

Episode 21: The Habit That's SLOWING DOWN Your Business Grow...

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SPEAKERS

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Kathrin Zenkina 00:04

Welcome to the manifestation babe podcast. My name is Kathrin Zenkina. And I'm a master mindset coach and success strategist for entrepreneurial babes just like you. I absolutely love helping you uplevel your life, your business, your finances, and helping you see the infinite potential within yourself to be, do and have anything that you want. It is my duty and obsession to give you the tools, the resources, strategies and teaching, you need to manifest the reality of your wildest dreams. Think of this podcast is your daily dose of personal development to maximize your impact, your influence and your income. If you're ready to get you're asked to take to the next level then you've come to the right place. I hope you enjoy today's episode. Now let's begin. Hey gorgeous souls. It is Katherin from manifestation babe.com and I am here in Brisbane, Australia recording a super quick podcast, while Brennan is actually in a meeting with his new team MB member in the living room of our suite, and I decided to quickly lock myself in the bedroom without my microphone and record a super quick podcast. This podcast was inspired by a recurring theme that I keep finding amongst my clients, and amongst the people that follow me and amongst people who are in my VIP tribe or in my courses. And this theme has been recurring over and over again, so often over the last couple of weeks that I figured that my clients and the people in my tribe are not the only ones that are going through it. And there are so many of us outside. I know people who follow me, people who listen to this

podcast are also going through the same thing. And I have noticed a pattern and I have noticed a habit that I used to have back in the day very early on in my business when I was just starting starting out, and I was curious to find out what other successful people are doing, you know what their offers are like, what their email lists are like, what their social medias look like what they do, and I essentially got caught up in watching other people's highlight reels and getting so sidetracked and so focused by everyone else's lives and businesses to where I essentially started to waste a lot of time and started to slow down my business growth. Now the habit that I'm talking about, that's slowing down your business growth, is watching what everyone else is doing. Now the issue with watching what everyone else is doing, is that it creates a lot of the feelings of not feeling good enough or feeling pressured by other people's highlight reels or other people's systems and other people's techniques and strategies. And what I mean by this, is that I know that I'm not the only one who in the past has felt pressured to do things like everyone else because it is working for everyone else. And so therefore, their system is what I need to be doing. For example, I know that a lot of my clients that I now have for my one on one mentorship, my Quantum Leap Mentorship, I have six new clients who signed up to work with me for 12 whole months. And a lot of them are brand new coaches or at least coaches who are fairly new and really want to take off their businesses in 2018. And what I've noticed amongst all of them is that they have admitted that they have been feeling a lot of pressure. Pressure to write a book, pressure to start traveling the world, pressure to livestream, pressure to create an e-book, pressure to do courses because everyone else is doing courses, pressure to create a membership site because everyone else has membership sites, pressure to do group coaching because their idol or someone that they look up to is doing group coaching programs. And that's what is making them successful. And they're getting so caught up in the should do, and must do, and you have to choose, and these templates that essentially they're creating in their minds of what success looks like and what the strategy to become successful looks like. And I'm here to tell you that the the best thing that I've ever done in my business, and I started to do this, I set the boundary with myself - I want to say, let's see, it's January 2018, about April 2017. So a good year, or almost one year into my business, I realized that everytime I went online, everytime I went on Facebook to make a post with the intention to inspire people and the intention to share my life lessons or share something that I learn or inspire or motivate someone or go on Instagram and post a photo, I would get lost in other people's stuff. And I found myself every time I log into social media I become unhappier and unhappier and I would always leave Facebook, Instagram and all the other social medias, feeling like I was not good enough and that I was behind everyone else and that I am not doing the right thing and I would get so lost and I would lose sight of my own intuition. When my intuition was telling me, Katherin, you need to focus on this, focus on your one-on-one clients, and focus on creating this course that you've been dying to create. And then I would go on Facebook and of course, follow all these other successful coaches and follow all these

other successful biz babes. And I would see that they're all doing webinars, and they're all doing challenges and they're creating planners and writing books and doing all these things. And I would see that they're successful and I would automatically be like, shit, I'm not doing that, maybe I should be doing that. And essentially, I created shiny object syndrome, where I started to do everything all at once, all the time, walking away from social media feeling unhappy, comparing myself to others, and feeling all this pressure from other people's highlight reels and I was essentially starting to lose my voice. And I started to sound like everyone else because when I kept reading everyone's posts and going on their websites and seeing their offers and doing what they did, I started to get lost in the sea of other successful coaches. And I started to sound just like everyone else and here's the thing; the thing that's going to set you apart in your business is your unique personality and your unique life experiences that create your message. When you are trying to be like everyone else, or you start to sound even unintentionally, like everyone else, what ends up happening is that you start to become or model somebody else and guess what? You can't do them as well as they do themselves and they can't do you as well as you do yourself. And we are all so unique, that if we just stopped focusing and stopped watching other people, and stopped following even half the amount of people that we follow and even stopped looking at half the amount of websites that we stalk and looking at other people's offers and opt-ins, and what they're doing and how they have all these webinars and their sales funnels and all this stuff, we would find so much more success and so much more of our voice within ourselves. And we would differentiate ourselves from the competition, from other people. We would stand out and we would finally impact people in the way that we were meant to impact them in our unique ways. And oftentimes when we're watching all these other people kill it in life and we are essentially stalking them and looking at all their photos and looking at their posts and seeing how people react to them, and we're wasting all this time on their profiles. What ends up happening is, we forget, first of all, how long they've been doing it. For some reason, we think that everyone started at the same time as us and we feel behind. We also don't realize the size of their team. You guys, some of the people that I look up to, they have teams of 10 to 50 people in their company. And you know, team MB, is a much smaller team than 10 to 50 people. And so sometimes when I feel this pressure, that this person has a podcast and they have all these videos and they have this going on and they have that going on, I forget that they themselves aren't doing all of that. They themselves are just the creators, the CEOs, the leaders, and there are people on their teams who are editing their podcasts, uploading their podcasts, editing their photos, creating graphics for them, writing copy for them, putting things up on their website, linking their sales funnels, doing all these things behind the scenes. And it's not just them. So sometimes we look at these amazing businesses and we forget how many people they have on their team to help them. And we cannot compare ourselves to other people until we have essentially a team that big or we have been in it for that long. You know, a lot of

successful people have been doing, especially other coaches out there, I've seen the most successful coaches out there that have been in this game for 5, 6, 7, 8 years, or they at least have experience of marketing themselves online, or doing what they do for even some, you know, decades and they have teams and they have experts and they have access to these resources that we perhaps might not have yet. And so when you start watching other people and seeing what everyone else is doing, you put so much pressure on yourself and that pressure, you're gonna crack because of it one day, and you're gonna find yourself depressed and you're gonna find yourself not feeling good enough and like you have nothing to give. And when you're watching what everyone else is doing, and you're following everyone else, you forget about the reason why you're in your own business in the first place. And the reason why you're in your business in the first place, is to serve the people that you love to serve. It's to deliver your message. It's to give back hope to people, it's to inspire people, it's to make an impact on the world, make a difference, make us feel like we're actually making a change on this planet. And if we're wasting our precious time, that we could spend on, you know, inspiring other people. If we waste our precious time just watching what everyone else is doing and feeling like shit about ourselves constantly, then we're not going to get anywhere and if our voice, our unique voice and our way of explaining things, because no one else can explain like us, and our way of creating, and the way that no one else can create like us, if we waste our precious time, just watching whatever it else is doing, and essentially, I'm sounding like everyone else and creating things like everyone else, well no one's going to find us because we're just going to get lost in this sea of other people. And you want to stand out because the people who are relying on your information, your message, the way that you do things are going to feel so left out, they're never going to find you. They're never going to get your message and the world is not going to be impacted in the way that it would have been impacted. If you just decided to stop watching what everyone else is doing, get into your tunnel vision. Get into your tunnel. Look forward, don't look to the sides. Don't look behind. You don't look at the car in front of you, just look at your road ahead and just focus on you. And so the best thing that I've ever done in my business was I actually unfollowed a lot of people. And one of the biggest things that my clients have brought up to me is "Kathrin, I rely on other people for inspiration. I want to follow other people to stay inspired and to see other people killing it and being successful because it keeps me going." And I say, I totally get it. Because there are people that I follow purely for inspiration. There are people like Tony Robbins, for one, and there's several other accounts that I follow, because those people when I follow them, I'm not comparing myself to them. I'm in that mindset that these people are just here to inspire me and show what's possible, but I'm not watching them so closely that I get muddled and mixed up into their message and, you know, get distracted by them and then feel all this pressure like I'm not there yet, so I'm not good enough. And so I'm very intentional with people who I follow. And as soon as I feel a little twinge of jealousy or a little twinge of like, I wish I was as advanced of this

person, or I feel like I'm not good enough, or I feel like my life doesn't add up, or whatever the thoughts that go through my mind, I will actually unfollow that person. And I will maybe unfollow them for a week, maybe for a month, maybe I'll never follow them again, but it's not like I hate them or I don't like them, right? Or that they did something wrong, it's just that I value my people. I value my audience enough to not be distracted by anyone else. And so a huge tip that I have for you, I actually have two tips for you. I want you to do a social media clean out. And if you find yourself comparing yourself to someone else, or if someone is unintentionally, of course, because it's not like we do this on purpose, but if someone's unintentionally, making you feel less than or you're constantly feeling pressured by someone, even if they're not purposely doing it again, it doesn't mean that this person is doing something wrong by sharing their life on social media, it's just that if it's affecting you in a negative way, it's so much better to just push the unfollow button and just focus on your own thing and follow people who don't make you feel that way and people who inspire you and people who push you forward in the right way. And the other tasks that I have for you is to go on a social media detox, and maybe for just a weekend or even 24 hours, you'd be surprised how much time we spent on social media. It's ridiculous. Like even the busiest people somehow find an hour to five hours a day to spend on social media, just scrolling around. So maybe you put your phone on airplane mode, and just not focus on social media for 24 to 48 hours, essentially, to push the reset button to where you're not run by everyone else. You are in charge of your own life. You are in charge of your own schedule. You're in charge of what you put out there in the world. You can reconnect with the universe, with God, you can reconnect with your intuition, you can journal for that 48-hour period, you can ask yourself, what do I actually want to create? What is my voice? What is my authentic truth? What is the message that I want to give out to the world? And when you have that clarity, that's not mixing metal with everyone else's message. And there's not all that noise around you, all of a sudden, you can come back to social media and use it with a purpose. You actually have your voice again. You actually are your authentic self and you're coming forward and spreading your message in a completely different way from everyone else. And the only way I feel like to get back to who you are, is to stop getting distracted because this habit of distraction is going to slow down your business growth. And you don't want that to happen because 2018 is the year of the quantum leap. It's the year of getting shit done. It's the year of moving forward. It's the year of manifesting epic shit into your life. So the you ain't got no time to be slowing down. Like you have no time to be slowed down by anybody. And so once you limit your distractions you can find that clarity again and you can start using social media with a purpose. So that is my message it's a little bit longer than I intended for it to be, I swear I thought this episode was gonna be about five minutes long, but hopefully you enjoyed it and if you really enjoyed this podcast and this message spoke to you and you are someone who has been feeling pressure from other successful people on social media, you know, posting their highlight reels and you've been feeling

like you're left behind, you're feeling like you're not doing enough, or you're feeling like you're not good enough, let me know if this message resonated with you and if my tips have helped you by tagging me on Instagram @manifestationbabe, or finding me on Facebook in my facebook group Manifestation Babe as you can just tag my name, Kathrin Zenkina and let me know so that I can keep creating these mini episodes and keep giving you tips on everything around mindset, money manifesting and growing the business of your dreams. I love you guys so freaking much. And if you really enjoy this episode, feel free to leave me a review on iTunes because that would help more people find this podcast and I would super appreciate it and I always read your posts. I always read your reviews, I read everything and really the feedback keeps me going and I truly appreciate you guys. Love you so much and hope you have a fantastic weekend. Love you so much. Bye. Thank you so much for listening to today's episode. If you enjoyed this podcast and want to see more of the manifestation day series, make sure to hit the subscribe button and share this episode with all of your friends. If you really enjoyed this podcast episode, make sure to leave a review on iTunes and let me know how much you enjoyed it. To go even deeper and unlock your inner manifestation babe, make sure to head over to manifestationbabe.com where you can find courses, events, books, blog posts, and all of my social media feeds. Until next time, beautiful. I'll see you in the next episode.