

Episode 37: How Much Do We Need to SACRIFICE To Get What We Want?

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 Kathrin from manifestation bab.com. And I know it's been a little while since I last recorded a podcast episode. And I just wanted to apologize to you guys super quick because I really did let my ego get in the way when it came to my podcast. Funny enough, I've been doing some live streaming and I've been doing you know, some casual Q&A's and some casual chats here and there with you guys via Facebook Live stream and via Instagram Live stream and I got in a little bit of perfection mode when it came to my podcast. It was a very weird kind of thing that I actually had to overcome when it came to my Facebook group about this time, no I would say like six months ago, where I've been getting a lot of phenomenal feedback about the podcast. I have had so many of you DM me on Instagram saying that you know, this episode was amazing or, "Oh my God Kathrin this episode made me cry", "This episode changed my life. Holy crap, you need to do more podcast episodes", "Kathrin when's the next one coming out?" I binge listened to all of them in two days. Now I'm out of episodes and holy shit, I just can't get enough. And of course, I immediately went into perfection mode. I immediately had this fear of so many people listening and you know, there's such high expectations right now around my content and I just completely forgot that the point of my fucking podcast and the point of my entire business, and all the content that I create and everything that I do has nothing to do with perfection and all has to do with authenticity. And it all has to do with me literally sitting in my pajamas right now sipping on a cup of coffee. It's Saturday morning, I'm getting some stuff done before we leave for Bali on the retreat that I'm hosting next week in Bali, and we have to do a shit ton of packing. But I just had to sit with myself and remind myself like, hello Kathrin, you've just been being yourself in all the other podcast episodes, so you just have to keep being yourself. There's no perfection, there's no filtering, there's no being someone who you're not. So now that I got over that little hump, I decided to sit down here and just chat with you guys and hang out with you guys. Those of you who are not following me I know, it actually amazes me, a lot of you to find me just through the podcast, but if you're not following me on Instagram, lately I've been having a lot of fun doing some impromptu Q&A's. In fact after I'm done recording this podcast, I think I'm going to do an impromptu Q&A on Facebook livestream, which is I do it through my Facebook group. So manifestation babes, it's plural, that's my big Facebook group where I love to pop online and just hang out and chat and answer questions and keep it just super casual and I find that I'm enjoying just hanging with the guys, reading your comments and just chatting you know? Sometimes running an online business from home can be a little isolating and sometimes I forget that there's actually people out there who listen to this stuff who follow me and so if you're

not following me on Instagram or not in my Facebook group, definitely go check it out and we can hang out there I love doing Q&A's with you guys. But anyway, so today my topic really is something important that's been on my mind for the last couple of weeks and this is something that I have witnessed a lot of people struggle with when it comes to success, when it comes to manifesting the life of your dreams, when it comes to achieving all of your goals and all of your desires and everything it is that you want, and the word sacrifice scares a lot of people. And today I really want to talk about really addressing the question of how much do we need to sacrifice to get what we want. And my perspective of sacrifice, because here's the thing to the ego a lot of you might hear the word sacrifice and cringe like, I don't want to sacrifice anything. I thought that this life was about being abundant, I thought we could have it all, why do I need to sacrifice things? And the thing is, is that the ego really hates this word, but the higher self knows that it's a necessary process in order to take out things from your life to create space for more abundance in the future. You see your ego's very connected to the instant gratification of I want it now and I have to have it now. If I don't have it now I'm never gonna have it again. And the higher self is always split. Focus on what can I do today to create a beautiful tomorrow? How can I create a beautiful today and a beautiful tomorrow? And what changes can I make? What choices do I have? What decisions can I make in order to set myself up for not just abundance today, even if it might not seem like it's abundant today, but really set myself up for the future. And I've noticed, you know, throughout the last two years of my life, I've really noticed that most people are not willing to buckle down four to five years of their lives in exchange for a lifetime of freedom. It's because the ego gets so caught up and you're not supposed to sacrifice, or sacrifice means that you're not going to see your family, you're not going to see your friends, you're going to lose everyone. Everyone's going to think that you're just chasing success and you're just building this business and you're going to lose everyone. You're going to be alone at the end of it and your ego just keeps telling you all of these stories. And so just to share with you guys, the last two years of my life have been filled with a lot of sacrifices and sacrifice is part of the journey, it is part of the process. It's something that is necessary for your higher self to be able to really grow into your highest self. And I'll share a little bit more about how you know what I mean by this to give you some examples, but to start, I just wanted to share with you a bit about building my business and where I am today and where I was two years ago. So two years ago, I had maybe a lot of time on my hands, but very, very little money. I had nothing to really do with my time except to waste it on, you know, watching YouTube and hanging out on Netflix and maybe walking my dog outside and just like doing all these things that it's all you know cool, but I kind of want more in my life. So I came to realize that in order for me to build the life of my wildest dreams, I kind of have to use my time a little bit more wisely. And so those of you who have been following my story and know my story, in 2016, I just buckled down and I went all in and I just took massive risks and really buckled down and really made the necessary sacrifices in order for me to get to where I am today. And so two years ago, I was in this place where I felt extremely unfulfilled, I was broke, I was \$25,000 in debt, I wasn't traveling the world like I've been dreaming my whole life. I always thought that once I graduate from college, I'm gonna have all this extra money, all this extra time. My business at the time is going to grow and I'm going to be able to travel the world and I wasn't doing any of that. There's just nothing going on. And so I took two years of my life and really made the necessary sacrifices, the smart sacrifices, the things that were really gonna get me to the next level, I committed to doing all of

those things. I committed to stopping doing a lot of things in order to get to where I am today. And just to let you guys know, the last five months really, in my business have been just really, really crazy busy, like I hate the word busy and I try not to say it because I don't want to manifest busyness, but my calendar has been a little full. That is why you might see a little bit less of me in my live streams and podcasts just because every time I opened up my email, I have so many phone calls and interviews and have lots of emails to get back to. There's a lot of stuff happening behind the scenes like I had a huge photoshoot not too long ago, that required a lot of preparation in terms of just like me, letting my team know whether I'm okay with this or not, whether I want to buy this or not, which is awesome because they did most of the work, but I still have to show up and make important decisions. There's a lot of emails, a lot of stuff going on around that. Then obviously, preparation for Bali was a lot, especially communicating with sponsors, communicating with the Bali babes doing calls with them, I did like 15 to 20 minutes to get to know you calls with them. I also have clients, so there's just a lot that's been going on in the last five months really. It has been kind of like this sacrificial period in my business that I know I'm going to commit to a lot of things. I'm going to get it done. I'm gonna have less time maybe for creativity right now. But by me doing this stuff, these necessary things like some of the interviews I did, were really huge for me. Some of the meetings that I've had with people, the calls to the email exchanges, I know it's setting me up for the future. It is creating more abundance and more time from you in the future where this summer I actually have just on my calendar from May until mid-July, which doesn't sound like a long period of time, but those of you who know me, I'm always on the go. I'm always somewhere, I'm always doing something, and for me to have like two and a half months of just being in LA, I can't promise that I'm going to be in LA because the wanderlust bug always comes to bite me but just like me not having very much on my calendar, I have speaking engagements that I need to prep for. Bali in itself, a seven-day marathon of me just being on and helping women and helping and leading these group sessions and leading these meditations and showing Bali around and just all this fun stuff that I love to do, but I haven't really had time for myself. I know though the last five months have really set me up to create even more abundance in time and money for the rest of the year. And actually when I think about what I have planned for the rest of the year? Well I'm going to France in July, I'm going back to see Tony Robbins in Vegas and we're actually turning Vegas into kind of a fun vacation at the same time. I've never spent eight days in Vegas before, but that's what we're going to do. And so we have Vegas, and I'm assuming, and I'm not 100% sure, because Tony Robbins likes to surprise us on where we're going together as platinum partners and I'm assuming that we'll be going to India later this year. And then we have a wedding in the Caribbean, for Brennan and I. So there's just a lot of fun stuff, right? I know it's not very much, but I had to sacrifice the first kind of three months of the year or four months because I still have a whole another month of this marathon to really set myself up for more time and abundance in the future. And not many people are willing to do this because to the ego, it looks like scarcity to the ego. It looks like you are actually doing the opposite of achieving your dreams to the ego. It's like oh yeah, you preach manifestation, you preach abundance, you preach all this stuff, but look you're sitting in your office and you're working right now or look you know you have to tell your friend that you can't go out to dinner, or look you had to sacrifice time with their spouse and bla bla bla and so to the ego it looks like look at all this stuff that you're giving up, is success truly worth it? And to the higher self, the higher self is always like, hey,

would you rather have an hour that you can spend with your spouse right now or would you rather be able to set yourself up for the future to such a level where you and your spouse can take off three months together, travel the world or do a staycation or do something really fun for three entire months? That is what I mean by sacrifice here. A lot of people think that we're sacrificing seemingly important things. Now I just want to share with you guys some stuff. The last two years going back to a couple of the sacrifices that I had to make, and I had to make a ton in order to build manifestation babe, but just to give you an example, I had to sacrifice all of my free time, I built manifestation babe on my lunch breaks. And in my evenings, I worked from nine to six every single day, Monday through Friday, no days off. And it was literally like I had to leave my house at 8:30. So after 8:30 I don't have any free time. It's basically work time already. And then I wouldn't get home until like 6:30 or 7, depending on when I finally moved to my apartment, which is a little bit further from work at the time, but it was like every day from 8:30 to 7, I'm at work. That's not time to work on my business. And so I had to use my lunch breaks. I had to use my early mornings and I had to use my evenings. And was there time for TV? Hell no. Was there time for reading for fun? No, I had to listen to audiobooks and podcasts in the car to make up for that. Were there a lot of dates with Brennan at the time? Well, at the time also, we had to sacrifice dates and we had to sacrifice, you know, fun things like Disneyland and Universal Studios and all these things that a lot of people come to LA for. When you live in LA, you've gone to Universal Studios, you've gone to Disneyland, you've gone to Magic Mountain, but for the first two years of building this business, we really had to sacrifice that because we needed all that money that we were generating, to reinvest back into the business because I knew by me sacrificing some of the extra money, the extra fun money and reinvesting it back into my business again, that would create space and more abundance for the future. And then the next thing and this is not as big of a deal, this is something more recent, but Brennan and I have chosen instead of moving into a bigger apartment, instead of upgrading my car which we actually had plans for last year, when manifestation babe started generating six figures a month, we were like holy shit, you know, why are we still living in a studio? Why are we still driving your Jetta from college Kathrin? And we had all these plans like, yes, let's move into a two bedroom house, let's have an office, not a house, but like a condo, let's have an office for you. Let's go to a better area. Something more on the west side. Let's get you a Porsche Cayenne. You totally deserve it, and eventually, when we started to really think about how we can keep creating more abundance for the future, how can we keep creating that space, what we ended up realizing is that why not we just go month to month at the studio. So yes, we still currently live in the studio and drive the Jetta for another year or two while we build an epic investment account. And so all this money that we could have been using on certain things like certain luxuries like always flying first class, and quite honestly at this point, we can probably charter planes and fly around the world, but we're choosing to use this money as money that we could be spending on all these luxuries that, our ego really loves and my higher self also loves, but my higher self understands that I could either enjoy all this stuff right now and have to continue working really hard to kind of sustain it or I can sacrifice some money, build up an epic investment account and then have that investment account be able to generate way, way more abundance in the future. So that is our choice, right? All these things are choices. It's not a sacrifice. That's such a negative word. I see it as choices. And then of course, all my favorite TV shows, YouTube videos, aimless scrolling through social media. How many of us spend so much time just

scrolling through Facebook ads, rolling through Facebook and scrolling through Facebook and scrolling through Instagram, and thinking that we're doing something productive by getting involved with everyone else's lives. And I want to see how my friend's doing, honestly how my dog is doing, I want to see how my mom's doing, but really, getting involved in other people's lives, how's that gonna help you advance your life? How's that gonna help you build your business? How's that going to help you create more space for abundance in the future? And so I realized, like, hey, I probably should delete a couple apps on my phone, or I should probably install, which I did, a Facebook newsfeed killer. I think it's literally called kill news feed or kill Facebook news feed on my laptop. So I don't even see my newsfeed when I'm on Facebook now because I'm very intentional when I go on social media. That was something I had to sacrifice in exchange for me to be more intentional with my social media because social media is how I've built my business. So it's still very important. It's not like I had to go delete all my accounts. But I use my precious time to post in my facebook group posts on Instagram and engage with people and answer messages and do all the stuff that's important for me to create space for more abundance in the future. And also choosing to go to bed early instead of hanging out at the bars with my best friend was another thing that I had to sacrifice and that actually led to the end of a friendship. And so a lot of people are so scared of thinking, what if I lose all my friends? What will my friends think of me? What will my peers think of me if I'm no longer drinking with them at the club? Or whatever it is, and for me, it was like this realization of how far am I going to go in life if I am spending my precious Friday nights, which is Friday night was precious for me because it meant that I'm off of work. I have the evening to work on my business and then I have a whole day on Saturday and Sunday. So I always look forward to Friday nights. And I asked myself how productive am I going to be if I'm hungover all day Saturday and then basically, I waste the weekend and I go back to work on Monday and then another week has gone by. And I've made zero progress on the life of my wildest dreams. And so, I've had to find new friends, I've had to sacrifice some friendships and I just came to this understanding, that if my friends don't uplift me, and if I don't uplift my friends, if we're not elevating each other together, someone's always going to be held back and I just refused to be held back at that time in my life. It was very, very precious. Now I have more time, maybe not in the last five months, but I know that just in general, I have more time, more money, more resources, to be able to spend more quality time with the people that I love. We can go on vacations together. We can go to events together, but back then my time was so precious, I had to sacrifice it. I knew I had a choice. And it took the choice that was going to create more time for me in the future with my friend, with my spouse, well boyfriend at the time, with my family later on, I knew that if I just sacrifice a couple hours a week right now, that's going to create this opportunity for me in the future where I can just gather all my friends and all my family and just take them on vacation and be able to pay for the whole thing. So no one can say no, and just be able to rent a house in the Caribbean and invite everybody and actually have the time, the money and all the resources to make it happen and we can make up for everything then. With my parents, my mom has always dreamt of going to Italy. And I feel so blessed because I'm taking my parents to Italy. Brennan and I are taking my parents to Italy next April. Just kind of like a thank you for everything guys, just like a hey, we want to spend quality time with you why not do it in Italy? Back then, two years ago if I did not make these sacrifices, sure I'd be able to hang out with my parents more often, sure I'd be able to see them more often, but it would just

be for like a couple hours a week and there'd be nothing really fun and ethic happening. So it was kind of like that sacrifice, let me sacrifice just a little bit of time with you guys in exchange for some epic shit later on in the future. And then same with our wedding. We are just basically renting out a huge house in the Caribbean and gifting our entire families and our wedding's gonna be super tiny, but we're giving our family of like 14 people just this grand like vacation in the Caribbean where everything's taken care of. They get to watch us wide and they just have fun and swim in the beautiful water. And enjoy time with us because we made the necessary sacrifices in order to be able to afford such nice things like this, to be able to afford more time in the future than less time in the present moment. Am I making sense to you guys? Because I feel like this is so important to understand that it's not necessarily sacrifices to get what you want, but it's making the right choices. And then there's this other thing, a lot of people are not willing to give up their Pinterest scrolling or their favorite TV show, they're not willing to give up their marathons on Netflix, and the way that I decide personally what is actually important to me in life, and am I making the right daily choices is I always envisioned myself 90 years old in a rocking chair looking back on my life, and this is the very scenario that actually made me change my whole life after my first event UPW - Unleash the Power Within by Tony Robbins, where he said something like this. I don't remember if he said 85, 90, 95 years old, who cares? But he said, if you were like 90 years old in a rocking chair looking back on your life, what are you most proud of committing to? What changes are you most proud of committing to? What kind of life are you most proud of living? What are you actually going to remember? And I always ask myself, am I going to remember the few nights that I was pissed drunk at the bar or at the club with my friends? Or am I going to remember the fact that I built this amazing business that impacted millions of lives, right? Am I going to remember the few family dinners that I shouldn't have missed or am I going to remember the epic experiences and the epic vacations and all this different additional extra time I was able to spend with my family later on in life because I made the necessary sacrifices? And then am I going to remember the TV shows that I watched in my 20s? Or am I going to remember, again, just that the life, the experiences, the joy, the stuff that I actually got to experience instead of watching life happen on my screen, I instead actually lived my life. What am I most proud of committing to? What am I most proud of living? And so that really helps me get into perspective. And so my action step for you guys, before I end this podcast, is to really ask yourself, what choices do you have today? Are there any choices that you could be making differently? Are there other decisions that you can be making? Maybe there's something that you do need to sacrifice. Maybe you are spending a little too much time playing games on your phone or watching Netflix or catching up on your favorite TV shows on Hulu or spending extra time just wandering aimlessly with friends, when you know that you have to be building a business. And it's not just all about business, maybe you're sacrificing additional time with certain people who are not serving you, in exchange for investing more time in the people who are actually mentoring you and uplifting you and helping you and actually taking your life to the next level. So what are some sacrifices that you can make today that are just seemingly important, but really, in the grand scheme of things when you're 90 years old in the rocking chair, looking back on your life, it was pretty much you know, not important at all. And I just want to remind you guys again, it's the ego that hates the word sacrifice, but the higher self knows it's a necessary process and to the ego, it might mean scarcity in this moment, but to the higher self it means creating space for more abundance in the future.

So thank you guys so much for listening. If you enjoyed this episode, please take a screenshot right now on your phone because I know that's how most people listen to my podcasts. And go ahead and tag me at manifestation babe on Instagram and just let me know your thoughts. Either leave a comment on one of my posts, or send me a DM or just screenshot and share in your story what you thought of this episode and if it helped you, and if it gave you a perspective shift, and if it helped you kind of think a little bit more about the choices that you're making in your life. And then I would appreciate it if you could leave me a review. Obviously, I appreciate the five star reviews but just any review, I super appreciate and then if you could actually not just leave the stars but actually write me something because every single day I go back to my podcasts and I read the actual reviews that you guys leave me and it just makes my heart mount and I appreciate it so much and it just helps more people find my podcast. So, you know, reviews do lead to climbing rank in the podcast world and the higher the rank is just the more iTunes actually helps me in promoting and the more people come across it and the more impact that we can make through the manifestation babe mission. I love you guys so much. I appreciate you so much. I read all of your comments, I read all of your DMS and sometimes I might not have time or the energy to get back to each and every single one of you, but I just want to let you know that every single one of you has helped me so much and understanding that you know, manifestation babe really is this incredible mission and it really is impacting lives and it makes me so happy. And I know it's so worth it for me to make the necessary sacrifices that I had to make in order to create the business today that is truly changing lives. So I just wanted to let you know I appreciate you so much, you guys manifestation babe would be nothing without you. So thank you, thank you, thank you and I hope you have an incredible rest of your day. Bye guys. Thank you so much for tuning in today's episode. If you absolutely love what you've heard today, be sure to share it with me by leaving a review on iTunes so that I can keep the good stuff coming. If you aren't already following me on social media come soak up some extra inspiration on Instagram by searching at manifestation babe 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.