

# Episode 65: Procrastinating? Listen to THIS to Move You Back...


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## SUMMARY KEYWORDS

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## SPEAKERS

Kathrin Zenkina

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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. Welcome back to the Manifestation Babe Podcast. My name is Kathrin Zenkina, and I am so grateful that you decided to push 'Play' today, because today is going to be a very important episode all about procrastination. Now, I don't know if you are someone who might be a chronic procrastinator in any area of your life, or perhaps you are in a season of procrastination. Maybe you are struggling with procrastination today; maybe it's been a month; maybe it's been a year; maybe it's been your whole life. I don't know about you, but I know myself, and I used to be the biggest freakin' procrastinator, it wasn't even funny. I know that a lot of you might look at me now, how much I've accomplished in the last two years, how

productive I am, how mindful I am of my time, and how good I am at time-management. You would probably never believe the fact that I used to wait, very often, until the very last second to start on anything. It didn't matter what it was - if it was a project that I had to do in school, or an agreement that I had with my parents to clean my room, or packing for a trip, or just anything. I would constantly find myself procrastinating. Even three years ago, when I finished my Undergraduate Degree in Biology and was prepping for medical school and deciding which medical schools I was going to apply to, and figuring out which applications to start, I was also procrastinating that. I thought about it in the last couple of months, as I'm working with clients, as I'm hearing from you guys, as you guys are asking me questions that are popping up in my email inbox or DMs, and asking if I can cover it for my next podcast episode. One of the most common questions I see is - in the world of success, in the world of wanting to accomplish more in life, and in the world of achievement, a lot of you struggle with time management. I have already shared in a previous podcast episode my perspective of how I have trained myself to be so good with my time, and some of my time management tips. But in this particular episode, I want to talk about the psychology of procrastination, and how you can stop procrastinating and finally move back into action mode; whether it's massive action mode for the first time in your life, or just action. Again, maybe you have been off the game; maybe you have gotten out of flow; maybe you've accomplished something recently, and you're wondering, "What's next? I feel like I am slipping back into that old habit of procrastination." I also want to share with you two very easy ways to become more productive that I think will really help you. So, not only is the formula that I'm about to share with you - the formula of procrastination, and the opposite of procrastination - a couple of tips on how to identify each part of the formula, and also some steps and questions to ask yourself on how you can move from procrastination into action. I'll then share with you two tips on how to be more productive. Now that you understand that you don't have to live my life this way; that there are just a couple of missing pieces and a couple of things that are a little out of whack. You just have to ask yourself the right questions, create that compelling vision again, give yourself more leverage, and create some more strong reasons why you must achieve whatever it is that you're procrastinating on. I will give two additional productivity tips on how you can incorporate more of that pleasure into getting things done and taking action. You will also learn how to associate a bit of pain to not taking action, as well as a tip that I want to share with you from a book that I recently read - and made my whole team read because it was just that good. It was mind-blowingly simple. It was literally the explanation behind why I am so good at getting shit done. When my fiancé Brennan was reading *The One Thing*, which is the book that I want to share a tip from, he said, "Kathrin, this is so you. This is so how you get so much done, because of this very tip." So, I'm so excited to share that with you. So, let's go ahead and get started because I want to make this a super easy, super simple to digest, and a very short podcast episode; so that you listen to this on a Monday, as I'm

recording it - Monday morning - and you have an incredibly productive week. Maybe for the first time in your life, you will finally feel like you have juice behind you. You're excited again, you feel motivated, you feel inspired, and you finally discipline yourself to say, "This is what I must do. My vision, my business, my relationships, my body, my health, my success, and my wealth are all riding on me; me, and me only, and that is it." So, what is this formula that I'm talking about? So, Procrastination = Lack of compelling vision + Lack of reason why + Lack of discipline. You can also look at it as (Lack of compelling vision + Lack of reason) x Lack of discipline = Procrastination. I feel like when you have discipline in the consistency of your daily small actions, that is what's going to compound that lack of vision and that lack of your reason why you absolutely must accomplish and finish something. When you're taking your "I should be doing this, and I could be doing this," and turning it into an absolute "I must be doing this," it's an entire game-changer. When you compound that over time - that mantra, that philosophy, that personal juice of "I must do this every single day," - and knowing that, compounded over time, I'm going to get the results that I want to get... Man, you become unstoppable. So what do I mean by lack of compelling vision? Just to share with you what the opposite of procrastination is; so, I have here Action = Compelling Vision + Strong Reason Why x (or +) Discipline. However you want to look at it; this is not a mathematical equation over here. It's just that I like formulas, flowcharts, and bullet points. I like to combine my analytical brain with my over the top, woo-woo, super spiritual, all about the universe, all about the creator, all about attraction, and my very creative and artistic mind. I like to combine the two together. It's so funny because even though when you know me in person and you hear me - you guys know me as Manifestation Babe, and I'm all about manifesting and taking your thoughts and the things of your imagination and having them appear into your reality. For so many scientific and logical people, they say, "What the hell are you talking about?" But for me, it just makes so much sense because I have seen so much proof in my life that I cannot deny this magic anymore. I sometimes look at it as magic because when it happens, you think, "What the hell? This is freakin' amazing. This is like magic. I did not expect it to work out this way." In fact, it worked out so much better. But when I write my notes, and how I read, and how I process information, it is so analytical and scientific. I could be the queen of overthinking if I allow myself to. Sometimes when I think to myself, I can take something at 27 different angles and cause myself to get overwhelmed because I can look at something and look at it from 27 different angles, not know where to start, and end up confusing myself. So, I have this formula, I have my bullet points and that's just how I love to teach. So, what does the opposite of action mean? Action = Compelling Vision + Reason Why + Discipline. So, first and foremost, if you find yourself procrastinating, you must have a lack of a compelling vision. Now, what do I mean by creating a compelling vision? Number one, what is it that you even want? What do you ultimately want? You have a good idea of what you want based off of either, right now, living a reality that you don't want, or seeing someone else have something that you want, or maybe you can conceptualize something

beyond anything that you've ever seen, because you just know that you're so limitless and you can be, do, and have anything that you want in life. What would excite you to get up in the morning? I remember when I was applying for medical school, even in college getting my pre-med requirements done, studying for my Biology tests, and studying for Organic Chemistry, and all these things. I would hate getting up in the morning. I think that the reason I procrastinated so much is because there would be nothing exciting about the process. There was nothing exciting. I didn't see any reward in the future besides, "Yeah, I'll make some money. I'll have a fancy title at the end of my name - MD, or Doctor Zenkina. Yeah, I'll have a job first thing out of medical school, but at the same time, I will be about half a million dollars in debt, and I will be 30 years old by the time I even started my career, and what if I want to have kids at that point?" And so, there was nothing to excite me. It was not a compelling vision; it was not something that I was willing to make short-term sacrifices for, in exchange for a long-term reward. I didn't see any long-term rewards. It was just something that I was conditioned to achieve. I was conditioned to believe that this was the path; that this was the way. I did everything in my power to fit myself in the box, please my family and my parents, and do whatever it took for people to, quote-unquote, like me, or, quote-unquote, accept me, or, quote-unquote, see me as a valuable piece in society and a valuable human being, and as smart. It was really just all about significance - certainty and significance. And so, back in the day, I remember that there was nothing exciting in my life to get up for. I dreaded getting up in the morning; I dreaded driving to school; I dreaded walking into the classroom; I dreaded doing the freakin' homework; I dreaded walking into my labs and putting on goggles and a lab coat for four hours. Even though it is interesting stuff, and I learned so much, it wasn't connected to my ultimate vision. So, looking at what is the potential reward at the end of your current journey; you might be on a journey right now, and maybe you don't quite see the light at the end of the tunnel, but you still know that it's there; you still know that there is a potential incredible, amazing, and compelling reward at the end of the journey; and that is why you are dedicated and motivated to take action on a daily basis. Asking yourself, "What would you gain if you were to accomplish your vision?" What would be the pleasure? There has to be a pleasure to work toward. There are two forces of motivation; every human being has two forces behind their motivation. There's pleasure, and there's pain. Human beings will do more to avoid pain, than they will do to acquire pleasure, or to move towards pleasure, or to chase pleasure - however you want to look at it. I believe - and this is something that I teach in Rich Babe - that you must use both forces. If you are doing something in your life, where you are both working towards pleasure and working away from pain at the same time, then you are moving in a straight line. You're moving towards something and away from something that you want to avoid at the exact same time. That's going to get you into action mode, real quick. So, creating a compelling vision is the pleasure that you're creating. What is the pleasure? But if you just stop there, that's where you get stuck in being more motivated to avoid pain in your

life than you are in chasing pleasure. And so, you want to combine the two forces together. So, number two of the formula is, if you're procrastinating, you must have a lack of a reason why; a reason why being, "Why is it that you're doing this?" I find that most of the time, I work best when I create two reasons: the reason behind why I'm doing it, and the reason behind what would happen if I weren't to accomplish it. So, I am - again - creating pleasure and pain. The pleasure behind what I'm doing currently in my business is that I see a massive reward. I see a compelling vision like you wouldn't believe. I see that what I'm doing every single day within my company is changing lives. It is getting people to wake the F up. It is getting people to finally accomplish and manifest a reality wilder than their wildest dreams - wilder than the shit that they see in their minds. I want them to accomplish something even greater, because I know how limitless they are. Similarly, I see freedom in my life, freedom of time, being able to wake up and do what I love every single day, feeling fulfilled, traveling the world, and having the nice things that I want - that is my reason why, right then and there. I then have a reason of why I do it because I know that if I don't do it, if I procrastinate, hesitate, and stop taking action every single day, what would happen if I didn't do this in the in the long-term game? I would end up in a job - if Manifestation Babe is not making any money because I'm not showing up and taking action - I would end up in a 9 to 5 job that I'm absolutely miserable in. I wouldn't have the life of my dreams, and there would also be so many people on this planet who wouldn't be affected by my gift; they wouldn't have received the gift that I have to offer in the world; they wouldn't believe in themselves; they would stop believing that it's possible to manifest a reality wilder than their wildest dreams; maybe there'll be stuck with this perception that in order for you to understand manifestation and apply it in your life, that you have to understand all this complex jargon and quantum physics, when it's not even close to being like that. I have mastered manifestation long before I even understood exactly how it works. Using the laws of Quantum Physics and exactly how all 12 Laws of the Universe apply to manifestation - that is stuff that I learned so that I can teach it and make it easier for other people to understand. I remember the thing that kept me in massive inaction mode is by making this process is so complex. That's why I'm so passionate about making it simple for other people. So, I know that if I'm not doing my work, there will be a lot of people who are going to be stuck in complexity; they're going to be stuck in frustration; they're not going to be able to see what's possible. My work would not going to get out there, and that ripple effect is just going to disappear. And so, that is my pain right there. So, creating a strong reason why can involve you asking yourself questions like, "What would happen if you didn't accomplish what you're procrastinating? What would you ultimately lose out on? Who would you lose out on?" Oftentimes we don't think about how we affect the people in our lives - our families and our current relationships - by procrastinating, not going for our dreams, and not fulfilling our potential. It's almost like we lose respect and we teach our kids, our family, and those we love the most that it's okay to play small, and that it's okay to not go after our dreams. I

refuse to teach those kinds of lessons - that sounds painful to me. I've suffered from so much pain in my life from inaction and procrastination, so why would I want to see my kids do the same thing? Why would I want to see Brennan do the same thing? On a complete side note, another example of how I've witnessed how important it is to be in a relationship where both of you are working on improving each other, improving yourselves, and growing together is because I have noticed that Brennan and I will literally feed energetically off of each other; where he develops a bad habit of biting his nails, and then I go back and I start unconsciously biting my nails again. Or, for instance, I stopped reading my book in the mornings because I get caught up in something else; and, all of a sudden, I see Brennan stop reading his book. So, it's like we impact each other. Just by our behavior and the actions that we take every single day, what we do on a daily basis - not just what we say, because talk is really cheap - but what we do is being modeled in our relationships; it is being modeled by the people around us; and vice versa, we're modeling the same thing. And so, I always say it's better to be the strongest and the example for other people, than to just allow nature to take over, and you end up unconsciously absorbing the habits, mindsets, thoughts, and beliefs of the people around you; when maybe they're not quite in the place that would, first of all, benefit them in their life, but also benefit you and your life, too. So, it's better to be aware of this and say, "If I want to influence change, I cannot depend on other people to change me. I must change myself. I must be the example for other people." And so, going back to who would you lose? Maybe you can look at it as, "Whose respect would you lose? Whose love would you lose? What would life look like if you didn't take action for another five to 10 years?" Maybe you're in an OK spot right now, and maybe things are comfortable right now, but if you don't grow - just like in nature, everything is either growing or dying. I'm actually in my parents' house right now, which is about 30 to 40 miles south of Seattle in a town called Gig Harbor, right across the bridge from Tacoma. I'm looking outside of my window right now - I'm actually in my bedroom, where I last freakin' drew a line in the sand and decided that I was going to stop procrastinating in my life; this is the bedroom where I created a compelling vision and where I gave myself that pain, a strong reason why, and everything that I'm teaching you now. It's also the bedroom in which the very first time, I looked out my window, looked at nature, and noticed how much greenery is out here, and how everything is always growing. If it's not growing, it would be it would be dying; it would be dead. Something just clicked within me - I don't know if I can articulate this correctly, as you can see, I'm already struggling. I just looked outside and I thought, "Wow, look at how abundant nature is. The trees don't give a crap how many leaves they grow; they're going to grow as many as possible. They're going to get as big as possible. They're going to be as abundant as possible. There is no lack of nutrition. There's no lack of resources. There's no lack of sunlight. There's no lack of carbon dioxide. These plants, the grass, and the trees are just trusting that they are going to have all the resources that they need to survive, and not just survive, but also thrive. And so, they keep growing and growing. They grow as big as

they can possibly get; and if they're not growing, then they end up dying. If they stop absorbing sunlight, or they stop taking in the nutrients from the soil, or if they stop breathing in carbon dioxide, then they're going to die - which I'm looking right now at some dead ferns that are around some other ferns that are growing. And so, similarly with human beings, if we're not growing, then we're going to shrink and die. By growing, I mean that we have to be the ones to read the books, go to seminars, learn and train ourselves, constantly improve our lives, keep going, get as big as we possibly can, be as impactful, as visible, as bold, honest, truthful, incredible, giving, and - insert whatever resonates with you - we have to be as big as possible, because if we don't, we're going to shrink down. So, maybe your life is pretty comfortable right now, but I promise you in five to 10 years, if you don't grow, if you don't take action in your life, if you don't go after your compelling vision, if you don't define what it is that you want, if you don't work on becoming the best version of yourself every effing day - you guys, I want to teach you an acronym that I want you to remember. EFD. Every Fucking Day. If you don't take action every fucking day - EFD - then you're going to shrink down. And so, you have to create a strong reason why, so that in five to 10 years, you can be proud of how far you've come. And then, number three is lack of discipline. So, if you find yourself procrastinating - so you don't have a compelling vision or a strong reason why - you might also be lacking in discipline. I think that the thing that trips us up the most is the fact that so many people think that success comes from doing these grandiose things every single day. People think that businesses are built in these huge freakin' steps, every single day; every day, something huge happens, or incredible deal goes down. If you're in an online business, people think that the way to grow in business is to write a viral blog post every single day, or to gain a million Instagram followers every single day, or to have a video with millions of views, or to have a podcast that gets downloaded by 100,000 people every single day. But it's actually not that at all. Success comes in the tiniest of daily positive habits that move us forward on a daily basis. What I mean by this is that success doesn't come from - for instance, let's compare this to a marathon. Let's say that you're training for a marathon, and your marathon is your ultimate goal. And so, you create a compelling vision for yourself. You think to yourself, "I'm going to be really fit. I'm going to look amazing. I'm going to be really healthy. My blood pressure will be brought back into a very stable zone, and my heart will be healthy again." Whatever your vision of your body after running a marathon is, let's say that you created that for yourself; and then let's say you gave yourself a strong reason why; for example, "If I accomplish this, then my kids will see what it's like to commit something. My kids will see that anything is possible. I will see that anything is possible. If I don't accomplish this, then I'll teach my kids the opposite: that it's okay to give up and play it small." And so, you create that strong reason why you attach pain and pleasure. Let's then say they your perception of training for a marathon is that you have to run a marathon every single day for six months. But is that actually true? Or is it that you must run a bit more - just a little bit more - every single day, until you're

able to sustain this 26.2 or whatever miles, that it is? Is it that you have to start with a marathon on day one, and accomplish this great feat every single day to think that's what it's going to take to run a marathon? Or is it that perhaps you're gonna start running half a mile? Let's say you've never ran a day in your life. Let's say that you've never run a business a day in your life. You're not expected to build a whole business in one day. You can start with whatever half a mile is for you today. So, if you're training by running half a mile today, maybe 0.6 miles tomorrow, 0.7 miles the next day, and 0.8 miles the next day, how much more sustainable is that over time? That's called massive action. But it doesn't have to be this massive thing that happens every day, because massive action comes from small actions that are compounded over time. Now, let's think about building a business; maybe on the first day, you have to know how to turn your damn computer on. Maybe you have to connect your internet to your compute, and then perhaps the next day you start creating a website and you work on that for about a week; and maybe the next week, you create your first piece of content; you decide to teach something to someone; you decide to inspire someone; you decide to open up a coaching practice; then you create a sales page, and then next day, you create some sort of valuable content that could teach something and add value, while also promoting your coaching practice. And so, it doesn't have to be everything accomplished on a daily basis. They are the small daily habits over time, or the small workouts over time. Let's bring it back to money: Wealth is not built by generating 100K every single day; wealth is generated by actively increasing your income, but also actively increasing how much you're saving and how much you're putting away into your investment account, just a little every single day. And so, it doesn't come from you creating 100K-day today, and then saving 90,000 of it, and investing 80,000 of it, and thinking that's what's going to create wealth. Wealth is created by every single day, by putting a little more away. Every single day, maybe saving just 10 percent; maybe just putting another \$10 into your Savings Account; maybe just saving yourself another \$3 on a latte, when you can make a latte at home yourself. And so, maybe you make your latte at home, or bring your own milk to the coffee shop, or however you can conceptualize saving a little bit of money, or just putting away just a little more. They don't have to be these grandiose moves. So, it's all about harnessing the compound effect. It's creating consistency by taking the small actions, EFD. Every. Fucking. Day. It also becomes easier; when you have this compelling vision and a strong reason why, it is actually easy to get up every single morning, excited and ready to harness all your energy and the energy of the universe to make shit happen. Again, it doesn't have to be these grandiose things. It doesn't have to be everything done in a day. It doesn't have to be the whole empire built in one day. It doesn't have to be the whole marathon run in a day. It's just doing at least one thing today - I'm about to talk about that one thing - doing that one thing today that's going to help you move just one step forward; one step forward every single day. Think about the course of an entire year; if you take 365 steps, that is more than you've ever taken, if you've ever identified yourself as a procrastinator. So, you



are already winning at life just by following these three steps. And so, let me ask: Maybe you want to whip out your journal today, or maybe you're listening to this in the car and thinking, "I see what I'm missing now. I see that I don't have that compelling vision. I see that I don't ultimately know what it is that I want. I see that I'm not excited to get up in the morning. So, how can I create a life? How can I create a vision?" It's not like you create a vision and expect yourself to have it all figured out today. That's okay, though; the "How" is not your job; the "How" is not up to you. The strategy is not up to you. It's up to the universe. It's up to your creator. It's up to universal laws to bring you all the resources, ideas, or whatever it is that you need to create and manifest that compelling vision. But you must be the person to sit down and figure it out on paper; just know that the "How" is not your job, but the "What" and the "Why" is. This is very similar to the manifestation process of having to figure out the "What" and the "Why" you need to release the rest. Figuring out the "What" and the "Why" here is the "What" is a compelling vision and a strong reason why you need to accomplish this. Why is it that it's so important that you accomplish this, and what will ultimately happen if you don't? Maybe you have those two things together, but maybe you're overwhelmed by the action steps in between. And so, that's where I want to invite you to start building that self-discipline, around the small things every single day. It's the 15-minute workout at a time; it's just waking up 15 minutes earlier in the morning; it's just reading 10 pages a day of a very high-vibration, inspirational, positive, and educational book - a personal growth or personal development book. Maybe it is journaling on some ideas for just 10 minutes a day; maybe it's making one additional phone call; maybe it's writing one additional email; maybe it's producing one additional piece of content this week. Whatever it is, start building that discipline. Eventually, over time, by creating these new habits, they will replace any of your old bad habits. They will automatically be integrated into your subconscious mind. Anything that you do with enough repetition will be impressed upon the subconscious mind. If you tell yourself something enough times, to the point where even you think you're crazy, or if you do these small tasks every single day, to the point where you can't imagine a day where you don't do them, at that point, it goes into autopilot mode. Maybe right now it's a big feat; but in 30 days, 60 days, or 90 days, you won't even have to think about it. I know many people, including myself, who when they first start working out after a long period of time, where perhaps they haven't been, the first 30 days are challenging. You really have to think about things like, "Hey, it's 3:00 pm. I agreed that I would go to this workout class, and now I have to go and put on my shoes. I have to get dressed, get in my car, and make sure I have my water bottle with me." It takes so much conscious effort to get yourself to that gym, right? You guys know what I mean. After the 30-day mark, the 60-day mark, or the 90-day mark, all of a sudden, you somehow robotically get in your workout clothes. It's 3:00 pm; you look at the clock, you get into your workout clothes, you get into your car, and next thing you know, you're exercising. You don't even have to think about it. It's nothing but subconscious effort, which doesn't feel like effort at all.

Eventually, taking action every single day; when I do my work every day even when I don't feel like working, but because it's so on autopilot, I know that I immediately, subconsciously asked myself every single day, "What can I do today to take me just one step closer to my goals? And what can I do today that's going to compound over time?" So, I ask myself that question every day, and so, automatically, on autopilot mode, my subconscious is seeking for more things that I could do today, so that I feel productive, so that I can actually move the needle in my business, so that I can start rolling that snowball just a little bit more up the hill. When I think about this subject and this topic of productivity, and of getting to this point, where, at first, it's a lot of conscious effort, then eventually, it's subconscious effort - which means no effort at all - I think of someone rolling a snowball up a hill. You're rolling up a snowball, and it's very tiny; but eventually it gets bigger and bigger. You're going uphill, and it's really freakin' heavy. And then, eventually, you go over the hill, and all of a sudden, it avalanches down. This is what I also call the Tipping Point in my manifestation process. If you want to take action on your dreams and goals, automatically and go on autopilot mode, you have to reach the tipping point. It has to be repetition every single day, which is why I say you have to be disciplined. You have to give yourself enough pain, enough pleasure, and a certain rulebook that you follow for yourself. You're in the integrity with your own rules and following those rules creates that discipline in your life. So, those are my three steps or the three parts of the Procrastination/Action Formula. I hope you guys are enjoying this episode, so far. I'm noticing that I've been talking for about 36 minutes now, and I know I said in the beginning that this would be a quick episode; but I guess I had a lot to say on it because this has been such a struggle for me. I never quite figured out what exactly took me from procrastinating to not procrastinating, and I realized, it's really these three things. It's disciplines, a strong reason why, and a compelling vision. So, before I go, I just wanted to share the two easy ways to become more productive. Think of this as a couple of bonus tips for you and just something else that you can take action on; something else to make this process easier. So, one of them, on how you can create more pleasure and pain in your life to motivate you so that it's actually visible, is to create a mini-rewards system. Set up mini-rewards along the way moving towards your goals. Again, this doesn't necessarily have to be results-driven in the beginning. I know that the biggest mistake that I made in the past, and I see so many people make, is that they only reward themselves when they accomplish something. They don't understand that in the very beginning, especially when you have had a habit of procrastinating, it's hard to take action alone; like just making that phone call, writing that post, or heading out to the gym is hard work enough. That should be rewarded, right then and there. So, it doesn't have to be necessarily results-driven - to only reward yourself if you get the result that you want; that's going to come later, and that's how I operate now. But I know that in the beginning, it could be simply just for completing a task. "I got to the gym today. I got all my work done. That's freakin' awesome. I am going to reward myself." The reward can honestly be

anything. It can be watching your favorite show for 30 minutes on Netflix; it can be something like a spa day. I'll share with you an example of how I motivated myself to accomplish a task that I really didn't want to do, while I was in Las Vegas with my parents and Brennan about two weeks ago. The reward can be a dinner with a friend; it can be you going out and buying yourself something; something small, but something that you actually want. If you give yourself a reward that someone else would see as a reward, but you wouldn't see it as anything exciting, then it's obviously not going to work. Also, the lack of a reward - for instance, let's say that you didn't take the action, or you didn't do what you said you're going to do - then create either a lack of reward, or perhaps some sort of a pain system. You want to connect inaction with pain. So, maybe you and your friend had a dinner scheduled, and you didn't get whatever you said done - you didn't take action on that daily task that's going to get you one step closer to your goal - so, maybe you're going to have to be the asshole that calls your friend and says, "Hey, I'm going to have to cancel dinner tonight." That, alone, creates so much pain in your life because you don't ever want to make promises to someone, and then back out at the last second. So, maybe that will motivate you even more to say, "I don't want to do that. I don't want to be the asshole. But I also don't want to go to dinner feeling unaccomplished, so I better get this shit done." So, when I was in Las Vegas, I set up some rewards for myself for three days in a row. In Vegas, even though I so badly wanted to spend time with my family and have fun, I also had a deadline for all the copy that was due for my website. I had to finish the copy by Monday; I got to Vegas on Thursday. I thought, "Oh my god, I have four days to finish this. I, unfortunately, have to work, but I'm going to get this shit done. I need to get it done, otherwise I'm going to come home and feel unaccomplished; I'm going have to tell the website team that I didn't get the copy done in time, and they're going to be backed up. It's going to make me look bad. I don't want that to happen." So, what I did for myself is every morning I created a reward system. Because I had a higher budget than I've had in the past, I decided to book myself about an 80- to 100-minute spa session - it depended with each one; I tried something new every day - whether it was a massage, a facial, a body scrub, or anything that I could enjoy at the spa. I booked it at around 2:00 pm, and every single day, I had to tell myself that if I don't get my work done by 1:30 pm, I have to cancel the spa, pay the late fee, not show up, and also be out of some money. If I did get my work done, then I can go to the spa, enjoy it, and then have the whole night off. Holy crap, that's freakin' amazing. That's going to feel really cool. I love being super productive in the morning, and then having the full evening off. That's my ideal work schedule. I'm not someone who likes to work in the evenings. I don't like to work at night. Sometimes there are things that I have to get done; things show up in business, as in any business. But my ideal work schedule is between the hours of 9:00 to 10:00 am, to about 2:00 pm. Of course, back in the day, when I was working 18 hours a day, how much I work now is an absolute dream. But I still love working; I love what I do, and I love feeling the sense of accomplishment in my business. So, I had this copywriting task and I

finished it, literally, in two days. My team said, "Kathrin, what the hell? That was really fast!" I knew that I had to be productive. I turned off my Wi-Fi; I put my phone on Do Not Disturb; I made sure no one was talking to me; I put in my headphones; and I went to work. By knowing that I had to be done at a certain time, I made sure that I wasn't wasting time; I made sure that there were no text messages coming in and distracting me. I didn't care what emergency was going on around me. I was determined to get this done because I didn't want to miss out on my spa; I didn't want to miss out on my reward; I also didn't want to work in the evenings. I didn't want to come home with the website copy not being done either. And so, that's my tip for you. What mini-rewards system or massive-reward system, can you set up for yourself to help you get super productive and focused? That spills into my tip number two, which is something that will help you get focused. There's a really great book that I want you all to get. So, go on Amazon, go on Kindle, however you consume books, and get *The One Thing*. It's literally called *The One Thing*. I never realized - no one's ever put into words - what has helped me become super productive in the last two and a half years. I realized that when I was working my 9 to 5 job, I had an hour lunch break and three hours in the evening to work every single day on my business. So, a total of four hours to build a business from the ground up. Every single day, I identified the One Thing that had to get done that day for me to move the needle forward; for me to feel accomplished and actually do something that creates results - maybe not necessarily in that day, but over time, I know that there's some sort of reward at the end of it; there's a reason why I'm doing it. And so, I remember literally getting up in the morning and saying, "Today I need to finish the About Me page of my website." My sole goal that day is to focus on getting the About Me Page - doing as much as I can get done on my lunch break, and then having the rest of my evenings. I wouldn't worry about any other page; I wouldn't worry about what's happening on Facebook; I wouldn't worry about emails, text messages coming in, or anything except my About Me page. I do the exact same thing to this day, every single day. I ask myself, "What is my one thing today, where if I do that one thing without any distractions, and with as much focus as I can possibly channel into this one thing that will help my business grow?" Or "That will help improve my relationships? Or "fitter and healthier," or "will help me finally put in another chapter of my book?" Or "help me put more content out there?" Or "Will help me create a better podcast episode?" Or "Will help me learn something?" Or whatever it is. I think that the biggest mistake people make is that they wake up every morning, they create a massive to-do list of 27 things, they start their day by reacting to everything - so they start their day by opening up their cell phones, and looking at all the notifications and messages coming through, as well as what happened in the world that day, checking the news - and all of a sudden, they're in reaction mode. When you're in reaction mode, it's impossible to focus; when you are in reaction mode, you have cortisol and adrenaline pumping through your veins, and you are unable to sit there and consciously focus on being productive. For all that your mind and body know, you're in fight-or-flight mode,

and you are consciously avoiding pain. You are not only in reaction mode, but you're also sitting there and asking yourself unconsciously, "What am I going to fight off today? What am I going to avoid today? This thing is distracting me, and that thing is distracting me." You're not going to be the most productive human being, if you're in fight-or-flight mode. Your brain cannot think properly in that mode. You don't want to react to everything around you. First of all, if you still have every single notification turned on your phone, that is the first thing that I want you to do. Turn off Facebook, Instagram, and email notifications. I haven't had a notification on my phone in over two years. So, if someone DMs me, tags me, or comments on something, I have no idea until I go into the app; and I refuse to go into the app until I have accomplished my one thing. Some of you might have to completely turn off Wi-Fi; some of you might have to turn on Do Not Disturb mode; Some of you might have to put your phone in a drawer and walk away to another room to finish that thing. But when you get into that discipline and a habit of accomplishing that one thing every single day as close to the morning as possible - so, I like to accomplish my one thing first thing in the morning - you're going to be 10 times more productive in your day, than just checking off random to-do's and creating to-do lists just to feel like you're productive, even though all you've been doing all day is busy work. The big biggest mistake people make is create to-do lists that just keep them busy instead of productive. And so, when you're working on that one thing, as the author talks about in the book, *The One Thing*, it doesn't matter what happens in any other area of your life; it doesn't matter what else is going on in your business; it doesn't matter if there's a massive emergency happening somewhere that you're not necessarily required to step in, if your team can handle it, or someone else can fix it, let them handle it and let them fix it. Until you are done with your one thing, nothing else in the world matters. That's the kind of focus that I have personally developed to help me keep taking massive action, to help me stay in action mode - not just busy mode, but intentional action mode - and helped me build a multi-million-dollar business in just two and a half years. So, think about it: If you apply everything that I taught you on this podcast today, what would your life actually look like in five to 10 years? Perhaps you are going to be someone who builds a multi-million-dollar business in two years; maybe you're going to be someone who is able to run a marathon six months from now; maybe you're someone who completely transformed your relationship with your partner in a matter of just a couple of months from applying this. You created a compelling vision; you created a reason why you want to be the best spouse, or the best partner to them. You implemented the daily positive habits of making them coffee, making them feel special, taking out the trash on time, and all these things that you know are going to make them happy. You can apply this formula to any area in your life. To give you guys an example of how I implement the One Thing; you know how I talked about the copywriting example in Vegas, and how I had a reward system for myself every single day? I also applied the One Thing because I told myself that the only thing I must get done today is my copy. There were so many other things going on, but I had to

only focus on copy because I knew that my copy was due on Monday, and if I just focus on my copy and get it done, I can use all of next week to focus on other things - which is exactly what I did. And then, with Monday mornings, my One Thing is to record a podcast; so I am committed to at least releasing a podcast episode every single Monday. So, I know as soon as I wake up on Monday, I better not start on anything else until this podcast is recorded, and until this podcast is out and available for you to download on your phone, your computer, or whatever device you're listening to me on. So, that is my One Thing. If I have anything else going on, I will cancel it and I'll move things around because I must get my podcast in. Like right now, I am not even livestreaming this; it's just me and my microphone alone in my bedroom. It's dark and gloomy. I have this funky setup with this dining room chair that I found in my parents' dining room, and this desk that's not even a desk - it's more like a decorative desk. But I was resourceful and I made it happen because I know that I have this One Thing, and if I don't do it - well, my reward for doing it today is Brennan and I going to Seattle tonight to stay overnight and have some fun; and I also have a fun photoshoot plan in the morning. If I didn't get this done, then I would feel this pain of feeling accomplished. I wouldn't necessarily cancel it this time, or cancel something like this, but in this case - just to share with you an example - I hate that feeling of telling myself that I'm going to do something, and then being out of integrity with myself. My value of integrity, integrity is so high up on my values list, that if I do something that's out of integrity, or if I don't do something that I said I was going to do, then I just feel like shit. I don't like that feeling. Therefore, I'm going to figure out a way. So, now that I've talked your ear off for about 55 minutes, I really hope you enjoyed this podcast episode, and more than that, I hope that this helped you. I hope that you took something from this podcast episode to help you get back into action mode, and finally eliminate whatever it is that you're procrastinating on; whatever you are not being productive with. I hope that you have taken something from this formula and I hope that you sit down today and really ask yourself, "What's my compelling vision? What's my reason why? And how can I implement the discipline that I need to make a habit out of this?" It's not just a one-time, one-and-done, but I'm actually in action mode every single day, moving the needle forward, taking a step forward, growing myself, and getting better on a daily basis. The last thing I wanted to mention - and I'm going to put the link up in the show notes - I am hosting a seven-day Money Mindset Makeover Boot Camp on September 24. It's going to be using my program Tapping into Massive Wealth, as well as an intention setting worksheet and a live coaching call, where I can answer any and all your questions on money and money mindset, as well as tapping - which is what we use in the Tapping into Massive Wealth Program. We use Emotional Freedom Technique (EFT), also known as tapping to eliminate seven of the most crippling limiting beliefs that we have towards our finances or money that are preventing us from attracting the kind of money that we desire. These are like resistance limiting beliefs. I am also going to be including daily journaling prompts to help you completely make over your money mindset. So, I'd

love to have you come into the boot camp. The entire boot camp is being sold at the price of just the program alone, which is \$33. So, entire seven-day program just for \$33. I'm going to share the link in the show notes. I hope you join me in there because I know we're going to have so much fun. There is just over 300 of you who have signed up so far, and we start next Monday. Thank you, again, so much for all the reviews that you guys leave me. Thank you so much for tagging me on Instagram every time you listen to one of my episodes. Thank you so much for sharing this podcast with your friends. Thank you so much for sharing the Manifestation Babe mission with those that you love. I am so grateful for you, and I hope you have an incredible week. I will see 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.