



# Episode 69: 5 Beliefs That Took Me From A Shy, Depressed, Br...

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## SPEAKERS

Kathrin Zenkina



Kathrin Zenkina 00:14

Welcome to the Manifestation Babe Podcast. My name is Kathrin Zenkina, and I'm a manifestation expert, master mindset coach, and a multiple seven-figure entrepreneur. I'm obsessed with helping you achieve everything that you once thought was impossible. If you're looking to massively uplevel your life, your finances, your relationships, your productivity, and success, you have come to the right place. My goal in this podcast is to help you see the infinite potential within yourself to be, do, and have anything that your heart desires. Think of this podcast as your weekly dose of mindset development to help you maximize who you are and where you're going. Leave it to me to provide you with tools, resources, strategies, and teachings that you need to manifest a reality wilder than your wildest dreams. I know we're about to have so much fun together, so thank you so much for pushing play today. And now, let's begin. Hello gorgeous souls, and welcome back to The Manifestation Babe Podcast. My name is Kathrin Zenkina, and I am super grateful that you decided to push 'Play' on this episode today on The Manifestation Babe Podcast. Now, I'm aware that there are so many different podcasts now, and there are so many different episodes that you can be listening to. You have so many choices, and I am grateful that you decided to tune in to this episode today. I am just super grateful for you. I'm super grateful for your reviews. I am super grateful for the tags, the DMS, and the messages. So, thank you so much for being here. Now, I am currently in Costa Rica. I do want to say that if you hear any waves, any monkeys, any iguanas, howling wind, rain -

you never know here. Just know that I am literally in the middle of a jungle right now, on the beach, in a tiny boutique hotel that my parents absolutely love to stay in. If you know me, I typically would not stay in this kind of place - not that I'm too boujee or good for it; it's just that it's so remote. We're in the middle of nowhere. We're literally in a jungle. It's not too bad. If you're familiar with Samara in Costa Rica, in the Guanacaste region; it's a town in Costa Rica, and I'm typically a city traveler. I love big cities, but this is such a nice place for me to get away from my usual environment; get away from the hustle and the bustle, and just be still. For the last four days, it's been storming like crazy. We've been here for six days already, and the sun just came out yesterday. It's been really nice to just catch up on reading and some of the new certifications and courses that I'm taking. I've just been in a massive learning mode, and it's been kind of nice. Every now and then, just know that when the weather, or when the universe, or when something is giving you a break from the usual hustle and bustle of trying to create and work, that it is okay to just be. It is okay to just be still and take a break. There is always going to be another day when you are being called to create. Sometimes you just need to absorb your own inspiration. If you're constantly in output mode, over and over again, constantly giving, without taking just a freakin' second to receive, then you're going to out-give yourself and you're going to end up being burned out. So, speaking of burned out, or speaking of creating and working non-stop, I am speaking to the entrepreneurs in this episode. I know that my podcast is for everybody - whether you own an online business, or a brick and mortar business, if you're an entrepreneur, or if you are someone who enjoys the corporate world, or if you're a stay at home mom - it doesn't matter to me because I believe that we all could use mindset work; we can all upgrade our realities, thoughts, and beliefs, and become better versions of ourselves. It's not just going to impact our finances. We're not just here to work. We're not just here to be in business. We're not just here to give value in our companies and our careers. We are here to experience relationships; we are here to experience love; we're here to experience adventure and fun and be healthy and happy. So, it doesn't matter who you are - I feel like this episode will relate to so many of you just because I am talking about belief systems. Some of the beliefs that I'm going to be sharing with you today - basically, today's episode is all about the five beliefs that took me from being a shy, depressed, and broke pre-med graduate, to a confident, happy multiple-seven figure entrepreneur. I was thinking of sharing with you five beliefs that I really had to adopt and become obsessed with in the last two and a half years to be able to go from literally someone who is terrified of putting herself out there. It's funny, my mom and I are here together with one of our friends, Carly. Carly, my mom, and I were at dinner one of the nights. My mom was telling Carly how she literally doesn't recognize me, because my mom was so afraid that all I would ever be in my life is a wallflower. Of course, she never said that to me until now, but it's just very interesting to hear my mom. She was so concerned because I was such a turtle living in its shell, and I would just never put myself out there. It was almost as if I didn't have a voice. I would be so fearful of judgment

and rejection. I had way more fear of rejection than I had any desire for success. I was just not willing to take the risk. And today, I have a podcast with over half a million downloads in its first year, and over 100,000 - even more, now, I think it's about 120,000 followers across all my platforms - and I'm constantly putting myself out there. And let me tell you, it's not all rainbows and butterflies, but it's also not all that bad. I get a nice mixture of the things that I'm fearful of - yes, there's judgment; yes, there are some haters that come out every now and then; yes, not everyone agrees with my opinion; yes, some people take my meanings, and they completely twist it because they have some sort of perception, filter, or lens that they're viewing the world from. So, they're just twisting other people's meanings via their own belief systems. I get a lot of crazy, but I also get a lot of good. It's just been a whole transformation in the last three years. I get asked all the time, "How did you go from being so shy? How did you go from being depressed?" I just remember my poor ex-boyfriend, I would constantly tell him in college, "I'm just so depressed. I have nothing to live for. I have nothing to look forward to, and nothing makes me happy." My external and self-talk were so negative. I was so focused on all the things that I couldn't change. I just thought that life was so static. I thought that I had no control over my life. It turns out that it's just a matter of changing your perspective. It's just a matter of giving your subconscious mind a new idea to be obsessed with because that's what a belief is. What you believe is what's expressed into your external reality, but the very component of a belief, if you really think about it, is just an idea that your subconscious mind becomes obsessed with. Your subconscious mind is very habitual. It's very circular; it likes patterns. It's just going to repeat a pattern over and over again, unless you give it a new pattern. Because that's just how our subconscious minds work, we have to learn how to work with it. And so, if our subconscious mind takes on some sort of idea - like an idea that the world is an unfair place, or the idea that money is a limited resource, or the idea that we have to work so hard for money, or the idea that we can't be both spiritual and rich, or the idea that love is pain, or whatever ideas that come through our conscious minds - into our subconscious, over our lives, depending on what our parents went through, what they taught us, what society taught us, how we were conditioned, and so on. All we are expressing are just these ideas that we've become obsessed with. And so, it's asking yourself, "What is something new that I can focus on? What is something new that I can start to tell my subconscious mind? What new lens do I need to put? What new filter do I need to put inside of my mind, so I start filtering things?" The reticular activating system is this part of your subconscious mind that acts as the filter. It literally distorts, deletes, and generalizes your reality to match your beliefs. Your mind doesn't ever want you to think that you're crazy; it doesn't want to be wrong. And so, that's why all our beliefs are self-fulfilling prophecies. Coming back to entrepreneurship and business and sharing the five beliefs that took me from being a shy, depressed and broke pre-med graduate, to a very confident and happy multiple seven-figure entrepreneur; the beliefs that took me from where I used to be, to where I am today, I had to really just become obsessed with them. I

had to start thinking about them more than I think about anything else. I had to ask myself, "What must I keep telling myself? What must I keep repeating to myself, over and over again, so that I would finally believe it?" And the moment that I believe it, my reality would express it. And so, I would constantly ask myself, "What would make me strong? What would make me almost invincible? What would make me confident? What would make me not give a crap about what other people think? What would make me show up to my business every single day? What would make me be a thought leader in the world? What would make me be a confident speaker? What would make me be a more creative person?" I had to ask myself, "What is the reality that I am creating now for that version of myself who's already living that reality?" If you guys believe in parallel universes and alternate realities, if you really think about it, if we have these limitless realities and universes out there, then there's already a version of you out there who is living the reality that you want. The reason why you can imagine it is because it is real. If it weren't possible or wasn't real, you wouldn't be able to imagine it. Now, you might be thinking, "Well, Kathrin, there's a lot of stuff that I can imagine that just seems so impossible or is impossible." But again, it might be impossible in this reality, but it could be very possible in a different reality. Maybe we haven't discovered the resources yet of how to make it happen, but it doesn't mean it never will. Think about your iPhone right now, or the device that you're listening to me on, or maybe you're on your computer, or however you're listening to me; think of 20 years ago: do you think anyone in their wildest freakin' dreams imagined that we would have computers in our pockets? Or think about even 200 years ago: do you think anyone in their wildest dreams would have imagined that something as simple as a car or an airplane? Think about the fact that we can just get into this giant tin can, we can sit in this giant tin can or aluminum can, and this can is going to be flung in the sky at 500 miles an hour, and it's going to take us from places like Los Angeles, all the way to Costa Rica - for example. That's how I just flew to Costa Rica - from LA. Just think about what people would have said 200 years ago. They would say it's impossible and that there's no freakin' way. Did you guys know that the very word "lunatic" comes from the word "moon"? It comes from, "You are crazy to think that someone can fly to the moon." Lunatic was a term people used to call other people who believed that human beings could fly up to the moon. And guess what? It happened. It totally happened. And so now, anytime someone says, "Oh, that's crazy, that's impossible," I really learned to question that. I really trained myself to believe that there's no such thing as impossible. It's just that we haven't figured out how; it's not a matter of can or can't. It's a matter of how can we do it? If we want to believe it's possible, how do we make that happen? And so, I think that really adopting that kind of belief system in business is what makes you unstoppable. There's some crazy statistic out there - I think it's that 95 percent of businesses fail in the first year. A lot of people hear that, and they think, "Well, what's the point of starting my business? It must be really hard to be in business." Therefore, that's why 95 percent of people fail; when, actually, how I see it, is I see the 5 percent that

succeed having a completely different set of beliefs that helps them show up in their businesses, helps them see opportunities in their businesses, helps them see possibilities in their businesses, unlike the other 95 percent. Before I keep ranting on here, let me go ahead and dive into the five beliefs that really took me from a shy, depressed, and broke pre-med graduate, to a confident and happy multiple seven-figure entrepreneur. After I share the five beliefs, I want to share with you guys an opportunity from someone that I trust that I believe will really help you. And so, over the last year, I discovered that - I don't know how long you guys have been following me for, but I used to teach some courses around business. I used to teach people how to create Instagram accounts, the way that I created. I used to teach people how to create webinars and email lists, how to do this, how to do that, and how to build courses. But I realized that's not where my juice is; that's not my calling; that's not where my passion is. I really love to teach the mindset of business because I believe that strategy is just two freakin' percent. I believe that most of the work is in your psychology. Most of the work is not getting caught up in the status quo way of thinking. I believe that most of the work is not giving up when it gets hard; not getting caught up in competition; not seeing competition as a bad thing; not seeing any roadblocks as the end of the world; not seeing failures as a sign from the universe that you are not cut out for this, and that you're not meant to keep going. I believe that 98 percent of the work in entrepreneurship is all in your head. It's all your mindset. And then, of course, strategy is important. How many courses I've taken, how many events I have gone to, how many people - like my friend James Wedmore, who is someone I'm going to offer an opportunity with (a little free thing that you guys can do that I think will really help you). You know, there are people out there in the world that love the strategy of business. I am constantly learning about the strategy of business because that stuff is all so important. Even James Wedmore will tell you that 98 percent of the work is all done in your head, but he also teaches the two percent - unlike me, because I just can't anymore. I just know that my calling is in manifestation and mindset. My calling is in helping entrepreneurs, people who have careers, stay-at-home moms, men, women, or anyone who wants to listen to me and wants to try my tips, tricks, techniques, and hacks, and everything that I share. I believe my calling is helping people discover themselves, discover who they really are, shed away all the limiting beliefs and resistance that are standing in their way, really attracting the things that they want in life, and going for the things that they want in life, and really learning that there's no such thing as a risk. A risk is just something that our egos see when our higher selves know that even though it's scary and seems like we're taking a risk, everything is actually going to freakin' work out; you just have to trust in the process. So, that's what I love to do. But I still do speak to the entrepreneurs; I still do have a lot of entrepreneurs that follow me. So, I do like to mix in a bit of the online business mindset. Alright, I promised you - we're in 20 minutes in, and I promised you that I'll share the beliefs. So, let's just go ahead and get started. So, number one - I have them written here so that I can just read them for you. This is something that I've really thought about in

the last year. I've had several people ask me what my beliefs in business are. I've been inspired by people like James Wedmore to really discover how differently I think from the average person who can't seem to get their business off the ground. It's not that I'm better than anyone; it's not that the five percent who have successful businesses, versus the 95 percent of people whose businesses fail; it doesn't mean that one is better than the other. It's just that one mastered a specific way of thinking that is often counter-intuitive. Okay, so my first belief is: at any given time, I have two options for where I can channel my energy: The reality where my success is inevitable and failure is just an illusion, or the reality where my failure is inevitable and success is just an illusion. I think that way more people become obsessed with the inevitability that failure is their path, and that no matter what they do, they're going to fail and sabotage themselves, whereas success, they see as just an illusion. And so, I decided to choose for myself that I would believe in my success as inevitable. People ask me all the time, "Kathrin, where does this hardcore belief, this conviction that you're going to succeed no matter what, where does it come from?" Especially if had known me five or six years ago, you wouldn't even recognize me. So, where does this belief of "My success is inevitable," come from? Well, I finally narrowed it down, because I had to for a filming that I had to do a couple of weeks ago. It's my derivative of a Tony Robbins' quote. I remember laying on my grandma's couch, two years ago now. I remember being so frustrated. I wasn't just on her couch; I was on this cot behind her couch. She tried to make me a little bedroom because that's how sweet my grandma is; she made me a little bedroom in her living room, and the cot was so freakin' uncomfortable, I lasted one night. But anyway, that night on the cot, I was scrolling through Instagram because I had just started my Manifestation Babe Instagram. I was very frustrated, thinking about, "Why am I here?" I had this equal knowing that this is part of my success story; that when my business takes off the ground, I'm going to talk about the days I lived on my grandma's couch. Another part of me was very frustrated. And so, I remember scrolling on Instagram, trying to get inspired, looking at some quotes, following some inspirational people, and I passed by a Tony Robbins' quote that says, "Live as though your prayers have already been answered." I remember just stopping my scroll, and thinking, "Holy shit, I need to think about this one." I just remember turning my phone off, laying there in bed, and thinking, "This is like a fork in the road for me. I have two options: I can keep praying and begging for things to work out, or I can act 'as if.'" That's something I picked up from my previous law of attraction education in law of attraction and manifestation books and stuff that I've read. I remember they always said, "Act as if." I never understood what "Act as if" meant until that day; where I thought, "I have two choices: I can keep begging and praying for things to work my way, or I can already live my life as though my prayers have already been answered." I remember creating this affirmation that night, which was, "My success is inevitable, and any failure is just an illusion because I am always on the right path and it is okay to sometimes fall in a pothole. It is okay to sometimes stumble. It is okay to take a mini-detour because all these



things are just illusions. They look like stop signs; they look like the road is ending; but really, it's just a detour. It's just a little pothole. It's just an object in the way which I can move. It's just a matter of figuring out and having the strength to move it. But all of this is just an illusion, and my success is inevitable." My second belief is: my business is my calling. I have a gift to share with the world. My business is a self-expression of my unique voice, message, and my life experience. I contain a perspective that the world hasn't yet seen, and by not putting myself out there, I am hurting other people's success. If you are a business owner, and you started this baby of yours, there's obviously a reason why you started this business. If you do not attach this feeling that your business is your calling, then I don't believe that you're really truly going to show up for it in the way that you could, if you attach that powerful reason of why you're doing it - which is "My business is my freakin' calling, and this is my self-expression. I am expressing a gift that God, the universe, angels, my higher-self gave me to share with the world, and my business is one of the channels for me to be able to share that gift with the world." How amazing, inspiring, and juicy does that sound? When I hear that, I'm just so grateful for my business. I go right back into gratitude about all my students, my customers, my followers, and people who have bought from me and people who haven't. I just know that I'm impacting the world. By not showing up, by letting some Negative Nancy try to take me down - someone who's very unhappy in their life and is trying to take me down - and listening to them, and not showing up, and hiding, and laying in bed, and getting depressed. That's not serving anyone - absolutely no one. It is not serving the people who are relying on me to keep my business, not just afloat, but thriving. It's not helping me either, because without this business, I would have to find some other way to make money and I don't think that anything else feels as much of a calling to me as Manifestation Babe does.

Belief number three: Success means something worked, while failure just means that something didn't work. I do not let either one define me. I am enough just the way that I am, and I'm learning and growing every single step of the way. I think that so many people let success and failure define them. They tie success with "I am enough," and failure with "I am not enough; I did something wrong;" when really, a success just means that you tried something, and it worked. Congratulations, you figured out the formula for whatever webinar, or whatever course-launch, or whatever livestream or podcast that you put together that day. You figured out some sort of formula that's working in your favor, and you have succeeded. If something flopped - if your launch just flops, or you don't reach the numbers that you want to reach, or you put out a post and it got two likes instead of 100, as it normally does - that just means that something didn't work. It means you have to try something else. I can't tell you enough how many people tie a launch that flops to their self-worth, value, and their feeling of being enough. If you keep doing that, there's only so much rejection that you can handle. I am currently in a certification by this woman named Marisa Peer, and she's very big on hypnosis. So, I'm learning a lot about how to help women with their fertility, how to help people with depression, how to help people with

addiction, and help cure them through hypnosis, regressing them back to the very core and root underlying issue of why they have these problems and addictions, helping them work through it through hypnosis. In that certification, I really love that Marisa Peer is all about being enough. Her whole mantra is "I am enough," and I decided to adopt that for myself recently. I go around telling myself, "I am enough, I am enough, I am enough." The root cause of most of everything is that people don't believe that they're enough. A lot of business owners who don't believe that they are enough just the way that they are, they let failures define them; they let successes define them, meaning that, "I succeeded, so now I can be confident," and failures defined as, "I failed, therefore, I am not good enough." Something I wanted to say specifically about Marisa... Hold on, it's going to come to me. With failure, and success, and defining... Dang it, I lost it! Anyway, I'm just going to keep talking and I know it's going to come back to me in just a second. So, success means something worked; failure means something didn't work. Coming back to an example from my own business of how I allowed failure and success to just mean that something worked, or something didn't work, and how I don't let - Oh! There we go. It came back to me. So, Marisa Peers talks about how humans have two needs. We're born with two needs. We're born with the fear of rejection, and the need for connection. And so, a lot of us connect failure with rejection. We can only handle rejection so many times before we stop trying. This is one of the reasons why so many business owners give up, is because they keep hearing, "No," and they keep having launches that flop. Everyone in the beginning has launches that flop; everyone in the beginning publishes a post that gets zero likes, and no, it seems like nobody cares. But that's the thing: Successful people keep going. They have this belief ingrained in them. This belief is working for them; it is allowing them to keep growing and trying, no matter what. In my own business, I have set a goal for myself to have a seven-figure launch for the last four launches. I have a client who I was telling this to, saying, "Imagine if because I set a goal of a seven-figure launch, that just because I didn't hit seven figures, but instead I hit \$500,000 in seven days; imagine if I looked at myself and said, 'This is a failure. This is a flop. I didn't reach my goal. I'm not good enough.' But, hello, reality check for a second: \$500,000 in seven days is incredible for someone who grew up in poverty; for someone who had no idea how to make more than \$1,000 a month just three years ago, is now able to bring in \$500,000 in sales in just seven days - that is freakin' amazing. But if you look at it through the lens of "I didn't reach my goal, it flopped. I'm only halfway there. Are you kidding me? It's only 50%." Think about how unhappy you can easily be, where you have so many amazing things working for you, but if you don't see it through that lens - if you don't put it into perspective - then you will never ever feel like a success; you'll never ever feel like you're enough, and that's a big problem that I see a lot of entrepreneurs have. Number four: I'm not responsible for other people's limiting beliefs and hurts that are projected at me. It is up to me to rise above the judgments and remain my authentic self, anyway. This is how I connect with those who have their lives changed by my work. What I choose to believe about myself is



the real truth. Now, if you're someone who's getting caught up in other people's opinions of you and other people's judgments being projected at you; if you're getting caught up in everything that's ever being said to you, or about you, then there's no freakin' way you could ever grow to the size that you really want to grow. The bigger that you get, the bigger of a target you become for unhappy people who are just feeling hurt, and want to express their anger, stresses, and frustrations. Because you've become this big target, depending on how many followers you have, or depending on how high up you are in your company, like they're going to find you as a target to project whatever limiting beliefs they have, whatever judgment they have about themselves at you. So many of us don't have that awareness. I think that so many of us don't take that third-person perspective, where we just step outside and watch what's going on between us and this other person. I think that hurts so many business owners out there because they take what other people say about them very literally. They can't discern the difference between constructive criticism - for instance, let me share a personal example from my life that really affected me in the last couple of weeks, and I finally overcame it. So, as you guys know, I have a Rich Babe Academy Program, and a Manifestation Babe Academy Program. My Rich Babe Academy Program was launched this year in March and in August. I have so many very happy customers and students; students who have had their lives transformed in RBA and MBA. Something that we do, especially with our first round of MBA, is that we sent out a survey for people to share how we could make the course better. I always want to make it better and I always want to improve. I want my courses to be that go-to for people, where they know that their life is going to be transformed. It's going to be done in a way that's very easy to understand; it's broken down very simply for them; and they have no excuse not to take action in their lives because they're not overwhelmed with information. I like to keep it simple for people, and I like to share everything that I know about these topics of manifestation and money mindset and break it down for people in a way where they can actually apply it; not just hear it intellectually, but really understand on an emotional and subconscious level. I get testimonials like crazy all the time. I am still getting DMs today from people who were in my Rich Babe Academy course in March and had their lives transformed. They say, "I will never think about money the same way again." And that's being said in a really positive way. My point here is, with Manifestation Babe Academy, when my happy students give me criticism, I listen. All my students who have made their payments in full, who have done the homework, have shown up to the livestreams - because I do Q&A livestreams - the students who I know are giving their all; when I hear from them that there is something that I could be doing better, I freakin' listen, I take notes, and I make changes. That is constructive criticism. Here's another example: I had a couple of students - maybe three or four in the last month, they just come out of nowhere - who are unable to make their payments. They're unable to pay, they're having a hard time, and so they're feeling a little hurt and some rejection and frustration in their life, and, of course, I am the target of their choice. They're blaming that my course doesn't

work, and blah, blah, blah. They're nitpicking at every little thing that they don't like about my course; they are saying that they're going to completely destroy my reputation; that they're going to expose me and what a fraud I am, etc. I look at them, and I think, "They didn't make their payments. They obviously didn't do the course. In the backend of my system, you can track how much of the modules you've watched, and if you've downloaded the PDFs, at least to some sort of degree; it's not a very high-tech system - we're working on that. But there's a way that I can check if they've been on livestreams, in the group, participating, and asking questions. And of course not. And so, any kind of feedback or criticism that I get from them, I do not listen, because to me, it's not valuable. If you haven't made all of your payments, if you haven't tried, if you haven't actually done the course, and you're just spewing some negativity and some hate at me, then it's not very worth my time. It's not very valuable to me. That's not constructive criticism. And so, I think that a lot of business owners see it all as the same. They think that one angry person coming their way, giving them some sort of criticism, and they end up changing their whole business model for this one person. Imagine if I took these three students and them saying that Rich Bay sucks, and that the course teaches nothing, and that they're in a worse off place after the course than they were before, and that I just destroyed their finances, and whatever; imagine if I listened to that. Just imagine for a second that I ignored the 900 other students who love the course and got really good value out of it, and I just listened to the two or three people who hated it. Imagine if I changed my whole business around those people. Imagine if I just stopped teaching Rich Babe Academy - the very course that helped me manifest seven figures into my life, that I am so happy and excited to share with other people, now; because I know how much the principles, concepts, and exercises have changed my life, and I just want to share it with the world because I know that it works - but imagine if I listened to them. I would not be where I am today. And so, I think that when you stop taking everyone so literally; when you stop taking responsibility for other people's limiting beliefs and hurts that are projected at you, you show up completely differently, and you start to play a different game. You put your blinders on, and you just focus on helping the people who want to be helped - because let me tell you, not everyone actually wants to be helped. They want to be helped, but they don't want to do the work to get there. And then the last belief: Opportunity is everywhere. That's belief number five. In fact, opportunity is so abundant, that the challenge is not in finding an opportunity, but rather in getting sucked into too many. I choose to keep my business simple, so that making money and impacting lives is very simple to do. Part of this belief is also that I believe that opportunities are everywhere. Opportunity is a dime a dozen, and the struggle isn't in finding opportunity, but really saying no to the things that aren't aligned with me. In the beginning of my business, like most entrepreneurs do, we say yes to way too many things. As we started growing our followers, what I end up seeing a lot of people do is - you know, when your numbers start to grow, brands start to notice; people start to notice, and they try to get you to promote

their products, because all they're looking at is your numbers. I can't tell you how many chocolate companies have tried to sponsor this podcast. I can't tell you how many - oh, God, there's this been such random companies who have offered to pay me a good chunk of money for me to advertise their products on my podcast, and for me to advertise their products on my Instagram feed. And it's completely out of alignment. But imagine if I had the mindset that opportunity is scarce, and that I have to take every opportunity in order to make money. Imagine how less connected you would then feel with me if I started every single episode advertising chocolate to you. You'd think, "I thought this podcast was about personal development, self-help, and growth. I don't understand what chocolate has to do with this." And so, I see a lot of people seeing opportunity as scarce, and then ruining their connection with their audience. They ruin the loyalty of their audience because their audience then just feels sold to. I have to say, one of the things that I pride myself in is how many people say that they never feel like they're never being sold to me from me, even when I'm in the middle of a launch - because let's be real, in the middle of a launch, I am so excited to get as many freakin' people into my course as possible, and I'm unapologetic about it. It's not that I'm just trying to make money; I believe that money is such a byproduct of changing people's lives. I used to think that money was so scarce that I would do anything for money. When I started to actually make money, I realized that I made money so much faster when I stopped focusing on what the potentials are of how much money I can squeeze out of everything, and what the profits, costs, and expenses are. When I stopped focusing on all that and instead focused on bringing in people, helping people, and adding value, I couldn't help but attract a frickton of money into my life. It just gets poured into my life, and I want to teach other business owners that you do not have to see opportunity as scarce. You just have to take the right opportunities by saying no more often, and saying yes to the things that are "Hell yes," and so aligned with you, and you can actually imagine waking up every single morning doing that opportunity, taking that opportunity, and fulfilling that opportunity. Otherwise, if you have a lot of random things going on in your life that are out of alignment, that creates a really funky energy in your business. That's why I think so many people are led to burn out so much faster than they have to; is because they try to do way too much. I think that the belief out there is that opportunity is scarce, and competitors are really bad. And actually, when your business or industry has a lot of competitors, how you can actually reframe it is you can see that the fact that there are competitors in your industry means that there's a massive amount of people out there who need your services; if they didn't, the competitors wouldn't be out there, and you wouldn't be out there either. I believe that there are enough people, there's enough business, there's enough money, there are enough products, there's enough of everything to go around. We don't have to play the scarce game anymore. So, those are my five beliefs. I know that they don't just apply to business; they probably apply to your career and relationships. They apply to all different facets of life. Again, we're not just parts of ourselves; we are a whole operating as a whole. And so, when one

area of your life improves, or when you apply something to one area of your life, you'll notice that a lot of the other areas of your life improve as well, which is why I love to not just talk about business, but also talk about other areas as well, and how you can manifest total abundance success - not just success financially, even though I freakin' love to talk about financial success and I will forever because I think that so many people have such a twisted mindset around money and I'm committed to helping the entire universe, as many people as are willing to listen, on how to really develop and unwind that old conditioning and develop a new conditioning around money. I'm also passionate about helping you with your health. I'm learning more and more about how to help people manifest wellness, better health, and better energy. I'm passionate about it all. So anyway, going back to business, I wanted to share the special video series with you. It's actually two things. I'm going to share with you a free eight-part video series, and a free eBook from my friend James Wedmore, who my whole team is currently learning from because we love his team, first of all. Two of his team members have actually been previous MBA students, and I just love them so much - Julie and Diana, if you're listening to this, hello. We love how simple his businesses; we totally align with his teachings. He's very woo, and he's all about manifesting and mindset in a very logical way. It's almost like I'm the female version, and he's the male version. We talk about similar things, but he's also really good at teaching strategy. A lot of the strategy that you're going to need in your business has to first be worked through from the inside out, and that's James' whole message, about really getting your beliefs around business aligned, so that you can then choose a strategy that directly comes from that mindset. When the strategy and the mindset are aligned, you're going to see results like nobody's business. My whole team right now is actually taking his Business By Design course. We are so committed to scaling Manifestation Babe to eight figures. I know that there are a lot of you who maybe haven't seen six figures yet, or maybe you are six-figure earners and you're scaling seven figures, or maybe you're also a seven-figure business scaling to multiple seven-figures, or, like me, multiple seven-figures to eight figures - it doesn't matter. James is the king of scale. He's the king of scaling energetically, and strategically as well. So, the video series is called Rise of the Digital CEO. It's a really fun Netflix-vibe. I binge-watched it twice last time he released it. It's just a fun video series to help you become the CEO of your business; not just an employee of your business; not just making your business another 9 to 5 job, where you're working for yourself; but actually being the CEO who travels the world, who has more time for herself/himself, who actually gets to enjoy the fruits of his/her labor, as well as the team's labor. And so, Rise of the Digital CEO is all about making business simple, adopting the right beliefs for success, and building a strategy that's aligned with the most successful version of you. I'm going to drop the link to that in the show notes. So, if you're on iTunes right now, it's going to be in the show notes. I'm also going to drop an eBook that he wrote that I just binged two days ago, and I really loved. It actually helped me so much with a belief that I had going on, but I had no idea that was going on below the surface,

until I read the eBook; so, I definitely recommend that as well. I'm also going to link one of his podcast episodes on the Mind Your Business podcast - Episode 159, where he interviewed me. James and I had a whole conversation about manifestation, law of attraction, business, and mindset, which I think you'll enjoy as well. I still have people coming to me who just finished listening that episode, and they said it's probably one of their favorite interviews with me. I think it'll really give you a taste for what James is all about. So, hopefully this helps you. I just want to give you guys another resource. Maybe you are not an online business. Maybe you don't have a business, but maybe you're someone who's thinking of starting one. Maybe you have a friend who's starting one. Maybe you know someone. So, go ahead and share this episode. As per usual, it would be so helpful if you left a review. Screenshot the episode right now on your phone and tag me on Instagram. Share it with the world, and then make sure you get into these free resources from James. I'm usually very selective and very careful about who I promote because I've actually had some pretty bad experiences in the past of promoting people who just weren't all that they said they were. But I know James is legit. I think that my belief number five - opportunity is everywhere - is all about being super selective. I think James is the real deal. I would love for you to check out some of his work and, especially if you're in business, he's a really great resource for not just mindset, but strategy as well. Okay, guys, I love you so freakin' much. I hope you enjoyed this episode. Again, share it with someone you care about, leave a review, and let me know what your beliefs in business are. Maybe there are beliefs in here that really resonated with you, maybe there are beliefs that you have about business that have helped you a lot. I'm super curious to hear them. I'm super curious to hear from you. And let me know that you have signed up for James' free video series. Let me know that you have signed up for his eBook. Share it with me when you share it by tagging me on Instagram. Also, if you choose to be in the Business By Design course that he's about to launch - which I am currently a part of with my team - also let me know. I'd love to cheer you on and be super excited for you. Okay, guys, love you so much. Have a fantastic Monday and a fantastic week. 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.