, and I kept saying, "Honor the season you're in." I have to say, the moment I honored this season that I was in, the moment I accepted this and stopped expecting myself to be creative and inspired, the next day I burst with creativity. I don't even know what happened. I don't know if you guys noticed, but my podcast, for instance, I can't shut up! I have so many episodes in mind, you should see my list right now. Every time I check one off, I have 10 more that I write down on here. My ideas for all the things that we can do in the company and the business, it's just bursting. It was after I accepted the fact that I was in winter, that I was able to transition into another season. So, if you're struggling with inspiration right now - and especially lack of creativity - just be okay with winter, and know that even in real life - in the 3D physical world - this winter actually lasts forever. Now, if you live in the North Pole or Antarctica, I'm sure things are a little different there. So, use this as a metaphor if you're literally in winter 24/7. However, if you're closer to the equator or further away from the North Pole or the South Pole, then you know that we have seasons. Some places have more seasons than others, but things do shift. You even feel that shift in places like Costa Rica, for instance, where they don't have a spring, winter, summer, and fall, but they do have something called a rainy season and a dry season. Even places closer to the equator, you have the shifts. So, honor those shifts. Number two is so simple - it's almost too simple, that we so often don't even think about this. We say whatever to it, but when I actually take the time to do this and to reconnect and remind myself of this, it's like magic what happens. So, number two is: I always remind myself of why I'm doing what I'm doing, especially when I feel the least creative or inspired. I hold the vision of who I'm serving, and I will remind myself why I'm serving them every single day. So, I will literally envision, and I will remember why I'm

doing this. Beyond the things that are in the 3D physical form - meaning beyond the following, beyond the money, beyond the launches, and beyond all this stuff. I look at what is really at the root of this, what is inside of my heart that people cannot see, but I can feel every single day. I remind myself that I know what my audience's struggles are, I know what their fears are, I know what their hopes and dreams are. And whenever I'm feeling uninspired, I just remember what they need from me and how I can serve them. I just tap into my audience, and it's amazing how ideas always come to me when I remember to tune into what they need. Sometimes the message I get is to chill out and rest. When I was struggling with my breast implants - I openly talked about that journey before - I remember receiving some DMs from people, saying, "Kathrin, don't take this the wrong way, please, I love you so much. But you look exhausted and you need to rest" Sometimes I'll get those messages, and it's funny because at that point, I was like, "Okay, maybe I should chill out." But sometimes this is something I feel - or most of the time. I'm not saying I get these messages all the time. I hope I don't like tired all the time; I hope I look well-rested. I feel more well-rested now than I ever have before. It's just an overall really good feeling. But, energetically, when I can tap into this, I know that sometimes the message is to chill out. So, that's very helpful, of course. Having a vision pulls you through the everyday mundane of running a Creative Business. I have to tell you guys, Instagram makes this shit look fancy, but it's not fancy. Sometimes you are clicking the buttons and you're staring at your computer, and your day is as exciting as going to the matcha latte machine. Since I don't drink coffee anymore, I make matcha lattes, or my mushroom coffees - which has no coffee in it, but I call it mushroom coffee because it is like a coffee replacement. So, sometimes my day is as exciting as just making a drink. That's the most excitement I get because I'm just on my laptop and I'm creating all day. And then, sometimes, I have more exciting days, and something really cool happens. But it's not always like that. The business does not unfold with just the big things happening, 24/7. If you think that something big has to happen every day in order for you to be making progress, that is not it. Your progress is made in the small, seemingly insignificant shifts that you are creating or moving through every single day. It's the small little actions that seem insignificant but aren't. It's in that one post a day, or the one email a day, or the one podcast a day, with every single one. It's like creating a sculpture. You're like the Michelangelo of your business, and you have a piece of marble in front of you. You have to sculpt out of this sculpture. Every single piece of content that you create is like you're like chipping at it, every single day. So, that chipping part can be super mundane, but the result of it is so beautiful. It's a beautiful work of art. Number three is, of course, something that I mentioned. It's a consistent theme throughout everything right when it comes to manifesting. Having a daily connection practice allows me to tap into stored ideas I haven't yet tapped into or thought of. When I do breath work, meditation, or when I simply pray and ask for ideas - for example, "Universe, thank you so much for sending me this idea that will help me do blah blah blah." They will come to me when I'm most ready

to manifest them, and in the most receptive state that I can possibly be in - which is through these connection practices, staying open, and not waiting for them. I think the biggest mistake we make when we do a meditation is that we expect it to pop in during the meditation or during the breathwork practice. Actually, those practices are just setting you up for receiving the ideas. So, they will pop into my mind when I am most receptive, tapped in, and connected, even through the mundane things. It's not just during the meditation. Your meditation doesn't end right when your timer goes off, or something where it's been 30 minutes. You want to stay in that meditative state. You want to stay in that state that you are in. When you do breath work, you want to stay present. You want to be receptive and open. In the book, Big Magic - I don't know if you guys have read it. I read it a while ago, but I constantly refer back to it. I'll look into little snippets and pieces. I pulled something up from the internet that I want to read to you guys, where Elizabeth Gilbert talks about the creative process. She talks about ideas in a way that I 100% agree with and have experienced myself. I'm going to read an article - actually, let me open it up. I'm also going to link this, I'm not going to read the whole thing, of course. I will link this for you guys so that you can read it for yourself. It's a great article. If you want to dive deeper into the book, then order the book, Big Magic. She talks about here - and I'll just quote her exactly - "I believe that our planet is inhabited not only by animals and plants and bacteria and viruses, but also by ideas. Ideas are a disembodied, energetic life-form. They are completely separate from us, but capable of interacting with us - albeit strangely. Ideas have no material body, but they do have consciousness, and they most certainly have will. Ideas are driven by a single impulse: to be made manifest. And the only way an idea can be made manifest in our world is through collaboration with a human partner. It is only through a human's efforts that an idea can be escorted out of the ether and into the realm of the actual. Therefore, ideas spend eternity swirling around us, searching for available and willing human partners (I'm talking about all ideas here: artistic, scientific, industrial, commercial, ethical, religious, political). When an idea thinks it has found somebody - say, you - who might be able to bring it into the world, the idea will pay you a visit. They will try to get your attention. Mostly, you will not notice. This is likely because you're so consumed by your own dramas, anxieties, distractions, insecurities, and duties that you aren't receptive to inspiration. You might miss the signal because you're watching TV, or shopping, or brooding over how angry you are at somebody, or pondering your failures and mistakes, or just generally really busy. The idea will try to wave you down (perhaps for a few moments; perhaps for a few months; perhaps even for a few years), but when it finally realizes that you're oblivious to its message, it will move on to someone else. But sometimes - rarely, but magnificently - there comes a day when you're open and relaxed enough to actually receive something. Your defenses might slacken and your anxieties might ease, and then magic can slip through. The idea, sensing your openness, will start to do its work on you. It will send the universal physical and emotional signals of inspiration (the chills up the arms, the hair standing up on the back of

the neck, the nervous stomach, the buzzy thoughts, the feeling of falling into love or obsession). The idea will organize coincidences and portents to tumble across your path, to keep your interest keen. You will start to notice all sorts of signs pointing you towards the idea. Everything you see and touch and do will remind you of the idea. The idea will wake you up in the middle of the night and distract you from your everyday routine. The idea will not leave you alone until it has your fullest attention. And then, in a quiet moment, it will ask do you want to work with me? So, she says more like what happens when you say no? And what happens when you say yes, so really a great article, I found it randomly just by googling Big Magic and Elizabeth Gilbert. I didn't want to go searching in the book because the whole book is about this concept. So, great article, and it's so true. When you are open and receptive, you will be able to hear these ideas. It's often when we're caught up and stressing out that we don't have ideas and that it's so much pressure that, of course, we're not going to hear them. We're so busy listening to our own drama, anxieties, and stresses. We don't know that there's an idea floating right around us. It is trying to tap on our shoulder, but we're not feeling it because we're so busy focusing on something else. Number four, and this is such a big one for me. My husband does not resonate with this one the same way that I do. It took me the longest time to explain this to him. How I finally got him to get it was by comparing this to his gym-exercise schedule and his need to work out every single day. It's part of what makes him happy; it's part of what makes him feel whole; it's part of his everyday therap. It's where he lets go of crap; it's where he gets his ideas; it's how he stays in flow, by working out. And so, for the longest time, I was trying to explain to my husband why I wasn't happy in our last condo that we actually just moved out of. By the way, I'm recording this from my husband's office because mine is still a little echoey; there's still furniture that needs to go in there and stuff that needs to get hung. There's a huge echo, which you may have heard in some episodes. This episode is going to go up before those episodes, so if you hear an echo anywhere, it might be because of that. Anyway, I was trying to figure out ways to explain to him that my environment really impacts my creativity and that I felt creatively blocked in our last condo. Mother ayahasca showed that to me; she showed me the energetics of our last condo and how the feng shui was off there. My husband just didn't get it because he doesn't really need that; he doesn't really care about his environment. He could literally thrive in the biggest mess: he could have laundry all around him, his socks and underwear on the kitchen counter, crap everywhere, and still thrive and be able to focus. I personally don't understand that, but whatever; to each their own. I finally explained it to him. I said, "Brennan, imagine me keeping you away from working out every single day, for a year and a half? How would you feel? Would you be successful? Do you have energy for things?" He said, "Oh my God, you're so right. We need to move out." So, for me, my environment is everything to me. It's the reason why I've been so adamant on finding my dream apartment over the last six months - which has finally manifested. I do want to share the story of how I manifested my dream penthouse apartment. So, please let me

know if you're interested in that. I would love to record that as an episode of the exact how to's. A lot of you, if you've listened to my ayahuasca episodes, you know how the seed was planted. But I would love to share the process: all the frustrations, the ups and downs, and the surrender that had to come into it. I think it would be a great story. So, the science of feng shui, which is essentially a Chinese science. The words 'feng' and 'shui' I believe mean 'wind' and 'water.' I'm not sure of the order, correct me if I'm wrong. I think that's what it means. Anyway, feng shui is something that my mom has been teaching me since I was a kid. It's made such a big difference in my life. Feng shui is very helpful because it's like the energy of your environment; it's the science of creating an environment based on directions, based on certain rooms, colors, and things like that; things that can really support you or hinder your success. It is believed, through feng shui, that your environment is like your second aura. Your environment and your aura are always interacting with one another. If you're working in an environment that doesn't support you, then it can really affect your work and your creativity. That is what happened to me. Not everybody is in the place and process of manifesting, not everyone is in the place of living in their dream space, and I completely understand that. You could be in the process of manifesting your dream space and you're not necessarily in your dream space right now. There are some small things that you can do that can help create a space that supports you. What I did with our last condo is I went on YouTube and looked up feng shui tips that could help you with very small things. You don't need a lot of money or a lot of time. It's not like you need new furniture or move out in order to incorporate some of these. Some of these are as simple as moving your desk to a certain position - literally, take your desk and just move it around, based off of your own personal feng shui. Maybe it's something as simple as bringing in a crystal, or a certain color into your workspace. Some people thrive off the color blue, orange, red, or maybe even gold. Gold symbolizes abundance, and so Brennan and I brought in a lot of gold into our current space because we want it to support our wealth, abundance, creativity, and energy. When we first were looking at this penthouse, I was really looking at every single aspect. I was checking, "Where is the front door facing? Where is my office facing? What direction is this? What direction is our bedroom?" I was bringing in the compass. Every single unit that they would show us in this building, I'd bring in my compass. As soon as I see that the front door is facing the wrong direction, I would say, "Nope, we're out of here." You don't have to be that picky; I'm just choosing to be that picky because I know, for me, environment makes such a huge difference. And so, my current apartment really matches up to my personal feng shui way almost perfectly. I was adamant on manifesting the space for that very reason. So, maybe let's start with your office. Maybe you come into your office and if you notice that you just don't enjoy being there and find yourself just staring at the wall and there's nothing's coming through, then look up "office feng shui" and just see what comes up and see what you can shift. I was telling a couple of people a story of how when I was podcasting in my office in my last condo, for the longest time, the universe would keep giving me this download of "Kathrin,

you're facing the wrong direction." Every time I would podcast, it would be like right now as I'm talking to you, I'd have that thought in the back of my mind. As soon as I'm done podcasting, the thought would go away, so I would never really remember until I podcasted enough times, that I was like, "Wait a second, that shit keeps coming up." I realized that the direction my desk was facing was apparently the direction that is known for blocking creative flow or blocking success for my personal feng shui. It's called "kua." I'm a kua seven. There are different numbers and a whole science to it. I'm not an expert whatsoever. My mom has been really into it for a long time, so I know bits and pieces, but I've been doing my own research lately. It's very easy. There are lots of experts out there on YouTube. So, I finally decided to try facing my desk in a different direction. As soon as I face a different direction, it was insane what happened. So, it could be as simple as that. Now, number five: this one is huge, and that I know that a lot of entrepreneurs get way too busy to care about this. But this could be something that, though it might not hinder you in the beginning, it could eventually slow you down. That is not treating your body in the best way possible. If you're not getting enough exercise, if you are eating junk food - especially junk food that lacks in new nutrients, - you're not getting all your vitamins and minerals, and you're not getting enough water, then you're not going to feel your best. When you don't feel your best, then you're not going to be as inspired to create. I don't know about you, but when I feel good, when I have been eating great food, getting enough water, enough sleep, and moving my body, I can't help but want to create. My brain feels rested. My body isn't working so hard on trying to get toxins out of my body or trying to process all kinds of junk that could really take away from your creative energy; it could really zap and leak - talk about energy leaks. There's a podcast episode where I talk about how having your phone right next to you and having access to the internet immediately upon waking could be a major energy leak for you and your success in your business. So, this is another energy leak that isn't so noticeable until it's really built up. Some people don't even notice it until they start eating well; then they look back and say, "Oh my god, I can't believe I was barely surviving back then." So, it's very important to do your best. I know that it's easier for some than others. For some, it's harder than others. But even just getting a few organic things or upping your water count. There are very easy ways that you could implement these things, where when you do them, your body feels good. When your body feels good, your mind feels good; and when your mind feels good, it becomes very easy to think, create, brainstorm, and share and execute ideas. Now, the last thing that I want to mention is to tap into people who are tapped in, especially when you're not feeling tapped in. For instance, when I feel uninspired, I like to surround myself with other people who are creative and in flow, so that I can just be in that energy. I feel like ideas will flow around me when I'm next to or learning from someone who has ideas flowing around them, too. It's almost like a creative osmosis. If you think about it, it makes sense. Let's say, if you believe in feng shui, and you believe that your environment is your second aura, and that your environment is interacting with your energy; then, via that, you

can also say that the people that you surround yourself with is that other osmosis. Just so you guys know, you don't have to find these people in person. I think that's the biggest misconception of the phrase "You're the average of the five people you surround yourself the most with. I think a lot of people think it means only people in person; but it could also be people on the internet. That's how I find my people: on the internet; podcasts, YouTube, books, authors. I will tap into their energy - not in a vampiric or creepy way. I find myself feeling really good around people who are feeling inspired; watching them create with love, joy, and passion. It really infuses me with that energy and makes me feel so good. That, then, helps me tap back in. I look at these people as a bridge, or as a guide; so, I need a guide or a bridge to help me when I'm struggling. I raise my hand; "Help me, I need to raise my vibration." I feel like when I surround myself with those people, it's so contagious. This energy is so contagious. And it goes vice versa: When you're trying to build a business and you surround yourself with people who are constantly complaining, focusing on problems, not doing anything about it, and are just really down in the dumps, then it becomes very easy for you to - via osmosis - take in some of that energy, too. So, you have to find this balance, and you have to be very mindful of this as well. It's a powerful trick when you use it to your advantage. So, that is it for this podcast. Now, I do have more tips and tricks to share with you guys, but what I'm going to do is I'm going to save them for my workshop that I'm hosting next week, June 15 to June 17. Otherwise, I'm going to have nothing to share in the actual workshop, which I want to make as fun, educational, informative, and effective as possible. So, of course, I'm going to share a lot of these other things that I have in store with you, where we're going to workshop our way into magnetizing our business. Now, I did change the workshop dates, due to everything that was going on in our current space and environment. I just wanted to be respectful to those people who were going through the grieving process of what happened here in the United States around George Floyd getting murdered. I just really wanted to hone in, talking about systemic racism, white privilege, and all that stuff; stuff that I'm going to continue to talk about for the rest of time. I have so many other episodes, so many interviews, and so many things that I'm currently doing - both front facing, and a lot behind the scenes that I just haven't shared yet. It's going to be a continuous message and a continuous project to bring as much diversity and inclusion into the Manifestation Babe space. And so, we wanted to postpone the workshop to respect that. So, the new dates, if you guys are confused, is June 15 through 17. So, it's Monday, Tuesday, and Wednesday. This is a free three-day live workshop called Magnetize Your Business where I'm going to be sharing with you how to magnetize, number one, your mindset so that you can consistently draw in new money-making ideas; number two: your messaging, so that you can easily attract your ideal customer or client, and have your audience feel like you can literally read their minds; and number three is your business mechanics, so that you can create a super-aligned business strategy of systems and processes that work for you and literally cut your work in half. It's a completely free workshop for any entrepreneur. If

you've been enjoying this episode, this is a workshop for you. So, I'm just going to let you know that, yes, it's for you. Who's ready to blow past their business goals and create a super-aligned success? In this workshop, I'm also giving away a \$1,000 Business Grant to be used towards any business investment, a \$500 gift card to the Apple Store, and a pile of my favorite business books handpicked by me and my team. You can sign up for this workshop at ManifestationBabe.com/Magnetize or you can find it in the show notes below. It's going to be epic. For every single participant who joins us, we're going to be giving away \$1 toward the organization called Color of Change. You guys can check out all the incredible things that this organization is doing to making a less hostile and more human world for the black community. They have very powerful campaigns that they put together. One of the projects that they worked on recently was having Zoom hire a Chief Diversity Officer so that they can really work on making Zoom a safe platform for people of color and the black community; to feel like they are represented and are safe on that platform. So, really cool stuff. You guys can check them out, if you want to make a separate donation yourself, at ColorOfChange.org. Up to \$20,000, my team and I will be making a donation based on the participants for this workshop. So, it's going to be really epic. It's going to make a difference in people's lives, and it's also going to make a difference in your business. It's going to be really fun. Again, it's a free workshop. You can also text me at 310-388-8235 by sending me the word "magnetize." I'll send you the link directly to your phone as well. Either way, if you guys need to see how this is spelt, or if you guys want to see the phone number in the show notes, you can always check out the show notes if you're having any issues with the links, or if you just need to see something spelled out. I completely understand, even I was like, "How do you spell magnetize?" Anyway, I love you guys so much. I will see you in the next episode, as well as inside of our workshop. Alright, you guys, 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 searching [@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.