



# Episode 191: Radical Alignment (in biz, in motherhood, in li...

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## SUMMARY KEYWORDS

people, business, josh, alignment, life, talk, membership, fucking, gave, taught, jill, moment, screw, feel, called, months, coach, started, create, entrepreneurship

## SPEAKERS

Jill Stanton, Kathrin Zenkina

**K** 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, then 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 the tools, the resources, the 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 my gorgeous souls, and welcome back to The Manifestation Babe Podcast. Today's guest, who just so happens to be one of my really good friends, is Jill Stanton. You may know her from the incredible brand Screw The Nine To Five. Jill and I talk all things alignment in this episode, and I absolutely love this conversation that we have because it shows that no matter how scary it might be, sometimes you just have to say "Fuck it," delete everything, and start over. It is so good, and of course, I had to bring up talking about motherhood with Jill because it's something that she inspired me so much with as well. So, there are a lot of amazing topics in here, and I'm so excited that you chose to download this episode today.

For anyone who doesn't know who Jill is, Jill Stanton is the co-founder of Screw The Nine To Five, where she helps online coaches and course creators quit their jobs, start their businesses online, and get them past the \$100,000-a-year mark. Coined by Forbes as a destination for up and coming online entrepreneurs, Screw The Nine To Five has inspired tens of thousands of new entrepreneurs to quit their jobs, build thriving businesses, and live lives of meaning and purpose. When she's not CEO-ing, she can be found hanging with her husband Josh, who's amazing as well, and their little guy Kai, who's also super amazing. Jill and I could literally talk for hours, and you guys are very lucky that this episode isn't three hours long. So, without further ado, let's dive into it. Jill, I cannot believe that after all these years of knowing you, you have not made it to the Manifestation Babe Podcast yet. I'm so freaking excited that you are here because I think that the stars finally aligned because we are going to get into some really good topics; topics that I don't even know things about, in terms of your story, and in terms of things that we are going to talk about. I don't want to give it all away, of course, I just have some ideas. Yeah, Jill, how are you doing?

**J** Jill Stanton 03:26

I'm so excited to be here. When I first found you in 2018, it was through one of the biggest transitions in my life, and you just were such a bright light. Anyone who's in your universe knows that you are the brightest light. So, this is such a trip for me because I remember listening to so many of your episodes when I was going through a serious transition. It brought me so much hope and gave me so much permission. So, I'm effing thrilled to be here and to dive into all the things.

**K** Kathrin Zenkina 03:59

Ugh, all the things. You know what's really funny? I don't even think I told you this, or maybe I did in the past, but I forgot. I remember hearing about Screw The Nine To Five since I started my entrepreneurship journey. I'm pretty sure I listened to a couple of interviews, where you and Josh went on some podcast and were talking about screwing the nine to five and online business. You guys were actually huge inspirations to me. It's just that I did not connect; I never saw your faces because it was always your voices. But it's just so cool how we met at a time when both you and I were going through a massive transition in terms of what is in alignment for us in our businesses, what isn't in alignment for us in our businesses, and how we navigate that. I'll never forget connecting with you, over you making such a huge decision that most people would go, "Are you kidding me? You would do that? You're crazy. How could you do that? It's making so much money." etc. But before we go into what that decision was, can you just share - because I actually don't know this, or at least I don't remember - how you got started? How did you create this

incredible brand called Screw The Nine To Five?

J

Jill Stanton 05:13

So, I actually started off in Web TV back in my 20s. I was modeling and trying to do TV hosting in Toronto in mainstream media. I then had this idea to pitch this TV show called 20-Something. I met a producer at one of my castings and just casually mentioned it. He said, "Let's talk." And so, that was my first foray into kind of doing my own thing. But essentially, I came out of the womb smizing. I was always looking for a lens. So, in some capacity or another, I've just always wanted to do something and be on in some capacity. So, that transitioned into me shutting down 20-Something TV after two and a half years doing it with over a million downloads of it. It was really cool. This is the days of MySpace, bros. Think about it; in 2006, before Web TV was actually a thing. Every single sponsor said, "We're not touching the show. Not a chance." I learned so many lessons in that phase of my life. That transitioned into me starting another one, which was an Australian travel web show that I was doing with a girlfriend of mine. We got a bunch of sponsors on there, and right before I was moving, I met my husband, Josh. He is Australian, and he was living in Beijing, China at the time running his development team - he had a software at the time. He came over to see his business partner, who I had just happened to meet maybe two months before that, and they introduced us. Joshua had nothing to do with me. So obviously, I was like, "Must have!" He wouldn't even acknowledge - he wouldn't sit beside me, wouldn't sit across from me. He sat diagonal to me. I was just like, "Who is this guy? I will have this."

K

Kathrin Zenkina 06:56

Wait, where were you? Hold on, location-wise, he was in Beijing -

J

Jill Stanton 06:59

Toronto.

K

Kathrin Zenkina 07:00

You were in Toronto, and where did you guys meet?

J

Jill Stanton 07:02

In Toronto.

K Kathrin Zenkina 07:03  
In Toronto, okay. So, you never made it to - wait. Were you in Australia?

J Jill Stanton 07:06  
I did go. That was about not even two months before I was supposed to leave.

K Kathrin Zenkina 07:11  
Okay, got it. Keep going.

J Jill Stanton 07:12  
Yeah. So, we met, just connected, made out, and kept in touch after he went back. It was so funny - and I swear to God, I'll get into how we started Screw The Nine To Five. I always tell the story, and Josh always says, "Do you want the long version, or do you want the short version?" We met back up in Vegas, and then he showed up at my doorstep in Australia. I'm his first girlfriend. I was his first girlfriend, first anything. I'm four and a half years older than him, so...

K Kathrin Zenkina 07:42  
Wait, how long have you guys been together?

J Jill Stanton 07:44  
11 years.

K Kathrin Zenkina 07:45  
Aww, so cute.

J Jill Stanton 07:47  
Yeah, so I nabbed that one, locked it down, put a ring on it. He really was my first serious mentor for entrepreneurship. He had an online business, he had a software, he was building websites, he was getting started in affiliate marketing, and he was making all this money. He gave me the idea and kind of showed me the ropes, and I started doing social media management for bars and restaurants. Before then, I was just a bartender for 10

years, and then in the service industry for 15 years. And so, I started pitching my boss for me to run his social media. He said yes, and that was my first profitable business. From there, I'm starting to watch Josh have all these launches, where he's making all this money and barely working, while I'm slaving away on Twitter for all these restaurants. I was like, "What am I doing?" Right around the same time, we each start getting disenchanted with our businesses. I remember Josh saying, "We should start a website together." I was like, "Yes!" He said, "We should start a skincare affiliate site." I was like, "Mm-hmm! What's an affiliate site, though?" I had no clue. I was so green. So, he taught me the ropes. He taught me how to write for the web. He taught me about SEO. He taught me about building an email list, creating content, and all of that kind of stuff. From there, we started really diving into this. We built that site up, eventually sold it, built another one, until we had over 30 different websites. And then obviously, as this tends to happen, people started asking us, "How are you making money? You guys don't work anymore. Are you drug dealers? What's going on?" It was actually our wedding week in Costa Rica, where we were about to move to Thailand, because we also love traveling - similar to you and Brennan. Joshua was saying, "We should share our story through a new website." I was like, "Yes! What should we call it?" This is the night before our guests arrived for our wedding. So, we're having a couple of drinks on the balcony in Costa Rica, Bob Marley's playing, and thanks to rum I was like, "Screw The Nine To Five!" Both of us were like, "(gasp noise) Oh, my God, is that available?" We bought it, and we kind of sat on it because we didn't know. We had never had a personal brand ever, and we didn't know what to do. So, we were just paralyzed in fear. But that year, which was 2013, was full of exploration for us. We launched our first course; it sold zero. I ugly-cried for a full day, and I day drank - I'm just going to admit it. And it was the best thing that ever happened to us, because it taught us a fundamental lesson of business, which is to ask people what they actually want before you try to sell them something, and create something people actually want - not what YOU just think they need. So, we did a sharp left turn at that point. We started teaching affiliate marketing, and from there, everything started to roll for us.

K

Kathrin Zenkina 10:27

And then when did you guys build the membership site?

J

Jill Stanton 10:33

That was 2015. At first Screw U - which is Screw University, not "Screw you, Kathrin" - was a standalone digital program. We were like, "We're big believers in community. Let's turn this into a membership site." From there, things started to really roll. We got over 800 members; it was making like 300 grand a year; and then I had a baby, and everything changed. I had a human, and he messed it all up! No, I'm kidding. But he opened our eyes.

Our value shifted, and we become different people. It was like this whole new world for us. It just opened up and we realized, "Oh wow, we don't love this anymore." It was the first time we had ever taken time away from the business. We had a very presence-dependent business. It was relying on us to be available to our members. They were amazing humans, and I'm not saying it was on them at all. They were awesome. They called themselves Scramily. They threw us a baby shower. They would come to all our events and our meetups. They were the most amazing humans. But the minute we took some time away, things just started feeling off for us. We realized that we don't want to be at the mercy of people wanting our attention, time, feedback, and brains all hours of the day. It felt like it was 24/7. And so, that was a real struggle for us. Also, we weren't really self-aware, so we didn't have the wherewithal to ask ourselves what feels off. So, we sat in this pain of unalignment. I know you've been there too. You know when you can't put your finger on it, but something's off? What is it?

K

Kathrin Zenkina 12:18

Yeah, it's the worst. It's literally the worst feeling. I felt that feeling, actually. I had a very similar feeling that something is off, up until about a couple of weeks or months ago. Finally, I feel like I have a next-level clarity. The thing that was off wasn't this major thing, but it was just something that I needed to shift in my energy. But it was pissing me off, Jill, for years and years. It was just this tiny little thing that I couldn't pinpoint. When I finally shifted it, which - I'll just share what it was. When I started Manifestation Babe, I embodied this identity as a coach and a teacher. And so, I really put my focus on like how I could become the best coach and best teacher. I created this framework; I tried to structure myself and put a framework around myself of "I need to figure out how to be a master teacher and a master coach." I would keep investing into programs and certifications to help people change their lives. I always thought, "I'll create my own coaching certification" and all this stuff. And then recently, I just realized - and I don't know if it's a permanent shift, or just a shift of the next stage - but I realized that I want to be, and I am more of, and it's more in alignment for me to be this Personal Development Influencer, and that it is safe for me to put my personal life back into my business, I was really trying hard to take my personal life out of my business. I started to resent being the face. I didn't want to be online anymore. It was almost like I was convincing myself weird things that aren't actually in alignment with me. I don't know if something shifted, or if I was always out of alignment, or just became out of alignment - sometimes it's hard to pinpoint those things - but as soon as I realized that I started putting more random shit online that has nothing to do with Manifestation Babe but has something to do with my personal life, the energy just shifted. Now, I feel like, woo! We're back and this is fun again.



Jill Stanton 14:29

I'm in the flow!



Kathrin Zenkina 14:30

Yeah. So, for those people listening, it's not necessarily a big thing - which I do want to dive more into about what that journey was for you, in terms of closing that membership - but I also want to remind people that it could be something really tiny. It could be something very tiny in your relationship, business, the way that you're showing up, or the way that you're thinking about something; that if you just shift that tiny thing, it could have such a big impact in your life as well. So, I had no idea that closing your membership came - for some reason, I thought that happened first, and then you had a baby. I didn't realize that happened at the same time. Can you share a bit about what you learned from that experience? Obviously, you talked about how your values have shifted. And so, that's what was like, "Oh, no, this is out of alignment." But can you share some more specifics, and what that journey was? You mentioned that a lot of people said that you guys were absolutely crazy for doing that.



Jill Stanton 15:29

Yeah, and our mutual friend, James Wedmore. I remember telling him, and I've talked to him about this on our podcast, too. So, he's definitely heard me say this before. He even admitted, saying "I did think you were crazy. I absolutely thought, "What are these two doing?" Because I remember I said, "I have to tell you something. We're closing our group; our community." He said, "Yeah, your free Facebook group. You told me that." And I said, "No, we're going to close Screw U." He said, "What!? Why!?" He was so shocked.



Kathrin Zenkina 16:00

And this was 2018, right?



Jill Stanton 16:03

Yeah. So, I had just left his mastermind, because we had a human, and I couldn't really travel that much. And so, I remember that exact reaction. I remember talking to Chelsea afterwards, and she said, "Yeah, I'm not gonna lie. We all thought you guys were a bit crazy for a minute." But I understand that because it came out of nowhere for so many people. Because when you have a good thing online, you don't always say to people, "You know what, guys? I just kind of hate my business right now."

K Kathrin Zenkina 16:29  
Oh my gosh, that's so true!

J Jill Stanton 16:30  
Because you don't want to sabotage your revenue, because you're like, "Well, I don't have a clear path as to how I would recoup that revenue." If I started talking about how much I hate showing up and being a membership site owner - which is so ironic, because we'll talk about the full-circle moment, as I say all this - but I felt scared to put that out there. I really started to hide in 2018 in a big way. You barely saw me online unless I was doing our coaching calls, and stuff like that. But even in how I started showing up for people, I was just over it. People would come on to the coaching calls, they would say the same thing, and I'd be like, "Are we still fucking talking about this?" I was just not a good coach in that few months. I realized, "I'm way out of integrity right now." We were way out of integrity, and something is off, so it's on us to figure this out. And so, it was just a process of asking ourselves, over and over, for months. Kathrin, we did not have clarity for five months straight. It was one of the darkest periods of my life. I remember having this full-on emotional breakdown, because I just felt so trapped and scared. How am I going to take care of my son if I hate this? I want it to stop, and I feel so anchored and tethered to it. The money felt like an anchor to me; it felt like a prison to me, because I was like, "I don't even want the money right now because I hate this so much."

K Kathrin Zenkina 18:00  
How much were you generating?

J Jill Stanton 18:01  
\$332,000 a year - around that. Sometimes more, sometimes less, but that's pretty much the average. And so, I didn't know what to do. But then, after all these months of just asking ourselves, over and over again, "What do we want? What do we REALLY want, though?" I don't know why all my big breakthroughs happen on a balcony with some form of alcohol, but we were on our balcony, and Josh just said, "What business model have we really liked?" I was so jaded at that time, and I said, "Nothing! I hate it all! I want out!" He said, "No, we love affiliate marketing." And it was like the heavens parted for me and angels sang. Because finally I could see the way out. The minute we had that moment of clarity and made all the months of that pain of unalignment was so worth it because we got to the breakthrough after the breakdown. It's so funny, because we had just hired a new Community Manager and a new Integrator at that point, and then we were like,



"Guess what! We're gonna shut down the membership." This was in the beginning of July. We told our members. So, we didn't say anything until September, because we were like, "Are we actually going to shut this down? How are we going to recoup our revenue? How are we going to make money going forward? What does that look like?" All this kind of stuff. And so, we told our members at our live event in September 2018, and we just owned it. We just said, "We need to loop you in on what's been happening for us." We talked about the power of clarity, and how once you have it, you have to act on it otherwise you either stay the same or fall behind. I was so stressed. Josh coached with Jim Fortin, who I know you love as well. I remember he said something so clear to Josh because I used to listen to their replays to pretend I was being coached by Jim because he had a lot of information.

**K** Kathrin Zenkina 19:54  
That is really cute. Oh my god, that's so cute.

**J** Jill Stanton 19:56  
He talked about the fear of judgment. It was like a smack in the face. That was the only reason I was scared to close this; because, again, our members called themselves Scramily. They hosted a baby shower for us, they would come to all our events, all our meetups, they would sing our praises. They loved us. They called us mom and dad. I was so nervous and scared to let them down because I felt like we had created this virtual family. That was the only thing holding me back from actually admitting what I truly wanted. Once I heard Jim say that, I was like, "Oh my God, that is what it is for me." Because I had this tumultuous past in High School and Junior High, getting severely bullied and all this kind of stuff. And so, I always internalized that. When he said that, I was just like, "That's been holding me back my whole life."

**K** Kathrin Zenkina 20:48  
Wow.

**J** Jill Stanton 20:48  
I've been playing to not lose because of fear of judgment; because I've been so scared as to what people will think of us, and what people will say about us. "This is how we built our, quote-unquote, reputation. Who do we think we are to now close it?" It was just this shining, bright light of clarity. It just gave me so much energy, hope, clarity, momentum, and flow, that we couldn't ignore it. When we told them to their faces, I was so stressed.

We were talking about being sweaters before this. I can't even tell you how much I was sweating.

**K** Kathrin Zenkina 21:24  
Were you in a tank top? Did you wear a tank top?

**J** Jill Stanton 21:26  
No, I was wearing a sweater!

**K** Kathrin Zenkina 21:27  
Oh, no!

**J** Jill Stanton 21:28  
I was like, "Who am I!?" Like I don't even know my own physiology. Anywho, so we told them and we streamed it into our group at the same time. It was nothing but supportive. People were crying, and someone stood up and said, "I think this is one of those moments where mom and dad are telling us we have to leave the house." It was so sweet. I realized in that moment that so many things that we stress ourselves out about, predict is going to happen, or get all wrapped up into anxiety and trying to control the outcome very rarely happens, or very rarely goes that way. It was such a breakthrough for me.

**K** Kathrin Zenkina 22:05  
Yeah, I've noticed that. I'm so glad you mentioned that because I've noticed that a big theme in my life, and that I've seen in the people I've coached is that we often hold on to what's out of alignment for us, because we're so afraid of being judged, or we're so afraid of change in our lives, what that's going to look like, and the uncertainty that's going to bring. But I've noticed - and I just know this is the truth now - is that what is out of alignment for you, is automatically also out of alignment for others. So, holding on to a relationship - for instance, this is a big lesson I learned when I left my ex. We were together for almost six years. That was the big Tony Robbins breakup. What I realized is that by me staying with him when I'm so unhappy, even though he's consciously happy with me, his subconscious is always going to feel that unhappiness from me. By me staying with him, knowing that he's not my soulmate or we're not meant to be together, I am preventing him from finding his soulmate. And so, when you realize that what is out of alignment for you is also out of alignment for others, it just gives you this next level

permission to be unapologetic with your decisions, knowing that as soon as you come back into alignment, the people that you're serving or impacting, you are also guiding them to their alignment as well. The question that comes out of this is, have the - what do you call them? Scramily?

J Jill Stanton 23:37  
Scramily.

K Kathrin Zenkina 23:38  
Scramily members, have they made it into your other affiliate offers? They stuck around, right?

J Jill Stanton 23:43  
They found ways. I mean, I'll be fully honest; there were three who were VERY pissed and super upset.

K Kathrin Zenkina 23:51  
Totally. There's always two or three.

J Jill Stanton 23:52  
We turned two of them around, but there's one who still won't talk to me. I've seen her at events. She hates me. I'm okay with that because, one, I've learned about the fear of judgment, I released that, and I know that's not about me.

K Kathrin Zenkina 24:07  
It really isn't. It is a projection of somewhere in her life; she's out of alignment, and she is projecting that "I wish I could do the same."

J Jill Stanton 24:19  
It's so funny you say that, too, because once we finally went public with "We are doing this," so many people reached out and were like, "Oh my God, I hate my business. I didn't know that you could change it. I just thought I was stuck in this for life." That was the coolest side benefit of getting our life back. It acted as a tiny smidge of permission for

other people to see that "Holy shit, I'm out of alignment." I can fix it, and have gone on to make big changes and get back into the flow. It's just so cool to see. It also serves as such an example because our online business is so declarative. It's so loud. It's so pushy. It's like, "This is the only way to do this, and this is how you do this." And I'm just not here for that shit.

**K** Kathrin Zenkina 25:17  
"And this person is doing it wrong, and you should not follow them."

**J** Jill Stanton 25:20  
And people call each other out. It stopped so many people from doing what they in their heart of hearts knew was meant for them, but they were too scared of what others would think, or "Am I failing?" It's not like we would ever be scared to fail in private - that's like the best! If we fail in private, we're like, "Thank God no one saw that." But really, what we're really scared of is people watching us fail; people watching us fall on our faces, and what they will say or think about us. We internalize all of that, and we give it so much meaning, versus flipping it and being like, "No, I'm fucking courageous. I'm brave because I did something for me. I played to win." I think when we made that switch, everything started falling into place, to the point that when 2019 rolled around, we made all of 2018's revenue in nine weeks.

**K** Kathrin Zenkina 26:14  
Isn't that funny?

**J** Jill Stanton 26:16  
We cleared out the old energy.

**K** Kathrin Zenkina 26:18  
Isn't that so funny when that happens?

**J** Jill Stanton 26:21  
Yeah, it was an eye-opener for us.

K

Kathrin Zenkina 26:22

Where when this thing that you hold on to is the thing that's preventing you from making that same money elsewhere, even more money elsewhere. It's just insane what we do. This reminds me so much of 2017, where I learned a similar lesson of when you let go of what no longer serves you, you're going to get so much more out of something that does. It's literally right around the corner. So, in 2017, I let go of two team members, and then my third one. We were a total team of five. It was me, Brennan, a couple, and then another person. We were intending on holding on to one of the people, giving her a promotion, a raise, and then more responsibility, and telling her "You're going to be the COO of our company." We didn't even know what that looked like or entailed in. We learned so fucking much in 2018 in terms of our team. But anyway, we let go of the couple because they fell out of alignment, and then they convinced the third person to leave me. And so, all of a sudden, it's just Brennan and me. We were like, "What the fuck? What do we do? Oh my God, we're gonna lose all our money. That's it. This is the end. There's no way we can hire someone in 24 hours to understand how to answer emails and process payments, and this and that," because we were leaving for Australia.

J

Jill Stanton 27:41

Ah, I remember you telling me about this in Bali.

K

Kathrin Zenkina 27:43

Yeah, the next day we were leaving for Australia. What ended up happening is that in December - I will never forget - was a 50K month. I was like, "Okay, this is the end." I was preparing to see a 5K month in January, and just kind of figuring out. Brennan and I were kind of in that mode of, "Okay, this is it. Let's just blow as much money as we can possibly handle in Australia and have this be our last hurrah for a while, because we won't be able to take trips like this for a long time. We kind of agreed on that, so we did like really fun stuff, but it was also really stressful at the same time. So, we would work pretty much a 9 to 5 schedule on vacation in Australia, and then at 5:00 pm, we would go and do something, like "Now let's go do this, now let's do that." Or we would work two 12-hour days back-to-back, and on the third day we'd be like, "Now, let's go snorkeling in the Great Barrier Reef. Let's take a helicopter there," or whatever. We figured it out, but it was so fucking stressful. But anyway, long story short is that at the end of that month, I looked at our revenue, and it was a fucking hundred grand a month. We doubled it. I looked at Brennan and I said, "All we did Brennan - this is what the universe did for us - is we started this process of cutting the fat out of our business; the universe found more fat, it cut it out for us because law of attraction." I think this is a big warning for a lot of people when they start manifesting, but it's a great thing to happen. So, trust me; there's nothing to be

afraid of. When you start removing what no longer serves you, the universe is kind of like, "Oh, we're playing this game now. Awesome! Here's another thing -"



Jill Stanton 29:25

"This doesn't, this doesn't. This is gone."



Kathrin Zenkina 29:29

"This, that; this, that." That's why the third person got removed, because it was more fat and Brennan and I were the muscle. And so, we looked at each other and that's when we were like, "Now it's time to hire more muscle." And we hired some fucking muscle that is still around. It's been two and a half years now, and they're still around. One of those people is basically our true COO - Londa, who we hired from that round of "Holy shit, we need to find some really good people." We were so patient. Brennan and I probably destroyed the customer service aspect of my business in two months because I couldn't stay on top of emails, and he couldn't stay on top of emails. It was not his thing. I was really focusing on being the face. He was just trying to keep up. And so, I'm so sorry to all the emails that didn't get answered between December 28, 2017, and February 21 or something. It was almost three months. Anyway, we found really great people through that hiring round. We were very patient with the process. We knew what not to look for. We knew the warning signs. We knew the people that wouldn't be in alignment with our business. So, we brought nothing but incredible things, and it's helped us grow so much. And so, I'm so grateful for those moments where you're in panic, but then you realize that everything is literally going to be so much better on the other side.



Jill Stanton 30:57

It's so freaky how similar our story is because we scrapped our entire team at the end. We were like, "Let's just shed everything because we don't need a Community Manager anymore; we don't need an Integrator." We closed everything, except our social media, our podcasts, and our email list. We scrapped everything; our membership, our standalone programs, a new program we had just launched. We cut everything on every single thing. And so, we scrapped our entire team because we didn't need it. We started lean and mean, just me, Josh, and our Podcast Editor. And I so vibe with you when you say that, because then we got mad intentional. It was just him and I against the world. We went to Bali, which is where we met up with you and Brennan. We were just in this rebuild phase. It was all what we wanted to create.

K Kathrin Zenkina 31:44  
Wait, that Bali trip was recent to that -

J Jill Stanton 31:47  
Yeah.

K Kathrin Zenkina 31:47  
Oh my god.

J Jill Stanton 31:48  
Yeah, because that was at the beginning of 2019.

K Kathrin Zenkina 31:51  
That was also the last time I saw you in person, right?

J Jill Stanton 31:54  
No, I saw you in Chicago.

K Kathrin Zenkina 31:56  
Oh, Chicago. But that was only a couple of - wait was that last year?

J Jill Stanton 31:59  
That was a year and a bit ago.

K Kathrin Zenkina 32:00  
Yeah, that was last year. Okay.

J Jill Stanton 32:02  
Have I not seen you -? Oh, yeah. How would I have seen you this year? That's not a thing this year! It's not a thing do you

K Kathrin Zenkina 32:07  
Yeah, it's not a thing.

J Jill Stanton 32:07  
Seeing friends is not a thing.

K Kathrin Zenkina 32:09  
You don't hang out in 2020. It's the year of isolation.

J Jill Stanton 32:13  
I want to hang out so bad, though.

K Kathrin Zenkina 32:15  
I know. Seriously, though. Oh my God. We're going to have to meet in Puerto Rico or somewhere else.

J Jill Stanton 32:22  
Please let me bring you on to this side - the dark side. Come to Puerto Rico and let me make my case, please.

K Kathrin Zenkina 32:31  
Maybe, after you come to Sedona.

J Jill Stanton 32:33  
Okay, done.

K Kathrin Zenkina 32:36  
So, can we a bit about what you learned from that experience? You mentioned before we started recording "boundaries." I could so relate when I had my membership site, which means you still need to bring it full circle, because now you do have a membership site, right?





Jill Stanton 32:54

Just relaunched one, but Josh and I aren't in it.



Kathrin Zenkina 32:58

I'm sure that it's going to be completely different from what you had before. Can you talk about that? What are some of the things you learned around boundaries, business, and the Scramily in terms of -



Jill Stanton 33:09

One: I took nine days off after having a human because I had messages from people asking, "When are you coming back?" I was just like, "I am dying right now. This feels like me dying." Because I have no boundaries, I would be like, "I'll be back soon!" (Whispers, "I hate this so much.") I had no boundaries because I had a fear of judgment, and so I didn't want to let people down. I was in this loop of people-pleasing, but then feeling resentful AF about it. And then talking about all the things I didn't like. I would feel resentful of all the things we had created, this membership, and our promotions. I would just talk about all the things I didn't appreciate, or what wasn't going our way, or what wasn't performing the way we want to do. I know as I'm talking to the queen that all you're doing in that sense is focusing on what you don't want, which is prolonging and perpetuating it. I started to become hyperaware of that. Once we made this transition, and we had our goodbye party - which was so lovely; everyone shared their favorite memory. We did it on the day of New Year's Eve at the end 2018. In 2019, I said, "I'm never creating another online course, membership, or anything of our own ever again. No coaching, no nothing." But what that beautiful year of space gave us was the grace and the space to figure out our next moves. And so, all we did in all of 2019 was promote other people's programs as affiliates. So, you and I equally promote BBD; we promoted Amy Porterfield's program, and just the people that we respected and admired or have worked with. It gave us the space to figure out our next moves. I remember Josh saying to me at the beginning of 2020, "I love community -" because we were doing challenges, which I know you're a huge fan of as well. We just wrapped up our sixth today, and we just love them. We love the community sense. Josh was like, "I think we have another membership in us." I said "Are you insane? No, I am not doing another membership, ever. I refuse to do it." He was like, "We'll do it totally differently. We won't be in there, blah, blah, blah." I was like, "How would that ever work? If we're not in there, who's in there?" I just had this limited view based on my previous circumstance. But as we started attracting new team members, like you're talking about, we just attracted, like we just called in and we haven't even gone searching for them. They've found their way to us. And so, we started elevating our team members as our coaches inside our challenges and our boot camps. Our members LOVED them. So,

they are the ones who run the membership. All the membership is, is virtual co-working sessions and member mixers; just ways to connect. We realized that the real power of community is connection. When we had Screw U, it was courses, coaching, community, and all this stuff. We made a virtual campus on second life. It was on an island. It was crazy. We went way over the top and fully extended ourselves because I just don't think we had much self-worth, truthfully. If I'm being fully honest, I don't think we thought we were enough to be the thing that people wanted to pay for. And so, this time around, all it is, is Zoom calls with our team, and we may pop in here and there if we feel like it, but we're not even in the group. And then we'll facilitate offline meetups when the world opens, and just go all in on the community. And so, the only way to get into it is through our boot camps. It's much more focused and intentional; boundaries are set; Jill and Josh are not in there, and it's spacious for us. We love it now. I mean, we're only two months in - not even - but I'm so happy we found our way back to it because I am a full believer in community; I just don't want to be the main point of it, or the one person who's driving it forward. I just never want that again.

K

Kathrin Zenkina 37:15


That is so beautiful. I love this story and hearing the whole thing of how you got started, how you started the membership, how you left it, and how you came back to the membership. Was there also a transition in your business? I know that when I first came across you, it was very much you and Josh being the face together. I've noticed there's been a transition where it's more so you're the face, and he's kind of not behind-the-scenes, but I don't see Josh as much on camera or on the social, or whatever. Was there a transition you guys had with that? And did that come from the baby as well?


J


Jill Stanton 37:49

Yeah, he just doesn't care to be the face, truthfully. And also, I'm just going to own it. I'm in a real moment with social media where I just don't like it right now. I'm just going to fully put that out there and I'm going to own it. I'm just in a real moment of, "You know what? I don't want to be on it right now." I feel like there's no heart in it for me right now, so I'm just kind of dipping my toes in, but he wants nothing to do with it. Now, with that being said, he's a huge element of our coaching. He's the main teacher in our challenges. He does all the strategy. It's so funny, as we talk about giving ourselves permission and getting into alignment, I really struggled with that side of things as well, because Josh is such a good teacher. As you and I were talking, giving yourself the permission to be the kind of person you want to be in your business, I never gave myself the permission. I thought I had to be a teacher. I don't want to say I'm not a good teacher, but Josh is a REALLY good teacher. He's really good at the outer game and the strategy. I started feeling this call to lean into

doing mindset coaching, focusing on inner game, because let's keep it real; that's 90% of the work of entrepreneurship. And so, in our previous challenge when we did the Business By Design launch, I said, "What if I do mindset coaching? I feel this calling to do it. I'm so scared because I don't know if people will like it. What happens if they chose me because they're here for the strategies and all that kind of stuff?" It was the most beautiful experience, and I love it. I feel like I've finally found my flow in the business, and that I can have my own style. Because for so long, I told myself this story, and I'm sure people can resonate with this. You tell yourself, "I don't have any business doing this because I'm not a full pro on this yet. I only have a 10% edge." But I started leaning into that 10% edge. I don't know everything there is to know, but I want to serve from where I'm at right now and share what I've learned to get myself out of that deep dark hole I was in. The mindset techniques and beliefs I've had to adopt because I think so often, we overlook the fact that we become what we believe. What we think and what we say is what we create. And so, I realized that I definitely have content to share around there, and I come to life when I get to talk about it. And so, I just owned it. In my first session, I was scared shitless to be doing this. I've never run my own thing in our business ever in seven years. I've never taught something by myself. I always had this story of, "I'm not a good teacher. I'm not good enough. I should not be doing it by myself. Josh is the teacher." It held me back for so long. And so, allowing myself that permission just opened up this new level of alignment and flow for me. I was talking to our team today, and I was thinking what could this look like for me? I still want to always do the screw, of course, but I just feel like there's something else for me where I can lean into and talk about what I love, and have this side to the business as well, which is pure inner game; no talking about why your funnel is not converting, or fucking Facebook ads, or anything like that. It's just like, "Let's talk about the disempowering shit you're thinking about yourself right now and upgrade it, so you feel better."

 Kathrin Zenkina 41:09  
Oh my god.

 Jill Stanton 41:10  
I am so excited about it.

 Kathrin Zenkina 41:12  
I seriously love this conversation because I can so relate to this in the way that for so long, I created this identity where I felt very locked into Manifestation Babe. Everything had to be under the umbrella of teaching people how to manifest. That's because that's what

made me successful. Here's the thing, guys; when you become successful, there's a whole other layer of things that you need to figure out because once you become successful, sometimes you start believing that's the only way to be successful. If there's one way that worked for you, you start to believe that's the only thing that's going to work for you. I fell into this trap where I felt like I had to do everything under the umbrella of Manifestation Babe. Even in the beginning of 2018, I remember I would stare out my studio window every now and then, in the midst of working; I would take a break and look out the window, and I would get this constant download of this message I would hear. It would always come in through my right ear, and it would say, "There is more out there for you. There is so much more out there for you, and you've barely scratched the surface." So, that became kind of my website tagline; "There's always more out there for you, and you've always barely scratched the surface." I don't know if anyone's noticed, but my logo changed to say "Manifestation Babe by Kathrin Zenkina" because I had to own that Kathrin Zenkina created Manifestation Babe; Manifestation Babe did not create craft Kathrin Zenkina.

**J** Jill Stanton 42:45  
Oh shit.

**K** Kathrin Zenkina 42:46  
That was a massive shift for me. Now, I'm like, "Oh shit, so I can be an investor; I can be this; I can be that; I can coach; I can teach; I can be an influencer if I want to; I can be a travel influencer if I want to." It opened up so much possibility where my brand is still Manifestation Babe, but Manifestation Babe can also be this persona that inspires people to live their best life. It's not just about the graphics that are going to teach you shit, like "Hello guys, today we're going to learn about the law of attraction."

**J** Jill Stanton 43:14  
"Swipe right!"

**K** Kathrin Zenkina 43:17  
It gave me such a different level of freedom.

**J** Jill Stanton 43:21  
I've just seen that shift in you. I know that we don't talk all the time, but this year, you just look like you've stepped into a whole other level of yourself in such a huge way.

K Kathrin Zenkina 43:31  
Thank you.

J Jill Stanton 43:31  
Even your face looks lighter and brighter. You just look like you were just oozing high vibe energy.

K Kathrin Zenkina 43:38  
Yeah, I did a lot of plant medicine last year.

J Jill Stanton 43:41  
"I've done a lot of drugs this year!"

K Kathrin Zenkina 43:46  
For you, it's alcohol on the balcony; for me, it's drugs.

J Jill Stanton 43:50  
For me, it's alcohol on the balcony; for you, it's tripping balls in Sedona.

K Kathrin Zenkina 43:55  
Oh wait, not in Sedona.

J Jill Stanton 43:57  
Oh, in Costa Rica, sorry

K Kathrin Zenkina 43:58  
Costa Rica, girl.

J Jill Stanton 44:00  
That's right.

K Kathrin Zenkina 44:00  
It's illegal in the United States.

J Jill Stanton 44:04  
Disclaimer!

K Kathrin Zenkina 44:05  
Speaking of breaking rules and finding your own style, flow, and way of life, you really inspired me with motherhood. That's something that's coming up for me that I posted about, and you immediately text me.

J Jill Stanton 44:17  
I'm so excited for you.

K Kathrin Zenkina 44:18  
I remember you even changed my whole perspective on motherhood and entrepreneurship. You said that someone gave you that gift, and then you passed that gift on to me; how it's literally - I don't want to spoil anything. Can you just start talking? What you said was so brilliant. Can you just share a bit about your journey with motherhood? What made you decide to become a mom, and how did you balance that with entrepreneurship?

J Jill Stanton 44:40  
Actually, the first time I got pregnant, I had a miscarriage. This is going to sound really messed up to say, and I hope it doesn't trigger anyone. I think it was the best thing that ever happened to me. It showed me that I really wanted to become a mom. It showed me that this is the next level for me. It was such a tumultuous point. I'm so sorry, my husband just came into the room and threw me right off. I'm so sorry.

K Kathrin Zenkina 45:13  
I am not cutting that out because it just shows you literally balancing motherhood and entrepreneurship; balancing a husband and a business. That's perfect.



Jill Stanton 45:22

Dude, it has taught me a whole new level of grace and flow. I'll tell you that much. But yeah, going back to it; I remember it was quite a tumultuous miscarriage. I said to Josh, "I don't even want to talk about having babies again for a long time. Don't talk to me about it for at least six months." Four months later, he said, "So, do you think we should have the baby?" I had one of the most synched up, I-am-one-with-the-universe moments. When we had come back from Carmel, California, we had attended an event called Mastermind Talks. I came back, and we were living in Vancouver, BC at the time. I had this beautiful corner suite with mountains, ocean, and sunset. It was just my dream view. I just had this moment where I looked at the ocean, and I was like, "I'm so ready." I had this chills moment - full body shivers. It was like, "You're ready." And I got pregnant on that trip.



Kathrin Zenkina 46:17

Wow.



Jill Stanton 46:19

It was almost like it (snap) happened; like he was meant to be for me. And then my birth experience, I was so stressed about because everyone tells you the worst stuff about birth. They don't tell you the good things. And so, I was very wrapped up in stress around that. "Will I be able to do it? Is this going to be the worst thing ever?" I had the most impactful experience of my entire life. I had another one of those moments where I've never been more present in my life. And TMI - just warning! TMI. I was on my final push. I just took a minute to catch my breath, and it was like I was in two worlds. I was still pregnant, but I was about to be a mom. Wow. I remember catching my breath because I was like a wildebeest giving birth; I was pure primal. I caught my breath, and it was just this pure moment of presence where I just felt so connected to him. In the next push, he was born. He didn't cry; he just looked at me and stared up at me. He was so sweet. It changed my life in the most impactful, and most beautiful way. I gave way less effs about all the things afterwards. It just opens. You think you can love your hubby, of course, but you can't even realize how much you can love someone. I would just look at him, and I would just be like, "You are the best thing that's ever happened to me and I barely know you. But I feel like I've known you all my life." He's just a sweet soul. I feel like he's here to just teach me so many lessons. He's the best thing that ever happened to me, hands down. No offense, Josh.



Kathrin Zenkina 47:56

I just want to say, I hardly ever get emotional in front of people. I will process by myself or I will think about something later in the day, and then I'll start crying. I don't suppress my emotions. But usually, in the moment when people tell me stories, I will feel ups and downs, but tears never flow. Now, literally tears are starting to flow.

**J** Jill Stanton 48:17

I'm so excited for you guys with this journey. A lot of people talk about the negative parts of kids, and I'm not gonna lie; it can be the most challenging, and the most rewarding thing. And there are certainly moments of frustration.

**K** Kathrin Zenkina 48:30

Yeah, that's all I've ever heard. Just so you know, all I've ever heard is, "It's hard. You never sleep." That's why I really want to talk to you about this.

**J** Jill Stanton 48:38

I said to you in my text, "You guys have money. You're good. You can hire help." People ask me quite often, actually, "How do you do it all?" I say, "I don't." I want to have it all, but I ain't doing it all. I invest heavily in childcare. I am Xerox about it. I like my space, and I'm a better mom when I have space for me to build the business, do what I love, take care of myself, connect with my girlfriends, and connect with my hubby. And so, I try to be unapologetic about needing that for myself because when I don't have that, I'm snappier for him. And I don't want to be that way. He's just pure consciousness; he's pure source. He's the happiest thing in the world. He just wants to play, love you, hug you, and kiss you on the cheek. He's so sweet. And so, when I have space, I show up best for him. And so, I heavily prioritize that, because I want to be my best for him. I want to be present with him. I don't want to be distracted and thinking about the business. He's taught me so much about patience and about giving myself permission. A lot of people will say some really weird things to you as you become a mom. They put a lot of their fears on you, or a lot of their limiting beliefs.

**K** Kathrin Zenkina 49:57

Sounds like every area of life.

**J** Jill Stanton 49:58

Yeah, that's very true. But when you become a mom, you can really guilt yourself.



K Kathrin Zenkina 50:04  
I bet it amplifies.

J Jill Stanton 50:04  
Yeah, you shame yourself a lot. And so, it's taught me this whole new layer of self-acceptance, loving myself, and being proud of myself for having him, being my best that I possibly can be for him, building my business, and stepping into a new level of myself, as well; leaning into doing my inner game coaching and becoming better in that area, and being a better leader, a better friend, and a better partner to Josh, and all that kind of stuff. My favorite thing I've ever heard was, "Babies bring abundance." I was like, "Fuck yes." I've never experienced anything other than that since he got here. Things have taken off for us in such a big way.

K Kathrin Zenkina 50:49  
You said something to me about a year ago; you said, "Kathrin, the baby is coming into your life; you're not coming into the baby's."

J Jill Stanton 50:55  
That was the best thing that was ever told.

K Kathrin Zenkina 50:56  
That, for me, was a game changer. And so, you, Josh, and Little Bear - I don't even know his name. I keep calling him Bear.

J Jill Stanton 51:05  
Kai.

K Kathrin Zenkina 51:05  
Kai, there you go. You, Kai, and Josh have been traveling until he was a certain age, and obviously 2020 kind of put a cap on that for everybody. You've been on how many flights with him?



Jill Stanton 51:17

Before he was even two, he was on 19 flights. He's been to all over Canada, Bali, Australia, not New Zealand, but all over the States, Puerto Rico, Europe... I don't want to not live my life the way I want to live it just because we have a kid. So many people think you need to settle down and "They need to get into a good school," and all this kind of stuff. But that's so limited.



Kathrin Zenkina 51:46

Who needs school?



Jill Stanton 51:47

Right? At least not in the beginning. You can hire badass nannies, or badass teachers. There are resources out there. And please, we're in the year that is the domino to get everyone online. So, there's a whole new slew of resources for parents. But my whole point is the quote you're talking about; they're joining your life, you're not joining theirs. They will never know any different if you raise them this way as world travelers; as resilient little humans who know different cultures, different skin types, different languages, different people, different customs, different countries, different food, and different vibes. I want him to know that. I don't want him to be so shielded, and just in his little hub. I just want him to be this worldly little boy who is resilient, social, accepting, generous, encouraging, and empathetic. Those are my hopes for him. And so, we just try to cultivate experiences that allow him to lean into that and learn that.



Kathrin Zenkina 52:55

I love that. I definitely want to implement the same. I don't see us not traveling; I don't see us truly settling down. Of course, when it actually happens - and I understand there are a lot of moms listening to this thing, thinking, "Kathrin, when you give birth, things that you think you're going to want or don't want will change" - and I completely understand that. But I know Brennan and I are looking at having a teacher travel with us.



Jill Stanton 53:20

Oh, that's so smart.



Kathrin Zenkina 53:21

And doing homeschooling just because there's so much conditioning in our school system. I want them to know finances at the age of five. "What is the value of money? How do you pay for things? How do you earn money?" All that stuff that I wish I learned and had to learn at, what? 22? 23? That just doesn't make any sense.

**J** Jill Stanton 53:44

Can you even imagine learning self-awareness in school? Or money mindset, or anything about consciousness? I can't wait to teach him that stuff. Actually, another reason I'm going to sell you on Puerto Rico, is my girlfriend, Heidi. She's starting a totally different type of school that prioritizes consciousness, sustainability, entrepreneurship, innovation, self-awareness, and all these new concepts that aren't in traditional education. When she was telling me about it, I was so obnoxious, probably. I was like, "You can stop talking, I'm in! Sign me up! When can we join?" There are people who are changing the game for education for our kids. And so, I absolutely think there are resources out there and that will continue to come out, that facilitate and foster that kind of vibe for our kids, so that they're not learning about war-fucking-1812 which has no bearing on our current society.

**K** Kathrin Zenkina 54:49

Literally. What comes up for me is, I've been thinking a lot about teachers in 2020, and the whole virtual schooling thing. I see a lot of teachers finally earning what they deserve to earn. I see a lot of teachers becoming millionaires by having parents pay them to teach their kids shit that actually applies to the real world. I've been talking to James about this. He said that a lot of teachers in BBD are fucking killing it right now. They're literally earning seven figures, because they have recognized through a lot of things that have been unveiled in 2020, that what kids learn in school is not going to prepare them for real life. A lot of it is just BS. Parents don't want to homeschool their own kids. Hell no.

**J** Jill Stanton 55:45

Hell no.

**K** Kathrin Zenkina 55:46

I cannot imagine trying to run a business. Props to you moms if you're homeschooling, running a business, raising your kids, and you're a single mom. Oh my God, you are a superhero. I can only imagine. So, props to you guys. Jill, this has been an amazing conversation. I know you and I can talk for three fucking hours. We do it all the time every time we talk. For those that don't know where to find you, can you share what your

Instagram is? Or I don't know if you want people to go to your Instagram since you're not enjoying social media.

**J** Jill Stanton 56:19  
No, that's probably not the best one.

**K** Kathrin Zenkina 56:21  
Where can people find you? Where can people join your membership, your community, and all that good stuff?

**J** Jill Stanton 56:26  
Well, the easiest way to get connected with us, I would say would probably be our podcast. So, that's over at [TheScrewShow.com](https://TheScrewShow.com). It sounds like porn, but it's not. It's business.

**K** Kathrin Zenkina 56:37  
The Screw Show. I love it.

**J** Jill Stanton 56:40  
Or just come on over to our website, which is [ScrewTheNineToFive.com](https://ScrewTheNineToFive.com), all spelled out, no numbers. And thank you. One thing I wanted to share with you; I remember when I first found you in 2018 during this transition in my life, you said something that has changed my whole world, I'm not even messing with you. You were talking about the power of, "When you first become conscious that you're awake, choose your first thought." I was like, "That's a game changer." And so, for almost every single day since then, which was I think June or July 2018, I've been doing that every morning. I'm the type of chick who gets everything she wants.

**K** Kathrin Zenkina 57:20  
Wow.

**J** Jill Stanton 57:21  
It turned my whole vibe around. And so, I learned that from you. It was so fundamental. It

has been so fundamental in my life. I've tried to tell as many people as I can, "You know what I learned from Kathrin for Manifestation Babe? Choose your first thought; all the things." So, thank you for just always creating such great content and helping your audience in such a huge way.

K

Kathrin Zenkina 57:44

I just love you. I love you so much. I'm so excited for everything you have going on. I'm so excited for this new membership that is in alignment with you. I cannot wait to talk more stuff about motherhood with you because of my new chapter. It's not come this year, guys, but maybe next year.

J

Jill Stanton 58:02

Oh, who knows? You ain't gonna be perfectly ready for it. It'll come when it's supposed to come. That soul is coming your way.

K

Kathrin Zenkina 58:10

So freaking true. Well, thank you so much for coming onto the podcast, finally. I know that I was on your show six months ago, and I was like, "Jill, you have to come on my show." I don't know what happened. The months went by, and I'm like, "Jill, you have to come onto my show."

J

Jill Stanton 58:23

2020 happened.

K

Kathrin Zenkina 58:25

2020 happened. It's almost over, guys. It's almost over. But thank you so much. For the rest of you listening, I will catch you all in the next episode. Mwah! Bye. Thank you so much for tuning into today's episode. If you absolutely loved what you heard today, be sure to share it with me by leaving a review on iTunes so that I can keep 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 following @ManifestationBabe, or visiting my website at ManifestationBabe.com. I love and adore you so much, and can't wait to connect with you in the next episode. In the meantime, go out there and manifest some magic.