

(#196) Losing it all and manifesting a 9-Figure company with...

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SPEAKERS

Kathrin Zenkina, Suzy Batiz

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 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 beautiful souls and welcome back to the Manifestation Babe Podcast. Today I have an exciting guest - very exciting guest - who just so happens to be the founder of a nine-figure company. You may have seen her products in your local bathroom, maybe your own bathroom. Poo-Pourri! Yes, I'm talking to Poo-Pourri's founder Suzy Batiz, a beautiful, awakened soul who loves to empower others to follow their intuition, get into resonance, release their trauma, and live a turned-on life. If you guys are not familiar with Suzy, she is not only the founder of Poo-Pourri but also now owns a non-toxic household cleaning company. And she recently started to offer digital courses where she shares her wisdom

on quantum physics, energy, and manifestation. Ooh, all the good stuff that we are into here at Manifestation Babe. So, I initially, specifically wanted to interview Suzy to ask her all about what it was like to not to have a business plan. Like how Manifestation Babe does not have a business plan, she also does not have a business plan for her now nine-figure, half-a-billion-dollar company. Oh my goodness. And to use her intuition to receive genius ideas, hire the right people, be in the right place at the right time, grow her company into what it is today. But she, of course, over-delivered, and we went into far more topics that I won't spoil here. So, you're just going to have to listen to this episode to hear them all. So, without further ado, let's dive into this episode with Suzy. Yay! Alright. Well, welcome to the podcast, Suzy. How are you doing today?

S

Suzy Batiz 03:02

Wonderful. So good. Excited to be here.

K

Kathrin Zenkina 03:05

Yay! Well, thank you so much for coming on here. I just wanted to let you know that you're a huge, huge inspiration for me - someone who has been really diving into my intuition, and using it to build my business, and really letting my intuition become my business plan. You have created so much success. I know that a lot of people know your product, Poo-Pourri. It's become a household product in everyone's bathrooms, and you've created so much success with that. And you've gone on to creating other businesses as well. I know you have a nontoxic household company. And you have created some courses teaching some of the principles that you have learned along the way to other women and men who are interested in learning from you. The thing that stood out to me the most when I initially found you on YouTube around this time last year is how you relentlessly followed your intuition through your entire journey. Can you tell us a little bit about those early days of business? And what led up to you creating your company? And how did your intuition guide you through the process, especially through those initial very tough rock bottom moments in your life?

S

Suzy Batiz 04:18

Yeah. Well, first of all, my second bankruptcy was when I was 38 years old. I lost "everything." I put those in quotation marks because it was what I thought was everything - the house, the car, all those things. I went into a very deep depression. It wasn't until I started really doing my own personal healing. I went on a four-year sabbatical, really finding happiness within myself and finding wealth within myself. I knew where abundance was, and I knew where it resided, and it was within my own being. It had nothing to do

with anything external. I'd spent my whole life trying to get things externally because I thought that they were going to make me happy. So, I'm sitting at home crying, I'm listening to Ganga Ji, and I had decided that I was never going to be in business like I was before, at least from that same energetic. So, I started a course called "Inside Out: How to Create a Life Desire by Going Within" because I knew where abundance was inside. I had five women in the course - this was 14 years ago - and no one finished the course. I remember thinking, "Oh, I'm not financially successful the way that they think." So, I put that course on the back burner. Then, of course, the idea for Poo-Pourri came. And I still - whenever the idea came, I spent nine months formulating. I had no idea that it would be a business, I just wanted to see if I could make it work. So then I made it work. And I knew it was so good, it had to be out on the market. It was like being pregnant and saying, "I want to birth his child." But also, what I knew is the way I operated in the past - pushing through, clawing, trying to get everything to fulfill me externally - I knew that I wasn't going to operate with those same principles. Because what I say is, what's worse than losing everything is losing everything and realizing you didn't even like who you were, or how you did it in the first place.

 Kathrin Zenkina 06:16
That's so true.

 Suzy Batiz 06:17
That's a whole other level of misery.

 Kathrin Zenkina 06:20
Yeah.

 Suzy Batiz 06:21
So, I made a commitment to myself that I would only do things that turned me on and made me happy. Because if I can lose everything at every moment, at least I want to say I've had a good time during the ride. So, that was the beginning of what we call intuition. Intuition is a really interesting subject. We will get really into that. But basically, if it didn't make me happy, I wasn't going to do it, no matter what, no matter if it can make us a bunch of money, if it were sells. I was really just operating my company from a place of kind of play. Like, "Oh, this sounds fun, let's do that and let's do that." The company's 13 years old, and I've never had a business plan, ever, because I don't think about business. What I think about is from creative idea to creative idea, and only executing those ones -

not only, I've executed ones in the past that didn't turn me on, and consequently, those didn't work out, usually as well.

K

Kathrin Zenkina 07:18

I really love your perspective of how you call it "the luxury of losing everything," because I know that so many people in your position, going bankrupt for the second time at 38 years old, would never see it as a luxury. They would just think that their life is over, and I'm sure you have had those moments where you just thought, "This is the end, it's over, there's no point of moving on." Why do you call it the luxury of losing everything? I really love that perspective.

S

Suzy Batiz 07:44

Yeah, thank you. And I did. I spent many years, I spent a couple of years in really deep depression, really. And really, I got down on my knees one day, and I told God - I'd really abandoned any sort of spirituality years ago when I was really young because I was molested and prayed to God every night to spare my sister. And when I found out she had been molested too, I was kind of like, "F you, God." So, then I was just like, "I'm gonna go on my own." I had an amazing hypnotherapist that said, "Your problem is that you have no meaning in your life." I was like, "What are you talking about?" I was very arrogant. "I've got meaning." He's like, "No you don't." He gave me a book, Man's Search for Meaning by Viktor Frankl, and that started my healing process. I became curious. I'm like, "Huh? What is the meaning that I have?" I call it the luxury of losing everything because we rarely get those wipe outs, or those clean slates. Usually, unfortunately, it takes people those to kind of wake up. You'll see a lot of people - either it's a health crisis, or it's something like that. But really, the luxury came in a clean slate, and I was faced with all my shit, and I had to face it. There was no running from it anymore. So, the luxury came in really having that put in my face and going "Wow, here's what you've been up to. How do you like it? How's it working for you?" And I was able to go like, "It's not working at all." And then that began my healing journey. My prayer the whole time during Poo-Pourri has always been "Show me what this is for" because I'm not interested in money or success - that's not what turns me on. Really, healing and personal transformation is what turns me on.

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Kathrin Zenkina 09:32

Yeah.

S

Suzy Batiz 09:33

Ironically, the more I healed, the more successful I became.

K

Kathrin Zenkina 09:37

Yeah, I can see how when pursuing success and pursuing money has let you down so many times, at some point you're like, "Okay, there has to be more to life than just money and success." A lot of my students, I constantly teach them - "Listen, money is a byproduct of you living in alignment. When you're living in alignment, and you are living radically in alignment, and you're just unafraid to let go of the shit that isn't serving you, and you are unafraid of just pursuing the things that make you happy" - and I know you talk about aliveness, being turned on, and living a turn on life - "that's when even more success and even more money comes your way, and it's so, so powerful."

S

Suzy Batiz 10:19

Yeah, and what I've seen in teaching a lot of people, as well, is that we operate -obviously. I was operating with so many programs that I didn't even know what turned me on. I used to listen to Abraham Hicks, and I used to listen to him say "Follow your bliss." And it's like, what the fuck is bliss? Right? I thought I was doing that. But then whenever I realized that's not what I was doing at all - what I was doing was actually masking the real problem within myself, was that I had a deep-seated unworthiness that was really functional.

K

Kathrin Zenkina 11:00

Yeah. How do you know which ideas to pursue? How did you know that Poo-Pourri was an idea, when it came to you, that this is a thing that you needed to pursue? Because I know that so many entrepreneurs struggle with getting 10 different ideas, or no ideas. They're either silent, or their head is really, really busy and buzzing with 10 different directions that they can go in, and oftentimes I find them super confused. Like, "What is my intuition actually telling me? Should I be pursuing all 10? Should I choose one?" In your experience, how do you know which one to pursue, which one to follow?

S

Suzy Batiz 11:40

Well, again, we need to back up, in that most people don't know because they're so padded with programming, doing things for other people, and pleasing everyone else, and blah blah blah, and covering up trauma that you don't really have access to that. So, as I healed, is when I started having access to my body. Because we train ourselves and we program ourselves out of protection to not feel. So, it's hard to feel something in your body when you can't feel the pain of your past.



Kathrin Zenkina 12:12

Yeah.



Suzy Batiz 12:12

So, this is all by design. It's all this really interesting system. So, to tell people "Follow what turns you on, you're going to feel something in your body." You're like "I haven't felt anything in 20 years." So, first, they've got to learn how to feel, and that's with getting in learning how to feel. But then after that, what happened is once I started getting a lot of those traumas healed, what I realized is that my body was an incredible tool, and that we all have - as a matter of fact, I called Dr. Bruce Lipton and I said, "I have a theory that ideas are alive." And he said, "Why do you think that?" He's a cellular biologist. And I said, "Because the ideas that I go towards that I feel great about work out, and the ones that don't, don't." And I had a belief that those 75% of businesses, or whatever the number is now, that don't work are ones that were born out of the left brain logical mind and not out of something that is within their being. And he said, "Well, you're right. Everything is alive. Everything is a living vibration. In every living thing is seeking more life force energy." So, what happened with Poo-Pourri is I was at a dinner party and my brother-in-law said, "Can bathroom odor be trapped?" And because I had opened up so much access to my body through somatic therapy and different therapies, I felt a zing up my arm and I felt the lights kind of get brighter. It was like the room got brighter. I was really excited. I started to work on it. But it was that moment when I was like, "Hey, hold on. I feel something here." And that's when I started moving towards. And again, I did not have a conscious rational thought, like, "Oh, I'm gonna invent this product and it's going to be a \$500 million company." I didn't do that at all. What I did was say, "Wow, this feels really good. I'm going to go down this trail." And that's what happened. I literally felt it in my physical body.



Kathrin Zenkina 14:15

Yeah, I can totally relate to that. When I started my company Manifestation Babe, I was actually in my parents' bedroom trying to build this other business. I was in an MLM around fitness and I was selling this other company's product. And one day, I just got this download. Literally out of nowhere, this voice came in and just said, "Hey Kathrin, you're going to start your own brand. And this brand is going to be around teaching women how to manifest their best lives, and it's going to be a lot on inner work and personal development, and this is what it's going to look like." And piece by piece, I felt exactly how you described. The room got brighter, I got super focused, I didn't eat, didn't breathe, didn't drink. didn't use the restroom for a week until I figured out how do I build a website? What am I selling? How do I build a course? How do I do this? How do I do that? And I just

went crazy at it because I felt that zing. I felt that aliveness that you described. So, I love that. For anyone who - you keep mentioning traumas, people who have some traumas that are keeping them from feeling - what are some of the things that you have gone through, some healing modalities that have been very powerful for you, that you recommend for anybody who is having trouble connecting to feeling their body, connecting to that pain that they need to release, and of course, feeling those ideas, especially for female entrepreneurs, in their body?

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Suzy Batiz 15:43

Yeah, thank you. I came about these things very organically. I started at a yoga teacher, and my ex-husband at the time had some lower back problems. And she said, "Oh, are you thinking about changing your career?" And I'm like, "What is she talking about?" And I realized that she was also a somatic therapist, which is a body-centered therapist. So, I started doing somatic therapy very naturally. I didn't know any other kind of therapy. It wasn't like I was interviewing therapists. I just tried doing the therapy, and by grace, fast forward - gosh, probably 10 years now? Probably eight years ago, I got my brain scanned by Amen Clinic. Dr. Daniel Amen, he has a book called "Change Your Brain, Change Your Life," or something like that. He saw PTSD in this triangle in my brain. I'm like, "What do you mean you can see that in my brain?" He said, "Yeah, this is from childhood trauma." I said, "What do you do about it?" And he said that somatic therapy, EMDR, and hypnotherapy were the three forms of therapy they've seen actually make physical changes in the brain; that cognitive behavioral therapy does nothing that they can see in the physical brain. So, that's when I also started looking at the brain as an organ. So, I was already doing that by default, but it was really affirmative. So, now, whenever I teach my courses, I tell people, "Do those three types of therapy," because we know that they're changing the physical brain.

K

Kathrin Zenkina 17:11

Wow. So, it's EMDR, hypnotherapy, and what was the third one?

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Suzy Batiz 17:16

Somatic therapy. S-O-M-A-T-I-C - somatic, which is a body-centered therapy. All of those get you back into your body because what happens during trauma is you become all in your mind out of a safety mechanism. You've learned to not trust your body especially in sexual trauma. So, any kind of sexual trauma, or if you're in any form of abuse, you learn that it hurts in the body, so you just use your mind. And unfortunately, when you're manifesting, the mind is only one source. If that sort of manifestation works, then

everybody listening to Abraham Hicks would be billionaires living in Hawaii right now.

K Kathrin Zenkina 17:54
That is so true.

S Suzy Batiz 17:55
The point is that we have other programs at play.

K Kathrin Zenkina 17:59
Yes. So, I love that you mentioned that so many people get stuck in the mind element, like with Abraham Hicks. If you're just focusing on "thoughts create things" and you're ignoring the spiritual connection and the body connection, then you only have one-third of the potential in order to create whatever it is that you want to create. Is that what you're referring to when you talk about your Trinity of Transformation? Because I know you're very focused on mind, body, soul, and I love that you brought up all these things that we can do for our body in order to release these traumas, so that we can create the life that we want to create.

S Suzy Batiz 18:34
Yeah, and I think an example - I came about this, kind of, again, just naturally. I was suing a \$50 billion company because they had knocked my product off. I was in the lawsuit with them and they sent over one of their guys to talk with me. And we're sitting across the table from each other, we're doing a table tennis of "Well, you can't win," "No, you can't win," blah blah blah. And I don't know what happened, but something just bubbles up out of me and I just leaned over the table - and we were in a restaurant - and I said, "Hey, we're gonna have a very tough conversation." And he said, "Okay." I said, "When I was 12 years old, I was molested. Someone tried to take something that was mine, and you're trying to take something that's mine, and I'm letting you know that I'm not that little girl anymore." And then he left the meeting about two minutes later. What I realized, Kathrin, after that was wow, this is a much deeper thing than just a lawsuit. So, I started working with EMDR on healing of childhood wounds, the little girl that couldn't say "no." And then I started working on the spiritual level, of what's the higher purpose of this lawsuit? And I'll just say that with my views that process through a couple of things, life serves us up the experiences. You can't talk about law of attraction without talking about that you have attracted the experience. You attracted it. So, what I do is I go in and say, "Wow, what in me attracted this? What is here for me to heal, so that I can actually move on and not

keep having those experiences?" Because what you'll see is that experience will keep getting served up to you, because it's much more than law of attraction. There's a lot of laws that go on, but basically, I just intuitively started working through this on a lot of different levels. Going the physical level on the attorneys, this is only the physical. I've got the psychological, the mental, and then I have the spiritual level to be working with this. And recently, I had a friend - very high profile friend - called me and she was getting sued by one of her people that had hired the biggest name in attorneys in America, and she was terrified as she should be. It's a big deal. I listened to her for a while and then I said, "I need you to really hear me out. You need to practice the Trinity of Transformation. I see you've already hired an attorney" - she's smart. She already hired her attorney. I said, "But you've got to go in and go, 'What does this experience remind me from my past?'" And I could tell she had gritted teeth. Like, "Okay." I get the meaning out of spiritual. What is this here to show me? I didn't hear from her for a few days, and a few days later she texts me and she's like, "Oh my God, this literally has knocked my socks off. I have been dealing with the same experience in multiple versions throughout my life." I said, "Of course, and you will because you are attracting the experience. And it will keep getting louder and louder and louder until you pay attention to that." So, what I teach is your external reality is a reflection of your internal reality. And that's all of it. All of your external reality is a reflection of your internal reality. And the only way to shift your external reality is to shift your internal reality. So, to learn from these experiences. Not to avoid them or fake your way out of them - "No, I feel great, I feel great." No, you don't. Go through the pain, go through whatever you've got to do, and harvest the nuggets out of it so that you can actually transform, and then you won't be served up those particular experiences again.

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Kathrin Zenkina 18:46

Oh, wow. Yeah. Do you ever find any pushback to what you just said - like you attract all those experiences? Because I feel like a lot of people are so afraid to take radical responsibility for that, and they just have such a hard time believing that they could attract such an atrocious thing that has happened to them in the past. How have you been able - because you've been through a lot of shit, a lot of crap - how have you been able to accept that? For me, personally, it brings so much freedom knowing that if I could attract this, then I can attract this other thing that it is that I want. And if I just work through this thing and understand how I attracted that, then I can use the same strategy to attract something marvelous, something incredible for my life. I'm curious, what is your experience in that? Have you received pushback for that? Or how do people react to that statement when you share it?

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Suzy Batiz 23:07

People get very triggered.

K

Kathrin Zenkina 23:09

Yeah.

S

Suzy Batiz 23:09

Because we like our victimhood.

K

Kathrin Zenkina 23:12

Yeah.

S

Suzy Batiz 23:14

Or I used to like my victimhood, let's just say that, and we'll put that off on everyone else. And we're a society that really are trained that way. There's always some perpetrator out there. What I know from my own experience is that only in finding my part - now, my part could be because of my programming, because of my inheritance, the way my parents didn't talk about their feelings. Who knows why, and that's to be discovered. Why would I even have this that I would attract that anyway? For example, the abusive marriage. What I know 100%, is I attracted that because I felt completely unworthy. So, what he was doing is actually reflecting back to me in a very physical sense the own unworthiness that I had inside. So, was he the bad guy? I don't know. That's where I found my freedom, was going in and going, "Hold on, I see why I was attracted to that relationship." And I also got a lot of personal power with getting out of it. So, everything was there for my own evolution. This stuff gets so deep and this is why I teach these courses. It's so in-depth, but basically, we live in a world of duality. We have darkness and light. That's the way we live within this reality. There is no difference actually in the darkness and light. They're actually equal. The darkness is here to show us the light. So, whenever you can look at the darkness, as in darkness is actually just neutral. It's just information. But because of past programming, there are certain pains or certain feelings that I don't want to feel. One of my - I'm studying with a Dallas monk right now, and he says, "You can't dance in the rain if you can't weather the storm." So, it's like we can't feel the love or the joy until we've felt all the pain. Because then you're never going to get. It doesn't matter how much money you manifest, you're still not going to be happy. You're not going to feel the money. What I want is for people to actually feel what they manifest and feel it, whether that's in showing up. For example, this year in COVID, the first quarter, I lost \$4 million, bottom line, I was going through the biggest heartbreak in my life, I had 27 hours of surgery - during a

pandemic. I just kept doing my work the whole time. And I don't have any pain, per se. It was such a fruitful time. A seed is actually buried in the darkness. And it's the darkness, it's that darkness, and actually, we are we are born in a womb of darkness, and then we go towards the light. So, the darkness is only here as a reflection to show us the light that's available.

K Kathrin Zenkina 26:05
I love that.

S Suzy Batiz 26:06
It depends on how we perceive that. It's like we perceive it as, "This is dark, and this is horrible." Well, is it? Or is it just feedback telling me where I'm out of alignment, and that I need to clear something up because I don't really want to keep going through this experience again?

K Kathrin Zenkina 26:21
Yeah, I love that. How can someone who - let's say they're recognizing right now. This is my favorite part about business, by the way. A lot of the stuff that shows up in business is a reflection of what we need to personally work through. So, I love -

S Suzy Batiz 26:36
Everything.

K Kathrin Zenkina 26:36
Everything! I love growing my business and going through challenges in my business, because I know that I can always work through it on a personal level, and it will shift somehow on a business level. It's really powerful. For anyone who is coming across old patterns that are popping up over and over and over again from their past, do you have advice for them on how to shift those patterns? You mentioned a conversation that you had with the person that you were suing - the \$50 billion company - where finally you recognized, "Wait a second, this keeps showing up. This is a reflection of something I went through in my childhood. Now we're going to have a tough conversation." What is your advice on how to face those patterns-shifting, money-mental conversations, or events, or healing practices?



Suzy Batiz 27:21

Yeah, so first of all, to recognize a pattern. If anything happens three times or more, it's a pattern, no matter which way you flip it, turn it, spin it.



Kathrin Zenkina 27:31

Yeah



Suzy Batiz 27:32

You can do whatever, it's a pattern if it happens three times or more. One time, I'd be like, "Oh, that's interesting." Two times, "That's really interesting." Three times, it's like, "Okay, we got a pattern here."



Kathrin Zenkina 27:41

Yeah.



Suzy Batiz 27:42

So, recognize those things, and they're going to come up in different versions. But if you go down to, "Oh, hold on, this feels very familiar. Why is this always happening to me?" You always hear that: "Why is this always happening to me?" Again, that's the victim. And it's like, I think, "Hold on, why is this happening?" For example, I've hired three or four COOs. One of them had spent seven years in prison - they had defrauded the government for \$20 million, but somebody forgot to do a background check. Another one opened a manufacturing plant behind my back. Another one staged a coup in the company against me. I was just like, "What? Am I just stuck at hiring?" And what I realized after three times, I was like, "Hold on. At some point, I'm the only common denominator here." And on the physical, I was like, "We need to be paying way more attention to how we're hiring and how we're recruiting." But on the psychological, I went into EMDR, and what I realized is that one of my first memories was cooking for my parents at four years old. So, I had a belief that I can't be supported. So, whenever someone's coming into interview, we're all wearing lens. We're wearing the lens of all of our past programming. So, I was looking at people going, "Oh, you're gonna screw this up. This is gonna be really good." Because then I get to come in and save the day, and I'm the one that can only be supportive. So, as I dove in and started doing that work, I interviewed this guy three times, and he was so boring. I couldn't even sit through the interview with him. His name is Boyd. He's still there right now. He knows I tell the story. He's so great. He kept saying, "Suzy, hire me. I know I

can fix this company." I finally hired him after I'd done all this internal work, and Boyd's amazing. We both cry with each other about how much he's taught me support. So, that's one way that I've done it in business. Because your business, again, your external world is a reflection of your internal. So, whatever is happening inside me is going to be served up, and whatever experience I am in life, business is no different.

K

Kathrin Zenkina 29:44

Yeah. Speaking of the darkness that you were talking about earlier, and some of the shadow work that goes along with it, are you ever afraid of losing it all again?

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Suzy Batiz 29:55

Yeah. And then when I do, I'm thinking, what is "all"? What is "all"? In my abundance course right now that I have, I have people really write down what they value and what's important to them. It's amazing how much we think of material possessions. I was with the Dallas monk a week ago in Austin, and I sat crying in his arms for a couple of hours. I said, "I didn't want any of this that I have." And he said, "That's exactly why you have it." Because I didn't want material success, I wasn't interested in it at all. So, I keep coming back to, "I've had a great time, I know where I am within my being, so I can never lose it all, ever." That's not even a possibility. Could I lose money? Yeah. Well, that's not everything to me.

K

Kathrin Zenkina 30:47

Yeah. Wow.

S

Suzy Batiz 30:49

I purposely hid myself. I purposely go on vacation. I just spent two weeks in a 600-square-foot cabin in the middle of the woods. I do that so I can remember. Like, "Oh, hold on. I don't need any of that."

K

Kathrin Zenkina 31:02

Wow, that is so powerful. So, so powerful. Can we talk a little bit more about some of the quantum physics that you share? I know in your courses, in some of your talks, you talk a lot about resonance. I love that you dive into quantum physics. I heard you talk about resonance and dissonance, I believe. Can you share a little bit more about how we can use resonance to create our dream business and dream life?

S

Suzy Batiz 31:27

Yeah, so that was another thing with Dr. Bruce Lipton. So, after he said, "Every living thing is taking lifeforce energy," he taught me about resonance and dissonance, and he's the one who taught me that. He said, "Resonance is when you put two energy waves that are traveling at the same wavelength in the same speed" - so they're alike. You put those two together and they create a bigger wavelength together than they do apart. So, both of those waves are more together than they are individually. So, it's one plus one equals three, not one plus one equals two. And dissonance is the opposite. It's when you have two energy waves that are not similar - they're just different speeds, different wavelengths. It doesn't mean one is bad or toxic. They're just not the same. But when those two are together, they actually put less energy together than they do apart. So, you actually have less lifeforce energy in a dissonant situation than you do before you even started it. So, I often tell people, "If you had a bank account, would you keep investing in something that was losing you money?" So, these dissonant relationships that - you know people that say, "I hate my job, I can't stand it," and they're on this negative cycle. Well, you actually have less energy in that job, less lifeforce energy. We're not talking about just energy - we're talking about lifeforce, the reason people's lives end early. It's because they've literally had things that have drained their lifeforce energy. But because of programming - your outside pressures, you have to do it, you have to stay married, you have to stay in the job, bla bla bla - you know all these things, they stay in it, which actually is draining their lifeforce energy in that situation. So, what I look for is resonance. I look for it with an idea. I look for resonance in the group, I look for resonance in the company, and I wait until we get something where we actually are more with that idea than we were without it.

K

Kathrin Zenkina 33:20

What are some of the ways that resonance and dissonance has showed up for you in building your company and building your business? What I'm thinking of, for example, were there ever parts in your business that were just draining your lifeforce energy, draining people's lifeforce energy, but were necessary to keep the business running? How did you overcome that and really fine tune it as an organism where you were putting in more stuff that has resonance, versus dissonance? Am I making sense?

S

Suzy Batiz 33:54

Yeah. Well, mostly by experience, and by me teaching my company these concepts. We call it struggle. So, we have a flag word in our company that whenever something's not working, someone will raise their hand and they'll ask the question, or they'll say, "I feel like we're in struggle right now," or "Are we struggling?" And then we'll stop. Everybody pauses, and we're like, "Hold on, where did we get into struggle?" And it's usually when we

went with something against our gut or intuition because we thought we had to do it. So then we back away. I've abandoned million-dollar, multi-million-dollar projects because we got into struggle. We just got off course. So, if we can't get ourselves back onto a course of resonance, we will just say it's got to go. Because I know in the long term, it will drain the life force energy of the company. There's no difference in a company and an individual. A corporation is an entity. An entity is a living dynamic organism within itself. So, it's like if you saw your child getting sick every day, you're going to go try to make him better. So, that's the same thing with energy, and we do it with marketing campaigns, we do it with sales campaigns, we do it with vendors. So, we realize when we're in struggle. One example was, I had someone come to me - we'd been trying to make an automatic unit for years, and everybody was like, "Oh, you need to make automatic unity, everybody wants it." And somebody came to me, and they had one, and they were going to go to market with one of our competition. And even though I knew it wasn't the right time to birth it, I got afraid that I'm gonna put this on everybody else. I'm like, "We gotta get this automatic unit!" We ended up losing about \$5 million on that deal, and we knew we were in struggle the whole time. We kept pushing through, and pushing through, and pushing through, and then we ended up shifting, and then they all broke. What we know is we lost 5 million hard dollars. What we don't know is the energetic loss that happened in our company. So, instead of instead of beating ourselves up, I go, "Guess what, guys? We were in struggle. We knew it. I knew it. I pushed forward, and I lost us a lot of money." My mentor, Gay Hendricks, says sometimes his biggest learnings have cost him a lot of money. So, again, there's zero intrinsic value in beating yourself up. And there's everything from harvesting what you learned and whether to move forward. And then we got to decide if we want to make a new unit, and we haven't made it yet because we haven't felt a yes to it. But that's a real life example. And I knew. I can't blame anyone other than the fact that I knew what I was doing, and that doesn't work.

K

Kathrin Zenkina 36:35

You have to live, and you have to learn, and you got to move on. Has there ever been moments in your journey where you've wanted to give up? Or you almost gave up?

S

Suzy Batiz 36:47

I mean, always. Those are little blips and then I look at - I remember calling my mentor a couple of years ago. My mentor is Gay Hendricks, and I said, "What do I do? I don't want to be at the company anymore. It doesn't turn me on." And I really had this belief that working as CEO of the company was draining me. And he said, "I always feel better when I live up to my responsibilities." And I was like, "Ah!" So, the bigger truth was the way I was operating within my company, because the bigger truth is that I did want to be

responsible to my company. So, it was that shift in perspective. And then I can get in. And now I've actually resigned as CEO. I found an amazing CEO, and he's been on for a couple of months, and the company is doing way better than it did without me - I mean, with me, so it's amazing. But it's just that shift in perspective. What do I really, really want? And what I really wanted was to take care of this thing that I birthed in the world.

K

Kathrin Zenkina 37:44

That is really powerful, because one of the questions that I was going to ask you was, is it possible to outgrow your business? And how do you know when it's time to move on, or it's time to suck it up and basically come back to your own responsibility, and change the way that you're showing up in your company, rather than being like, "This just means that this company is no longer in alignment with me. This is not my purpose anymore, and I have to move on." How do we know the difference between those two? Because I feel like a lot of people ask me all the time, "Kathrin, this thing isn't working out. It's not working out over and over again. At what point do I know that I'm just done learning lessons here, and I should move on to something else? Or it's just a sign that I shouldn't give up, and I should keep going, and at some point, I will reach breakthrough?" I feel like a lot of people have a hard time deciphering between the two. Do you have any advice for that?

S

Suzy Batiz 38:40

Yeah, I think basically, if they sit long enough, they'll know the answer to that question. Again, we seek external advice when everything is actually inside us. So, no one - when people call me for advice, I'm like, "I'm not going to tell you anything, but I can help guide you for what you know. There's no way I could know what you need to do." And that's something that each individual has to decide for themselves. Now, my particular journey, what I knew is I was being called to do something else, and it was quite a process of my unraveling. It's my releasing control. So, I've done my own work. Actually, it was about four years ago that I didn't want to be CEO of a company, where it's taking me this long to let go. I knew that I wanted to, but apparently, I didn't want to because I didn't. So, I was looking at why am I still hanging on? Why am I still staying in here? What is it? So, I've been doing a lot of deep inner work. And then whenever it was time, it's literally like I didn't have to ask that question. So, I would say if they're still asking the question, then it's not time yet. Go in and find out why you're still hanging on, and find out why you're still there because there's something that's keeping you.

K

Kathrin Zenkina 39:55

Such a great distinction. Wow, that just blew my mind.

S

Suzy Batiz 39:59

Yeah. Well, you know what? That was actually - I just realized as I just did a day of the Dead Ceremony with ancestors and everything. My mother - I remember that when I was in an abusive marriage, I would call my mother and I would say, "How do I know when it's time to leave?" And she would tell me, "When you don't have to ask me that question anymore." Because what she knew is when you've had enough, that's enough.

K

Kathrin Zenkina 40:25

Wow, that is so powerful. Mic drop right there. Suzy, because I know you're very into your spiritual practices and that's part of what keeps you connected to your purpose and your mission here in this lifetime, and all the incredible things that you've done, what are some of your most impactful, favorite, and go-to spiritual practices?

S

Suzy Batiz 40:48

Well, I don't know if it's a spiritual practice, but I do Transcendental Meditation. I've done it for 18 years. That's my go-to. That's my place of spaciousness. And I don't practice any particular religion or anything like that, although I am studying now with the Dallas monk, and I'm super interested in Taoism. But, really, spirituality, you can go walk in nature and that's spiritual. Anything that brings you back to - I love anything that brings me back to realizing that I am more than this flesh and body. I've talked openly, I do a lot of plant medicines - I have for 13 years. Those things help me declutter the things that are inside, that are holding me back, that bring me back to realizing the oneness. So, whatever can do that is what I would do. It could be petting your cat, I don't know. Whatever are those moments where like when you walk in the woods. It's really hard to be in nature and not realize that you're a part of nature, so talk about abundance. Go look at a tree. A tree will teach you everything about abundance.

K

Kathrin Zenkina 42:11

Seriously. I remember -

S

Suzy Batiz 42:13

They teach you how to shed, how to die, how to be reborn. It teaches you all of that.

K

Kathrin Zenkina 42:18

Yeah. I remember being at my lowest point financially and looking out the window. All I noticed were these beautiful trees. I was living in Washington state at the time, and all I was looking at these trees, and those trees were just such a symbol to me of abundance, and what was possible for me, too. And just leaning into nature at that moment, in that stillness of just seeing how those trees are not worried about nutrients or sunshine, they just keep producing more leaves, they keep taking in more carbon dioxide, letting go of oxygen - and I have a Biology degree, so I know more of the scientific elements to how plants work. But it was just so incredible for me to just notice, "Wait a second. Those trees are part of nature, I'm part of nature. They're abundant, so it's my birthright to be abundant, too."

S

Suzy Batiz 43:06

Yes! That's it, yeah. And just look and learn. Nature will show you everything.

K

Kathrin Zenkina 43:15

I love that. Before we wrap up, I have so many of my audience members asking, do you know what your human design is?

S

Suzy Batiz 43:22

I'm a manifester.

K

Kathrin Zenkina 43:24

You're a manifester? I could have called it, yes. I'm currently taking a six-month long certification to learn more about it, and I was trying to figure it out and I was like, "I have a feeling she's a manifester." Powerful. Suzy, thank you so much for coming on the podcast. Where can people find out more about you, hang out with you on the internet, find out more about your program? I know you have an Instagram account, is there a website that we can guide people to?

S

Suzy Batiz 43:49

SuzyBatiz.com. I think I only send out a monthly newsletter, but I'm really active on Instagram. Usually the direct messages, I'm the one that answers those. I mean, I am on Facebook, but I don't answer any of that.

K Kathrin Zenkina 44:01
Yeah, same thing.

S Suzy Batiz 44:03
I stay off of Facebook, it's just not my thing. But I'm usually pretty actively engaged in Instagram.

K Kathrin Zenkina 44:11
Beautiful. And I highly recommend following her on Instagram. It's @SuzyBatiz, right? Just your name, if I remember correctly?

S Suzy Batiz 44:18
Yeah. S-U-Z-Y B-A-T-I-Z.

K Kathrin Zenkina 44:20
Yes, great content, there, beautiful pictures, just so much aliveness going on there. So, I highly recommend you guys follow her, check out her website. And for those of you who are listening to this episode right now, go ahead and take a screenshot of this episode, upload it to your stories and tag both I and Suzy at @SuzyBatiz and at @ManifestationBabe. Let us know what your takeaways and breakthrough moments were. We are super curious to hear about that. And go ahead and send all your love to Suzy for sharing her gracious, beautiful energy with us. Suzy, thank you so much for being such a light in this universe, such an inspiration to all of us - not just female entrepreneurs, but literally anybody who's chasing their dreams and believing in themselves and, really, anyone who's going through shit right now, just knowing that one day it can totally turn around. It can turn into a success story, and it can turn into - what is it? A half-a-billion-dollar company that Poo-Pourri is now? So incredible. So, thank you so much for coming on here. I really appreciate you.

S Suzy Batiz 45:20
Aww, thank you. Thank you for all that you do and what you're sharing in the world. You got it. You understand it. It's amazing.



Kathrin Zenkina 45:27

Thank you. Alright, to all of you guys who are listening, I will catch you in the next episode. Mwah! Bye. Thank you so much for tuning into today's episode. If you absolutely loved what you heard today, be sure to share it with me by leaving a review on iTunes so that I can keep 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 the magic.