



Episode 78: Top 8 Lessons I Learned in 2018 - The Good, The ...

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SPEAKERS

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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, hello gorgeous souls. It is Kathrin for ManifestationBabe.com. Merry Christmas, Happy almost New Year. I believe it was also Kwanzaa on Christmas, so, whatever you celebrate I hope you guys are having a fantastic holiday week, weekend, or whatever we want to call it. Guys, I am so sorry for not recording any new episodes in the last couple of weeks. I think my last episode was about knowing why your 2018 goals have not manifested. Since then, I've been really busy creating the Epicly Aligned Boot Camp, which we went through. It was so much fun for me and all my students. We banged out three workshops I created three workbooks to go along with every single workshop, my team was super busy creating slides and the

workbooks, I created a meditation and hypnosis, and lead everyone through my process of exactly how to set goals. We learned how to, first of all, reflect on 2018, which going to do in this episode today. I'm going to share with you guys the top lessons that I learned in 2018. It's just going to be a bunch of like real talk, me just chatting with you as if I'm a friend - your entrepreneurial friend - and sharing with you what I learned, what I wish I didn't do, what I wish I did do, what I did right, what I did wrong, and so on. I have seven different lessons here and I just jotted down a couple of words for each. Things might pop up in my mind throughout this episode that I didn't take note of, and maybe I won't even share all of this. I don't want to make this episode too long, but I do want to share with you guys what my 2018 year was like and what I reflected on coming from my Epically Aligned Boot Camp. The boot camp was so much fun because I shared my reflection process; I also shared exactly how to set goals in alignment with manifestation. So, in alignment with how the universe works, how the subconscious mind works, and not just creating the old structure of SMART goal-setting; Specific, Measurable, Attainable, Realistic - hello, whatever you believe to be realistic is what's going to be realistic, so, to begin with, I hate that word - and T is Time-relevant or Time-bound, which again, we all know can actually add resistance to the goal-setting process if we do set a time frame than if we don't. And so, that boot camp was such a massive success. I had so many people who were asking me, "Kathrin, can I still get in? Can I learn from you? Can I learn your processes? Can I learn to set goals before the New Year?" Because me and Brennan's wedding is coming up on New Year's Eve, and we're actually going to Costa Rica tomorrow night, which is super-duper exciting. We're meeting with our whole family; we actually gifted our entire family with a vacation to Costa Rica. We pretty much covered everything, except for some people's flights. So, we covered some people's flights, but not others, depending on who they were. I cannot wait. And so, if you want to get in, Brennan and I are doing a special (actually it's my decision. I'm doing it) but we're doing a special where you can get the pre-recorded version of the boot camp. It's completely self-paced; you just take yourself through. I slapped all three workshops on one page and call them Part One, Part Two, and Part Three, so if you're super-determined and motivated, you can finish it in one day; or you can spread it out over a course of a week or a couple of days. The boot camp was five days, so you can take it at that pace, or you can spread it out. Hopefully, get it done by New Year's Eve, but, of course, you still have time in January. There's no rush. And so, I'm going to open it from the 20 - well, it's actually open now if you go to EpicallyAligned.com. I'm closing it on January 3, the day that we come back from Costa Rica, when the wedding festivities are over, and then we get to move on to our honeymoon. So, if you're interested in that, on Instagram I have the link in my bio. I'll put the link up on Facebook, and then if you just go to EpicallyAligned.com, you'll find the pre-recorded version - I think it's called New Year's Eve Special, Wedding Special, Evergreen, or something like that. That's how you know that you're on the right page. It should forward or redirect automatically If you just go to EpicallyAligned.com. So, super exciting.

It's been really busy; lots of wedding planning and craziness. The same week that I hosted my boot camp, I was also a guest speaker and a lot of podcasts and Mastermind calls, and some other fun things that I was involved in. The week before that, I was going through a bit of a funk; I was going through a bit of a low point in my emotional and mental state. I had to work myself through that. That's actually one of my lessons, and I'll talk more about that in a bit. I then had to finish off MBA and prep stuff for the last bonus training that I'm doing for MBA, see some clients, and somehow, I made it to Vegas to go buy a pair of pants, in between all of that. So, I am back. Thank you guys so much for all of you who are live with me, and for those of you who downloaded this podcast episode. Let's just go ahead and do dive right in. So, top lessons learned in 2018. I wrote The Good, The Great and The Kind of Sucky. It's so interesting because this time last year was the day - to the day; I went into my Timehop app and saw some stories and this whole build-up to this moment where I was a little traumatized in my business. What basically happened is, this time last year, about a week before today was the day that I let go of two team members that I loved so much. They were some of my best friends, and it was a really hard decision. This time last year, on the day, was a day that my third and last team member besides Brennan just left us in the dark. It was kind of like, "Peace. I'm no longer going to work for you. Never talk to me again." She blocked me on social media and never responded to my emails or texts. It was a very interesting situation. At the time, Brennan and I were literally on our way to Australia, this time last year. I went to my Timehop app and in my stories, I'm packing for Australia. And so, we were on our way to Australia and it was such an uncertain kind of feeling in the air of, "What's going to happen? Who's going to run the business?" I have to be the content creator, I have to be creating the podcasts, the content, and the courses and stuff like that. Brennan was helping us; he was kind of a floater in the company at that time, so he was doing some stuff here and there, but never really had his place. And so, I'm looking at him and I say, "Do you know how to answer emails?" I had to scramble and teach him a lot of the back-end of Manifestation Babe around this time. I dove in and start answering emails as well and started doing a couple of things here and there. It was just so uncertain. A couple of the decisions that I made at this time in my business did not end up being for the highest good of the company. Before I mention that, I thought it would be interesting to reflect on how I'm talking to a lot of my peers in my Mastermind or seeing a lot of successful people on social media, and they all share that 2018 was a very interesting year; how it was very financially fruitful, in the sense that a lot of us achieved our goals, and a lot of us meant a lot of growth and progress in our lives, business, and other areas of our life; but overall, it was very mentally challenging. A lot of the people who I talked to share how 2018 was a very mentally and emotionally challenging year. That's 1,000 percent my year. And so, even though there was massive growth and amazing things happened, I am so grateful for this year to be over. I'm just relieved that I made it through, and I have such amazing feelings about 2019. It's something I can't really describe. I asked myself, "This time last year, how did I feel about

the following year?" Well, I was literally scrambling, I had no idea what was going to happen to my company or my revenue. I felt like things were just falling apart; the foundation would just fall apart, and I thought my business came to an end - which clearly it didn't because even in January of 2018, we literally doubled our revenue. Just Brennan and I together literally doubled our revenue. Our cortisol levels were through the roof in another country, scrambling to make things happen and keep the company going, and somehow, we doubled our revenue. So, it's just very interesting. Now I parallel that to - let's bring it to fitness. Keeping the muscle and cutting the fat; everyone wants to stay lean, they want to build muscle, but they want to bring down their fat levels, or they want to burn the fat. So, it literally felt like in our company, it was just me and Brennan, and we were really the muscles of the company. And so, what we set the intention of doing in 2018 was to hire more muscle. And that's exactly what we did. But anyway, going back to this time, the number one lesson I learned in 2018 is not to make decisions out of scarcity. My mind was in a lot of scarcity this time last year, up until about the third week of January. I finally started getting myself out of that funk, but in this place, I created a new one-on-one coaching mentorship, and I almost hired people too soon. And I'm really grateful that Brennan stopped me from just hiring anybody on our team to help us, and actually made me wait an entire month and a half - almost two months - where I would literally look at him, We had this agreement together where he would do the hiring, because I clearly didn't hire well last time. So, he said, "Kathrin, just let me have this position in the company; let me have this responsibility. Let me take care of it." And so, he was the one who actually hired our team, and they were amazing. I'm so happy that I never made that decision out of scarcity, to just bring on anyone and, God forbid, struggle with them later on, paying people who aren't really doing their job, or hiring the wrong people who aren't really about the mission of Manifestation Babe, or perhaps are resenting my success or resenting the growth of this company, struggling and having this weird energy in the air, which I really felt with my previous team, this time last year. But one thing I did do is my Quantum Leap Mentorship. Although I found some of my dream clients - and to just bring this back, for those of you who don't know what my Quantum Leap Mentorship was, it was a 12-month coaching package, where I literally asked myself at the beginning of January, "How can I guarantee this company revenue for 12 months while we figure out the whole structure of whatever just happened?" And so, I created this 12-month mentorship where for a certain amount of dollars, you get to have a certain amount of coaching sessions with me guaranteed throughout the year. You also get a VIP Day in person and you get to come to my retreats. I just slapped on a bunch of stuff together and immediately promoted it because I needed to generate revenue. That energy of scarcity, that energy of desperation, and that energy of "I need to do this because I need revenue," actually ended up attracting a couple of people who were in very similar energy states. Like attracts like; and so, this mentorship ended up attracting a very interesting crowd of - not everyone, because I ended up working with some of them throughout the whole year and they were

the best freakin' clients I could have ever asked for. We both grew throughout the year, they reached their goals, and they were amazing results. But I had to let go of some of them in February, some in March, and some in April. So, after April, I just cut most of them out. Some of them asked to be taken out; some of them I just couldn't do it anymore; some of them were struggling to pay me; and some of them were literally expecting me to be a hand-holder coach in their journey. They literally sent me so many emails. I've never received that many emails from a single client before; so many Facebook messages - at least 30 whole minutes of voice notes on Facebook. A voice note on Facebook is a minute long, so imagine receiving 30 of them and getting a 30-minute entire thing about how bad of a coach I am and how I don't care. I just couldn't do it and I knew I needed to let these people go. I learned since then that anytime you make a decision out of scarcity in your business, life, or finances. There are different situations in life, where sometimes the only way we can even make a decision is if we do it out of scarcity - and honestly, that's sometimes better than just doing nothing at all. At least you get some sort of polarity in this momentum, where you can then, later on, decide and decide, "That's not working for me, but since I'm already moving forward, let me just pivot and go in the direction that I need to go." Sometimes it's better to just wait it out and do nothing at all, which is what we did with our team. So, in some cases, I ended up lowering some of my prices of things that were definitely worth way more than what I charged. I created the Quantum Leap Mentorship and ended up attracting the kind of people that I didn't really want to be in my business - not because they're not worthy, or they're bad people or not deserving, or that I'm better than them - it's just that we weren't on the same level as each other. My help wasn't appreciated, and maybe I didn't really appreciate them as a client because I attracted them just because I was desperate for revenue. So, that's the number one lesson. Since then, throughout the course of this entire year, I only made decisions out of abundance. Only when I was feeling in an abundant state. Sometimes I had to take a couple of days off to get there and get my mind right. Get my mind right by meditating, taking a day off, doing something fun, or laughing for a bit. Only when I could raise my vibration would I then make business decisions. Whenever I made a business decision out of an abundant state, guess what? The universe would bring me more abundance through that avenue and that decision, or would bring me the right person, opportunity, or whatever it was just because I was in charge of my own energy. I attracted whatever that energetic match was, versus an energy of scarcity, where I am just being frantic, therefore, I'm attracting frantic energy back into my business. So, it's a really big lesson. Just a little tip for you guys; anytime you are in this space of being frantic, or in the space of scarcity, sometimes you just have to chill out for a couple of days and then revisit the decision that you're making. I learned a long time ago to never make a decision when you're sad, lonely, tired, or angry. Those decisions are coming from a very low-energy state, and so the results of whatever comes out of those decisions are typically a very low-energy return. Basic Law of Attraction here, but I had to learn this lesson. Number two:

Investments will always pay off if you're patient, and don't be afraid to invest. So, this time last year, as my entire team just goes "poof!" I had also just finished investing - literally just wired my money - into Platinum Partnership, which is Tony Robbins' version of a Country Club, where you have a membership to go to all his public and private events, like Platinum-only Private Events, and some other perks and bonuses. As someone who was going to go to all the events anyway in 2018 - and bringing Brennan along as well because he really wanted to go to stuff like Business Mastery; he was completely sold on the Financial Trip, which is a Plat-only trip; we said "Hell yes," and we signed up. At the same time, I found the Mastermind. In the Mastermind, I saw Platinum as more of mind-food kind of investment. Mastermind with Lewis Howes was more of being around other influencers, other people in the same industry, and a younger and hipper crowd that understands what's going on with the internet and internet marketing. And so, that's why I joined Lewis Howes' Mastermind called The Greatness Mastermind. And so, this time I also made that investment. And then, a of couple months later, in February, I started investing my money with a company called Creative Planning. They're a Wealth Management company, they're a bunch of fiduciaries, and they help you figure out where to invest. Brennan's very involved in this process. And so, I made most of the Mastermind decisions, and Brennan made the "Where are we going to invest our money?" decisions. This time last year, I was thinking, "I have no idea what I'm doing, I'm scrambling to make revenue. I just invested a ton of money. Oh my god, there's no guarantee that there's going to be an ROI of any sort." Now, I'm so grateful that I made these investments. Time and time again, since I started my business, and my journey, I have really solidified this lesson that your investments in yourself, your mind, your finances, and your business will always pay off, but you must put them to work. Every single event that I went to this year, I was a freaking' student always with a pen and notebook out, never leaving the room, taking notes, learning, and playing full out. I paid a lot of money on this. This is a really big deal for me. I want to grow. I want to put this to work. And so, I sat in every single room and made sure to attend as many events as I possibly could. And I put it to work. I put the investments to work. There is a lot of stuff going on with our investments this year, where we actually ended up losing quite a bit of money, which is very interesting. The market is very up-and-down right now - there's a lot of crazy stuff coming. But we were patient and we put our investments to work. How much growth we experienced in 2018 is just so amazing. We ended up tripling our revenue in business, we ended up tripling our following - the number of people that we impacted. It's just been crazy amazing and financially fruitful. I set a goal of \$2 million. I actually did not hit the \$2 million, but I'm so proud of what we did end up hitting. I think that we're at - what babe?



Brennan O'Keefe 22:29
1.6.



Kathrin Zenkina 22:29

\$1.6 million for the year so far - and the year honestly isn't over. I'm not going to stop counting just because it's already December 27. There's still four days left. So, that's triple from what we made last year. I remember, this time last year, having around 20,000 to 23,000 Instagram followers, my Facebook group was around the same number - 20-something thousand. Being able to triple all of that, putting all these investments to work, and really growing a limitless mind, because the only way that you can create limitless opportunity and finances in your life is to grow a limitless mind. The way you grow your limitless mind is by investing in things that grow you investing in people who grow, mentors, Masterminds, courses, coaches, programs, books, etc. Just anything that keeps your mind growing and opening up, more and more, always has the biggest ROI. Number three, this is, of course, very related to the other things. This is a life lesson that I've been learning for a really long time. I used to be one of the most impatient people in the world, where I would want things to happen right now. It has to happen now. When I teach Manifestation 101, I talk about how you need to let go of the "How," and surrender the "How" - surrender all the details to the universe because it's all working out. Well, guess who needed that lesson the most? I would be the one who would try to control everything. I would just need to put my hands around everything and make sure everything is going my way. I used to be one of those people that if you mess with something on my calendar or schedule, where you rearranged the time that I'm supposed to have lunch - I used to be a crazy planner girl - I would freak out. I would literally freak out and think that my whole world is coming to an end, and that my world is crashing. And so, the fact that I work purely off of inspiration, as you guys can tell with my podcast uploads, my livestream uploads, what I create, when I do my launches - actually, my launches are pre-planned, but everything else is pretty much based off of inspiration. So, that was so not me. I had to develop a new identity, where I am patient, in flow, persistent with the flow, and I keep bringing myself back. Anytime I found myself getting overly controlling of a situation, I trained myself. This came from training and practicing over and over again; removing myself from the situation, keeping my mind busy, focusing on something else, and just allowing things to work out. So, patience and persistence always pay off again. I learned it in 2018; I've been learning it for a while now, but I'm learning it again in 2018. This is more of a positive lesson where we hired the right team because Brennan reminded me to be patient. Around February, we found two amazing team members. We actually we set the intention of hiring one rockstar; we ended up hiring two rockstars. This was a whole other journey because all of a sudden, we were no longer hiring contractors or other entrepreneurs who wanted to learn from me, see what's going on in my business, and how they can apply it to their own businesses. We actually hired employees - people who are behind our mission. and people who wanted to work for us. The people that we found are just so incredible. Londa and Priya, if you're listening to this right now, I freakin' love you guys. We have every intention of hiring more people in 2019. It's not very necessary right

now, except for a couple of contractors that we have in mind. But I just know in this whole hiring process and this whole process of business to just have patience and find the right people. Our employees have full benefits. We turned Manifestation Babe into an official business, and so Brennan and I are employees of the business, and so are our employees. We all have benefits and it's just so legit. It's such a legit company, which is really cool because, this time last year, it was not a legit company. I didn't even have a CPA. I think I just hired my first attorney, this time last year, and I also didn't even know how you make an LLC, or an S Corp, or anything like that. My personal and business accounts were one, and it was just a freakin' mess. It's just been a journey of patience, learning, and allowing things to fall in place, hiring the right team. Something else that I changed in 2018 - which is probably a helpful lesson for a lot of you, especially if you're entrepreneurs, or someone who creates a lot of offers and sells offers to your audience, and wants to figure out the most effective way to sell, without being salesy. And so, in 2018, my mentor Lewis told me that I need to focus and really condense the amount of offers that I have and just really funnel people. "You want to work with me? Here's Rich Babe. You want to work with me? Here's Manifestation Babe Academy. You want to work with me? Here's my 101," and a couple of other things in between. As the year progressed, I kept giving myself more work - I don't know why, but I think it's just an old limiting belief resurfacing. It comes from my childhood, where my emotional home as a child and as a teenager was one of stress. And so, if I'm not stressing, scrambling to make things happen, doing something to impress someone, or doing something to feel worthy, then I feel completely lost. That is a belief that I had to work on with my coach, where I could literally run a business, be successful, be stress-free, have joy, experience joy, and just live my best life; that I could really have it all. There's no emotional or mental sacrifice in order to have the things that I want. That's actually lesson number four as well. Going back for just a second, I remember in 2017, my year was basically me just throwing things at the wall - spaghetti, crap, or whatever you throw at the wall - and seeing what sticks. In 2018, I really condensed my offers; I created four launches and only promoted things just four times a year. What that ended up with doing - again, patience and persistence - is it really got people more focused. The people wanted to work with me and experience my courses knew exactly where to go. I wasn't just throwing an offer today, next week throwing another offer, and the third week serving another offer, and another offer; confusing myself, wearing myself out, but also confusing my audience and wearing them out with all my promotions. And so, I created this beautiful balance just for me being really patient. With this model, the company is mainly generating its biggest revenue sources four times a year. The other month consists of recurring payments, some mini-launches, and some Evergreen courses. But it's only four times a year, and so I had to be very patient with the process, where between my launches and adding a ton of value, and then launch comes around and I'm unapologetically selling, making sure everyone knows what the program is. If it's right for them, then they get involved; I created juicy bonuses and incentives, really making it the

best experience for that person. And then when that launch is over, I'm basically back into value mode. By giving so much value and building trust with my audience, that really got my launches to grow and grow, to the point where we experienced - I never had a six-figure launch, to begin with. Maybe the biggest launch that I ever had was a 50K launch in 2017. We just boosted from 50K launch all the way up to a 500K launch, just by using this model and being patient. Patience always pays off. Number four is pretty related. This is a beautiful lesson that I want all of you to learn, especially if you're doing something right now that isn't fulfilling you, or you are doing more shit that you hate, or you're not happy, or you're working too hard, or whatever the issue is. You get to make as much money as you want, in any way that you want. I really wanted to test that in 2018. I actually created this test out of frustration. It was me being in that low place of being completely burned out being, wondering what the hell happened, really confused, and struggling a bit. So, I created this mental challenge. I remember having this conversation with myself, saying, "Let me see how much I can grow this business by working the least number of hours. I'm sick of this. I'm tired of this. This is frustrating. Let me just see how long I can coast." And that sounds really negative, as if I didn't try, make an effort, or as if I didn't care about my business; when in fact, my business is one of my babies. Well, right now it's my only baby. I really care about my business, but I was in this mind space of being so exhausted and tired. The beautiful thing that came out of that is this entire year, I figured out how to delegate, and how to condense the amount of launches that I have. That whole condensation of products really helped me stay focused and spread out how much work I need to be doing throughout the year. When it's launch time, I'm working really hard; but between launches, if I want to go travel and do something else, while also teaching the courses, I can totally do that. In 2018, we earned \$1.6 million. I also ended up working 10 times less. In 2017, there were so many days where I'd be working 10 to 12-hour days, consistently and every single day. I still had this connection that money comes from hard work and making effort. I was still really expanding on the fact that any amount of money comes from you just being an energetic match to it; that if you just work on your vibration and believe that it's absolutely coming, without a shadow of a doubt, it will. You can relax, do less, be more stress-free, have more fun, and money will still flow to you. It's just an energetic match thing. It's just you holding yourself in this space of believing that it's already done, you really embodying the version of yourself who's having fun in life, relaxed, and at ease in knowing that there's plenty of money to come around, and really doing everything from an abundant state. That's literally the result of what ended up happening in 2018, where I ended up working 10 times less and earning three times more. And so, I'm really excited to put this to the test again in 2019. My team and I actually decided to reduce the amount of launches by even one more. So, three launches, do even less, and do a lot on the back-end. The majority of the work that we're going to do in 2019 is very foundational, and more about systems, processes, and making sure that everything is always flowing to keep reducing what I'm actually doing. When I teach a course, as

things get ready on my computer, I'll be the one to upload them; I'll sometimes edit things, I'll change things, and I still edit my own podcast. Actually, I barely do any editing, but I do snip the intro and outro together. I upload the podcasts, I give it a title, I plan my podcast. There's still so much that I do, so I'm really excited to figure out how we can again triple our income in 2019, with me working even less, which is going to be really fun. Lesson number five. This is a really good one. Things will go unexpectedly wrong. Businesses have problems, and that's what makes them grow. So, I'm really grateful for my friend, James Wedmore, for teaching me this lesson through one of his podcast episodes. I think it was a whole podcast episode and I don't remember the title, where it was, or when I listened to it, but I'm so glad that I heard this. It gave me an amazing reframe, especially since I've gone through so many ups and downs in my business in 2018, that I developed this belief or understanding, or had this perspective shift where I asked, "What is a business?" In a business, you're solving problems for other people. You're offering people solutions to their problems. So, you are in the business of problems, whatever that problem is; maybe your problem is that people are having a hard time losing weight. Maybe your problem is that there's a lot of uninspired people out there and they don't believe in themselves to achieve whatever it is that they want. That's the problem that I solve. Maybe a problem is broken toilets; maybe you're a plumber and you have broken toilets. Whatever the problem is that you're solving, it is absolutely batshit crazy for you to think that if you're in the business of solving problems, that your own business will never have a problem. That just doesn't make sense. That's a freakin' disconnect. There is no growth unless there's a problem. There is no business unless there's a problem. In the first half of 2018, I was constantly trying to figure out how to eliminate all our problems. "How do we eliminate this problem? How do we eliminate that problem? Let's make it so this business never has problems." I then heard that from James, and I said, "Oh my god, you're so right." What if I'm grateful for my problems? What if we're actually grateful for issues, to where thank God we have them because this means that our business can grow? Solving problems equals growth, and so thank God we have these problems, because then we will grow. That just shifted everything. For instance, we've had a website delay. So, this is going back to how things will always go unexpectedly wrong and that's okay because that means that you are going to grow. About a year and a half ago, I signed a contract to start developing a new website for Manifestation Babe. My website - the one that you see right now when you go to ManifestationBabe.com - is one that I built myself almost two years ago. So, two years ago, it's homemade by Kathrin Zenkina. It goes as far as my design skills and tech-knowledge go. I built the damn thing myself. A year and a half ago, I signed a contract to build, develop, and design a new website. When my old team fell apart, that went on the back burner, to where Brennan and I had to pick up the pieces with that designer. They dropped the ball on the website and then we had to pick up the pieces, and then, long story short, my new team was then thrown into this website work. Long story short, we're not satisfied with the product; we weren't satisfied with the level of

work; there's a lot of confusion and they're not really understanding our vision. And so, again, we let it go for another three or four months until we finally came across another Website Designer/Developer company - a full-blown legit company. It was a massive investment that we made, but it's still in the works. If you go to ManifestationBabe.com, that's my homemade website. And so, that new website is still in the works. It's been the longest delay ever. People keep telling me, "Kathrin, your website's this, your website's that. There's an issue." I think it was hacked at some point. By the way, I just want to clear the air on this; if you purchase a product on my website, my website does not take your credit card. It does not take your money. That's a completely different process; it's completely secure; it's Hosted by Infusionsoft, and so your information is safe. So, when I say hacked, I literally mean just my website with the words and the freakin' pictures on it. That's all that my website is actually holding on to and actually hosting. There's no personal information being held on there. And so, I had to deal with that. There was someone trying to mine Bitcoin on my website. I've had mentors tell me, "Kathrin, you need to update your website; you need to do this; you need to do that." Trust me, I know. It's been a year and a half, where a year and a half ago, I should have had a brand new beautifully designed website. And I still don't. But you know what? That's business. Business is going to have unexpected delays, issues, and problems. In the end, the website that we're working on right now is so amazing. I cannot wait for it to be live. I think it should be live - babe, what was it? January? End of January?

B

Brennan O'Keefe 41:56
(laughs)

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Kathrin Zenkina 41:57

He's laughing because it's literally been delay after delay after delay. Miscommunication happens, and then that causes a delay down the whole team. We have a team of four, and then the website team is of how many people, and so there's all this communication going on. But I'm so grateful for my team. Again, the whole website has been delegated. I am only in charge of looking over it and making sure I'm happy with it, but all the minor details, changes, and all the miniscule stuff - like "There's a word that's missing here," or "This needs to be capitalized," or "We don't like the font here," "We don't like the picture here" - all that stuff has been completely delegated to my team. I'm so grateful for them for dealing with it. But again, it was still a delay and still an issue. Something else that was brand new to me in 2018 was lots and lots of business expenses. We've put a lot of money back into the business. Money goes to a brand new team; that's well-compensated, has benefits, and there are taxes involved with that; we're paying ourselves salaries; we invested in the website; we invested in all those Masterminds; we invested in all kinds of

other events; we invested in a bigger not payment processor, but our Infusionsoft was maxed out with a certain amount of email, so we had to upgrade that; we needed to upgrade Vimeo and buy the largest package. There were so many businesses expenses and business investments that we had to make, but again, that's what makes businesses grow. You can't be in business and not expect to re-invest your money back. Very interesting side note: I was on - what were we doing the other day? Brennan and I were researching the differences between Atlantic City and Las Vegas. If you're not familiar with Atlantic City or Las Vegas, Las Vegas is a city in the middle of a desert in Nevada that has a bunch of casinos, restaurants, and hotels. It's just this oasis in the desert that we love to go to. If you're not familiar with Atlantic City, it's on the East Coast, it's in Jersey, and it's similar to Vegas, where there are hotels and casinos, but there's also a beach, a boardwalk, shopping, and all that stuff. What's interesting is that Atlantic City ended up really declining. At one point in time in history, Atlantic City was generating more tourism and more revenue than Las Vegas. But then Las Vegas really shot up, while Atlantic City went down, even though they're similar hotels, similar idea, and similar thing. They're different sides of the country, but that's beside the point. The difference that made Las Vegas really grow and thrive and become the city that is today, and Atlantic City became a dump, from what I hear (I've never been there; I was just reading this on the internet) was that Atlantic City never re-invested back into the business. The hotels never re-invested their profits back into making the hotel better; back into making the gambling experience; better back into making the food better; the restaurants better; the services better, and everything else. They didn't re-invest back into security, and so some people felt like it was more unsafe than Las Vegas. On the other hand, Las Vegas re-invested a lot of their money back and really kept up with making sure it's the best experience that you could ever have. And so, a lot of people are taking the Atlantic City approach with their business, where they're enjoying their revenue and profits, but they're never re-investing it back into the business first. There are some people who are more of the Las Vegas model, where they're trying to make it the best experience for their customers ever, and they understand that it takes less money in your bank account and more money in your business, and that's okay, because that's what's going to keep your business growing. That's what's going to keep people coming back and making it the best experience for your customers. And so, on a regular basis, we have a specific credit card that we use for business expenses - our American Express card - and on the regular, I would see like 50K worth of charger per month on there. I remember the first time it happened, I would just have like these wide eyes and wonder how the EFF we spent this much money that month. When we break it down, it's all those re-investments, but guess what? The business grew; our profits grew; our revenue grew. Everything just kept growing and growing. Lesson numbers six lesson that I learned is that scaling is the key to freedom. In 2018, I was finally able to take my first month off that I've ever taken. In October of this year, we did a lot of traveling. It was also my birthday, and it was the first time that I was able to

take not just a day off, not just a week off, but a couple of weeks off at once. It's because I scaled my business. What that means is that I reduced my one-on-one coaching; I reduced the amount of offers and the amount of live things that I was doing throughout the year; I didn't do very many events - I think I spoke at just one event, and the rest of the travel I was doing for myself. I was really focusing on how to help the most amount of people and make the most amount of impact, because time is not scalable. My time isn't scalable. If I see a client for half an hour, that's just one client taking up half an hour of my time; if I see another client, that's another half an hour because my sessions are 30 minutes long. So, let's say that in a day, I can see 10 clients maximum; that's X number of hours. Well, every single day, I'm putting in X number of hours, and I'm only able to help 10 people per day. With a digital course, a group coaching element, or something where there are larger groups of people involved for the same amount of time, that's called scaling. For the same amount of time, you're able to help unlimited amount of people, or however many people you want to cap your programs that. Maybe it's a program where people expect more of your one-on-one time; maybe you do a 10-person group coaching program, where you're doing a session per week, but helping 10 people in that single hour, rather than just one person in the hour. But for me, I really enjoyed doing the Rich Babe Academy and the Manifestation Babe Academy; helping several hundred people per round, while only taking an hour of my time because most of the modules are already pre-recorded. I did a couple of new things that were live, like adding in bonuses and doing Q&A sessions, but I'm able to impact 400 people at once for the same amount of time. Which is awesome. That is the key to freedom. I'm excited to do more of that in 2019 by figuring out what else can be more evergreen in my business. Is it necessary for me to do these launches, or to do this live; or can I make it evergreen, and make it just as amazing if it is evergreen? No plans on making Rich Babe Academy or Manifestation Babe Academy 100 percent evergreen in 2019, but at least all my other boot camps - like the Epicly Online Boot Camp, which I already turned into an evergreen product by offering the pre-recorded version until January 3. Also, stuff like the Tapping Boot Camp and a couple of other stuff that I've done live in 2018, I now have the whole pre-recorded version of it and can just launch it in 2019, impacting lives with it without it taking more of my time. Some more things that Brennan and I are thinking for ourselves is more sources of income. How can we create multiple sources of revenue that are outside of Manifestation Babe? Not just Manifestation Babe, where we're just relying on this one company to grow, but instead we can actually start a separate dropshipping business, for instance, or figure out how to have a dropshipping segment, selling metaphysical products or Manifestation Babe-branded products, but having it be this completely - not completely because it does take work, and I think that this is a big misconception that people have when it comes to passive income, that it's completely passive; you don't even have to think about it or worry about it; it's just whatever. When in fact, anything that you want to grow requires your energy, time, effort, re-investment, and all that stuff. If you want something to grow,

you have to give it your energy. And so, we're thinking of other things that we can do; real-estate investment, a dropshipping business, and whatever else. Those are the only two things I can think of right now. How can we create more multiple sources of income, so that we have even more time freedom to be able to give back? The more time freedom that I have, the more podcasts I can create; the more free content I can create; the more free value I can give on social media. This stuff really matters. If you are currently not figuring out how to scale your time, energy, money, and business, then you're always going to be very limited, you're going to be burned out, you're going to be exhausted, and you're going to help way less people than you're capable of helping. If you actually did have 24 hours in your day to wake up and ask, "What do I want to say today? What is my message today? What do I want to give? Who do I want to give to? What do I want to do? Who do I want to impact?" More people equals more impact. And so, in 2019, we're going to figure out more ways to scale because I want even more freedom. I still find myself working too hard. At times like last week, by Friday, people were asking "Kathrin, are you okay?" Yes, I just have a lot going on right now, but it's almost over! And then Brennan and I went to Vegas, and it was the chill weekend that I needed before working this week, because we have our wedding coming up on Friday. I have a lot of things to just get done and solidify so that I can unplug for five days. Of course, I'm going to share with you guys behind the scenes. I love showing up on social media; it's not even work for me. That's just fun for me. But there are little things that I just need to make sure are done on the back-end by our wedding. So, the last lesson, and this is my toughest lesson. Over half of us go through this, if not 90 percent of all entrepreneurs. The lesson is: Imposter syndrome is half the battle of entrepreneurship. I didn't experience this in 2016 or 2017 when I started Manifestation Babe, but for some reason this year, the more opportunities I got, the more I was posed as an expert, the more just growth that I experienced, the more feedback I experienced - even just positive feedback of "You changed my life!" - the more I felt like an imposter. It's so crazy because the entire time I'm just being myself, I'm just sharing what I learned, I'm learning a ton and giving back to the community, and just showing up as Kathrin Zenkina under the name of Manifestation Babe, and that's about it. I'm not being an imposter; I'm not faking anything; I'm not lying; I'm in integrity. So why do I feel this way? Sometimes in 2018, even showing up online, making a post - sorry, there's a fire truck. Okay, Even making a post or podcast at times, I felt like, "Who am I to be saying this? Who am I to believe that I can change people's lives?" Sorry. I don't know if you guys can hear it. I'm assuming you can because it's really loud. "Who am I to help these people? Who am I to say this? Who am I to live this life? Who am I to do this? Who am I to deserve this? Who am I to be worthy of this? Who am I to be an expert? Why are you calling me an expert?" I just didn't like that word. I would find myself in many funks and slumps throughout the year, where I just could not show up. I remember it happening during a launch of Rich Babe Academy in August, where I laid in bed for about half the launch, being miserable, getting in my own head, crying, and inducing myself into my own

suffering. I was telling myself all these stories of who I'm not and who I am. It just really kept me from showing up. Call that a form of self-sabotage because it totally is. But it's funny because imposter syndrome affects so many entrepreneurs and I know I'm not the only one. When I started to openly share about it and talk to my peers and people who I trust about it, I recognized that everyone deals with this. Everyone can actually relate to it. People love to hear about your challenges. And so, throughout this year, in 2018, anytime I was going through a challenge, I never came across as "I'm so perfect. Here's my life. Here's how everything always goes well for me. Here's how I get everything that I want. I'm just the Manifesting Queen." I never approached it from that place. I always came from a place of "Here are the lessons that I'm learning, here are the challenges that I had, and here's how I dealt with it." Because it was so relatable, I felt like I built a trust with my audience that I never had before. Just me being my authentic self, honest, and transparent and sharing allowed me to connect with so many people. I think that's why my following and my business really grew; it's because when people feel like they can trust you, and when they feel like you're their friend - not someone who's just elevating themselves on the platform of perfection, "Look at me" - but really just being on eye-level, one-on-one, with that person, saying, "I want to be real with you. This is what I'm dealing with. This is my struggle, and this is why I feel like I can teach you about this, because I struggled with it myself." That just creates a completely different energy in your business. It also humanizes you. I don't know why - not all of you - but sometimes I'll get some DMs, emails, or messages on social media where you're asking me if I've ever had a bad day. I'm a human being! I experience all human emotions. I've trained myself to not stay in those emotions, I've done a lot of mindset work, I've completely shifted my belief system, my subconscious programming, and so many changes have happened in the last three years, where I'm experiencing more good days than bad days, and I'm experiencing more of the beauty in life because that's what I'm choosing to focus on. I receive a lot more epic things because I'm expecting to receive them. I'm working on my mindset to believe that I'm worthy of receiving them, which is why it happens. But that doesn't mean that I don't have bad days; it doesn't mean that I'm a robot, or that I'm not a human anymore, or that I don't go through challenges. Honestly, the people who go through the most amount of challenges and struggle the most with things like imposter syndrome or any other crazy thoughts in their head, those people grow the fastest. If you're willing to overcome all those challenges, and you're willing to just step up to the plate, face it, and really work through it, you're going to freakin' quantum leap. You're going to grow so fast because you're willing to overcome those challenges. I wrote here, "Authenticity will allow you to connect to the most amount of people," and it's so true. If you're currently struggling with imposter syndrome, just keep showing up. It eventually subsides; it eventually just goes away. You'll find your confidence and your voice again, but you will not do it if you don't show up. You need to keep practicing. Instagram is about to end, but I'm going to come back live. I see that it's already counting me down - a minute and 30 seconds, but I just

have a few more things to say. So, I'm almost done but I'll come back, just so you guys know. So, what was I saying? If you're currently struggling with imposter syndrome, just keep showing up. Just push 'Live', push record, make a pose, take a selfie, write something, re-purpose some old content, but do something. Unless you take action and get some momentum going, it's not going to go away. If you're currently doing something in your business that's not 100 percent authentic to you and you're not really being yourself, you're missing out on a lot of rewards. Every time I am just being myself and being ridiculous, asking, "How does this even relate to business? How does this relate to this? How does this relate to that?" And not just overthinking and calculating everything in my business, and instead showing up as myself and sharing my message the way that I am, and adding a couple of fun things here and there - especially if you've been watching my stories lately, you'll see what Brennan and I are actually like. The more I do that, the more people trust me and the more that people want to be around me. Your energy, who you are, your message, how you show up in your life, what your mindset is like, what your lifestyle is, and all those things are your best business card. Hold on, Instagram cut me out. Going back live. So, that is your business card. Your best business card is your life, your energy, the results that you're getting, how you feel, and all those major details. The more "you" that you are, the more people are magnetized to you. They can't help but watch this shiny star being a bright light in the universe. They're just attracted to it, like moths to a lamp right. And so, I've learned that a couple of times in 2018, and I'll continue to learn and apply that; that authenticity, transparency, and honesty trumps all. I think there's one more thing that was on my mind, in terms of... Oh, yeah! So, if you're also currently saying yes to things that you don't want to be doing and saying no to the things that you really want to be doing, switch that in 2019. Just give it a try, no matter how scary or risky it is. When you say yes to the things that you really want to do, the whole universe opens up to you, because that's in that space that you have; you experience those energy shifts, and the whole universe opens up and you're just so much more of a magnet to the things that you desire, when you are opening yourself up to that energy by saying no to the things you don't want to do and yes things that you do want to do. And so, a couple of things that I'm going to apply next year from sharing these lessons is working even less and delegating more. It's not so much working less, but more about scaling more. Making my health my priority; my health keeps finding its way on the back burner because I end up doing something in business, or being so busy with travel that I'm not concerned with what I'm eating, or if I'm working out, or not taking care of my body, or getting massages, or going to the spa, or anything like that. I started seeing a chiropractor recently that has been saving grace for me. I'm going to get regular massages. I'm going to make sure I'm ordering healthy food. At least 90 percent of my meals is some sort of greens, a salad, a shot of some goodness, or lean protein. Anything that makes me feel high-vibe. I'm also working with either personal trainer, or going to a class, or hitting up a SoulCycle class when we're traveling, or a yoga class, or just doing something that's really good for my

body is absolutely my priority. In 2019, one of my mentors said that I look like I have a heavy burden on my shoulders, and that I need to take that burden off, lighten my load, and do whatever it takes to lighten this load. And so, I found that by focusing on my health, I can do that, and by delegating more, and by saying no to the things I don't want to do, and yes to more things that I do want to do. And also, reminding myself that I am my own business card. I should enjoy the journey and really enjoy my life because just by me being myself, happy, and living the life of my dreams, I'll inspire a lot of people. Sometimes I feel like I'm not doing enough, I'm not giving enough, and that I could be doing more. That energy just really screws with you. I want to let that go in 2019. Tapping into new sources of income; Brennan and I have a whole plan for that set up. It's just going to take us being even more financially responsible and really actively saving money on a side account to be able to invest in things that produce us passive income in the future; and then adding a Mastermind to keep myself surrounded by more peers. So, I'm pretty much joining most of everything that I did last year, but this time, we actually added a Mastermind. So, this will be our second real Mastermind, because I wouldn't call Platinum Partnership a Mastermind because it's such a big group of people. I'm really excited to work with some new mentors, new peers, and just keep elevating what's possible. That's one of my promises to you guys in 2019; that I'm going to keep showing you what's possible. I'm going to keep showing you that you can do it all, you can be it all, you can have it all, and you can do it on your terms. You don't have to sacrifice things. You don't have to stress. You don't have to struggle. You don't have to make it hard. There are no boundaries. There's really nothing holding you back, except for this belief that you can't have it. And so, I believe that as I'm growing in my business, and as I'm experiencing things and really upleveling my life, I'm showing you guys the way and the example of how you can do it too. Back when my journey started, I remember looking up to authors and people who were teaching the courses; I was going to seminar events and watching those people really being in their element and living the kind of life that I desire, which is why I was learning from them. I only take advice from people who are actually living the kind of lifestyle that I want to live, otherwise if you apply any of their advice, then you're essentially giving yourself a roadmap of how to get to their life. If there's something in their life that's off or that you don't like, then don't apply their advice. And so, that's really my mission; to just be a bright light, show you guys what's possible, and show you how it can be done on your terms, and that it doesn't have to be hard. So, I'm really excited about that. This is a much longer podcast episode than I intended on, but I hope you enjoyed listening to me rant about the top eight lessons that I learned in 2018. Maybe some of the lessons are resonating with you; maybe some of the lessons are, "Well, thank God I heard that from Kathrin, so I don't have to repeat that because that sounds like it sucks;" or maybe you said, "That sounds really amazing. I'm so happy I listened to that because if I apply that, then that's the result that I get to." If you enjoyed this episode, take a screenshot right now, tag me on Instagram, send me a DM, leave review, and do

something to let me know. All your feedback helps me so much. I really appreciate it and it gets me excited to record the next episode. Of course, my apologies for being a little MIA in the last couple of weeks. You can expect a ton more episodes in 2019. My podcast is one of my favorite things about my business, and it's one of my favorite ways of communicating with you, sharing with you, talking to you, and adding value to you. So, I really appreciate your feedback. And then, last but not least, the Epicly Aligned Boot Camp. Go to EpiclyAligned.com to get yourself into the self-paced boot camp of literally what I just took a bunch of my students through, from Monday to Friday, the 17th through 21st. I took my students through three workshops, where we first reflected on 2018 - similar to how I did today - and then learn how to set goals that are in alignment with manifestation, and then really set ourselves up for 2019, becoming the version of us who's already achieved everything that we desire, and how to really step into that energy so that you are in direct vibrational alignment to that reality, and then the universe cannot help but deliver to you that reality, where you are just an open, receiving magnet to everything that's required for you to achieve those goals. If that sounds like something you want to get in on, it's only open from today until January 3. It's just a New Year's Eve Wedding Special for you. It's the same price, so it's \$111. Super no-brainer. I made it accessible to as many people as possible. It's obviously more accessible than something like my university, like MBA or RBA. Again, EpiclyAligned.com. Can't wait to see you there, and I can't wait to hear your experience in that boot camp, and the goals that you guys set for yourself. I especially can't wait to have this conversation again, this time next year, in 2019, sharing with you the new lessons that I learned, and everything that happened in the new year. I hope you guys have an amazing new year. I probably won't be recording another podcast episode until - woops! Sorry, my phone rang, for those of you listening on the podcast. I probably won't be recording a new episode until - dammit, my thing froze! Okay, sorry. I probably won't be recording another podcast episode until 2019. So, until then, have a Happy New Year. Love you. 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](https://www.instagram.com/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.