

Episode 168: Energy secrets I use in my business to boost my income and audience growth

Welcome to the Manifestation Babe podcast. My name is Kathrin Zenkina, and I'm a manifestation expert, master mindset coach and 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, then 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 the tools, the resources, the strategies and teaching 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. Now let's begin.

Why hello there gorgeous souls. And welcome back to the Manifestation Babe podcast. I am so excited because today is finally at the time of my recording. It's Sunday. I know it's Thursday when you're listening to this, but oh my god, it has been the gloomiest weather in LA for the past week. And I don't know about you, but gloomy weather and my energetic signature just do not vibe together. It just doesn't go together. It's the reason why I moved from Seattle to LA so that I can experience sunshine and I feel a world of a difference. So I'm having a great day. I hope you guys are too.

Today's episode is going to be all around my energy secrets that I use in my business to boost my income and audience growth and whenever I talk about these energy secrets with other business owners, they get so excited because so many of these are so simple. It's almost laughable how simple they are but when you implement them, they are so effective. It's not even funny, right? The simplicity is laughable, but the results are not laughable because they're real. And these tips that I'm going to share with you guys today are not the kind that you're going to find in your average Business School while you're getting your BA or MBA in business. No you're more average and by average, I don't mean that in a negative way. I just mean in the more strategic 3D physical world business coach who just can't give you the templates and the funnels to really just plug and play your content into with no recognition as to how much your energy field, your energetic signature, your energetic imprint plays into your success and to start with this and really to build my strategy off of this and you guys will see with the tips, it really has to do a lot with your intent and it really has to do a lot with the energy that you put out into the world. It all comes back to what you put out into the world you receive, but there's different ways of doing this. Okay, so I'm going to be talking about my top five tips that I just want to share with you guys in no particular order. And these are not necessarily my top tips. It's not that I have these top five tips and then the rest of them are not as big or not as important. It's just the ones that are on top of my mind for me right now. And I have been using these since the very start of Manifestation Babe and I kind of picked them up through my journey, but the essence of them I've started since I started manifestation made because I had to use manifestation and energy to grow my business, right? If I was teaching it, I better be in integrity with what I teach. So that's one of my favorite parts about my business. I don't know if you're a manifestation coach out

there, but for me personally, one of my favorite parts about being a manifestation coach, manifestation, X ray, whatever you want to call me, who cares? I obviously teach on manifesting your dream business and life. My favorite part is that I actually have to, in order for me, since I'm always a person of integrity, and I only teach what I actually know and what I actually use and what I have practiced myself, it forces me to actually integrate all of these into my life and I'm able to create results based off of my own teachings. And I've been using these tips from the start that allowed me to grow and allowed me to really stand out as an expert, faster than those who perhaps don't know about the behind the scenes of their strategies. I think it was back in 2017 when I had my first three team members who are not employees, but they function as employees. I initially hired them all as contractors or part time and eventually we grew together. And then, you know, that story continues on and I talk about these particular team members in a few episodes back because they served me some of the greatest lessons I ever learned in business, so many great positive lessons. So I have a lot of respect and gratitude for these people. But anyway, two of these people were talking about working with another business coach or investing in another program or something happened where essentially they just received someone's template of a million emails that they need to send out. And it's guaranteed emails to seven figures and how when they've seen the people, what they heard from that program is that what they ended up doing is really annoying people, because it was something like a 100 emails a month that you just send out and it's all super plug and play. And you just insert, you know, you change up a couple words, you copy paste most of it and then of course, a lot of people were, I don't know this is really driving people away from me. And of course, if it's not authentic to you to send 100 emails a month or whatever it is, then of course people are going to get annoyed. Of course, it's going to backfire. And I will never forget looking into that and just thinking, wow, I can't believe it knowing what I know about the energetics behind business. I can't believe that there's people out there that still believe that there's some magic funnel or some magic template that you can just plug and play, you know, your stuff into that's going to generate results. And though those templates and funnels may be effective, it's very important to first get this energy piece, right? Because then when your energy is right, even those same funnels or templates can actually end up working. And I know that the people that create them come with the best intentions. It's never coming from a place of just creating something to create something, right? At least I hope not. And the people that I see doing this, I know they're great people with hearts inside of them, right? They have compassion, they have empathy, they want to help people. It's just that when you don't understand the forces behind the strategy, you're not going to get it. First of all, you're unconscious to your energy behind the templates and when you give it to other people, you know, without understanding your energy that went behind the templates, if you don't teach them how to manipulate their energy into their favor for that template, it's just not going to work. So knowing this is not only going to improve your own game and business, but it's going to help the people that you are helping also improve their game in their business.

So this is really a win-win thing. And the tips that I'm going to share with you guys today, I have way more than five just so you know I can talk about this literally for days, but this is really a teaser that I'm putting on the podcast to the bonuses that I have added into my package for my bonus package for those who have already invested in Business by Design. So not only am I

adding in 10 additional bonuses, live breathwork sessions, master classes on the millionaire mindset workbooks for potent intention setting classes on authentic magnetic leadership, more stuff around energy, etc, but one of the bonuses, the 11th bonus is actually the full list of these energy secrets that I personally use in my business and it's going to be in audio form. So I'm making a secret podcast behind the podcast just for the Manifestation Babes who enrolled into Business by Design, which, by the way, closes tonight at midnight. So I'm going to create a whole podcast series that's only available to those who sign up for Business by Design, because this really only pertains to those entrepreneurs who really want this stuff. And think of it as a mini episode per secret. And I haven't decided how many I'm going to share yet, but I'm thinking between 15 to 30 of them, at least because I got secrets for days. So just know that there's so much more beyond the five, but these five are going to give you such a head start. So you're still going to get a ton of value from this, okay, because that's just how I roll. I make sure that you always get a ton of value, rather you choose to invest into something with me or not. That's just how I roll. But if you feel called to invest into a business program created by my business mentor, James Wedmore, that increased my revenue by 150% in a single year when I implemented it, you'll be able to access all of my bonuses including all of the energy secrets and you can sign up for that at manifestyourbusinessbydesign.com. I know it's a long URL, but bear with me, manifestyourbusinessbydesign.com. And if you cannot find it for the love of God, you can always search for it on my Instagram in my bio. It should be there as long as you're listening to this by Thursday at midnight pacific time.

Okay, so what are my tips? Again, I said these are so unconventional you guys, assertive and funny, but what else isn't funny is getting unconventional results. That's what I'm all about. And I'll never forget the days when I first started implementing these and first started to grow my business really rapidly, where I would be told by my mentors, that the way my business has grown so fast is something that they never have seen before or thought was possible. And so when you hear that kind of feedback, you know, this unconventional energy stuff is working. When I was part of a mastermind last year, as part of another mastermind the year prior, and when people asked me Kathrin, how did you have such a launch with such a small list? or how did you have such a launch with zero ad spend? I used to spend nothing on ads you guys, and have multiple six figure launches. So it just goes to show you that I'm not fucking around when I talk about this energy stuff. I just know it works. And I know it's not enough to just hear that it works for me. I want you to actually go out and try it. I'll never forget the looks on people's faces, when they asked me how I did something and I'm telling you, it was manifestation. I'm telling you. This is what I visualized. I'm telling you it was because I detached from the outcome. I'm telling you, it's because I held the vibration for this number the entire way through and no matter how many times I explained it, they go "No really? Can you show me the template that you used? Can you show me the funnel?" And first of all, I got no funnel. Second of all, I don't know what you're talking about in terms of template. Whatever I used, I created myself drawing from inspiration from other people who I've learned from because of course, I implement strategy, guys, of course, I have to implement things from the 3D physical world in order to create, in order to draw in something from the energetic sphere into the 3D physical world so that I can actually see it, taste it, touch it, feel it, right? In order for me to use my physical senses and experience a business with my physical senses, I actually have to employ a strategy, but it

doesn't start with that. And a lot of people just look at what I'm doing on Instagram. They think if I just make my quotes look this, then I will get similar results. Or if I just use this caption, I can't tell you how many people have just copied and pasted my entire Instagram captions as part of their posts, as part of their Instagram captions, and I'm unlike other people who get incredibly offended by this and I know that this is very controversial. It's Kathrin, you have to preserve this. Your writers have to get paid for their own work and I'm totally all about that. Just for some reason, when I see my work, just get copied and pasted, I don't get as offended because for me, I know that the energy behind it is mine. And I know that karma is going to return that energy back my way. The law of cause and effect, the reason why I teach the 12 universal laws of manifestation is because one of them is a law of cause and effect and I know that that energy is going to return to me. There's a quote that went viral, you guys and someone took off my name, my Instagram handle at Manifestation Babe, and there's this quote that went literally viral. I can't tell you how many celebrities posted my quote. Okay. I've seen it myself. I've seen a lot of influencers with millions of followers post this quote, again, no zero attribution to me because my name was taken off and it's not that they are doing it on purpose right? They just saw something on Instagram and thought, "Wow! That's a great quote!" And they reshared it. And then when I reshot it again, someone said, "Oh my God! That's what happened. That was your quote." I saw this on Khloe Kardashian's Instagram. And the amount of followers that I missed out on, oh my god, if only people knew as my co right, your ego comes through. And for me, it's just knowing that "Cool, my words impacted a lot of people's lives". And I know that through that impact, that energy is going to come back my way. And I don't have to play this ego game of who said what, and this is my quote, or whatever. I can just trust that it's going to return to me. And I think that just comes from an abundance mindset. And again, I see all perspectives. I will never forget seeing James Wedmore's Instagram post sharing, Makhosi, I hope I'm pronouncing her name correctly. She's actually coming on the podcast. She's @theroyalshaman on Instagram, if you guys want to check her out, I'll never forget her saying in James' podcast that he interviewed her on the root cause of racism. And section of that podcast was the quote that she said, which was - I think one of my greatest gifts is that I can hold multiple perspectives at the same time. And I have never resonated with something more because I feel that is a double-edged sword for me, because I feel being able to hold multiple perspectives at the same time is both a gift and also can get very confusing for people. Because I could say oh, do this, or I can see this sure, and I can see that sure, and oh, yeah, that makes sense. And also at the same time, this makes sense too. And they tell me Kathrin, you gave us six different answers to the same question, which one is it? And guys it's all of them. So it gets really confusing both for other people and myself. But anyway, where was I even? Why was I talking about all this? Before I go on tangents, and then I think, hold on a second, where was my point? And why did I go off these tangents in the first place? Oh, yeah, it was about my stuff getting shared. So that's where I am. When it comes to this unconventional energy stuff, I don't get caught up in any ego game. Of course, I'm a human being and every now and then I do get caught up, of course, as we all do, but I just do my best to stay within the realm of my higher self. So I'll be the bigger person and put the good vibes out there.

So here are my five tips. Let's just dive into them. I'm going to have a list, but of course, I'm going to dive in a little bit deeper and just share a couple examples with you guys and then I

actually included a bonus. So you're going to get six of them. I loosely mentioned one of them, but I don't know if you caught it or not. So I'm going to go back and I'm just going to summarize it and it's going to be a bonus tip. So number one. This is so simple, you guys, but when you understand how this is energetically different from what most people do, you're going to click and it's going to make you stand out right away, which is, number one, think of every single person who purchases from you. So something that I do is when I have a launch, I have my PayPal connected to my phone. So I get the notifications because of course it's fun to watch money roll in right? So of course I do. But in the past, what I used to do is I used to count people as they would come in big like oh my god 100 students. 100, 200, 300, 400. And then I would compare that to what my goal was. And I would stress out the entire week. Because I think I still need 100 more students in order to reach my goal. Oh my god, I still need 50 more. Oh my god, oh my god, oh my god. And it's coming from that energy of just counting people and seeing people's numbers is not the kind of energy that you should be putting into your courses and to your launches, and let alone into your entire business. And so when I went from counting people and just seeing people as a number that I have to hit for launch, and instead, you know, I still set a number, but I don't focus on it the whole week of my open cart and closed cart, I set it aside. And instead, I think every single soul who purchases from me. And how I do this is I will as I get a notification, let's say, Sarah purchases from you, I will get the notification. And I'll say, thank you so much, Sarah. Thank you. Thank you. Thank you. And I'll actually say it out loud. And my whole family knows this when it's launch week. And, we're together at dinner, Brennan and I will have our phones on the table. And mid conversation, my mom will be saying something, or we'll be talking and we'll look down our phone and go, "Thank you, Joanna. Thank you, Sara. Thank you, thank you, thank you." And then my whole family gets involved too. And we all just started thinking about this person and I made sure to say their name and I made sure that I spent at least a second knowing what the second of my time means. It makes a big difference though. I spent a second just sending that person great energy, just visualizing them, getting what they need from my course, getting what they need for my program from whatever they invested in that this be the thing that leads them to their biggest breakthrough. They've ever had that and this leads them to freedom, to peace, to abundance, to prosperity, to whatever it is that they're looking for. And what this does you guys is of course, even unconsciously the person on the other end feels it and I will tell you that when I share this with my students after the launch and I share with them just so you guys, know I sent you guys all great energy. I said thank you so much. And again, I think of them on our livestream that we do together with the welcome livestream. I again thank them so much for being here and they say Kathrin, I can't tell you how different I felt signing up for your program than other programs in the past. For some reason, the energy felt way more welcoming. And I know it's tied to this. And this is the initial contact point that you have with people. When they say yes to you. Yeah, of course you send a confirmation email. Yes, of course. There's other steps right that come about. A welcome email confirmation email, they get a receipt, they get this, they get that, they learn how to log in, all those things are important. But a lot of people don't realize that that's not the initial contact point. The initial contact points, the energy they feel immediately upon enrolling. And when I started doing this, it made such a difference. And what this does is it attracts more and more students. And I have consistently blown past my goals and my number without focusing on my number and instead focusing on every single soul that comes in number to set intentions

as a team for every launch. Now this seems so basic, but I can't tell you how many people just roll in from one launch to the next, to the next, and to the next from one project to the next, and they don't take the time to first of all understand what manifesting and numbers means, and also how to be very intentional with every single thing that you do in your business. So my team and I, whenever we go into a launch, we do a candle lighting ceremony. And this candle lighting ceremony is essentially us infusing art candles, which we all have a candle and intention candle, and we infuse this candle with our own personal intentions as well as a group intention. And we go through this whole process, I do a prayer, I do some light language, I do some channeling, I just do whatever it is that comes to me that calls to me, I never pre prep this, I just go. And I can't tell you how much this changed for us in feeling connected as a team, where we get so excited about the launches, where it's not just work, even though everyone's working on time, you know, because in a launch style business, we have months where we are not very busy. And we have months where we are weeks, I would say a launch is about four weeks of extreme dizziness, you know, and everyone's so happy to do something on Saturday. Everyone's happy to do something on Sunday, if they feel something needs to be done, right? I don't have business hours for my team, they can choose their own hours. And as long as the job gets done, it doesn't matter if you get it done in an hour, and you have the rest of the day off. Cool. Who cares right? We are very results driven. I'm not the kind of person, not the kind of employer that makes you just, you know, track your hours or clock in or clock out. And there's value to that depending on the rule. But for my team, I want them to know that we are one big family, okay. We're one big family and we're all just in this mission. And this mission has metrics of course and this mission has goals and the more that we work together and the more fun that we have, and the more intentional we are with it, the better the results. And so that's why setting intentions as a team, not only activates that sense of family, but also invites in another aspect to it, which is manifesting in numbers. And manifesting in numbers basically means that the more people want a similar outcome, the more likely it is to happen. And let me tell you, our intention is never a specific number. We set a specific number for our launches, because that's what businesses do. Businesses are very numbers driven. So of course, we got to run a business, but when it comes to our candle lighting ceremony, it's actually feeling gratitude for every single soul who is divinely right for a program that wants to come in, gets to come in that has come in that we feel grateful for, and that's made such a world of a difference for us. The third tip is something that you can do with every single piece of content that you put out, which can look at or which can take on different formats, but I can just share my format. So I pray before every single podcast live stream or post that I put out asking the universe to have the right soul who is ready for the content to land first, who is ready for the content to land on the content. So before I started recording this podcast I literally said a prayer of God, angels, universe, energies of the highest good - thank you so much for opening up my throat chakra. Thank you so much for opening me up to speaking my truth. Thank you so much for attracting the person or the people who are ready for this podcast, who this podcast is going to affect them in a very positive way, where they have a breakthrough just by listening to this podcast. For example, if you can do Reiki or you do any type of energy work, it doesn't have to be a prayer, you can just Reiki. Or I to go you know, I use these things called Tachyon rods and I talked about these in previous episodes, but basically they are these sticks that hold on to Taconite energy. And what Tachyon is energy is basically subatomic particles that move faster than the speed of light. It's very, very

condensed and very concentrated. And what it does is it infuses everything within it, you know, just by holding it, everything that it touches with spiritual light. And it's one of my favorite tools to instantly connect to divine source, whatever you want to call it, source universe, God, angels. It's something I use to ground me very quickly. It's something I use to energize myself. Clear energy cut cords, anything that I need quickly. I use my Tachyon rods, for which I do have a discount for these I think a 5% off coupon. So if you guys want that, you can always email my team hello@manifestationbabe.com and we can give you the link and the coupon code to get a set of Tachyon rods and on the website they explained exactly how to use it and it's really freaking cool. But anyway, I'll use my Tachyon rods and hold on to them as I'm live streaming, or as I'm podcasting, or as I'm doing a coaching session and I'm just very intentional with every single thing I do. Every single conversation that I have, every single coaching session, every single Q&A session I say a prayer because it's one thing to hack the algorithm which is very 3D and it's an Instagram algorithm or YouTube algorithm and it's a whole other ball game when you hack the spiritual algorithm. Once you do that through intention setting and you can set an intention that this reaches X amount of people to keep it open and say this reaches the right soul who is ready for the content because then that opens me up to an infinite amount of people, but it opens me up to people who are ready for question and content. Not the people who are going to destroy the whole damn thing and then criticize it and then hate on you right? Because that's not helpful. It's not helpful for me, that's not helpful for them. Because that content clearly does not resonate with them. It doesn't get them to a place where they can accept the content. So that's what I started doing. And it's been such a game changer. I'm gonna call everything a game changer, you guys. It's one of my favorite words, just so you know. So yes, everything's a game changer.

Number four. This is a big one. Oh my god, this is not just in business. This is in life, you guys. It actually has less to do about being a business owner than it is being a client or a customer, which then transfers back into your business. Because again, the law of cause and effect, everything is one big infinity symbol. You let it out, you let it go. You put it out, it comes back. So number four is to be the customer. You want to attract. This is crucial you guys, I'm talking about being a customer, this is one of my personal goals. By the way, one of my personal goals with Brennan is to be the best freaking customer or client, that the person that we're working with has ever had. That's our personal goal. Whenever we go into a restaurant, we make sure that we are the best customers that restaurant has ever served. And we do that by being incredibly kind. We tick, we engage in conversation, we make the employees feel they're cared for. We don't care if they're the janitor, or the busboy or the waitress, we don't care if they're the owner or the hostess or some random person that we must mistook as working in the restaurant, we just don't care. It is our personal goal, to be the best version of ourselves with every single human being because every single human being is just as valuable as the other human beings. There is no hierarchy when it comes to the soul level, it's only ego that creates a hierarchy. And it's only ego driven people who will only treat the owner nicely. You know, those people I'm talking about? The ones who bump shoulders with the right people, and they'll do anything for those people, but when it comes to their assistant or the waiter, or the restaurant, or the bartender or whatever, they just think whatever and they're very rude to them. And people don't realize that that energy comes back, not only first of all in the 3D physical world, is word will get

across that you're a very crappy customer, but also energetically how do you think that's going to come back to you and your business? If you treat other staff members or if you treat other business owners as a customer or client like shit, what kind of clients or customers do you think that you're going to attract back into your business? A great example of this is something that happened, I want to say about two or three years ago, I remember being around Christmas time, and I remember we had this customer in one of our programs, who at some point, I think she was having a hard time making her payment and my team, we did our best. As long as you communicate with us, we're going to work with you. And so we were trying to figure out a way to work with her. Because first of all, we're never gonna let you off the hook. You're not let off the hook because when you make a commitment, you don't just make a commitment to us as a business, you also make a commitment to yourself, you make a commitment to the universe, you make a commitment that you're going to see this through, no matter what it is, you're going to finish the course, you're gonna make all your payments on time, etc, etc, because when you put that energy out there, you're going to receive that same committed energy in return. And we're such believers in that and because we teach that it's part of our responsibility to make sure that that's the message we get across, right? But we will always work with people because we know that life happens guys. We know that life happens and so we were working with this customer and for some reason she didn't like the ideas or plans or she was very resentful for some reason and kept demanding refunds. And this is about three months after the program ended. And so we said, hey, we have a refund policy. We understand our course isn't for everyone, Kathrin styles aren't for everyone, some might do something and might not work with you. Things can happen. You have X amount of days. It's about a week for you to explore the course. And if you don't, you can get a full refund, but it has to be within this date. And we're very clear about that. And three months after the program is over, she is trying to work with us or not really trying to work and my team is trying to work with her. She ended up doing such a bizarre thing, but it relates to this example, she went and found a Q&A that I did three months ago, again as part of this course and she took a sentence that I said in that Q&A that she didn't like and she completely misconstrued it, and then shared it with my team via email and then threatened to sue us because of this statement that we said. And my team immediately, because we have a lawyer that we work with on a contract basis, we immediately sent it to our lawyer. And we asked just out of curiosity, can we get sued over this? Can we get sued over something that Kathrin said? And I honestly don't remember what I said. I think it was something along the lines of me talking about manifesting and me talking about how when even before I had clients in my coaching business, I would show up in my business as if I had clients, and I would speak and I would act, and I would, you know, post as if I was already working with clients, and she took it as, I used to lie and say that I was working with clients before I was working with clients. And so we asked our lawyer, can you sue someone over this? And our lawyer came back to us and said of course not, there's no case here. There's absolutely no case. Nothing can happen, don't worry. But she kept coming out as hard as she could. And she just kept threatening to sue us and too soon essentially created a fucking nightmare for my customer service team. It was a nightmare that stretched for two or three weeks before finally, I don't even remember how we came to any sort of conclusion, but I know we did. Because it's been, you know, a long time now and this scenario has not come up since then. But it just really reminded me and showed me and what perplexed me the most was that she was also someone

who is a course creator or a coach who had a similar business as we did. And I remember talking with my team at the time and thinking she's giving us a really rough time over this, wonder what she thinks that she's going to attract into her business. And this blows my mind you guys, I see this a lot, where people are literally the shittiest customers and clients to other people that are in business themselves, that probably have no idea how the law of cause and effect works. And don't realize that the customer that you are to other people translates into the customers that you are going to attract into your business. So if you are giving people a hard time and I know that guys, I know there's exceptions, right? There's total exceptions to this of people that could actually be doing something wrong and you could not be okay with it. And you guys know what I'm talking about. Just let's remove the exceptions for now and just talk about the big picture. When people do this for no reason, no real concrete reason as it pertained in my example. So if you're having a hard time at other businesses, if you are that person in the restaurant that complains about everything, do you think the universe is going to be sorry for you? Well, the universe is really going to say, oh, you value complaining, I'm going to give you customers that complain all the time. You know what I mean? And so my personal goal has always been to be the best customer to other people. And I cannot tell you how much this has paid me back in my favor. Not only have I become VIP, you know, unintentionally not I'm trying to climb some secret ladder and it's some restaurant, right? It's not I'm trying to bump shoulders with the owner, but word gets around. And Brennan I come in and they say, oh my god, this is the best couple, I want to serve them. I want to help them. Let's give them free dessert. The owner will come around and introduce themselves and say I heard so many great things about you. Thank you so much for coming to my restaurant. But well it's paid us back a hundredfold. Can't tell you in Las Vegas, which is another great example, my husband, Brennan, he gets so many discounts, so many free things. It's ridiculous. Because everybody loves when he comes and stays at their hotel in Las Vegas, because he's just the best. He's just the best customer, client, whatever you want to call it, that gambler that they could ever ask for. And he's incredibly kind, incredibly nice, puts out great energy and is fun to be around. And so we just keep getting invited back over and over and over again. And how this translates in our business. We attract the kindest, nicest, most compassionate, most beautiful souls into our programs that are a joy to work with because we are a joy to work with. Number five, pay and tip people well. There is a quote that I shared in the magnetizer business workshop, which ended last year where I was talking about how when I was at a Tony Robbins' event, I don't remember which one. Actually it was the financial trip because I remember we were hiring our very first employee, a real employee, one that we have to pay taxes on, one that we provide benefits for, it was just a whole legit thing. It was our first time becoming all legitimized in our business right? Because, you know, I started Manifestation Babe myself, you know, I was a solar solopreneur. I didn't even have a business bank account, I had no idea how this business world worked. And so slowly but surely we learned that we should probably separate our personal and business finances. We should do these things. We should look at hiring employees, etc, etc. And I was very nervous about it because it felt like such a commitment. There's a different commitment in hiring an employee versus hiring a virtual assistant or hiring someone part time or hiring a contractor. So it's a very different energy. It's a very different feeling. It's also very different logistically as well. And I was very nervous about it. And Tony Robbins said this quote that I'm going to repeat, and it's a quote that I live by. Till this day, it's been two years since I heard it

and as I say it at least once a day, every single day, whether it's to myself or to Brennan and it is "Life will always support that which supports life." Say that again. Life will always support that which supports life. And what this means is the more souls that you support, the more life, the more you are life giving, the more you will receive, which is essentially the same thing as law of attraction right or the law of cause and effect, but I love it because it taught me that the better I am at taking care of other people, the more I'm willing to pay people well, the more I'm willing to tip people while the more I'm willing to use my energy which includes money, because money is energy, the more I will receive, because life will always support that which supports life. And this applies to business, whether it's in business or outside of business. So whether it's you hiring people at a rate that is very reasonable for people that makes people feel excited to work with you, or this is something you go to a cafe and you tip the barista, or you tip the waitress or the waiter or you go out of your way to provide someone with energy. I will never forget, you know, there's two instances, you know, first of all, I can't carry cash on me. The reason why I can't carry cash on me consistently is not because I have a spending issue. It's not because I have a money issue. I'm very good at keeping money. I'm very proud of my savings and investment account. But something happens when I've cashed in my wallet and what happens to my cash in my wallet is that I end up giving it away. Because I see homeless people and my heart opens up and I just want to pay for their lunch, I just want to pay for their dinner, I just want to give them enough money to get them to their next meal or whatever it is. And I am also a big supporter of an organization called food on foot, which again goes beyond just feeding, people experiencing homelessness. It's not just giving them fish. It's also teaching them how to fish themselves, which I'm a big supporter of but you know, not everyone is at that stage. Not everyone is ready for that and we cannot judge people. We can't judge every single person on the street as being a drug addict or as being someone who deserves to experience homelessness, right? We have to look at them as human beings that are having a hard time. And what if your act of kindness is something that stays with them for the rest of their life where they get off the streets and they help other people get off the streets. And they'll never forget that time when you drove past them or you were driving by them and you rolled down your window and handed them a \$50 bill out the window, which of course, the argument for people as well, they could use it for drugs, right? But the thing is, you guys, is how I believe this is. That what I do is my karma and what they do is their karma. So the fact that I helped is the energy that's going to return to me and what they do with their money that's fine. That's their life. It's their decisions, but that's not on me to decide. That's not on me to judge either. And my best friend, you know, I don't really talk to her anymore. It's a long story. My childhood best friend, for a long time best friends for 20 something years, and I was popping into a cafe in LA late one night and this person who clearly was not homeless at all, I think it was a teenage kid who ran out of gas. And he and his friends came up to me and said, "We're so sorry. Can we please have some gas money? We ran out of gas and we don't have money. We're trying to get home." I immediately opened my wallet and I just handed them a \$5 bill and my best friend at the time said to me Kathrin, don't ever do that. Don't ever do that. How dare you do that? You know that they're lying to you. And I said to her, immediately, you know what? That's on them. If they're gonna lie about it, that's their karma. But the fact that I helped is my karma. And then there's a time in Seattle when James when Brennan and I were, you know, honestly drunk. I'll be honest, it was the time when I got way too drunk. This is a funny story. I'm not even gonna get into it.

But is it my third date with Brennan, it's very embarrassing. I can't believe he still decided to stay with me after this time. And I hardly ever drink you guys. So when I get drunk, I get really drunk. And my best friend was in town and we decided to go and have fun in Seattle and explore the nightlife and you know, you're bored. His kids were 23 years old. And this is when I first met Brennan. I've known him for two weeks and he and I were lagging behind the rest of the group and we're walking through the streets of Seattle and this woman approached me, and I have no idea what she looked like, I was so drunk, but Brennan told me she was obviously someone who's just really struggling and she approached Brennan and she says "Hey, I'm so sorry. Do you guys have any money for food? Do you have any money for water" Whatever it was and Brennan immediately I could tell felt very uncomfortable because I started reaching out for my wallet immediately and guys I was broke no joke at this time. This is before I started Manifestation Babe. And I was probably making, I don't know a couple hundred dollars a week and I am still living with my parents and I just didn't have as much money as I have today. It's just regularly giving out, you know, hundred-dollar bills or whatever. And I had a 20 in my wallet which was only cash at the time and I just handed her 20. And Brennan immediately went, Kathrin, why would you do that? And I said, because I'm here to help, who am I to judge what she's gonna do? And I told him why I did it. And if you ask him today, that was a defining moment for him. And now he can't carry cash with him either. Because I mean, he can get cash for these instances, because you just never know where you're gonna bump into, but cash doesn't stick around in our wallets for very long for this very instance. And I just think that this is the mindset that I operate from in all aspects of my life. When it comes to business, I'm big on over delivering, and I will give and I will give with boundaries, of course. but I'll give, give, give, give, because I know it's going to return. I don't have to worry about that. I don't have to worry about specific people paying me back either. Because guess what, money doesn't come from people. It comes through people. And so if you're expecting a certain amount of money in return. First all your expectations will mess you up, don't have expectations, because that's an attachment right? And second of all, sorry, I just had a weird thought about an earthquake inside in my building. So it just freaked me out for a second. My heart just started jolting and beating really fast. So anyway, my point is, is to use your energy to help people, which includes money that's going to come back to you. It's going to come back to you tenfold. Now, my bonus is, and this is big, because I touched on this in the very beginning, but I really want you guys to take this away too, especially if you're someone who runs an online business, or just in general, if you're a human being. This would be a great tip to implement, which is whether people buy from you or not, always wish them success. No say that again. Whether people buy from you or not always wish them success.

So I said in the very beginning you know how I'm going to be offering between 15 to 30 of my best energy tips to anyone who purchases Business by Design. But I said that even if you just listen to this podcast and whether or not you invest, I'm still going to give you guys value, because that's just how I roll. That's what I said in the beginning of this podcast. It's because I operate from this bonus tip. So think of it as tip number six. Something I do is whenever I have a free workshop, or a challenge or a webinar, I set this intention that everybody who leaves that workshop or that free training is going to get the value that they deserve. They're going to get the value that's going to lead them to a breakthrough. Of course, the energy is going to be so

much higher when they make that investment because the transformation is in the transaction. When you make a transaction, you put a fire under your ass and you think I invested in myself so I have to make this work. It's just a different shift that happens. It's a different level of support. It's a different level of commitment that comes in from the universe. But I always set the intention that even if you're just someone who consumes my free content, I hope that you are successful beyond your wildest dreams. I hope that you get something from my free content that literally changes your life. Okay? I encourage you to get into my paid content, I encourage you to invest with me because I always over deliver, and you're gonna get so much more but even if you don't, there's no judgement I'm still gonna wish you success. And this is a true abundance mindset that's really hard to implement when you're operating from lack or you're operating from competition or you're operating from a neediness and attachment to money, right? When you stop attaching yourself to money, and you think to yourself I know that I'm gonna be successful. My success is inevitable and doesn't matter who buys. I know people will buy, I know that my launch will be successful. I don't have to count people. I don't have to force people in. I can just invite them in, but even if they don't come in they're still going to be successful and I'm still gonna wish them success.

Okay, so those are my five tips plus a bonus to summarize them again they are number one thank every single person who purchases from you. Number two set intentions as a team for every launch. Number three pray before every single piece of content that goes out or set an intention for it. Number four is to be the customer that you want to attract. Number five is pay into people well and my bonus is whether people buy from you or not always wish them success. This podcast of course was so much longer than I expected it to be. I told Brian and he asked me how long I'm going to be in his office recording this because we're still moving in. See if you guys are still hearing an echo or anything that it's because we're still waiting on a lot of furniture to come in. But, anyway, I hope this person spoke to you. I hope this was helpful. Please let me know which tip spoke to you the most and which one you're going to implement immediately into your life in business. As always take a screenshot tag me at Manifestation Babe, let me know and again, the doors close to Business by Design tonight, you guys I promise this is gonna rock your world. James does not hold back with his program. I do not hold back with my bonuses together you guys are going to have the manifestation dream team. The energy, the manifestation dream team and of course backed with so many strategies and processes for that new mindset that new energetic signature that you're going to take on one of the digital seven figure CEO versions of yourself and it's going to be so mind blowing. So if you're ready to step into that digital CEO, seven figure CEO and get all of my bonuses which there are a lot of them there's 11 of them, and they are so good. Go to manifest your Business by Design calm again that's manifesting your Business by Design calm or see the show notes if you need help selling that. I will see you guys in the next episode and guess what our next topic is. We've been very business heavy, the last couple of weeks as well. You guys because I'm gearing up for the launch of Business by Design and I wanted to share as much content for my entrepreneurs out there. But our next topic that's coming to the podcast is money, money, money, all of the money mindset stuff, you guys, I'm so excited, get ready, and I will catch you in the next episode. Bye.

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 Instagram 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.