

Episode 30: Why You're Actually In The Business of Love

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.

Hello gorgeous souls. It is Kathrin from manifestationbabe.com and it's been a hot minute since I went live in my Facebook group. So how are you guys today? I'm also podcasting at the same time of course. So those of you who don't follow me yet on my podcast or aren't subscribed, I do share a little bit more content on there and consistently because it's easier to whip out a microphone that looks like this than it is to have a whole setup going on and have the perfect lighting and the perfect space and the perfect location to do a live stream, but as you can tell I'm home in my apartment so it's very easy for me to do it here. So today, of course, my motorcycle decides to drive up to my apartment. Actually, it's so funny like, sometimes my topic today is about business and sometimes with business, we all wait for the perfect moment. We're always waiting for the perfect idea, the perfect time to implement the perfect person to come along, the perfect partner, the perfect website, the perfect everything right but that moment never comes. And so just to share with you guys how frequently I deal with imperfect moments in my business, just before I started this live stream/podcast, I literally took the USB to this microphone and pop myself in the eye. Like I say if my right eye is a little red right now and watery. I'm seriously half blind in that eye right now because I just decided to just swing the USB cord and go straight from my eyeball. So that was awesome. And then Brennan came home right before I pushed. Go live literally seconds before he walks through the door, walks to the bathroom and then cuts himself with a razor like super deep and starts bleeding all over the place. And I'm just like, I'm so keen you let me know when you stop bleeding so I can start this live stream. And it's like I'm half blind over here he's bleeding it up but anyway, so I'm here because I feel like I have an important message to share. I feel like I have something that really helped me. A question that really helped me shift my perspective on my business. And I feel like if I share it with you guys, it will really help you too. And that's what I do in my business is I learn lessons. I go through life. I learned things, accepted my lessons, learned my lessons, applied my lessons and then taught them right. I feel like manifestation babe has been this on repeat over and over again for the last two years. So you know, whether it's around manifestation, whether it's around online businesses, building relationships, networking mindset tips, hacks, tricks, whatever it is, I personally learned this stuff. I apply it and then I share it with you guys. So I actually was talking to one of my biz besties not too long ago, and I was having a bit of a hard time. As I've shared with you guys like the last kind of season in my life, the last three months have really been filled with lessons galore. I've been learning nothing but lessons about what I really want to do, what truly makes me happy, what actually fulfills me. How much do I really want to spend time working? How much time do I actually want to sit down and be behind

my laptop? For versus you know, being out there and enjoying life and doing events and speaking and talking to people. So finding this balance, as well as writing a book at the same time and so many things are going on in my life, and I was having a bit of a challenge and my best friend asked me, my best friend and biz bestie Stephanie, she was like Kathrin, here's what really helped me and I was like, okay, and I was doing a zoom with her and she was like, you're gonna die in seven days! You're gonna die in seven days. What truly matters? Would you be working on your business? Would you be behind a laptop? Would you be stressing out about half the things that you're stressing out about? Or would you be surrounded by loved ones right now? Would you be focusing on the connections that you've developed? Would you be focusing on the relationships you've developed in your lifetime? Would you be spending your time right now behind your computer or around other people? And that was the shift that I needed to realize, what am I working so hard for? I couldn't answer that question before and I finally realized that life is not about the accolades. Business is not about the accolades and so how this relates to business is that business is of course, a strategy involved. Of course, there's actually doing the work. There's figuring things out. There's teams, there's things to do, there's a constant, never ending to do list, right? And then when you want to reduce your to do list, it's about managing a team and managing employees and making sure everything is going right and about customer service and making sure that things are put together and that things are going right and there's so much to do, but if you have seven days to live, are you focused on the accolades, the systems, the email provider, the software, the refunds, the sales, the number of people how big your launch was? Who are your coaches? Who are you coaching? How much money are you making? Or is it really about the relationships that at the end of the day, and the people that you have helped and the people who have helped you, the people who have given you life and the people you have given life to in return. And so that was everything for me because I realized that I was spending so much time draining my energy focusing on where I think I should be rather than appreciating where I am and all that I've already accomplished. I realized that it's not about the sales. It's not about the people. It's not about the numbers. It's not about these metrics. Although, yes, I agree those are totally important. Sorry, I just got distracted by comments at a ring light, you're holding notes on the microphone. I'm sorry. So it's not about the accolades. It's not about the metrics and stuff. Although all that is important in business. It truly is about the people, when you are taking care of people, when you make people feel like you give a shit, when you are focused on changing lives, when you're focused on helping people feel like they matter, when you're focusing on spreading love and creating love out of your work and cherishing those relationships and just being grateful, and also just raising your vibration around relationships in your life, not so much changing because I know a lot of people struggle with, negative family members, like my mom doesn't understand me or my husband doesn't understand me, but the thing is, I was actually working with a client today who's struggling with her mother and I said that you're never going to change your mom, ever. No matter what you do, you will never change her behavior, you will never change her perspective of you, you will never change anything, but what you can change is your perspective of your mother and so what you can change is your perspective of the relationships that you have. What you can change is appreciating people around you, raising your vibration of the relationships that you have in your life. And you know, focusing and something that I wasn't doing enough of was I wasn't appreciating Brennan as much as I should. And I realized that if I

just pour my love and gratitude into the relationships I have around me, my vibration will raise rays, and if I just focus on who I'm helping, how I can help them, who can I serve? How can I serve them? Then the money of course will always follow. The metrics are going to follow, the sales are going to come, the launches are going to happen. The six, the seven, the eight, the kajillion figures are going to happen, but never without the love. Money comes from the universe through other people. I say that in my book, "Money comes from the universe." So it's not like it's directly coming from people, but it's coming from the universe, and it's being funneled through other people. So if you're taking care of the people in your life, you will always be taken care of in return. And if you are just spreading love and you're in the business of love, you're in the business of gratitude, you're in the business of relationships, you're in the business of appreciation, you're in the business of just being high vibe and helping others be high vibe too, then shit like the money has got to follow like it cannot help but not follow because think about it, if you were to do business with a company that made you feel super empowered, uplifted, like you are just an incredible human being that they value you, they appreciate you, you're like their number one customer. And then you have another company where you're just like another person and a customer. Another day, another sale, another day. Which company would you rather go to? You will easily give so much more business, so much more money to the company that makes you feel like you matter and you're gonna send your friends and you're gonna send your family, you're gonna send your co workers, you're gonna send strangers to that company because the way that they make you feel is on a completely different level than this company over here. And I'm pointing to my left and my right here. So, you know, we're in the business of relationships, guys. And that's I feel like that's the best lesson that I've learned in the last couple weeks as well as learning is that, you know, if you're gonna die in seven days, you don't care about your successes or failures, you don't care about any of those things. It's the love that matters. It's how much you loved and how much you were loved in return. It's about the relationships that you've built. And the last seven days on this planet, you're not going to be worried about Infusionsoft and WordPress and Facebook and Instagram and likes and algorithm bullshit, and you're not going to give one fuck about any of those things. What you're going to care about is relationships. So if you can funnel that energy right now, if you can just for a second and I know this is like not the best thing to pretend but let's just pretend you had seven days left on this planet. Why not run your business that way? Why not make people feel that way? Why not make yourself feel that way where you have seven days left to live and you ask yourself, what truly matters? Who can I cherish? Who can I appreciate? How can I give back? How can I feel grateful? What have I done for other people in my life to leave this legacy? Why don't we just focus on leaving a legacy instead of leaving, you know, whatever, why not leave a legacy instead of being all about money, and the New York Times bestseller and I have the best thing, and I have the best that people are not going to remember you for. They're not going to remember what you did, they're gonna remember how you made them feel. So that's my little message for you guys today, actually, not even little so huge fucking message is to give to others, without expectations, to just keep giving and giving and be in the business of love. And I promise you as soon as you accept that you're in the business of love and you start treating your business that way and you start treating other people that way the money cannot help but follow you just become this incredible magnet to whatever you need in order to be cared for and

supplied for whatever you want all of your desires will be given to you You'll be so immensely blessed as long as your blessing others.

I'm glad you guys love this alright, awesome. So I think that is it. I feel like I have said everything that I wanted to say. I just know it's getting darker and darker because I need more and more light and kind of turning this up. Anyways, thank you guys so much for being here. And if you loved this episode, please make sure to subscribe to my podcast and also if you're not yet in my Facebook group, definitely join my Facebook group called manifestation babes. I most of the time do these podcasts live and I love to read your guys' comments and see your emojis fly around and I go back and we'll sometimes answer some of the comments if you guys have questions and I just love hearing your feedback. And if you are listening to this on the podcast, be sure to subscribe to this podcast and go ahead and leave me a five star review if you totally totally loved it as well as share it with all your friends. Tag me on Instagram and yeah, that's it. I love you guys so much and have an amazing night.

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