



Episode 74: My Launch FAILURE & How It Ended Up Being My Fav...

Mon, 7/20 1:08PM 45:08

SUMMARY KEYWORDS

launch, people, attract, payment plan, lesson, business, failure, integrity, universe, life, learned, team, success, manifest, mindset, freakin, money, students, happening, flopped

SPEAKERS

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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 beautiful souls. It is Kathrin from ManifestationBabe.com, and I am back to record another podcast before I get on a flight to Seattle because it is Thanksgiving week. I'm super excited. I hope all of you who are celebrating Thanksgiving this Thursday have the most amazing time with their family, and also really take the time to reflect what you are grateful for because that's what Thanksgiving is all about. So, this week, I wanted to record a podcast around something that is super fresh in my mind. I've actually been sharing what I'm about to record in this podcast with everybody that I know and have talked to ever since last Friday, when my launch finally closed. Everyone's been telling me, "Kathrin, this is such a great example of

not allowing expectations to get in the way, staying grateful, and celebrating." This is a really great example of what to do when what you are intending to manifest doesn't quite work out, what it means about you, and how we attach meanings to failures or to successes. I've actually helped coach a couple of my clients this week because of the insights that I received from my last launch, which just finished last Friday. It was the greatest launch I've ever had, and it doesn't even make sense for me to call it the greatest launch I've ever had, because, technically, it was a complete flop. So, that's what the name of the podcast is today. I want to talk about my launch that I just had for Manifestation Babe Academy. It is the end of the year, and this is the final launch of 2018. If you've been listening to my podcast or following me, especially if you're an entrepreneur, and you're interested in hearing more about Manifestation Babe as a business, what I do as a business owner, and how I built my online business, this podcast will be even more interesting for you. If you've been following me for a little bit, you will remember that I have been manifesting a million-dollar launch all year long. It's so funny because all my clients who came to me this year are also people in the online space who have put out a product, a service, or have a course. They've all been setting these launch goals. If you're someone who has a launch-type business, where you're putting out a product, a course, sort of program, group program, or coaching service, or whatever it is. You're putting something together, and you're opening the cart, and then closing the cart; that would be considered a launch. I've had so many clients that have come to me this year with the most ridiculous launch goals. I have literally coached so many people through what it means when you get more attached to your expectations of your outcome, rather than the appreciation of the process itself. It's so funny because this whole year, my business has exploded financially. I'm so blessed to be able to say this, and it's been such an amazing journey of being able to impact a lot of people because that's what it means. Money is just a byproduct of you helping a lot of people, and the more people you help, the more financially fruitful your business, career, service, or whatever you are doing is going to be. It was so funny because my launch technically completely flopped. My last launch with Rich Babe Academy was a half-a-million-dollar launch, which was freakin' exciting and incredible. My team, we all pooped our pants. It was just a really great thing to celebrate. This last week was so interesting because me and my entire team thought that this for sure was going to be the million-dollar-launch. "This is 100 percent; we have so many people we want to help. It's the end of the year. We're starting 2019 soon, and everybody needs this program." I want to help 1,000 people literally set up their mindsets to be in a place where they just freakin' explode in 2019, and they become master manifesters and attract everything that they want in 2019. 2019 is the year of alignment. It's the year of manifestation, and I can truly feel that - I don't know if you guys can feel that, but I've felt that. 2018 has been a little emotionally rocky for me, but 2019 looks so freakin' bright - and I feel that for so many people. So, we had this expectation of a million-dollar-goal, and guess what happened? It completely flopped. In terms of

numbers, we hit just 15 percent of our goal, which is worse than our previous three launches. The old me would have been gutted today; the old me would have woken up this entire week, and shrink, cry, feel like a failure, and create a story. We always attach these meanings to these events that happen in our life, and it just creates a story that isn't necessarily the truth. I would have created a story around people not wanting my product, and how my product isn't good enough, or I'm not good enough; "For some reason, everyone's going to everyone else but me; I'm a failure as a leader and as a business owner. Oh my god, my business is shrinking. Holy crap, what if this is the end of the growth? What if this is the end of everything? What if all my successes in the past just shrink away, and this is it. I'd have to put my business down, close the doors, and let go of my team." I mean, the thoughts that can go through our heads as entrepreneurs are kind of crazy. We all create stories; depending on whether we had a success or a failure, we always give those successes or failures some sort of meaning. The meaning is almost never an empowering meaning when it comes to failure, and it's never a disempowering meaning when it comes to success. When we have a success, oftentimes, we don't celebrate it or anchor it in enough; second of all, when we get too stuck in success, success is actually not a great teacher. When we get comfortable with success, we oftentimes forget and we think that's the way that things are always going to be, and so whenever we have some sort of ebb - you know how there are ebbs and flows - whenever we have a dip or a down moment in which we need to learn a lesson from, we literally think it's the end of the world, because we're so comfortable with success. Oftentimes, it's in the moments of failure that we actually learn our biggest and best lessons. It's actually in the moments of failure moments, ebbs, or these downhill valleys, that we actually get our drive back. We realize, "I have a fire under my ass. And let's freakin' go. I am actually excited to manifest even more epic things. I'm going to create a success story out of this." And that was my mentality when I was on my grandma's couch. When I was on my grandma's couch, the mindset that got me through that lowest moment was just thinking to myself and reminding myself that, one day, this is going to be my greatest success story. That's actually how I feel about this launch; that I have learned such impactful lessons that are going to make every launch from this point forward even better, bigger, and more impactful, and the lessons that I learned really helped me appreciate life, my business, and my team. So many really great things came out of it. It's in the moments of failure that you realize, "Wow, this is going to not only help me, but this is going to help people." It's in the moments of these valleys that we pick up lessons that we can then share with other people, so that other people don't feel like they're alone. Oftentimes on social media, what we end up doing is we end up looking at everyone else, and everyone else is succeeding, living this amazing life, and has businesses that are taking off. "Holy crap, she just bought a new car, and she just bought a new house, and he did this, and they just got married." We think that everyone is just progressing and going up, that it's all beautiful, and the growth is explosive; but they never really showcase the down moments in

between. I make it a mission to share with you my failures, so that you can learn from them, but also see that I'm human, and that it's okay to be human. The most successful people on this planet have had thousands upon thousands of failures. I don't know if you're familiar with a show on Netflix called *Queer Eye*. I've been watching it so much lately; it's my show that I wind down to at night. It's basically a show about these five gay guys; they call themselves the Fab Five. They makeover straight guys; so, one guy helps them learn to cook; the other guy gives them a hairstyle makeover; one of them gives them a wardrobe makeover; one of them makes over his house; and then another one is a life coach. I love them. In that show, the life coach was coaching someone - I don't remember what episode or what season - but it really stuck out to me because he said, "My mom said that failure is actually not the opposite of success. It is a part of success." So, failure is a part of success. You must fail your way to success. If you think that you can avoid these moments, like the moment that I had last week, where we were looking at our launch and thinking, "What the hell is happening? What does this mean? Did we do something wrong?" No, we didn't do anything wrong. What happened was that we were supposed to manifest these lessons, so that we can apply them to a future launch and share them with others, so that you guys don't feel like you're alone and not repeat the mistakes that we made. So, why was this my favorite launch ever? Lesson Number One is something I was talking about with some of my friends this weekend: Celebration. Really celebrate every up and down in life and not just your successes in life, but the lessons that you receive in life too. These are both gifts. There's a gift within anything. When you have a success and a successful launch, and you close on a client or a sale, or you launch something, or you get recognized, or you win an award, or you just get off a stage from a brilliant speaking engagement that you just delivered. Those are successes, and those are major gifts. That's something that you have to be proud of. When you're proud of your successes and you really celebrate them, no matter how big or small they are, that really anchors it in. When it anchors it in, you hold yourself at that vibration and you actually remind yourself, your neurons, your molecules, and everything within your body that this is what success feels like, so please remember it. You then put out a vibration of success out there into the universe, and what does the universe do? It magnifies it and brings it right back. So, that's a very easy way to attract more success. The thing is that a lot of people anchor in failure much more often than they anchor in successes. When they have a failure, it's not even a failure. A failure is just something that didn't go your way, so that it can teach you a lesson. That's all that it means. That is a gift from the universe, too, because first of all, you're learning a lesson; second of all, by you appreciating the lesson, you send out a vibration of "Thank you" out to the universe, and in return, you actually attract many more good things that come out of that lesson. A lot of people will actually anchor in their failures more than their lessons, and so they'll actually remind their bodies, cells, and neurons by sending a vibration of failure and constant disappointment out into the universe. And so, of course, by law of attraction, they will manifest, and attract into

their realities more failures in the future. This happens at an unconscious level. As someone who has learned this the hard way myself, I make sure to always ask myself when something isn't going my way; I actually opened up my journal - it was around Wednesday when the numbers were just so low. We were wondering, "What is going on?" We know that this program sold 500 spots in June, and now we're only at 30. What is going on? I knew it wasn't anything with the program. I knew it wasn't anything with the program, or it wasn't anything with how I was promoting it, because everything that I did in June, I pretty much did the same, or better. And so, I knew since it succeeded before, that it has to succeed again. I then asked myself, "What is this trying to teach me?" I wrote down 10 lessons within that moment, within that day, within that vibration of what lessons I was learning from this launch. I immediately started to feel so much better; I knew that there was a purpose to this happening. It was actually when I started to acknowledge the lessons and be grateful for them that I actually attracted a lot more students. It was actually after Wednesday. We ended up still succeeding; we ended up still having about a 160K to 170K launch. I'll also share with you something else that's really good that came out of this launch. But it was still a success. It's funny because that success didn't really start to flow until I acknowledged the lessons. I said thank you for these lessons, and the moment you acknowledge a lesson to the universe, or you say thank you for a lesson, or you realize what you have to work on, typically what the universe does is it acknowledges. "Okay, she got the lesson, so we don't have to keep teaching it to her." Because a lot of people ignore their lessons, or they don't learn them, and they're not aware of them, which is why they keep attracting more and more of those perceived negative situations, circumstances, or events; because the universe is actually trying to deliver us that lesson again. But, again, we don't acknowledge it, and so of course, it becomes a pattern until we finally break the pattern by acknowledging what the pattern is. Lesson Number Two that I learned, that made this my favorite launch ever, was the fact that we really attracted ideal students. What I mean by ideal students isn't that some people deserve to learn this information more than others; it's more about people who are ready for that commitment. My higher level courses are priced at a level in which you have to be committed. It's an investment in yourself, your energy, your vibration, and your education, and it's intended to light a fire under your ass. You're going to learn and work a lot. There's a lot of inner work to do. There's a lot of radical responsibility to take. I really like to challenge my students. If you pay the tuition to get into the course and you get in, I'm not going to waste your time. I'm going to give you everything you need to be successful because I can't see doing business or see myself as a teacher any other way. If you invest in me and yourself and I give you everything that you need to be successful, that just makes sense. And so, by ideal students, what I mean is people who are ready for that. Not everyone is ready for radical responsibility; not everyone is ready to do the work; not everyone is ready to address their fears and really step outside their comfort zone; and not a lot of people are ready to make a financial commitment like that. In this case of this launch, we

actually closed with 90 percent pay, in full - which is crazy and amazing. In previous launches, what ends up happening is that about 40 to 50 percent of my students pay in full, which means that they close their balance and they take advantage of the discount for paying off their balance right away before getting into the course. But, of course, I understand that not everyone just has \$1,000 or \$2,000 lying around, and so we always offer some sort of payment plan. In the past, what I've noticed is that I have attracted a lot of people who just weren't ideal students, in the sense that they weren't ready to take radical responsibility for their finances. They were actually out of integrity with themselves and out of integrity with their finances, and so what ended up happening is that some people would literally flake out of their payment plans, and it would cause them to be in a worse off situation than they were before they got into the course - even though the course is there to help them never have a situation like that ever again. They just weren't committed. They were out of integrity because they weren't making their payments, they were hiding, they were avoiding, and whether or not they actually did the course or not, they were taking the course and had access to the course and for X amount of dollars. So, let's say it was \$190 per month's payment spread over 12 months, which is the case of Rich Babe that we had in the payment plans before. I noticed that a lot of my non-ideal students are being attracted to that; people who just wanted to get everything for nothing. It's not like that was their intention; it's not like they sat there and thought, "I want to get everything for nothing," or "I just want to get all of Kathrin's knowledge for super-duper cheap, and not actually make that investment in myself or give her energy back in exchange for the energy that she's providing me." But it seems like on a subconscious level, that's what we ended up attracting. Having so many problems with receivables, to where even though it's a half-a-million-dollar launch, we're only collecting upfront about 100K; and then the rest is spread out over the six or 12 months, depending on the payment plan that they make. We've noticed that we were losing out on a lot of money and not actually fully collecting the money that we deserve; the money that my team and business deserves the money that my business deserves. We really put everything into the business; we put our hearts and our souls, and we really invested in help people. I took radical responsibility in myself, and I asked myself, "What are we doing to attract people who just completely disrespect our services and our courses? People who are out of integrity; so where are we out of integrity? What are we disrespecting? What are we not valuing?" I then noticed, "Holy crap, our payment plans are too low." It's way too easy for people who are attracted to getting everything for really cheap, who are not planning to be in integrity, or not planning to make their payments; it's really easy because the access point is really easy. And so, we decided to raise the bar and make the payment plan a bit higher. This is really difficult because I know that this excluded a lot more people. It's not like we're trying to exclude people from getting the course; it's not like we're saying, "No, sorry, this is not for you because you can't afford it." We're just trying to exclude people who are not ready for that kind of commitment. We have services and products to fit

everyone's needs, but for the higher level content, it has to be a higher level of energy exchange, because that's what money is. Money is just energy. And this is a lesson to go for you out there if you're an entrepreneur, in an online business, have services or products, always make sure you're charging what the product is truly worth, and be in alignment with it. The moment that you are not in alignment with it, you are actually out of integrity. And so, you end up attracting people, students, or clients who are out of integrity as well. And so, I recognized that I'm not really collecting the money I deserve. This payment plan is out of integrity. We took responsibility, and we decided, "This is on us. It is time to raise the bar." And so, what ended up happening is that we created a higher payment plan. So, it's \$333 a month, which is still super-duper affordable, but it just raises the bar. You get a little more skin in the game. It lights a bigger fire under your ass to make those payments. That's actually the payment plan that I was on for Tony Robbins; it was about \$350 a month. So, it's more than reasonable. It's so interesting, because I got so many people reaching out, saying, "Can you please open up another payment plan? I really want to get in, but I just can't make the \$333 payment." My team, wanting so bad to help people, at the same time had to set our boundaries. We really learned to set those energetic boundaries in this launch, which ended up attracting people who respect those boundaries. And so, what I've noticed is that most of the students that came in were of higher caliber, in the sense that they were ready for that commitment. They were ready for that investment. The energy is so high in this round of MBA so far. Being in the group and introducing myself to the students, and the students to me, and seeing what they're all up to is just so much of a higher vibration. I realized that by setting those boundaries, we're actually going to set the floor for future launches, in which we're actually going to attract even more of our ideal students. It's just ideal to Manifestation Babe. Every business has its dream, ideal client. In my case, my dream, ideal client is someone who makes their payments; someone who intends on paying off the course; someone who will actually pay in full, if that's something that they're able to do. I mix and match between paying in full for things and spreading things over payment plans, because Brennan and I really value our cash flow in our business. This is something that we learned from Business Mastery with Tony Robbins. For instance, a Platinum Partnership investment for us - which is 85K a year, times two, plus another 60K a year times 2, because of all the travel and the extra events. Instead of just taking out that amount - whatever that amount is - instead of paying it in a lump sum and having that taken out of our account, we actually would rather spread it over the year, so that we can also make other investments and always make sure that we have enough to pay our team and expenses, be able to live, eat, and breathe, and be able to still live a normal life. So, sometimes there will be an investment, which is around the 10K mark, and I'll decide to pay something in full, especially since so many people have pay-in-full bonuses. So, it's not a matter of paying in full being better than payment plan, vice versa; it's just a matter of people's preferences and your preferences. I'm in alignment with having a payment plan, but it cannot be so low and

accessible, that attracts the wrong people. I hope I'm making sense. And so, for future rounds, my team and I sat down and realized that we are setting an energetic foundation. We are setting the energetic bar for what we're going to attract with future launches. Here's the thing; sometimes there's a lag in the universe. There's a lag between you getting really clear on what you want, and the universe delivering it to you. That lag is just the reorganization process and the rearrangement process. In order for you to attract something new, you must first make space for it. The universe works like a vacuum; it's a vacuum system - law of vacuum, look it up. You need to create a vacuum for something, in order for it to come into your life. If you look at physical space - if you want to attract a brand new car but there's already a car in your garage, where's that new car going to go? Or if you're attracting a partner into your life and your apartment is full to the brim, all the cabinets are taken, the closet space is taken, and there's stuff all over the bathroom, then where's this partner going to come in? Where is he/she going to put all their stuff? You have to create space for them. The universe will actually create space for us. Oftentimes, it's when you get really clear on what you want, that most people actually will tend. It's like this effect - and I don't really have a name for it, except for the Rearrangement and Reorganization Process - where you will make an investment in yourself and get serious about attracting more money, really working on your money mindset; the universe will actually start to take things out of your life. It will start to remove some older money, or older, stagnant energy out of your life in order to give you exactly what it is that you want. Sometimes that comes in the form of an unexpected bill, or in the form of something going wrong in your business and losing a lot of cash flow. Or maybe it'll come with you losing your job. The money and lifestyle that you desire is not supposed to come from that avenue. It's not supposed to come from that job. And so, the universe will take it away because it's saying, "I have something so much better for you." And that's how we treated this launch. We had some cash flow and this financial goal taken away from us, in order to give us exactly what we want next time. We want more pay-in-full students. To see a rate of 90 percent was just amazing and so exciting. It was amazing that when we finally got into integrity with what it is that we desired, the universe delivered. That's the biggest mistake that I see with people who have a lot of financial problems; it's actually because they're out of integrity with their finances. There's money that they're owing people that they're not paying back; there are bills that they have, that they're not keeping track of. There's somewhere that they're aren't in alignment and out of integrity with their finances or with themselves. It's really hard to have a conversation with the universe when you're out of integrity. There is no such thing as manifesting when you're out of integrity because that's just sending out really negative vibration. So, it's no wonder that you get negative vibration back. That's a lesson that I learned several years ago, and it's one of the lessons that I'm really passionate about teaching; but it's also one of the hardest lessons People who are finding themselves in this shitty space don't want to be told that they're out of integrity. People who are struggling don't want to hear the truth, because the truth freakin'

hurts, stings, and piss you off. But it will also set you free. Lesson Number Three that made this launch my absolute favorite is: Teamwork makes the dream work. This actually came out of stress. I was really stressed out by last Tuesday morning of the launch. I called my team forward for a meeting and said, "Let's just brainstorm because, obviously, we're doing something wrong -" focusing on the external and the things that we can't control. So, I said, "Let's figure it out. Maybe there's a strategy missing. Maybe we have the wrong strategy." And we realized that we were out of strategies. It wasn't about strategy; it was about our mindset. We really came together and discovered so many of these lessons together. Meeting with my team every single day reminded me how important it is to have a support system and people who can coach you out of a negative headspace and a negative mindset, and really help you see the bright side of things. And that's what my team really helped me with. I am so grateful for them and proud of them. We really came together. And so, with this launch, what I'm doing is I'm taking my team to Disneyland when we get back from Seattle. After Thanksgiving, we're going to find a day and I'm going to treat them all to Disneyland so that we can spend time together. If you're in business, hire the right people and pay them well. When we were first giving our team a salary boost, it was very uncomfortable for us. We had thoughts like, "Oh my god, that's more money that we guarantee them. What if something happens?" Our fear mindset just really kicked in and drove us crazy. But Brennan and I decided that we're not just going to have a team of contractors; a team that has people coming and going, where we have to constantly stress out if someone decides to leave or that they're not happy working with us, and they want to work for someone else; or someone who's working as a contractor for multiple businesses, therefore, their focus is not on Manifestation Babe but on their business or someone else's business. And so, we decided that we're going to be the kind of company that employs people and treat them like family. That means giving them benefits - medical benefits, setting them up with a 401(k), teaching them financial knowledge - and that's one of my goals, actually, is to teach my team how to invest their money. The same way that Brennan and I invest our money - the same knowledge and expertise that we have and that we're learning from the most brilliant minds that Tony Robbins invites to his financial trip, that we're going to in February - my mission is to teach my team that I don't want Manifestation Babe to be their only security and income stream. I want them to have multiple income streams; I want to teach them how to real-estate invest, not that I know how to do it, but it's something I'm learning. That's me and Brennan's next step. When we start buying property, I want to teach my team what that's like. I want to teach my team how to invest, how to buy stocks, how to do this, how to do that. I want to provide them with a 401(k); we currently provide full benefits and a salary. When you have a team that feels like family and they feel like you are their family, the loyalty that's developed and the happiness factor of the company raises through the roof. It's something that's so undervalued by so many other entrepreneurs who are actually making their teammates unhappy out of their own selfish fears. They're just very selfishly

fearful, experiencing a lot of fear, and that fear is causing them to be selfish and not really share the profits, or not really make their team happier, or ask their team, "What do you need to be happy? Is it benefits? Is it more money? Is it more praise? Is it more fun retreats that we get to go on? Is it more days off? Is it more travel? What will actually make you happy?" Be willing to invest in your team because they are your family. If your teammates are unhappy, it's no surprise that you might attract unhappy customers or unhappy clients. The number one thing that I always hear about my team is, "Kathrin, your team is freakin' incredible." Anyone who's ever emailed Hello@ManifestationBabe.com has most likely talked to Londa or Priya, and so far, it's been nothing but great feedback. Lesson Number Four is the last lesson, and it is super important. It's actually what I've been teaching to my clients for the last couple of months right. The lesson is: Really detach from the outcome. And it's no surprise here because everything is a manifestation process. If you want to manifest a successful launch, detach from the numbers; detach from the outcome; trade your expectations for appreciation. Very simple stuff. It works for everything. You want to attract the soulmate? Detach from the outcome. Really enjoy and appreciate your life and appreciate yourself; from that space, you will attract someone to appreciate you; someone who actually adds to your life rather than sucking you dry or isn't really your match. This goes for everything. And so, of course, it makes sense that in business, this would apply too. But for expectations, sometimes we set goals and we look at them as the end-all, be-all; if we do not hit these goals, we create a story around what that means. We can create a story of what it means to only hit 160K, when you're going for a million dollars. You can either say, "Holy crap, we made 160K in seven days. This is so awesome. That means we helped 170 students; that means we're giving the course, the content, and the knowledge of everything that's changed our lives to someone else. They're about to literally get so much more value in return than this course even costs." That's just how much content and value I jam-pack in my courses. That's one story; you could get really excited about the possibilities and about making 170K. Or we can have thoughts like, "We suck we failed. This means that the product isn't great. I don't even want to really commit myself to this launch. Can I refund everyone and just pretend it didn't happen?" We can create that story. For me, what the real lesson really is that the fastest way to manifest a million-dollar launch is to help the max number of students, but to also know that it is already done, and to relax into it. A version of me who already hit a million-dollar launch is not even thinking about hitting a million-dollar launch; she's already hit it, so how does she feel? She feels gratitude, she's celebrating, she's appreciating, she's excited, she's stress-free, she's relaxed, and she's feeling good. That's the vibration that's going to attract a million-dollar launch. The moment you are expecting something to happen, you put the universe in a chokehold. So, anytime you hold expectations for another human being, or you have expectations for your business, or expectations for your client, you're holding the universe in a chokehold. And so, you are resisting all miracles from happening. You must fall in love with the process. It's all about how you feel about yourself in the

process. And so, if you have a similar business or a launch strategy set up in your business where you're relying on launches to generate income - and hopefully you're having fun with them, because a launch strategy isn't the only way to generate business or revenue in your online business. It's just one strategy. I do it because it's really fun for me and my team, and we really enjoy it. It's really nice to have a boost in our business, get all the revenue that we need for the next couple of months, and then go and travel, relax, think about other things, have meetings about other things, and work on other projects; and then come back and work really hard and commit ourselves; and then relax again. So, that's something that we really enjoy. I've learned that launch goals do not make or break Manifestation Babe. Launch goals are not going to make or break me as a leader, our revenue, or our business. It's all about how we feel about ourselves in the process; it's all about me training my team to really feel good about themselves; to see that we're making progress; to see that we are learning lessons, and that we're actually having takeaways that will benefit and positively impact our future launches. That's really all that matters. It's about how you feel about yourself in the process. If you feel really good and proud, that's all you need. As long as you're making progress, you'll be a much happier person. Setting goals isn't something just for you to measure up to something. It's not just this measure game of "Am I good enough? Or am I not good enough?" It's really who you become in the process of achieving that goal. It's the journey. I've learned so much about business; I've learned so much about human psychology; I've learned so much about leadership in this journey to hitting my million-dollar launch goal. I've not yet hit it, and that's okay. I know that it doesn't mean I'm some weak manifester, that I don't deserve it, or that I'm not worthy of it; it just means that I'm still getting into alignment with it. I am learning the lessons in order to shift myself to be an exact energetic match to it. When I am an energetic match to it, I will attract it into my life, easily and effortlessly. But the journey there is the process of who you become. Who I'm going to become by the time I get there is worth way more than the million-dollar launch. It's way more about who I become in the process, who my team becomes in the process, who my students become in the process, and everyone who comes through our business. Who do they become? It's not just like a measure of, "Today we're good enough - nevermind, we're not good enough. Oh, yeah, now we're good enough. Oh, no, no, we're not good enough yet." So, you really need to focus on that and remind yourself that - as I always say - your life purpose isn't much about what you're doing; it's more about who you're being. As long as you are becoming and being the best version of yourself, you are living your life purpose. And so, these are the lessons that I really took home from this launch. I hope you've enjoyed this and have seen ways that I take a, quote-unquote, failure, or a flop, and turn it into something that massively, positively impacts my life. I really want to share this with you guys, because it's so important that you go home tonight, or at some point this week, and really sit down and ask yourself, "What are some of my failures in life? What are some of my things that didn't go right? Or things that haven't yet manifested? Or things that I've been really

disappointed in myself about? What are those things?" Write them down, and then underneath each one, write down, "What did this teach me?" The moment you extract the lesson out of it, it loses all of its freakin' power. Then it's not just an event that happened to you; it becomes an event that happened for you. I'm so curious; please screenshot this episode if you're listening to me right now, or after you're done with your homework, come back, screenshot this, add it to your story and tag me, send me a message, email, or comment. Anywhere where you can reach me - I'm @ManifestationBabe on Instagram; on Facebook, you can feel free to post on my Facebook group. Just let me know what you thought of this episode, and also let me know how that exercise went. How did it feel to know that every single failure in your life was actually just there to teach you a lesson? Let me know how fast that failure lost its power over you because I'm super curious. It always works beautifully for me. And so, I want to hear from you too. That's it. My launch that completely flopped and ended up becoming my most favorite launch ever. I hope you enjoyed this episode. I love you so much. Have a fantastic Thanksgiving. I'm on my way to the airport right now - I literally have to go in 15 minutes. Enjoy your families, friends, your chosen family, your pets. Whatever you are doing, wherever you're going, please stay safe, and I'll talk to you guys soon. 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.