

# Episode 170: Bridging Manifestation and Equality to Shine a ...

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## SPEAKERS

Jodi-Kay Edwards, Kathrin Zenkina

**K** Kathrin Zenkina 00:14

Welcome to the Manifestation Babe Podcast. My name is Kathrin Zenkina, and I'm a manifestation expert, master mindset coach, and a multiple seven-figure entrepreneur. I'm obsessed with helping you achieve everything that you once thought was impossible. If you're looking to massively uplevel your life, your finances, your relationships, your productivity, and success, you have come to the right place. My goal in this podcast is to help you see the infinite potential within yourself to be, do, and have anything that your heart desires. Think of this podcast as your weekly dose of mindset development to help you maximize who you are and where you're going. Leave it to me to provide you with tools, resources, strategies, and teachings that you need to manifest a reality wilder than your wildest dreams. I know we're about to have so much fun together, so thank you so much for pushing play today. And now, let's begin. Hello gorgeous souls, and welcome back to another special episode of The Manifestation Babe Podcast. I'm finally back from a magical two weeks in Sedona, Arizona, taking some well-deserved time off after a launch. Now, I'm ready to get back into the game of creating more podcast episodes to help you keep diving deeper into things - all the good things we love, like manifestation, spirituality, and all that good stuff. Today, I have a guest on the podcast that I actually interviewed before I left for Sedona. I have been so excited to release this episode ever since. I actually had to practice my patience, unfortunately, since I gave my entire team a week off after launch so that we can all come back, ready to rock Quarter Three of 2020.

And here we are, ready to rock. So, my special guest today is Jodi-Kay Edwards, who is someone I met inside of my Rich Babe Academy, back in 2018. I actually brought her onto a livestream the last time I promoted Rich Babe Academy; she was one of my testimonials and she was someone I had an instant connection with. I could talk to her for hours, and I've been following her ever since because she puts out some really good content. So, today I brought back Jodi, except this time, it's time to talk all about her and her journey as a Business and Visibility Coach navigating the year 2020, as well as being the voice for her community, promoting diversity and inclusion in the spiritual entrepreneurship space. I absolutely loved this conversation. It is a convo that I could have kept going for hours, and you will see why in just a moment. Jodi talks all about the importance of being the voice and having a voice in a time such as this, where old racist paradigms are brought to the surface; the importance of honoring the message that's on our hearts; and following our intuition at all times to stay in alignment; what it was like growing up as a poor immigrant; and having to shed the low self-worth and victim mindset to get to where she is today; what it's like to operate from flow, rather than hustle; as well as a really deep dive into bringing more inclusion into the spiritual space; and a deeper dive into what manifestation is like from her unique perspective. She shared so many mic-drops, and I even jokingly said that she blew my pineal gland at some point in this interview. So, without further ado, let's take it away with Jodi-Kay Edwards. Hello gorgeous souls, and welcome back to The Manifestation Babe Podcast. I have a special interview today with my friend Jodi-Kay Edwards, who is an entrepreneur, a Business Coach, a Visibility Coach, and literally just such a joy to talk to. She's actually one of my students that I got to meet, I believe last year, and recently, I've been really engaging in her work. I'm just so inspired by this beautiful soul. We've been talking a bit about what we want to bring to this podcast episode, and I think you guys are in for a treat because Jodi is someone who believes in sharing whatever is on your heart in the moment. And there is a message on her heart, and I'm so excited to dive into it today. Jodi, how are you doing?

**J** Jodi-Kay Edwards 04:56  
I'm doing so well, Kathrin. What a great intro!

**K** Kathrin Zenkina 05:01  
I was telling Jodi how we're just going to flow and get into it, and that no matter what we have planned, it's not going to go that way anyway, so we might as well just flow right into it. I forgot to ask, do you go by Jodi, or Jodi-Kay?

**J** Jodi-Kay Edwards 05:16

So, Jodi, normally, but my social media is Jodi-Kay everywhere. I feel like Jodi-Kay is if I'm in trouble with my mom - even at 30, she still says, "Jodi-Kay!"

K

Kathrin Zenkina 05:27

Okay, so you're not in trouble, so I'm going to call you Jodi. Jodi, for anybody who does not know you yet, can you just share a bit about you, what you do, what you're passionate about, and anything you feel is relevant to this podcast episode?

J

Jodi-Kay Edwards 05:43

Absolutely. So, I'd say I'm a mix of the woo and the do. So, I am a Business Coach and elected Visibility Queen. I am really focusing on helping early-stage entrepreneurs near their zero to three and gain visibility online, and I always say without the sleazy sales system, because when we can tap into our intuition and just listen to our heart - exactly what you said - we can run our business, I want to say by design. I know we both love James Wedmore, so it's perfect. But literally run your business from your heart. So, that's me in a nutshell.

K

Kathrin Zenkina 06:20

I love that. Can you just share how you got into that? Running your business with your intuition is not something that is necessarily taught in any traditional business school, that I'm aware of; something that's really hot right now, because people are just getting burned out and tired of this hustle mentality, since we're all about alignment. Can you share how you got to where you are today? How did you get to wanting to help other people run their business by their intuition?

J

Jodi-Kay Edwards 06:56

Yes, and it's so wild that the LLC of my business is literally "Alignment is the new hustle." So, when you said those two words, I thought, "Absolutely." It's really all about aligning the mind. My background is growing up in poverty, moving to America from Jamaica, having to unlearn all of this negative self-worth and get myself out of victim mode. I really realized that was the first step to being in alignment with my purpose. It was almost like I had my foot on the gas, but I also had my foot on the brake prior to really tapping into my intuition and realizing that running a business could be fun. This gets to be easy; this gets to be however I say it is. I started my business in 2017, and that's actually, literally - I want to say around the first time I found your free challenge - Manifestation Babe Money Challenge, or something. I can't remember, although it was not even that long ago. But

from there, it was only an additional sign that yes, you are on the right path. I started seeing Angel Numbers, like 111. It's so wild. I feel like you're going to say, "Are you stalking my life?" No girl, we're just in flow. So, right before you got your Audi, I was like manifesting an Audi. That was my angel - my - what do you call that? Like a sign? I was going to say Angel Signs.

K

Kathrin Zenkina 08:21

Something like that.

J

Jodi-Kay Edwards 08:22

Something like that, right? And so, I realized I was in this - I know Abraham Hicks speaks about the vortex, and we all interpret that differently - but I was in this flow, where things were just happening for me. Not only was I like a queen at manifesting, thanks to you and your amazing programs, but I also was naturally able to attract what I wanted for myself. I decided, "Look, I can teach other entrepreneurs how to do this - especially early stage entrepreneurs because they're so overwhelmed with all the systems and what they need to do, instead of focusing on who they need to be and how they need to show up. So, really, I am my first client, were I kind of cracked the code. I don't know if it was around the time alignment and woo things were trending - I'm sure you remember that - but I've been reading on it for years. And then, of course, the Secret and the law of attraction kind of popularized the idea, but really dove into my own mindset. Just growing up in poverty, moving to America - I know we're going to talk about race as well - just dealing with racism, and having this low self-worth; I wanted so much more for myself in my life, but it was almost like a block, like there was something. I'm not too keen on the word block, but there was something in my way that I had to energetically get rid of. But everything that my business stands for today stems from my past and my history. What I'm trying to achieve in this world - which is really just being a light at my darkest times; when I was at the bottom of the well, when I was assaulted, attacked, and all these insane things were happening and I couldn't figure out why; I realized that I could be my own light, and eventually light up the world. I really vowed from a young age on that I wasn't going to be one of those people that the world, and everything that happened to them, made them bitter. I really decided, "I'm going to be a light." And so, when I started lime Alignment is the New Hustle, it was really all about how I'm so sick of - okay, mad respect for Gary Vee; met him, and he's amazing. But I'm so sick of certain entrepreneurs glamorizing the hustle because there's so much burnout and pain there. If we can just align with what we want, we don't really need to hustle; we can still get the same things out of life, our business, ourselves, and even other people, if we just take a moment to just let it fall into place and align. The flow portion for me - flow means something to everyone else, but I'm super woo,

and I actually live my life by the moon; our bodies are made of 60 percent water, so I really am in the ultimate flow. I do things in my business when I feel like it because that's my body's natural cycle. We're not even talking about aunt flow coming to town; we're talking about the fact that on Mondays and Tuesdays, it's going to be a fire element day, so I'm super fired up, closing sales and closing deals; and then on an earth element day within the week, I'm going to be grounding - well, I ground every day - but grounding, meditating, and journaling. So, oh my gosh, if you're looking for that woo guidance and applying it to your business, I'm your girl.

K

Kathrin Zenkina 11:45

I just love you. You are lighting up the world. You are a light. You are such a beautiful light. Everything that you're sharing is - it's so funny because I just closed the launch yesterday. And guess what the hell I did on my last day? On cart close day, when most people are the busiest and in front of their computer, I woke up yesterday and decided that I want to play video games.

J

Jodi-Kay Edwards 12:10

What!?

K

Kathrin Zenkina 12:10

And I haven't played a single computer game - and by video game I literally mean just on my MacBook. So, I thought, "Hmm, what can I play on my MacBook?" I realized that I bought, years and years ago with something that was still linked to my oldest iCloud account from my first iPhone or something, this whole time I've been an owner of - do you remember the game RollerCoaster Tycoon?

J

Jodi-Kay Edwards 12:31

Oh, that is my game! Let's talk about it.

K

Kathrin Zenkina 12:36

I did not realize when I started playing it that you've got to be an entrepreneur to understand that game. You have to understand profits, how much you're pricing things, and making enough money to invest in new roller coasters. I was -

J Jodi-Kay Edwards 12:49  
Happy, right? That too?

K Kathrin Zenkina 12:51  
So happy and you want to come back to your part. So, anyway, that's what I literally did the whole day, Jodi. I built a whole park yesterday and ended with a successful launch. It was just so in flow, and I realized, that is the key. Most people do not believe that it's possible. They don't believe that you can just do what you're most called to do, which tends to be the path of least resistance; that tends to be the path that feels the most fun. They think that they need to struggle. I'm curious, from your perspective, you said that you came from a rough past, where you had to deal with low self-worth. I'm curious, do you see a connection between low self-worth and needing to hustle? It's like you need to prove something because you don't believe that you are worthy of the client, the money, or the success. Do you see a connection there? I'm just curious.

J Jodi-Kay Edwards 13:49  
Absolutely. I, 100 percent, know - I can speak for myself. I am Jamaican; I am a black female entrepreneur. My sense of low self-worth came from generations and generations of generational trauma. Even growing up with a loving mom - not having that dad there. Even back in Jamaica, there was a certain class system. So, even growing up at a very young age, there was this whole idea that I wasn't good enough. My childhood was climbing coconut trees, hanging out in abandoned buildings with my friends, and drawing chalk on the ground and hopscotching. Kids today don't even know; but I was so happy back then. I didn't have a PlayStation, an iPhone, or anything to watch. It's insane how before the pandemic, when you go to the airport, you see all these young kids with these massive tablets. Oh my goodness, times have changed. But, absolutely; it not only stems from my background, my culture, and my history; but almost anything I did, I always had to prove my worth. We can just get straight into this right now.

K Kathrin Zenkina 15:13  
Thank you for saying what's on your heart. So, just dive in. Take it away.

J Jodi-Kay Edwards 15:17  
Yes, perfect. I love this. I love this energy. I love this space. A lot of it was about not being smart enough, at first. Well, actually, let me reverse this. It was about being too smart, I

should say, but still not smart enough. So, there was this pressure for me of having to make good grades because we were poor and I was an immigrant; and then being too smart to my peers, and not only getting picked on for that, but also not fitting in. And so, that low self-worth was really conflicting for me. I'm very intelligent. I started playing piano when I was two. I've been reading books before most babies even learned how to read, and that was just it. When you're in poverty, the mode is that you need to do something to get yourself out of it; you can't just be average. I remember at the age of seven, my mom said, "Jodi, you are going to have so many marks against you." This was even before I learned about the Scarlet Letter. She said, "You're a triple threat. You are female, you are black, and you're ambitious. And so, the world is not going to be very accepting for that. They're going to see your ambition and your intelligence as a threat." And so, my low self-worth, you would think - one would think that you'd think, "Oh my gosh, I'm pretty cool. I'm super smart, I'm cute." No girlfriend. It was more like, "Now I have to dumb down my resume." So, this was even before entrepreneurial days. And now, I have to be smart, but not too smart. I don't want to be a threat because I don't want my boss to feel threatened by me, and some crazy incident happens. And then you enter the entrepreneurship world, and there really weren't a lot of people that looked like me. So, when I got into entrepreneurship, I was really moved by Oprah, Tony Robbins, and a few other people at the time that I no longer am into; so, we will just not say their names at all. Seeing those people, I thought, "They are exceptional human beings, so I have to be exceptional to even be given a chance to sit at the table." And this was before my mindset really flipped to, "I have to start making my own table to sit at." The tables and the rooms that should have been available for me, I wasn't allowed to sit there. I wasn't allowed to be in that space or occupy that space. This was a really large thing for me, which to be honest, full transparency is still something I'm working through - that it's okay to take up space. Especially when you're an entrepreneur, and you have these amazing ideas, and you're within that niche, that's really what you're trying to do. You're trying to occupy space online. But again, that space is not made available for you, especially when you are black; and especially when you are a woman. So, there was all this low self-worth was following me for the longest time. Even when I flipped the script and rewrote my own story around that time when I found your challenge and your programs, and I was working through a lot. And so, for me, low self-worth was always thrown in my face. "Oh, you're going to go to school? You thought! Oh, you're going to try and be an entrepreneur? Hmm. Oh, you're going to try and get into that dance class? So, you're going to try keep playing piano?" Literally everything was either, "I'm not good enough to be here. So, I have to be an overachiever -" and I nearly killed myself from the hustle. So, if we go back to the beginning of this conversation, I remember the day I Googled "Alignment is the new hustle" It was weird. It never came up in exactly those words, so, of course, I like had to trademark and LLC it right away. I was like, "Oh my gosh, no one has these words in this order! It's mine for the taking!"



Kathrin Zenkina 19:08

Only a true entrepreneur would say that. "Oh my God, I need to trademark that!"



Jodi-Kay Edwards 19:14

Yes, yes. And so, alignment is the new hustle; because this whole time, my whole life, I was hustling to be good enough; I was hustling to prove my worth, constantly. I realized if I were okay with myself and I could align my mind with my own purpose, light, and message, and have my own table, that it didn't matter what was going on. But that brings me to this point. It's really important to talk about that, because how many amazing people is the world sleeping on? Because we have these unconscious biases, because we're closing doors, because we're not simply utilizing our privilege to extend an invitation.



Kathrin Zenkina 20:00

So freakin' true. You mentioned - just backtracking bit - I wrote down here the generational stuff that you were talking about. In the beginning of our episode, you mentioned that you're very passionate about educating yourself on history and getting into history that a lot of people do not know about. These unconscious biases, especially for those who are white, we have unconscious biases that were passed down to us, that makes us - as you mentioned, the word that you used - "asleep" to what's really going on. For instance, one demographic, which is you, the female black entrepreneur, what they're facing and all this low self-worth based on needing to mold yourself to fit in with a society that wasn't designed to help everybody thrive. It's a very selective society. Can you talk about - I'm fascinated to learn more, and I love learning from you. I've been learning from you a lot in the last couple of weeks. Can you talk about that history? What is that history? What might some people not know about? And how can we take away some actionable things to really create change, where nobody has to struggle with low self-worth for most of their life, because of the messages that we passed down, whether conscious or unconscious?



Jodi-Kay Edwards 21:24

Absolutely, and I'm definitely going to speak for myself again, in the situation. But when we have that awareness, we can be more in tune to what other people, demographics, and races are going through. I'd love to focus on the black community because that's where my expertise is. I just have to preface, just because I'm black, doesn't mean I am a genius at this. So, these are my thoughts, so don't come at me, crazy. Please self-educate.



That is my disclaimer. But what I noticed was -

K

Kathrin Zenkina 22:01

You are probably not going to run into any crazies. My listeners are some of the best people in the world except for the 1 out of like 100,000 that comes on and leaves a one-star review. So, everyone is going to be very loving, and just so you guys know, be nice; be kind. Okay, go for it.

J

Jodi-Kay Edwards 22:22

Yes, thank you. Oh my gosh, the community is amazing, I agree. You said something that was so on point. How I interpreted it was that the justice system does not need to be fixed; it needs to be changed. It was never right to begin with. It was never created to protect black people. Let's go all the way back to slavery. So, I'm just going to give an example. The 13th Amendment made it unconstitutional for someone to be held as a slave, but there's a loophole; and the loophole is that there's an exception for criminals. So, within that - and I'm just going to read it verbatim - "Neither slavery nor involuntary servitude, except for as a punishment for crime, where of the party shall have been duly convicted shall exist within the United States, or any place subject to their jurisdiction." And so, from that, what happened next? African-Americans started being arrested for minor crimes, like loitering, or vacancy. The image of black males was criminalized. If we take this all the way back to slavery days, when we talk about low self-worth - and this is where the generational trauma comes into play - when you had slaves on the ship coming over; so many people in one small, dark enclosed area. Of course, when they're sitting in their own feces and not being fed, they're dying, they're sick, and they're breeding diseases because of the environment that they're put in. They then get off of these slave ships to go work, or do what their, quote-unquote, contract said they had to do. And, again, being black is almost, like given this Scarlet Letter of, "Oh, they're dirty. They're gross." But let's take a look at why being put in that position, and then coming forth with this overall idea of not being equal, period. So, because you're a slave, you didn't have the same rights, technically. You were automatically put in this lower class, and then we can fast forward to segregation laws, where because of slavery, and because blacks are seen as dirty or inadequate, not allowed to mingle with the society, based on the sole fact that they just weren't good enough to be around everyone else. But we have to remember where that started. It only progressed; it only got worse. With segregation, there's this whole idea of, "Blacks need to drink from the black water fountain; blacks need to have their own services; blacks need to be here." And then we can look at redlining, and all of that, which we're not going to get into right now. But we're going to have some amazing resources for you guys in the show notes, for sure. But within that now, the community is literally, by law

- it is a law - you are going to be a criminal if you break this. So, on top of that, we have this beautiful moment that I, as an entrepreneur, see and would love for my other entrepreneurs to see. Because blacks are forced to live separately, there is this moment of blacks coming up with their own services and coming up with their own celebrations. As an entrepreneur, I really honor that. And then, of course, we have all these black inventors that, even to this day, we're trying to make it current. I was going say, check your bias right now. How many black inventors can you name off the top of your head? Just think about it, how many black inventors can you name? And so, in the actual moment where blacks are told, "You're not good enough to be in society. Go figure it out. Be over here unless we need you for something." There's this beautiful moment of invention happening, but again, no credit was given. Things were stolen, ideas were taken - again, with the idea of not good enough; just no good enough and low self-worth, and instilling that. But it's so much more than low self-worth. We're talking about systemic racism. Understand that this is a full-on system that was put in place, and continuously reinforced. When we take a look at today, we still have the media portraying - we have shows like Cops, and so many shows on Netflix, no matter what you guys watch. So, you can see there still is this divide; what type of people are always getting arrested? What type of people are always put in the media more negatively than positively? Take a look at our presidential line. Why was previous president Barack Obama scrutinized so much? But if it's a white leader in power, there isn't this resistance to say, "Oh, he can't be president because he's not from here." So, even that was so current of just understanding that there's a very strong system in place; but we need more light. We need more of us to speak up. We need more of us to self-educate so that we can shine a light, because this system is still going on, right now to this very moment. All of these murders, deaths, and things that are coming up, it's really not a time to be silent because silence is a privilege. There was a time where black people really couldn't speak up for themselves. And then we had leaders emerging; like Rosa Parks, Martin Luther King, and so many more - and again, those will be in the resources for you. We know the popular ones, but we don't necessarily know how much pushback has been happening. I could go through a list of names right now, and they're either going to be jailed - like Rosa Parks who was imprisoned. Let's just do it. Fred Hampton: killed. Martin Luther King: imprisoned. Angela Davis, who was on the list of the 10 Most Wanted Fugitives. She has this interview, where this quote - somebody had asked her something from privilege, and she really was just thinking, "Well, what does it mean to be a criminal society?" She was explaining how she grew up in Birmingham, Alabama, and the person asking her that question had no idea what black people had gone through or experienced in the country. She addressed this so eloquently because the color of her skin made her like a threat. Automatically, she was seen as a fugitive, not because she was trying to fight for equality - well, I guess technically, yes. But in the sense that because she was shining this light. And so, that's why I want to get on my platform and say that it can feel scary and isolating. I remember having the same discussion just a few years ago - I'm going to

say less than five years ago, right around the time when the Black Lives Matter movement started. The amount of pushback and attacks I got, just for standing up for the color of my skin, was insane. I can't imagine bringing life into this world - I have no children. But I really do feel for the parents out there who have to explain to their children, whether they're mixed or whether they just know they're going to endure racism, that some people are just not going to like them for the color of their skin, and they just really believe they shouldn't be treated equally. There are people right now, today, that will really stand behind, "Well, do you really need to be treated equally? You're a criminal, right? Your people do all these things and you deserve that." And we have that today, when there's police brutality. This just shakes me up, when there's police brutality; whenever it's a black person, we're looking at, "But were they a criminal, though? Were they? Did they steal? Did they use fake checks? Were they mentally ill?" But for our white counterparts, that's not happening as often. I'm not saying it's completely not happening. It's just, why are we glamorizing the death of black people? Literally, this year in 2020, we have proof from what's said in court. If you do the research, you can literally see the words of "We were hunting him." 2020, we have people with their cameras out, chasing black men through neighborhoods while they're simply running, like it's a sport. Again, the value or quality of their life is what I'm trying to teach my audience; it's not just Black Lives Matter, it's that the quality of our lives matter so much, that we're still fighting to be treated like equals. And people today still have the audacity to tell us no.

K

Kathrin Zenkina 31:48

I have a quick question for you. That was amazing. I can listen to you for hours because I'm getting so much education right now, that I know that my audience is also loving this and getting lots of education as well. I have a quick question, I'm just curious. You mentioned how you got pushback less than five years ago when the Black Lives Matter movement came out. I'm just curious, from your perspective, do you sense a difference this time? Do you sense a difference right now than you did before? Or is it about the same? Is it worse? Are you getting as much pushback? Less pushback? Are you seeing more allyship? Can you shine light to that?

J

Jodi-Kay Edwards 32:22

Absolutely, and this is a beautiful thing. It's also very bittersweet, because there's absolutely no pushback this time around. For me, the first death that I was aware of was enough. It's happening consistently. I really don't know why the flip switched, but I'm happy it did. I really don't know what the difference was between three years ago and today. So, I really do have to applaud. I think a lot of us - our generation as well - are more apt to speaking up, but we really don't speak up unless we have the facts, and unless we

self-educate. I think we're at a point in time, where we're at the age where we're very interested in self-educating. I see a lot of entrepreneurs stepping up as leaders in the space to be an ally, and we can definitely talk about some different tools to speak up and to say, "Hey, this is not okay. Wake up! We're not sleeping anymore." There's going to be pushback, no matter what. I do want to say that I'm the kind of person where I'm not going to get offended if someone wants to ask me a question. I've seen a lot of negative talk in that space. I guess I'm on the fence, to be honest. I believe if you are a person of color and you're interested and you are energetically available to educate, yes; but if you're not energetically available, there's no right and wrong way. Let's just say I'm here to lift people up as we're trying to self-educate. That is my biggest takeaway. Self-educate, and utilize those resources. Like I say, you are your best resource. If you think that you don't have the resources to do the research on yourself, I'm the kind of person to say, girlfriend, you do, though. But I'm here to help you and guide you, if you need more from me. But the thing about allyship now is, I love what I'm seeing. I posted a caption on my Instagram, and I titled it "Living life while black," because I really had to show everyone that racism is still prevailing. I'm not trying to be tokenized at all; it just kind of naturally happens because people know me. For a lot of people. I'm the only black coach that they know, or I'm the only, quote-unquote, black friend. Do I agree with it? No, but there's a level of if you're willing to do better once you know better, I'm here for that, girl. But I'm just saying, it's 2020. I get it if you lived in a small town, and this is your first time, that's totally fine. But there's a conscious decision we can make to say, "Let me not be so uneducated on what's going on in the world." And that's where the anger is coming from. People are really refusing to understand that history, when black people, we learned white history before we learned our own. It shouldn't be that way - I know my mom took the initiative. I had homeschooling after school. So, when I say super intelligent, I didn't get presents growing up; I got books. I remember even in Jamaica - for real. This is so, "She really is an island girl!" I could get a coconut. Looking back, I'm thinking, "That's so sweet." My mom gave it all, where's the report. But I would get some fresh fruit, even though we had it in our backyard, and would I get a book. So, it was like that. When I came to America, I would get some clothes, but I got so many books. My mom would be like, "Barnes & Noble, girl. Instead of going out drinking with your friends on the weekend - I know you're drinking! - go to Barnes & Noble." So, within all that - to answer question, yes, there's a huge difference. I don't have the answer as to why. All I can say is that I hope it continues to build momentum and have this amazing impact, where we can actually put a dent in systemic racism because the black community alone cannot fight systemic racism. We fight a lot, we've done a lot, but we need help.



Kathrin Zenkina 36:49

I just made the connection, and I'm so curious to hear your thoughts, because as you were

talking - first of all, mic drop after mic drop. You're so filled with wisdom. I just wanted to thank you so much for bringing this topic to the podcast, and really highlighting this important stuff that most people would look at and say, "That's low vibe." But I think that this is the most high-vibe thing that we can possibly talk about because equality, equity, diversity, and inclusion should be the norm. It really should be the norm, especially among the spiritual community. One thing that I'm diving into, shortly actually, I'm about to go on a vacation. I'm sending my whole team on vacation, they deserve it. We're calling it a pause. Right after, we actually hired a specialist who is going to give a four-month intensive with me and my team around justice and equity. She has the Jedi Formula. So, justice, equity, diversity, and inclusion. And so, I want to dive in as deep as possible and really make a safe space. That's what I'm all about. When you feel safe, you can manifest whatever you want. When you have your basic needs met - which is safety and certainty - and knowing that you're taken care of and you're worthy, a lot of beautiful things come out of that. When you were talking, I just realized something. You mentioned how four or five years ago, you had a lot of pushback; whereas now, you don't have so much or almost no pushback, which is amazing. I was just thinking, in the last few years, spirituality has really grown. Spirituality, manifestation, law of attraction, some people say love and light, and some people that hate. There's a lot of talk now around how the spiritual community is part of the problem; and how manifestation is just white privilege, and all this stuff. I was just thinking about how as I've grown in my spiritual journey, how my heart has literally expanded for all of humanity, and how throughout my journey of realizing that there's so much more to life than just me and how I'm willing to serve other people; this is what allowed me to get to a place where I am so open to this kind of education, where I'm able to see this kind of thing and want to find a solution. I'm just curious, do you think there's some sort of connection - because you're all about the woo, you're all about the spirituality - do you think that maybe that's part of the contribution? That people are waking up, and part of this is allowing us to be able to create a space and environment where we start to think about the solution and become part of the solution?



Jodi-Kay Edwards 39:31

Mm-hmm (affirmative). Absolutely. Within the spiritual realm, we all go through a level of awakening, whether you are at awareness level 1, 2, 3, 4, or 5. Right now, I try to unpack a lot. There's something you had mentioned, where I'm thinking, oh my gosh, the spiritual community? Why does it have to be a place where it was just, again, so isolated? Why couldn't the spiritual community be a place where all types of people hang out? So, I don't blame spiritual community because, historically, blacks weren't very spiritual. We had hymns, singing, and all of that. I totally get where you're coming from and what you said, because I've seen the ice in that too. I really noticed that we have to also look collectively as a whole at who's waking up. I'm going to speak on both sides; I know that there are a

lot of my black friends being silent right now. Let's talk about that because I am for equality with everyone. I'm not going to give you a pass, just because you're black; I'm not going to give you a pass, just because you are, quote-unquote, a good white person. I'm really here for any equality. I love what you said about expanding your heart and all of that because that's really what this is. Racism is an issue of the heart. It comes from really thinking that your race is better than another. So, within that, the spiritual community, when you break it down, there are still individuals. Could our spiritual leaders do better? Yes, absolutely. I'm going to say that right now, from what I've seen from who I follow. Hard yes. But what I'm seeing too is that people aren't as aware as they thought they were. When we talked about staying within your zone of genius as entrepreneurs, what did you do? You wanted to learn more about something, you hired a team, and you're getting your whole team trained. That is the best thing you could possibly do for long-term change, instead of short-term change. What are people doing now, who might not be at that level, or might not be able to? I shared something on Instagram where - I don't know if you guys know this - but I use all features of Instagram. I'm going to challenge you guys, whenever you see a post, to save it. Don't just read it; don't just share it. I'm literally opening up my Instagram. You're going to go to those three lines in the top right corner, and you're going to see something that says 'Saved.' Now, if you don't know how to use Instagram, right now, there are so many amazing resources out there. If you see something, click that little flag in on the right - it might move because it's Instagram, I don't know - save that and call it something. I've called mine - I have several, so -



Kathrin Zenkina 42:41

I saw your videos, it's genius.



Jodi-Kay Edwards 42:43

Yes! That's something we can do, right? So, I have one that's "Pull up;" pull up for justice, I'm starting this movement. I'm going to be looking for people to contribute one-minute stories and trying to put together a documentary to help this exact message and go a lot further. There are so many people, like you and I, whose hearts have been ready, and we are ready for long-term change, and we're looking for more allies. Just like you, Kathrin, you're expecting your team to be allies to jump on board. And that's what we need to do. As a black female, I'm looking for whatever help I can get, as long as your heart is in the right place - actually, your heart NEEDS to be in the right place, and you need to be open to self-educating and being a light as well. But, again, with the spiritual community, it's so easy to place the blame, and I always say that whenever you point a finger, there are three - I had to literally look - pointing back at you. Like how many fingers do I have?



Kathrin Zenkina 43:51

So, three pointing back at me, and one at you.



Jodi-Kay Edwards 43:53

That's so true, yes. We both just did it. And so, are we looking at the three pointing back at us? Because if we were, all the fleck - the spiritual community - and I'm in it, so of course, I'm going to be a little offended. I'm going to say, "You're really maybe looking at the wrong community, if you're really thinking the spiritual community isn't doing enough. That's a problem."



Kathrin Zenkina 44:17

Oh my god, I'm loving this conversation. I know that you have tons of resources that we're going to link in the show notes. Guys, if you haven't started your education process, or you maybe picked up some books and it was trendy to read them two weeks ago, and now it's not trendy anymore, go back to those books and resources, and listen to all the content you can possibly listen to around this topic. It is huge right now, and it is part of our awakening. I believe it's a part of our ascension. I believe that it is now time for us to create a world where every single human being is equal, where every single person is worthy and deserving of the best life. We cannot do that with silence; we cannot do that without the shadow work; we cannot do that if we're just sticking our heads in the sand and saying that there's no such thing as racism. There IS racism, and there is white privilege, and all these things that are wrong with the world. It is up to us, inhabitants of planet Earth, to be part of the solution. I think that, just as you were saying, Jodi, if your heart's in the right place and you're ready for it, we can all inspire each other as we go along. So, maybe there are people aren't ready and there's pushback, but I feel like there's been a shift - at least from what I've been seeing over the last few weeks on Instagram, Facebook, and everywhere I turn; just listening to some of my mentors who have jumped on board as well with being part of the solution. I'm really curious; we're talking about the spiritual community, manifesting, and all these awesome new things in the beginning. As it pertains to this, I'm super curious - because I've been getting this question a lot. I would almost call it, some people are starting to be more critical of manifestation and the law of attraction as it pertains to social justice. I'm just curious, from your perspective, just to bring this topic to light, what is your perspective of manifestation as a black woman? I've seen some posts go around, maybe even last year when I first asked my Integrator Londa, who is very well-versed in white privilege and social justice, and she has been handing me articles. I remember even two years ago, when we first hired her, she said, "Hey, just so you know. Maybe you're interested in this, maybe not." She was a little unsure at first, and she would be putting things on my table, and sending me emails. And so, I started reading up



on it, which I think really gave me a warm-up for me to really do a deep dive. And I've seen some posts go around, where my followers would tag me or they would DM me and ask, "Is manifestation just white privilege?" You see a lot of that. I then went on this mission in the last two to three weeks to find as many black women who talk about manifestation as possible. I just wanted to see if there are similarities or differences, what our beliefs are, and how this pertains to race. I'm just curious, what is your perspective of manifestation and the law of attraction, as a black woman?

**J** Jodi-Kay Edwards 47:24

Yeah, so at its core, law of attraction and manifestation is energy. Energy does not - I'm not going to say "does not see color," because I hate when people say that to me. But it's okay, I guess it's okay for something that's not human to say that. But literally, for us to say, "Manifestation is white privilege." Well, let's check that white privilege. Why do you think that it's okay for you to claim manifestation - this thing that has been within history? I really think if we take a look back at where it originated, more and more people - you have the new-woo - and, no offense to anyone thinks their new-woo, please start exploring that. But, again, when you do your research, you can connect manifestation to prayer, and prayer is so old. We can even go back and talk about was Jesus black or was he white? Based on your answer, that's going to propel you forward into everything else that you think.

**K** Kathrin Zenkina 48:27

I just want to highlight really quick; what you said just blew my little mind - my little penial gland. I take back "a little mind" because I'm all about the subconscious mind, and my mind is huge.

**J** Jodi-Kay Edwards 48:41

Hell yeah, your mind is huge.

**K** Kathrin Zenkina 48:46

So, you said check your privilege when you even say that manifestation is white privilege. It's so true because it goes so far back. It is an ancient principle, and the ancient people were not white.



J Jodi-Kay Edwards 48:58  
Yes, there we go.

K Kathrin Zenkina 48:59  
He's not white.

J Jodi-Kay Edwards 49:01  
Absolutely.

K Kathrin Zenkina 49:02  
Keep going. I just wanted to highlight that real quick, because I was like, "Whoa!" Okay, keep going.

J Jodi-Kay Edwards 49:07  
Yes, that is my take on it. I practice manifestation. It's not because a white person taught me manifestation; it's because after I was interested in it - your vibe attracts your tribe - so, I found people like you who have an amazing energy that I was drawn to; that energy was pure. For me, I felt safe, even back then; even before. I love and I hope more entrepreneurs at your level - that can invest in their team like you - can follow suit, because that really is a great place to start. But even before you were the Manifestation Babe that you are today, you still put out this energy. You still have this energy that attracted me to learning from you, but you weren't the only person I was learning from. So, if we take a look at that, yes, there are going to be a lot of our spiritual teachers and we really only see the white ones, unfortunately. But I listen to YouTube like it's my therapist. If I were to show you my YouTube, it'd be so embarrassing. You'll find things like "Subconscious reprogramming while you're sleeping eight hours."

K Kathrin Zenkina 50:20  
I was going to say the same thing. I have a private YouTube channel that nobody would know that it was me. If anyone finds like UFO shit that I look at... you don't know my real YouTube channel that I use.

J Jodi-Kay Edwards 50:39

So funny. That's how I am. I actually have a secret Pinterest because my team goes into my Pinterest account. I don't want them to see the aliens that I'm researching.



Kathrin Zenkina 50:52

I'm going on some UFO tours in Sedona next week, so...



Jodi-Kay Edwards 50:59

You're kidding! I wish Texas had stuff like that. You'll have to fill me in. Please fill me in.



Kathrin Zenkina 51:05

I will! But yeah, keep going. We were talking about white people and the law of attraction. Actually, I have a question for you. You know how there are a lot of problematic things in saying, "All lives matter," and "We don't see color"? I've really been educating myself on that. But I'm just curious, when we say everything is energy, is that racist? Do you get what I'm asking? You said from the perspective of the universe, how do you think the universe, or this force behind the creation of the world, depending on what your belief is, how does it see us different races and different colors?



Jodi-Kay Edwards 51:44

I think I can start here with - we might be even wondering - would a God allow this to happen? Would the universe - who's supposed to be fair and just - allow bad things to happen to good people? That is something I don't have the answers for. I'm just going to go straight out and say it; but this is what I feel is right, that we still at the end of the day each have a choice. So, think of how many people who - even myself, I always use myself as an example - growing up and not really having a positive outlook on life, because my current reality just felt like it was going to be like that forever. And then realizing that there was a world - and if we want to get super deep, we can talk about dimensions and astral projecting, but we won't. But if we did, there's so much going on within our multi-dimensional universe. So, I get that there are going to be people and doubters that say, "Well, if God was real, or if the law of attraction and manifestation was real, there wouldn't be this pain and suffering." But, at the end of the day, we as human beings have to tap into that. We don't come out of the womb racist. But, right then and there, we also don't learn how to deal with our trauma. We don't come out of the womb knowing how to have emotional intelligence. That's something that we, as human beings, that's our responsibility. So, again, if we are the kind of people that choose to tap into the right type of energy that will build the momentum to move forward - sorry my non-woo people, I

might be losing you here. Let's do it this way. Let's say you're sitting underneath an apple tree, and one half of the tree is very fruitful, and the other half of the tree has no fruit. But because of your height, or anything within your human characteristics, because of where you're positioned around the tree, you're only seeing a specific part. Now, spirituality, to me, is you choosing to see what you cannot see. So, that's how I take a look at even racism. You choose to see and acknowledge racism, whether you see it or not, because you know it's there. And that makes sense. Within spirituality as well, it's really important that we look at the big picture and say, "It's my sole decision to stand on this part of the tree and see where all the fruit is, or I can continue to stand on this part of the tree and see that there's no fruit here." I hope that was a good breakdown for my non-woo people.

K

Kathrin Zenkina 54:57

That was a great metaphor. The way that I see it is that you have the universe, but then you also have ego. I feel like a lot of the negative things - the suffering, the racism, the bullshit that happens in the world - comes from an overactive ego. It's like the ego gives this contrast. If we were just souls floating around right now without an ego being in a physical body, we wouldn't know the difference between love and hate, joy, and pain. There would be no contrast or differences. So, when we incarnate into this world, the way that I've been able to see it and understand it - because I'm still learning how to understand it through different frameworks - the universe does not discriminate, but people do. The people discriminate, and when you have people with overactive egos - which historically have been white people thinking that they're better than everyone, and oppressing people who are not white, whether they're people of color, Indigenous, black, brown, or however you identify. That is the ego speaking. And so, through freewill in this universe, we can create a horrible place to live in. We really do you have the power to create that, and it's not necessarily like manifestation's fault, or the law of attraction's fault, or the universe's fault, or God's fault. People ask, "How could God let this happen?" How I've been able to conceptualize this is that God gave us the greatest gift, which is freewill; the freewill is our responsibility of how we use it; and we've been using in a really shitty way up until now. I think that now a lot of people are waking up and thinking, "Wait a second, I have a choice to be part of the solution. I have a choice of how I can use my resources, my heart, and my money -" and let's just talk about money. Let's talk about how people are demonizing money. It drives me insane, and I know that you're someone who has a great money mindset and teach money mindset. I've been talking a lot about how you could use your dollars; your dollars are a tool to donate to organizations that speak; you can vote with your dollars. There's so much amazing stuff that you can do with money. Can you just talk a bit about - now that I opened up the money mindset vortex, can you just talk about how you see money? It doesn't just have to be with money. Let's just bring this back to how else we can bring in more light and what else that's actionable

that we can do to make a difference at this time.



Jodi-Kay Edwards 57:38

Absolutely. Money mindset is my thing. And, again, I really do have so much of what I've learned from you to attribute for that, and then that opened up the gateway to other people as well. But that was one thing I knew - recently in 2016 - that if I was going to do this thing, if I was going to let my light shine brighter and step into this world as an entrepreneur, educator, teacher, and visibility Queen, I really had to fix my money story. As of right now, when you said voting with your dollars, let's talk about the reason there is still racism today. We have people in power not voting with their dollars in a way that's going to be beneficial for the greater cause. As entrepreneurs, you just mention something that's so beautiful - choice. We still have a choice. We have a choice to be silent. We have a choice to speak up. We have a choice to connect with people who look differently than us. As an entrepreneur, I teach my entrepreneurs that you have to be innovators. Don't wait until something like Black Lives Matter comes up for you to realize that you should be different. Constantly be thinking, "How can I create -" oh my gosh, I pride myself on how well I ball things up together. How can I create the ideal world that I want to live in within the free will that I was given? A lot of us are complacent with just being okay. For me, this could tie back to my previous, early stages, or just how I grew up. It's not so much me just always wanting to be great and change things for the better; it's really just that I'm the kind of person if I have the choice to be a millionaire, I'm going to be a millionaire. If I have the choice to not identify why I constantly have -17 cents in my account, that's also a choice. But again, if I'm saying that I want to stand on this side of the apple tree that has all the apples, I'm going to fix my money mindset before it becomes a problem; and I'm going to innovate ways to move myself forward, vote with my dollar, not wait until someone says "This is what you should do," and not ask other people, "I want to do something. How can I help?" I'm going to make my own way. I would love for us all to step into this innovator role, even from the non-entrepreneurs listening to this. There's so much you can do with your free will. I would love for people for the next week or two to check in with themselves - before they go to bed, or when they wake up, or whenever you do your morning or daily routine - just check in with yourself and ask yourself one simple question: Did I use my free will today to do something that has a greater impact on the world? Or did I just use my freewill today to make myself a sandwich, and complain about my job, or cry about the -17 cents in my bank account? So, that's a really simple tool we can all implement. I hope you guys have been taking notes, because this episode should be a masterclass that people pay for. We've dropped so many gems, so many amazing questions, and everything. But it's the education, it's the innovation, and understanding that you have the free will to create a world and get enough people on board to create that world that you want. Back then, in slavery times, this exact thing was happening, but

not for the greater good. It only included a small section. Imagine if we had more people - and let's make this current. Imagine if we had more people - like you and I, Kathrin - that got together and asked, "How can we actually share what we know with people? How can we tell people in our communities? How can I make my team better?" That level of innovation that you and I have on the regular needs to continue with other people who might not have generated six figures. You don't have to. I focused on six figures, and you just shared your beautiful story about - I don't want to get it wrong. Girl, you gotta say it! What level are you at? Multi?

K

Kathrin Zenkina 61:57

Multi-seven-figure.

J

Jodi-Kay Edwards 61:59

Ooh! Sounds so good, right? I'm coming, I'll be there soon. It's all a choice. When we make that conscious decision to do better - not just wait until we know better. I was saying this before: once you know better, you can do better. A really amazing entrepreneur as well who just naturally included diversity and inclusion into her business, so much so that people really think that's what she does. Again, I don't either. I really don't. I really focus on visibility, woo, and do in business. But when this comes so effortlessly for you, people will naturally gravitate towards you to find out more. But she says do always, and let's think about what that means. Do always means that even if you don't know the answer, you're going to find it out, so you can always act like that.

K

Kathrin Zenkina 62:52

Jodi, I want to leave this at this point, on this high. There's so much more that we can dive into, but I'm just going to direct everyone to come and learn from you. So, can you share where everybody can follow you, where you hang out, and also where people can support your work?

J

Jodi-Kay Edwards 63:05

Absolutely. I'm on Instagram at @JodiKayEdwards, and my website is JodiKayEdwards.com. Definitely reach out on Instagram, that's where I spend a majority of my time. If you have any stories to share, I realized that there's some healing in that; that people have just been saying, from all different races. This is a beautiful thing; from all different races, I've been getting so much, "Oh my gosh, this gave me permission to share this," and "My daughter is going through this." So, that's really the momentum

behind the documentary I'm putting together - Pull Up for Justice - is just showing that you don't have to look a certain way to know that everyone should be treated equal. I really want to bring that to the public eye because that's still something that we're asking, "Wait, do I have to look a certain way to care about this?" No girlfriend, no boyfriend, guy can quit! You don't. So, @JodiKayEdwards is my Instagram handle, and then my Facebook group is called Alignment is the New Hustle: Strategies for the Successful Entrepreneur.

K

Kathrin Zenkina 64:10

There's no one better to bring that documentary message out there than the Visibility Queen herself. So, yes! Guys, take a screenshot right now and tag @JodiKayEdwards and send her so much love, all the takeaways, whatever breakthroughs, and a-ha! moments that you had; tag her, share that with her, share your story, or whatever it is that you feel called to do, and spread the word about this episode because this was incredible. I just wanted to thank you so much for your time, your energy, your wisdom, all the lessons that you shared, all the light - you are totally lit up - and the light that you're shining on other people so that they can shine too. Thank you so much for coming on here. This is such a joy.

J

Jodi-Kay Edwards 65:07

Thank you for having me, I have so much fun. And this flow, you guys. No notes? What is life?

K

Kathrin Zenkina 65:13

Well, I had notes and then she came on here, and said, "Let's talk about this!" And I thought, "Okay, we're going in different directions." So, I said, "Let's just start recording and we're going to go from there." And that's life, you guys. You are making up as you go along. We all - as Jodi said - innovating, and as we move forward and innovate, that's how we're going to create the world that we want to move in. So, thank you so much, Jodi, I appreciate you. To everyone else. I will catch you in the next episode. Mwah. Bye. Thank you so much for tuning into today's episode. If you absolutely loved what you heard today, be sure to share it with me by leaving a review on iTunes so that I can keep up the good stuff coming your way. If you aren't already following me on social media, come soak up the extra inspiration on Instagram by searching @ManifestationBabe, or visiting my website at ManifestationBabe.com. I love and adore you so much, and cannot wait to connect with you in the next episode. In the meantime, go out there and manifest the magic.

