



Episode 165: UNSUGARCOATED: Systemic Racism & White Privileg...

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SPEAKERS

Kathrin Zenkina, Allyson Byrd



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 episode of the Manifestation Babe Podcast. Wow, wow, wow. That is the only word I have to describe this super powerful, emotional, and moving interview that I hosted a few days ago with Allyson Byrd on Instagram Live. It was also being recorded, at the same time, as a podcast, which is what you are listening to now. I can't even tell you how many times I almost cried, but worked so hard to hold back any tears during this interview. Allyson is so raw and real. She's super wise and drops wisdom bombs, left and right, on her experience as a black woman in the space of entrepreneurship and social media. The feedback for this episode and that livestream was insane. People cried, people

were moved, and my hope for you is that this episode moves you into the inspired action that's going to create a generation and a world where everybody feels welcome, included, and a part of the big human community. White privilege and systemic racism don't just show up where we're taught it generally shows up - like in our education systems, criminal justice systems, religion, the economy, and so on. It also shows in places where we like to hang out most - which is online. Allyson is truly "unsugarcoated" - as this episode is titled. You're going to learn so much from her. As you listen to her, feel her passion and feel her fire; this woman is going to change the world. If you don't know who she is, Allyson Byrd is also known as the Profit Accelerator. She is celebrated as one of the world's most trusted leadership advisors and sales experts for entrepreneurs and small business owners. Today, she and her team executive produced exclusive virtual membership communities for influencers with online audiences over one million in reach. Allyson's clients generate a collective \$33+ million in sales revenue, annually. She and her team have coached 7,500 entrepreneurial leaders to create \$260 million in new revenue over the past nine years. You'll be able to learn and hear more of Allyson's journey to success from an underprivileged life on food stamps, a dad in prison, and a single mom raising two kids, to the ultra-passionate, successful leader she is today, and the undeniable stance she has for women rising into her greatness in her latest collaboration with Amazon Prime TV. Allyson's press features include Time - Money, Forbes, Yahoo! Finance, Business Insider, CNBC, MSN, NPR, Black Enterprise, Essence, Entrepreneur.com, and USA Today. And with that, again, you guys are in for a treat. Let's dive right into it. Allyson, for anybody in my audience who does not know who you are, can you just share a little tidbit about you, your background, what you're all about, and what you do with your business, as a start?

A

Allyson Byrd 04:27

Yeah, absolutely. So, I am very honored to be on this stream, especially for the subject matter content that we're discussing together. So, I want to start by saying I co-founded a tech company named Propel. So, anyone that tries to look up Propel, you won't find it; it's an invitation-only technical company that works specifically with social influencers, to support them to create social change. So, we built a platform for them. When we build that platform, they then donate a major percentage of that to clean water systems in a third world country; to the undereducated, maybe in Africa. That's what we do. That's what I spend 85 percent of my time doing. 15 percent of my time is spent having a conversation with women - specifically black, brown, and white women - around your dialogue with money. How do you associate with money? How do you relate to money? The challenge is that it is societal; that success with money is through gender. And so, there are gender biases that are huge around the dialogue of, "Who should be the most successful?" When women become extremely successful financially, people want them to be quiet - unless they're a celebrity entrepreneur, like an Oprah Winfrey, a Kim

Kardashian, or a Kylie Jenner. Even then, people judge them. It shouldn't be all about the money, but they never say that to a Warren Buffett; they never say that to a Mark Cuban; they never say that to an Elon Musk. They never say "it should not be about the money." As a matter of fact, they praise those men when they do good with that money. But when women tout that money gives us freedom money, gives us the lifestyle, money allows us to effectuate change and transformation in our own lives and then beyond our four walls, then they start saying, "Wait a minute, it should be about service." So, I was born for such a time as this to disrupt the dialogue. Number one, that influencers cannot be impactful in the world. Number two, that women cannot have a powerful association with money. That's not real. And that women of color cannot have financial independence. So, that's what I do 100 percent of my time. I am not an activist for anti-racism, until now. So, this time has required my rise. This time has required that my voice goes with what is occurring against black people, across the world; the annihilation, the murders, the racism, the segregation that is in business industries, that allows organizations and organized crime - specifically against black people. I'm required to speak about it. So, I want to say to everyone that's on, if you're looking at black people and saying, "Well, it's easy for you to talk about" - it's not easy for us to talk about! I don't talk about this every day. I don't have this dialogue every day. Every day, my highest responsibilities are to run my technical organization, and then to make sure that I'm having a conversation with women about your ultimate freedom; about you releasing sadness, guilt, shame, resentment, and old paradigms around money; and introduce you to a space and place of freedom. But because such a time as this requires my voice, I say "Yes." And so, the conversation that we're having today is a conversation that will invite you to suspend your biases that will invite you to suspend your fragility and your own fears, and unlearn some things that may have come from people that you love, admire, and respect - like parents, teachers, or professors. We are all unlearning things today. So, you are not alone in this. This is not a callout culture. Like, "That's not the mode of Kathrin, that's not the mode of me." This is going to be a loving, generous conversation that asks you, "What action will you take? What will you do first in the mirror? And once you look in the mirror, what will you do that will transcend your world, and then have an outpouring into the world?" So, that's where we're going today.

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Kathrin Zenkina 09:11

Yes. Beautiful, Allyson. You just exude so much love, power, and incredible energy. I just wanted to thank you for the work that you do. It's amazing. I didn't know that you had a whole other business that you spend 85 percent of your time with. I've only seen what you've done on social with the 15 percent. Even with that, I thought, "Wow, she's doing such incredible work with empowering women to make more money, to do good things with their money, and to be able to talk about money." Speaking of money, I actually had

such a breakthrough, personally, around the topic that we're going to talk about today. Last week, I got caught up in analysis paralysis. "What do I say? What do I don't say? Who am I going to offend? Who am I not going to offend? How are people going to perceive me?" and I realized by the end of the week that this isn't helping anybody. Silence, first of all, is not an option. Second of all, I just have to embrace the fact that I'm going to make mistakes; and it's going to be okay as long as I do what is in most alignment with what I believe is right. The breakthrough that I had in relation to money, is that money used to be such a - and still is, for so many people - taboo topic. I felt so uncomfortable around money, and I felt like I couldn't talk about it. I couldn't share how much money I made. I couldn't even talk about the fact that I wanted more money. There are just so many different societal conditions layered on top of one another, which was preventing me from creating the success I want in my business. I realized that, right now, that a very similar taboo thing that I didn't really educate myself on before, was around race. Race is this other taboo thing, where because we're not talking about it, it is causing us all sorts of problems. It's keeping the black community oppressed; it's keeping white people in power; it's just causing all kinds of chaos. Until we start to empower ourselves - all different races, all different colors - to talk about this topic and dismantle the systemic racism and white privilege, nothing's going to change. So, I thank you so much for coming onto this platform. With that being said, I want to just dive in. You specifically shared the word "Unsugarcoated." How you want to talk about white privilege and systemic racism, and how it shows up on social media. Can you dive into why you use such a word? And how we can all, together, be unsugarcoated about this very important topic?

A

Allyson Byrd 11:51

Absolutely. So, I want to acknowledge that the disparities among black, Indigenous, and people of color in America, specifically, are vast. So, we could have a conversation today around education disparities, housing disparities, health disparities, employment disparities. Testing, right now as we record this with the COVID pandemic; the fact that in Black communities, it is very difficult to get tested. In a White community, you can more easily walk in, get a test, get the help that you need, and survive a COVID crisis. In a Black community, it is not as easy, not as simple, and so the death rate has tremendously shot up. We could talk about fresh food disparities; the fact that there are food deserts, in primarily Black and Brown communities; meaning - what is a food desert? - meaning there's no fresh food; there's fast food; there are fruit juices; there are corner stores that have food that you can put in the microwave; overprocessed and indigestible by the body, which leads to hypertension, heart disease, and diabetes among Black, Brown, and people of color. We could talk about police brutality; the fact that Black people are murdered ruthlessly and undeniably, and that White people are not held accountable for that. We could talk about the mental health status; the reality is that mental health is at a crisis

level for Black people, specifically. It's not made available. The finances for it, health insurance is not covering it. All of those things are important. So, there are so many disparities that we can touch on. Why did we decide that we would touch on the disparity that shows up in social media? Because that's our lane. That's what we do. When we look at systemic racism, we've got to have an unsugarcoated dialogue. What does unsugarcoated mean? It means it takes off everything that sweetens it, everything that makes it nice. This is not a nice conversation. Can we be respectful? Yes. But do we have to be nice? Absolutely not. Because it's not nice, what has occurred. So, in a new medium - like social media, that's not even 20 years old - we see supremacy, we see segregation, we see privilege, and we see that without anyone holding anyone accountable. We have a "black" side of social media and a "white" side of social media. How do we know that? Look at your influencers. Do you see collaborations with Black people? Do you see collaborations with Indigenous people? Do you see collaborations with people of color? The answer is "no, no, no." When you see it, it is very sparse; and often what happens is, there's a token person that's on the stage, that's on the platform, or that's on the podcast. There's someone that has become acceptable in the white culture as a voice, but they're not a voice for their color. They're a voice for their specific genre of business. So, what we're saying is, let's disrupt that. Let's take the line of segregation away. I know that segregation seems like an antiquated word - it seems like an aged word - but the truth is, it's very present in our reality today. If you look at all mega influencers, you're gonna see mega influencers that are white, mega influencers that are black, mega influencers that are Asian, mega influencers that are Indian. There is a distinctive line. So, we've got to have a conversation that says, "Are we willing to disrupt that? And are we as the influencers and the influencers that micro-influencers are watching - they're learning just like a child learns from a parent. "Do I do this? Do I do what you do? Do I have an all-white platform to? Do I have an all black-platform too? Am I only allowed in one place? Do I have to wait for a seat at the table? Or can I pull up my chair and tell you why I'm necessary and pertinent to the space beyond my skin color, and because of my skin color?" Those are dialogues that we have to be willing to have.

K

Kathrin Zenkina 16:29

Yes. I'm super curious, you talk about the token people. So many influencers right now are realizing the segregation. For me, for instance, just to be 100 percent honest, the majority of the people that I followed were white; the majority of the books that I read were written by white authors; the majority of the podcasts that I listened to and learned from were white creators. That just smacked me in the face, over the last week, where I realized that there are only two books around manifestation - because that's my lane - teaching on how to manifest your best life. Two of my favorite books - one is called A Happy Pocket Full of Money.

A

Allyson Byrd 17:18

Yes, you introduced me to his work! Love it. My camera is literally set on Gikandi's book, right now. It's literally sitting on it!

K

Kathrin Zenkina 17:26

No way! Really? Oh my god. I need to find that author and bring him on the podcast as well. I know he's black; I don't know if he's American, or where he's from.

A

Allyson Byrd 17:39

Let me say this, because I think this is so prolific. I don't know if people know, but number one: you should read A Happy Pocket Full of Money. Number two: Gikandi wrote A Happy Pocket Full of Money because he was behind - if anybody's ever read The Secret - he was one of the primary writers that basically -

K

Kathrin Zenkina 18:02

No way.

A

Allyson Byrd 18:02

Yeah! Like, basically, his work was directly connected - or is directly connected - to so many of the manifestation teachers. Basically, they appropriate his work. But here's the thing that he did with A Happy Pocket Full of Money. He said, "Why is it that people aren't able to make this real for themselves - specifically Black and Brown people?" Because manifesting while Black and Brown ain't the same as manifesting while White. You don't have the same psychodrama that we do. When I'm in manifestation mode, I have to shut out of the fact that the average African-American female in North America has a net worth of \$5. I have to shut that out. I have to shut out that, probably, 70 percent of my family is still on some type of subsidized support from the government; I have to shut out what W. E. B. Du Bois says is the talented ten, which is one out of 10 black people will rise - only one. The one that rises will have survivor's remorse, and will also be responsible for the other nine. The other nine will look at the one and say, "You did it for yourself; now give me some of that and help me make it." There's so much that we have to push through in order to get to a state where we can even be in the vortex of bliss. There's so much. But when you're in white privilege, you ain't got to push through all that. You get to just be like, "Let me just clear four hours. Let me go into my vortex, and let me go into my bliss." Now, I'm not saying that white people don't have issues; that white people don't

have drama. So, nobody get into an argument of semantics here. What I'm saying is that there's so much that is in the lives of black people, specifically, that is oppressing us, even when we are risen. I am in the top three percent of society today. I'm in the top one percent of African-American female earners. I busted my ass to get here. And so, when you look at my bio - and you can find that I've been featured in USA Today; I have a new episode that just came out on Amazon Prime; my partnership is with NPR; I have contracts that we've written with Kraft and Procter & Gamble; our clients going on major shows from when Oprah Winfrey was on, all the way to Good Morning America. All these different things, I fought for that. I had to fight through a dad that was in prison. The last place that I saw him was in prison, and it was normal. When I told my friends, "I'm going to see my dad and he's in prison," they didn't say, "Prison!? What did your dad do?" They were like, "Oh yeah, I went to see my dad in prison, too." When my mom worked three jobs and was never at home, which then opened me up to staying with the babysitter who had sons who inappropriately touched my body, violated me and stole my innocence - that was a normalcy. Why was that a normalcy in my culture? Because Mama's couldn't be home. They had to go put food on our table. And so, there's so much. When I go to Sedona and I go through a soul adventure, and I sit to have my soul cleansed, to get to the epic purpose that God has for my life. I have to walk through the feeling of being molested; I have to walk through the brutality of being beat over the head by a former boyfriend. By the way, domestic violence is so common among women of color. I have to walk through not just biases, but the prejudices of walking into corporations and having them look at me and say, "Oh, you're black. Wait a minute, you should be in our diversity and inclusion area. You shouldn't be talking directly to the CEO." There's so much that we have to walk through to manifest while Black and Brown. It's a unique story for us. So, we're not asking for white savior-ism. We're not asking for you to feel sorry for us. We're asking for you to understand that what you think is historical, is still modern-day, that's assaulting many of the black leaders that you see, risen and still are on a rise. That's what we're asking for. We're asking that you understand, that you listen to our stories. We're not asking that you mute because your voice is not valuable. Every human's voice is necessary, even those voices that speak in contrast to what we believe. What we're asking is that when you speak your voice, will you extend your platform so that our voices may be heard as well? And do you see our voices as valuable? Not just a part of your checklist - black person, done; brown person, done; woman, done; I did what I was supposed to do. That's so deeply unfair. To remain ignorant to our cause; to remain unaware of our journey and our pathway; and to be insensitive to it; to say things like "All lives matter; we should not segregate black lives." That's very unfair, because all lives can't matter when black lives aren't mattering.



Kathrin Zenkina 23:36

Allyson, I just wanted to thank you so much for being unsugarcoated and for keeping it real. I am learning so much from you, and I know that all of my followers are learning so much from you, too. I just wanted to acknowledge you and I just wanted to honor you for that. My question for you is, what can we all do together - but especially as white influencers - in order to create not just a change that lasts for this week while it's trendy, but a lasting change? It's one thing to read one book; it's one thing to, as you mentioned, just check things off. How, in your vision, do we create a lasting transformation and a lasting change, so that this is no longer the reality for Black, Indigenous, and people of color?

A

Allyson Byrd 24:37

Yeah, I think - I'm very intentional with my words, so let me erase "I think" and let me say "I know." I know that it has to begin with followers addressing influencers who have all-white platforms. The next sales page that you see that doesn't reflect you, or if you're white and you see that it doesn't reflect Black, Indigenous, people of color, then say something. We've heard it: if you see something, say something. So, if you see a sales page and all you see are people that look one way, then say something. Say, "Hey, can you reflect our world?" That's number one. Number two: If you're going to a live event, look at the roster of speakers. There is no subject matter - from chemical engineering, all the way to branding, to marketing, to sales, to content creation - there's no area where Black, Indigenous, people of color are not educated, brilliant, verbal, skilled, powerful, prolific, dynamic, impactful, and ready for the opportunity. So, if you're going to an event and you don't see that, say something to the creator. Say, "I cannot attend your event if you don't have a diversified group of people presenting." Here's something that happened. I was a part of a Mastermind. There was no diversity in the leadership with women, black leaders, or any people of color. I said to the Mastermind leader, "The check is going the wrong way. I'm writing you a check; you need to be writing me a check." It was a \$66,000 Mastermind, and I said, "We need to flip this." Hold on, I paused for just a second. My battery was like funkytown. So, I said, "We need to flip this?" And he said, "What do you propose?" And I said, "I need to be the person teaching Sales and Money Mindset. And let me tell you why you need it from me," and I shared my skills, "but let me tell you why you need it from a black woman." Because of what I've risen through, everything that attacks people to be able to appropriately and effectively sell - whether it's imposter syndrome; feeling a sense of fraudulence; not having sales, courage, and confidence to use their voice; not being bold and demanding; not knowing how to powerfully negotiate - I said, "I learned all that in the hood. I've learned that just walking up to the corner store." So, everything that I learned, as a young child, now is a value add that helped me create millions and millions of dollars today. My business partner is a white Jewish man. The reason that we do business so well together - and I tell him all the time, "What would your privilege say we

should do in this situation? Because my suffrage is telling me that I should negotiate backwards. What would your privilege say?" And he'll say to me, "My privilege would say, "We own this because this, this and this," and I'll say, "That's an interesting perspective." And then, I've taught him to say, "What would your historical context say?" - which is, if I come out swinging, if I put some Vaseline on my face, take my hoops off, and I fight for the cause, what would we do? And so he said, "What would your historical context say?" and I said, "These mother effers need to do this. We just have real candid dialogues." Together, that collaboration actually produces a very sweet, extraordinary partnership that is so ethical and so pure. It is reflective in society, in a beautiful, powerful way for major influencers. We only take eight influencers a year, and we do them by referral only. How do we do that? We're extraordinary at what we do because of the hybrid of our backgrounds, but the alignment of our future vision. So, the last two things that I would say. So, number one: look at sales pages. Is it diversified? Number two: look at events and look at the speaker roster. Number three: speak with clarity, kindness, and courage. There's no reason to have a callout culture that is snap your fingers, roll your neck, and make people feel bad. Holding people accountable and making people feel bad are not the same. Go ahead, Kathrin.

K

Kathrin Zenkina 29:54

I was just going to ask you, because as you were talking and you brought it back nicely, I was going to ask, what is the difference between calling someone out publicly about their social media, their lack of diversity, or their sales page; versus just addressing them privately? What is your perspective on that? How should people bring this up in a way that is respectful to both sides, but also is something that's serious enough to drive actual change?

A

Allyson Byrd 30:26

Yeah, I am a super fan of people being called in. I'm a super fan of that. There's a distinction between a callout and a call-in. I see a lot of callouts right now. Honestly, while it's not my ammo, I'm not mad at it. I'm just going to say that. I'm not mad at it, it's not my style; but I am far from mad at it. The reason that the callout culture is here is because the private call-ins have not worked. So, to me, when someone is privately DMing you; privately having the courage to write you in email; and then you ignore it, you defend, you protect yourself, your ignorance and your allies ship with separatism and segregation, then you need to be called out. So that, to me, is a progressive trap. I think that if someone has been kind enough to be private and to call you in, at some point, if you're ignoring that, there are two things. My philosophy is you can either call them out with the tribe, or you can identify that this person doesn't care about your black dollar. If they don't

care about your black dollar, don't follow them. Our role is not to make people care about our money and make people care about us being their student. If I have to fight you to make you include me, then you were never for me. And so, your knowledge is not that pertinent to my success - at all. Period with a T. It just is not. So, if you are willfully staying in a space of being unresponsive, to me, that's my moment to move on; to others, that's their moment to build momentum through a movement, which is to call-out. So, those are the distinctions to me. There's no right or wrong in that; there's just however people want to pursue their version of justice.

K

Kathrin Zenkina 32:46

Yeah, I love that. That completely makes sense. Also, as you said, I'm not mad at callouts that are happening. I can see why people are angry; I can see why when people don't feel heard, that they're being led to take bigger, louder actions, it makes complete sense. I wanted to ask you, Allyson, in relation to this, how have you felt over the last week? Maybe you haven't noticed too much of this, or maybe you noticed a lot of this; of, for instance, white influencers staying quiet about such a topic. For instance, one of the things that I've seen them say is "Politics doesn't belong in my business." This isn't about politics; this is about human rights, first and foremost. This isn't a low-vibe topic. Allyson and I were actually talking about this right before we went live, around how this is true light working; and bringing light into darker spaces to uplift the vibration of every single human being on this planet is the best light work that you can do. Have you noticed people being silent? And how do you feel about white influencers not talking about this or not taking a stand, from your perspective?

A

Allyson Byrd 34:03

From my perspective, I feel like white influencers that have had nothing to say, when Amazon has something to say, Ford Motor Company has something to say, Nike has something to say, Reebok has something to say, Peloton has something to say, Postmates has something to say, Yelp has something to say, Airbnb has something to say. Why the hell have you not figured out what to say? Why are you so unclear when Ellen DeGeneres has something to say? When every major actor and influencer has something to say? Where did you get confused, bewildered, and unclear? And why are you lingering in it? That is a space of supremacy. To me, that supremacy and separateness both have the same etymological roots. That means because I feel higher than, the ego thinks in two directions: either too high or too low. It doesn't have a middle ground. So, my ego is so inflamed, that I will present to the world a state of confusion, or silence, which is violence. And I believe that is deeply unfair, lazy, and small. It is so expired, in my opinion; when organizations that are multimillion dollar and billion dollar industries can stake their

claim, and you have 900,000 followers and make \$13 million a year - which is not anything to sneeze at, but it is small comparatively - baby, what do you have to lose? You have everything to gain by acknowledging humanity and being of extraordinary support. So, to me, I think that it lends to the suffering of my people. It lends to why that man felt okay to have his knee on the neck of George Floyd for eight minutes and 46 seconds - while being filmed - and felt like no consequence will come to me. It's not okay. It has broken my heart. It has made me sad. I have gone from being angry, to disappointed, to afraid, to strong, to vocal, to silent, to deflated, to puffed up, to F you! All the emotions have gone through my soul and my psyche. I've had to do energy work, therapy work, and body work over the last week to stay in a state of freedom. If I'm doing all of that, and you can't simply make a stand with me and my people, to me, that is not good humanity. That is not conscious humanity. That is not reflective of love, however way you get your love and whatever source or divine alignment - whether you are with God, Allah, Buddha, Christ, consciousness - that is not a reflection of any of that, and it's not okay.

K

Kathrin Zenkina 37:25

Mm-mmm (affirmative). Such great points. Allyson, how does this relate to being performative? I know that a lot of white influencers are being called out on -

A

Allyson Byrd 37:35

Hang on, let me grab my charger.

K

Kathrin Zenkina 37:36

Alright, go for it. I'll just keep talking to the people. So, I've seen a lot of white influencers being called out. People are saying, "You're just being performative," or "You're just doing this because of PR," "You're just doing this so that your business doesn't go down." Where do we find the balance with this? I don't know if you can still hear me, Allyson, but where do we -

A

Allyson Byrd 37:56

Yeah, yeah. You're in my ear.

K

Kathrin Zenkina 37:58

Especially for you, as a black woman, what do you see, from your perspective, as being performative? How can those who are being 100 percent authentic, who generally

genuinely care, who do have a heart, who are trying to do their best - how can they show up in a way that is not too little, and also not so over the top word where it seems like it's being fake?

A

Allyson Byrd 38:23

We won't know for another six months, another year, two years, three years - we won't know. Right now, everything is performative because action is what takes us from a performative to authentic allies. So, we need to see action. The way that we'll see action is through diversity, inclusion, acceptance, and authentic commitment to show that Black Lives Matter; not only black lives, but black trans lives, black, LGBTQ, and all of our lives. All of us that are being killed, they all matter. Not just black conservatives, not just pretty black people, not just light-skinned black people, not just acceptable, well-speaking black people, not just educated black people, not just popular black people. All black lives matter. Until we see your action with that; until we see your dollars with that; until we see you make a stand with that; all black lives matter. That's what we need to see. So, honestly, some people will go under the radar today as performative, and we won't know. But a year from now, when we honor the year of George Floyd's murder, his ascension into the afterlife, and his assurance of all of us into the Great Awakening that we're in today; we will look to the right, we will look to the left, we will look ahead, and we will look behind us. We will say, "Who led us? Who stood beside us? And who is coming behind us?" Then, we will truly know our allies, at that moment.

K

Kathrin Zenkina 40:12

That's such an important distinction. It's about walking your walk and truly walking your walk, no matter what, every single day for the rest of your life. That's something that I, personally, have committed to. I know that there are so many others who have committed to the same. Just as Allyson said, you have to be here one year from now, two years from now, three years from now, a decade from now, 20 years from now. It's just something where the work just isn't over.

A

Allyson Byrd 40:36

I want to say this, because I think that this is so important - especially coming from two manifestation teachers. Put your money where your mouth is. Money is such a symbolic, energetic exchange of your beliefs. Even if you don't have a lot of money, if you put \$10 today to support Black Lives Matter; if you put \$10 today to Rachel Cargle's mental health movement at 501c3 to ensure that black people have mental health allies. If you put \$25 today toward Black trans who are being murdered brutally in the streets without

consequence, and you help their causes; what happens is that there's an energetic exchange that says, "I'm no longer on the other side. I am an ally." Put your money where your mouth is. For those of you that are in a dialogue that says, "Well, I don't have a lot." Then, listen: despise not small beginnings, baby. Despise not small beginnings. There were days, Kathrin, when I wanted to make more money. I lived in a 480-square foot apartment. I couldn't even afford my Wi-Fi. The white neighbor across the hall. I knocked on his door and said, "Can I use your Wi-Fi for the next 90 days? I can't pay you, but it's going to take me 90 days to get my money together." He said, "Absolutely." I noticed that he was a newly divorced dad. He would always take his kids to McDonald's - and no McDonald taters. He took his kids to McDonald's, don't be mad at me that they were taking pink slime. Don't lose yourself in the story. Anyway, when those 90 days came, I took my bill over to him from Time Warner Cable, and I said "I got my Wi-Fi. Thank you." And I handed him a McDonald's gift card. That was me being energetic; and, say, that wasn't a huge amount, but it was all that I had. Don't you know - it wasn't even a year later - I bought a McDonald's out? I'm in the McDonald's Hall of Fame today. Some of you that are on this livestream, remember when I hosted my private birthday party at a McDonald's - and bought it out?

K

Kathrin Zenkina 43:34

Wow.

A

Allyson Byrd 43:35

Because manifestation requires proof through effort. You have to show yourself; you must have an energetic exchange and give yourself permission to rise. The rising doesn't happen with millions. It was not even 18 months later that we did our first four - what did we do? Half a million dollars, less than 18 months later. And the numbers have ascended ever since then. So, I want to say to everybody that's on here, that it's in the basement of your destiny. You are on the floor of your dreams. You are caught between a dream and a job. You are behind on your bills and behind on your purpose. Baby, let me tell you something: We are two women that have risen through different circumstances, different walks, and different historical contexts. But we are here to show you that if we did it, you can do it too. And so, don't let this pandemic within a pandemic steal your purpose. Let it lift you into it. This is the awakening you've been waiting for. And so, with all love, admonishment, challenge, charge, and truth of what we stand on, we say to you, "Rise, girl." And while you're rising, lift as you climb. And make sure that the women climbing with you don't look just like you. That's your responsibility. That's your good work. That's your God work. That's your light work. That's the invitation that we're extending to you today.

K

Kathrin Zenkina 45:22

Allyson, I'm just going to leave it right there. I know you had a shorter timeframe. That is a mic fucking drop. Thank you so much for being here. Thank you so much for opening this dialogue with me. Thank you so much for being unsugarcoated, and for giving the opportunity for so many beautiful souls who are not just watching this livestream right now, but also listening to this podcast for many years to come; to be a part of this conversation, and to be part of the movement to rise up, as you said, and bring everybody up with us, Allyson, for anyone who's listening - on the live stream they can follow you from here - but for anybody on the podcast, can you share where my listeners can find you? Where they can hang out with you, and more importantly, support your work?

A

Allyson Byrd 46:09

Absolutely. I want to say this for everyone that's listening: you're necessary. There is no one person that is more necessary than you. You are called. You are caused. You are anointed. Be purposeful. Be strong. Endure. Take care of yourself. Usher your dreams into bigger levels. Trust your voice. Trust your heart. You're so necessary. You are a miracle that the world waited for. If you look in the mirror and you say, "Why was I born?" The answer is, "For such a time as this." You are loved. You are cherished. You are beautiful in your black skin. You are urgent in your brown skin. You are wonderful in your white skin. Your Asian skin is so pure and so beautiful. Whatever Indigenous country you are from, whatever your dialect, however you speak, don't you dare change it. Don't you take that inflection away. Don't you take that tone away. Don't you diminish that accent. Don't you change your nose, or your eyes, or your hair. Show up as your authentic self, and watch the world embrace you. You are so necessary, and you are so loved, and you are wanted on this earth. Use your voice. Use your platform. Use your power for good. We see you and we desire you. Find the communities that celebrate you, not tolerate you. I have a deep respect for women, and for our greatness, and for who we were born to be. The time is up for us to be needed. Any race, time is up. But the time is now for every woman, of every color, of every socio-economic status and background to find your relevant voice for this time. It is for such a time as this that the microphone is up to all of our lips. If you want to follow me, if you want this kind of conversation, if you want this kind of energy in your life, let me tell you: I'm unapologetic, and I won't ever let you stay the same. You can follow me on Instagram at @IAmAllysonByrd. Allyson means 'truth;' Byrd means 'messenger. I will be that for you, always,

K

Kathrin Zenkina 49:01

Allyson, you are medicine for the soul. I just wanted to thank you so much for coming on here, both on the livestream and the podcast. God bless you; you are such a light to this

world, and I just can't wait to see what else comes your way from this, who rises up with you, and who you take on this journey. I just want to let you know that you have my full fucking support. Anything you could ever need to help you on this mission, I am here, girl. Thank you for bringing such knowledge, education, and wisdom drops to my audience, so that they can also rise up.

A

Allyson Byrd 49:42

Amen. Thank you, girl.

K

Kathrin Zenkina 49:44

Thank you. Alright, you guys. Have a wonderful day. This will be up on a replay on the livestream. I'm also going to download it and upload it to my IGTV. For those of you who are listening on the podcast, you guys have lifetime access to this. Make sure you guys take a screenshot right now, whether you are live right now with us or on the podcast. Make sure you tag Allyson Byrd (@iamallysonbyrd) and send all the love her way. This was such an eye-opening and incredible conversation. Seriously, share it with as many people as you possibly can, because this just resonated so much with my heart and my soul. This caused such a shift within me. I hope you know that, Allyson. I just feel that flame and fire, and I'm fucking excited about this.

A

Allyson Byrd 50:34

Thank you for this. Thank you to everyone that was on. This was an incredible moment. Thank you.

K

Kathrin Zenkina 50:40

Bye, guys.

A

Allyson Byrd 50:41

Bye, everyone.

K

Kathrin Zenkina 50:43

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 the

good stuff coming your way. If you aren't already following me on social media, come soak up the extra inspiration on instant By following at manifestation babe or visiting my website at manifestation babe calm. I love and adore you so much and can't wait to connect with you in the next episode. In the meantime, go out there and manifest the magic