

Episode 213: Building generational WEALTH + making money wor...

Mon, 6/28 1:28AM 1:30:19

SUMMARY KEYWORDS

money, investments, invest, people, brennan, crypto, net worth, buy, question, building, business, index funds, cryptocurrency, world, pay, cryptocurrencies, create, manifestation, snp, etfs

SPEAKERS

Kathrin Zenkina, Brennan O'Keefe

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 up-level your life, your finances, your relationships, your productivity, and success, then you have come to the right place. My goal on 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.

K Kathrin Zenkina 01:16
Hello, gorgeous souls, and welcome back to The Manifestation Babe podcast. I am including a super short intro today. In fact, I almost forgot to record this intro. And then, as I was about to send the episode to my team, I was like, 'Oh, shit', I need an intro because we just got right into it. This episode is a longer one. It's super in-depth and we go into all about - you guessed it, I'm sure from the title, there's a reason why you clicked on it -

building wealth outside of your business and outside of your career. We are talking all about investments in this podcast episode and how to get started building a portfolio. So to accomplish this feat, I decided to invite my husband onto the podcast so that he can share his wisdom and expertise with you on exactly how to get started with your very first investment. Plus, all other questions that you guys asked me on my Instagram, which there were a ton; I asked Brendan as many as possible. And, some of them include, you know, his thoughts on Crypto, and Bitcoin, and all of that jazz. So, if this episode speaks to you and you definitely know that you want to learn more, Brendon actually teaches an entire investments course inside of the Manifestation Babe Academy called, "Make Money Work for You". And, it's included, absolutely free, as a bonus to your enrollment. So, if you want to get on the waitlist for that right now, to make sure that you don't miss our August launch, and you'll be the first one to know about the dates for the August launch. That's manifestationbabeacademy.com. I'm also going to put the link in the show notes. But, if you just want to type it out right now, do that super quick before you forget and then come back to this episode. Just go to manifestationbabeacademy.com. Okay, I'm not going to make you wait any longer for all the juicy stuff that Brendon is going to go into into this episode. So, let's just dive right in. Enjoy.

K Kathrin Zenkina 03:12
Well, hello, my love.

B Brennan O'Keefe 03:13
Hi there.

K Kathrin Zenkina 03:14
And, welcome to the podcast. Welcome to this show.

B Brennan O'Keefe 03:18
I'm back on the show.

K Kathrin Zenkina 03:19
Why are we so weird?

B

Brennan O'Keefe 03:20

I made it to the show.

K

Kathrin Zenkina 03:22

Right off the bat, we're weird. But, this is us, you guys. I don't think we ever really show our true personalities before in the past on the podcast. So, we literally are just going to be ourselves. So, I hope you're cool with that. I'm sure you're cool that and yeah, I'm really excited to bring Brennan to the show today. I don't know why I keep saying 'show'. I've never said 'show' until today. Podcast, welcome to the podcast. So, I posted a post yesterday on my stories. And, I asked because I've been looking for a topic to talk about because I'm dedicated to posting at least an episode a week. And so, I looked at my calendar while we're in Greece, and I saw that there is an episode that I know for sure is not going to come out on time towards the end. So I was like 'guys, what do you want me to talk about?' And, a bunch of you asked for wealth-building tips and tricks. And, I'm not the right person to do that. I'm very good at manifesting money. But, we have promoted Brennan King O'Keefe, my husband, to - I call him the money man about a couple years ago - and, he has completely transformed our investment account. Just our wealth in general, like, he is the one who actually created a net worth for us while I created the income, if that makes sense. So, he's made some really smart decisions. He's had a lot of fun with this. He's really passionate about this. So, I decided to, instead, just focus on this topic, ask you guys what your questions are, and then, Brennan and I did not even prepare for this podcast. He has no idea what I'm asking him, which is even more exciting. So, we're just gonna dive in to the world of money. Are you excited?

B

Brennan O'Keefe 05:10

As prepared as I could possibly be.

K

Kathrin Zenkina 05:13

We're literally in our pajamas right now. Okay, so Brennan, why, first and foremost, like, can you give a little bit of context as to why you're so passionate about this topic? Because I - there's two things that you're passionate about, that I can see that when you talk about them, it's like you light the frick up, and it's wealth building investments and real estate - so, I know you're excited about this topic. Why are you so passionate about it?

B

Brennan O'Keefe 05:44

It's a game, it's a puzzle to me. I love the process of looking at the world and looking at opportunities. And so for me, it's really like research, right? It's like research and running a game where you're running different tests, and you're trying to think about what the world will look like, in 5 years, in 10 years and 50 years. It's about finding people and opportunities that really get you excited. You know when you come across something, you were in school, or you learn something, and all of a sudden, it doesn't feel like you have to, you're like, 'ah, yes'. And, like 95% of what you have to do, you're like, 'ah, screw this'. But, the 5% that you get really lit up by is like, 'I get to do this, I'm so excited, it doesn't feel like work.' That's the way I see the game of creating wealth. But, for me, and I'm sure we'll get into this later in this episode, it's actually not about the money. Because, the money when it even grows, you become desensitized to it. There's no amount of money. There's no number or fixed amount where you're going to end up feeling like 'oh my god, I feel so excited by the money'. For me, it's the game.

K

Kathrin Zenkina 07:00

I want to share a quick question because, he said 'desensitize', and I just want to share a funny little story that happened this morning before we keep going. So, I walked in for my SoulCycle class this morning. And, I walk in on Brennan. Laya is, as always, super excited to see me. And, Brendan, of course, he's sitting on the couch, I see him and he's, like, not looking at me. He's, like, barely acknowledging my presence. And, I'm like, 'what the fuck, man? you're not gonna say hi'. And, he's, like, so seriously looking at his computer, like, typing away. He's, like, 'Kathrin, sorry, I'm just trying to transfer a quarter of a million dollars into our investment account'. And, like the way that he said it was like, 'sorry, babe, I'm just trying to order a coffee this morning, like I'm really focused on ordering a coffee', or 'just sending a text message'. It's like no big deal. A quarter of a million dollars just being wired into our investment portfolio. And, I can attest that it's become, like, this very - just something that you do now. It's like a part of your life.

B

Brennan O'Keefe 07:55

Yeah, it is. It's, again, you know, the amounts have changed over time. And, if you are a student of Kathrin's, and you're inside, you know, The Manifestation Babe Academy,

K

Kathrin Zenkina 08:07

MBA, baby.

B

Brennan O'Keefe 08:08

Inside MBA, you not only have access to some of the teaching that I've done, but also, potentially an update on the way. So, keep posted for that. That's not even released yet. Now, the whole world knows. So sorry, team. But, I just wanted to share, you know, we didn't always have that. This is not - these amounts and these volumes have changed a lot in a very short period of time. Just a few years ago, we had \$0 invested in we were spending a lot of money to sit in rooms to talk about investing.

K

Kathrin Zenkina 08:42

Yeah. Can we rewind for just a second? Like, can we talk about how you got into this in the first place? Like you didn't come out of the womb like this? What was your start?

B

Brennan O'Keefe 08:53

I think I was always interested in - I was always intrigued by the idea element of investments. Like, really smart people creating solutions that add value to the world. And, the money coming from that is just representative of the value being created for people. Like oftentimes, I hear people critique Amazon and Amazon has its own problems, don't get me wrong. There's many things that I think Amazon will have to evolve, as every business does in order to survive. But, when people get really mad at Amazon, I giggle because to me, I want to first ask, like, 'how much money have you spent in the last year on Amazon? Why do you buy Amazon? Will you buy Amazon because it's faster than anyone and it's cheaper than anyone, right?' And so, because it's faster and cheaper, it adds value to your life in a way that no other company is and that's why they're so successful, right? So, I love that value add creating the money that people just see the money but for me, it's the game of 'where can I find value add in the world, where can I be in front of it? Where can I be the first in or the fifth in and kind of make sure I'm putting a flag in the areas that are going to create value for the world?' Not that have created value in the past, but that will create value going forward. So, that's really, like, I when I think about what lights me up on it, that's the piece where I got started is I obviously studied finance in school. And, you know, I worked in finance for a little bit when I was young, when I met Kathrin.

K

Kathrin Zenkina 10:31

You're still young, babe.

- B** Brennan O'Keefe 10:32
But I am still very young. But, you know, as we grew the business, as Kathrin really began to grow, and I took on more of a role at Manifestation Babe for years. You know, the money was coming in, but we weren't actually creating net worth in our lives.
- K** Kathrin Zenkina 10:49
Can you share a little bit, can we just talk quickly about how, you know, in the social media space and the business space, the online business space, which is what we're in, its amazing, a lot of people glorify, like, revenue.
- B** Brennan O'Keefe 11:01
Yeah.
- K** Kathrin Zenkina 11:02
And, not many people talk about profit.
- B** Brennan O'Keefe 11:04
Yeah.
- K** Kathrin Zenkina 11:04
But, we take it one step deeper than that, of course, profit is really what matters, you guys.
- B** Brennan O'Keefe 11:09
Yes.
- K** Kathrin Zenkina 11:09
Like, revenue is cool. If you're making 100,000 a month, like, that is unbelievable money for so many people. But if you are -
- B** Brennan O'Keefe 11:10
10,000 a month is life changing money for people.

K

Kathrin Zenkina 11:19

But let me just - I like to use big numbers, clearly. I'm a big dreamer. So, let's say you make a 100 grand a month and you're spending, your expenses are 99 grand a month, right? You're only profiting \$1,000. Like, yeah, it's amazing that \$100,000 is entering your account. But, if 99 is leaving, it's like, do you really have the business of your dreams? So, I think that not enough people talk about profit, but also deeper than that, not many people talk about net worth. And, net worth is something that is so, like, exciting to me, and personally lights me up. And, what Brennan has done is he has created essentially like what he calls a second business, outside of our business. So, when I say, you know, we have a multi-million dollar business, yes, we have a multi-million dollar business, but we're also multi-millionaires. And, a lot of people don't know, because it's so easy to be like, 'oh my god, I made 2 million last year, so therefore, I'm a multi-millionaire now.' Well, I look at that title, as actually, it's your net worth that makes you a multi-millionaire versus, having a multi-million dollar business. Like there's a difference between that. And I, you know, clearly did not know that difference when I was starting out and whatever and the title doesn't matter. But, it's just really cool to have something called a personal net worth. And, that is your business outside of your business. That's the real certainty security, that will give you the money that will set you up for the rest of your life. That if your business goes [down] one day, right, you're okay, because you have money literally working for you. And, that's what you called your course to "Make Money Work for You". Which I really love that, because it's so true.

B

Brennan O'Keefe 13:06

Yeah. So, you know, when I look at some of the things that we did, we took a very unconventional route. And, it worked incredibly well for us. But, I also I think I would advise people who are in our shoes early on, potentially to be a little bit more intentional and thoughtful. So, for those of you who know, you know, we've had a number of cars, but one of the cars, actually we just bought this car, but it's an Audi R8, and it's a rare Audi R8. And, we've had it for three years, and we just decided to buy it. And, at the time, we were really doing it before

K

Kathrin Zenkina 13:38

We were leasing it before, yeah.

B

Brennan O'Keefe 13:39

Exactly, at the time we leased it. And, when we leased it, it was a significant, like, asset to

take on. We had made a lot of money in terms of -

K

Kathrin Zenkina 13:49

It's a depreciating asset, let's be very clear,

B

Brennan O'Keefe 13:52

A depreciating asset and when you lease it, there are benefits to leases, do not get me wrong on that.

K

Kathrin Zenkina 13:58

I personally love leasing. I hate buying cars, but -

B

Brennan O'Keefe 14:01

Leases are not for everyone. I'm going to challenge you on that. Kathrin likes leasing because she wants the new shit all the time. But, the reality is, is that owning a car retains the value, leasing it, you just give it up, right? So there are benefits to each and I would challenge anyone that says you should only buy a car, or that you should only lease a car. I would challenge both of those and say 'where are your blind spots?' That's gonna be an important theme when you're talking about investments and talking about creating money. Where are my blind spots, in business, in life, in money, in my relationships. Blind spots are everything, if you can't see them, you are flying blind. But to circle back, you know, we got this R8 that cost a lot, and we did a lot of things that cost a lot. We traveled a lot. We did a lot of these things in our business and Kathrin's business. A lot of those things ended up having a really positive ROI or return on investment.

K

Kathrin Zenkina 14:52

I look at as an energetic investment. That's not what we're talking about on this podcast. By the way, when most of my episodes, when I talk about money, I'm talking about the energetics of money. So Brennan is here to really talk about like the physical, like 3D as fuck world, like the most 3D that you can get of like, this is what you actually do with the paper or the numbers in your bank account that come in. But, there's certain things that we've done in our life, like a lot of people ask like, 'why don't you own real estate yet? why haven't you bought a house? why do you rent a house?' Like, there's all these reasons that we have for everything, obviously. Like, Brandon can explain because there's a lot of questions you guys asked. But, you know, like the car, the R8 was something that I got in a

download of like Kathrin, you need this because it's going to radically upgrade your life. And, it increased, of course, or income because the energetics of money, that's how it works. So it increased our income, and then gave us even more opportunities to then focus on actual, like, tangible, physical investments that aren't depreciating assets.

B Brennan O'Keefe 15:55

And so, you know, when we fly First Class, which we don't always do, we sometimes make decisions about these things.

K Kathrin Zenkina 16:00

I love First Class.

B Brennan O'Keefe 16:01

When we moved into our different apartments, so our last one, as well as this one. All of these things that we did together, we made decisions about whether we wanted - this was a decision from wealthy now or wealthy later, and I don't want to get in -

K Kathrin Zenkina 16:15

You need to explain that.

B Brennan O'Keefe 16:16

I'm going to get into it. Let's keep on track here.

K Kathrin Zenkina 16:19

There's so much to talk about.

B Brennan O'Keefe 16:19

We are just blabbering on right now. So, what I wanted to say about the cars is that the investments that we made, were great in our business for the energetics. But, I would also say that we did not do a great job of thinking into the future at the time. So, if I were to mentor, to coach my younger self, instead of sitting in a room with Tony Robbins three years ago, and realizing that we had made all of this money and that we had spent a lot of it investing in our team and our business -

K

Kathrin Zenkina 16:54

We were at Tony Robbins' financial trip, like the Platinum Partner trip. Because some people are going to be like, 'I went to - what are you guys talking about? I never learned any of this.' We went to, he calls it the billionaire boot camp, where he literally invites, not only are there billionaires, actually, they're also learning, which I think is so cool. I mean, talk about being a beginner's mindset. That's something I aspire to be always as a beginner, at everything that I do, and just never have my ego be like, 'oh, I know everything, I don't need this'. There's also a 100 millionaires. Brennan befriended one of the 100 millionaires, had lunch with him in LA when he visited, and there's some like, fun stuff that I'll have Brennan share, like, part of that conversation. Because, he's done it all. He's literally made all kinds of investments. And he's like, 'listen, this is literally if I could do it over again, I would go back in time and do it this way and I would still have the same amount of money.' And so, yeah, and so Tony Robbins brings in like, the best of the best of the best people. And, at this time, we had \$0 invested. And it's funny because Brennan was in that room feeling shame.

B

Brennan O'Keefe 16:54

Yes, shame -

K

Kathrin Zenkina 17:02

I remember feeling like the biggest badass that ever walked into that room because I'm like, I didn't care that we didn't have money invested. I didn't even know half the shit that they were saying. I had no idea what language they were using. I'm like this is like coming in and into a room that speaking Chinese or Japanese or Korean or whatever, like Polish or any language and I have no idea what's being said right now. Brennan, of course, knew a lot. And, he was like feeling shame of like, 'oh my god, I feel so behind. We're so behind. We made 600,000 last year, and we have \$0 of that invested.' And, I'm like, 'oh my god, we have the whole future ahead of us. This is so freakin cool.' You and I were what? How old were we? Like 28 and 25?

B

Brennan O'Keefe 18:47

Three years ago yeah, I think

K Kathrin Zenkina 18:48
I don't know. Yeah. So it's so funny how we had different experiences. But I just want to be super clear that that was a Platinum Partner financial trip. It's not like a typical Tony Robbins event.

B Brennan O'Keefe 18:57
No, it's not. It's not a typical Tony Robbins event. And, that room shifted me in many ways. But I think when I look back at, you know, our journey, I would say some of the mentoring I would do to myself, what would my higher self would tell the individual in those rooms is, you know, you didn't do anything wrong, you're not behind, you're on the right path. Let's be more thoughtful. Let's start earlier, let's continue to build and grow faster. Those are the kind of positive reinforcing things I would have told myself because a lot of you maybe don't have any money invested and you're saying, 'oh, I'm going to turn this off, like, let's find a different podcast. Let me feel good talking about' -

K Kathrin Zenkina 19:35
'I'm too late.'

B Brennan O'Keefe 19:35
'I'm too lazy.'

K Kathrin Zenkina 19:36
'I'm too young.'

B Brennan O'Keefe 19:37
'I don't make enough money.'

K Kathrin Zenkina 19:38
'I'm too stupid.' I mean, we can all come up with excuses.

B Brennan O'Keefe 19:41
There's a million examples. The cool thing about investments is that everyone can win and

my personal belief and I'm not a financial adviser, I'm not a financial professional -

K Kathrin Zenkina 19:50
Yeah, disclaimer. This is just Brennan's opinion, from his research, experience, having financial fiduciaries that he works with and all that stuff.

B Brennan O'Keefe 19:57
I am certainly human and I am certainly prone to making mistakes and, I've made them before. And so, nothing I'm giving qualifies as investment advice in any regard. However, what I will say is, you know, a lot of people get caught in the shame, they get stuck with their feet in the shame of not having started or having made a bad decision, or -

K Kathrin Zenkina 20:19
Especially if you have a lot of debt right now, because guess what, when we started this journey, Brandon had what \$50-60,000 in loans.

B Brennan O'Keefe 20:27
50, yeah.

K Kathrin Zenkina 20:28
\$50,000 in student loans that you actually like, it kind of fucked up your credit score, because you didn't have a job for like a year. And, I don't know what the terminology is, when you don't pay your student loans for a couple months, but - maybe it was like a year, whatever, it doesn't matter. And, I had \$25,000 in debt when I started. So, I know there's some of you out there, I don't care how much debt you have 200-300,000, a million dollars, like, who cares, it is not too late. And we'll of course speak on like, because this came up in the course, like, if I have a lot of debt, do I pay it off? Or do I invest first? So, we're gonna get into all of that.

B Brennan O'Keefe 21:04
Absolutely, absolutely.

K Kathrin Zenkina 21:06
Okay, so I'm just going to ask you a bunch of questions.

B Brennan O'Keefe 21:09
Go for it, rapid fire.

K Kathrin Zenkina 21:10
Because I have some that I wrote down for like my 'must asks'.

B Brennan O'Keefe 21:13
Okay.

K Kathrin Zenkina 21:14
And then I have like a gazillion in here, and I'm gonna spit things out.

B Brennan O'Keefe 21:18
Okay.

K Kathrin Zenkina 21:18
And just be yourself. Be honest. First of all, what have you done with our money so far?
Because, we just painted a picture of how we started with zero invested three years ago.

B Brennan O'Keefe 21:32
Sure, sure.

K Kathrin Zenkina 21:33
You don't have to share, like, the specifics.

B Brennan O'Keefe 21:34
Of course, of course.

K Kathrin Zenkina 21:35
Whatever you're comfortable with.

B Brennan O'Keefe 21:36
So, we have a -

K Kathrin Zenkina 21:36
But I just to make it clear that all credit goes to you. Like, I have no freaking part in this. I'm well-aware of what Brennan's doing. He updates me every single day, a little too many updates sometimes. But, I'm well-aware of what's going on, I understand the terminology, all that stuff. So, if you are in a relationship, and maybe you are, you know, your partner is the one who is in the investment field and makes the money and all this stuff, I want to encourage each and every single one of you, even if you're just the one who maybe you're a stay at home mom or whatever, like I want you to make sure that you are getting involved and you're asking questions, and you're listening, and you know what the fuck is going on? That is very important for your money relationship.

K Kathrin Zenkina 21:53
You are an owner in your life.

K Kathrin Zenkina 22:10
Yes.

B Brennan O'Keefe 22:10
You need to be an owner in your finances, in your relationship, with your kids, you have to take an ownership role in everything. I'll tell you this about the world, no one's gonna do it for you, no one's gonna fix you. No one's coming to save you. You have to be an owner in this regard. And, I hope that this conversation inspires and offers an opportunity to realize that nothing's too late. No one's behind. And, at the end of the day, all it takes is a little bit of courage, a little bit of a deep breath, and then to start mapping what that future can look like, and then gaining the information and knowledge because I'm telling you, that's exactly what I did and that's what most of the people I see in the world who are really successful - that's what they did.

K Kathrin Zenkina 22:58
Brennan is helping people who are in their early 20s, and also helping my mom who is 47 right now. She's basically starting over her life. She just finalized her divorce. So, she's starting fresh. And she's like, Brennan, 'what bank account do I get? What are the best credit cards right now? Where do I put my money?' Like she's starting all over, you guys. So, it's never ever ever too late. But okay, let's not avoid the question. We started with zero and then what happened?

B Brennan O'Keefe 23:22
So we spent some time with some very influential - in a very influential network, that was the Tony Robbins Platinum Partnership group. I feel just like via osmosis, it builds a desire and a hunger in me to take aggressive advantage of the income that we were creating in the business. For context, Manifestation Babe is now, you know, generating well over \$10 million in the lifetime of the business. But again, let's go back to Kathrine's point, she has a really great point. That is gross, that is not profit. That's not after taxes. That's not - we live in California -

K Kathrin Zenkina 24:00
Guys, that takes out of your profit.

B Brennan O'Keefe 24:02
Taxes, we pay our team really well, in our opinion. Actually, we're very proud of the way that we compensate our team.

K Kathrin Zenkina 24:11
Yeah.

B Brennan O'Keefe 24:13
I think a lot of the industry has a different perception of how to do that.]

K Kathrin Zenkina 24:17
Our team is our family.

B Brennan O'Keefe 24:18
We do it differently here. But at the end of the day, you know, I say over 10 million, so maybe, you know, you think 'oh, they must have 7,8,9'. You have not run a business long enough to know that yet.

K Kathrin Zenkina 24:31
Nope, we really invest into our business.

B Brennan O'Keefe 24:33
Yeah. So, we have a net worth now, a liquid net worth, in the mid seven figures. And, that has, you know, grown really quickly. And I want to get into a number of those things if the question comes up about the economy and inflation and all these different things. I'd love to talk about that. But, you know, our investment philosophy is really simple. We work with a fiduciary, they're partners that creative planning. If anyone -maybe will link, you know, a description of creative planning, somewhere.

K Kathrin Zenkina 25:04
We'll link them, yeah. We'll link whatever we use, all that stuff. Just remember, we're not the professional. So, don't make any decisions based off of what we say. Always do your research, always think for yourself and always consult with people who are, like, certified professionals.

B Brennan O'Keefe 25:18
And, we're not affiliated with any way other than personal relationships that we've had.

B Brennan O'Keefe 25:22
It's zero dollars.

B Brennan O'Keefe 25:23
So anyway, creative planning is a, they're a RIA, which is a registered investment advisor is the is the title and they have a different methodology, but also they're fiduciaries. So they're not allowed to be brokers, meaning that, they can't profit on either side of the deal, as governed by law.

K Kathrin Zenkina 25:43
Maybe share the difference between the two, because I didn't know this.

B Brennan O'Keefe 25:46
It's not something that I really want to get into hugely in this podcast, because it's very nuanced, but essentially, like a real estate agent, right? When they sell a home, they get a commission on that home. Well, the same thing is true in securities or in investing. Fees matter. Fees matter, big time. And there's fees on what you buy, and there's fees for who you buy it from. The idea and the methodology behind creative planning is that we pay a certain flat amount to them every single month, quarter year, as a percentage of our portfolio. Why do I like that? Would some people say that's expensive? Yes, we don't like that word expensive.

K Kathrin Zenkina 26:23
Nope.

B Brennan O'Keefe 26:23
I see it as a thoughtful investment.

K Kathrin Zenkina 26:25
I do not use the 'e' word.

B Brennan O'Keefe 26:25
Because, now my team is bought in, in growing my portfolio, because when they get basis points, meaning a small fraction of that portfolio, now they're incentivized to grow it. They're not incentivized to turn it over, and to trade things, and to sell things, and buy things, and try to be the smartest person in the room, when almost all of the investment research shows that people who think they're the smartest in the room and act that way in investments always underperform in the market. We're going to get back to that in a little bit. I wanted to say most of our investing strategy is based upon using a highly liquid vehicles called ETFs. You guys have probably heard a lot about that. They're called exchange traded funds.

K Kathrin Zenkina 27:06
A lot of people have never heard anything, they haven't even started. So like, explain as much as possible.

B Brennan O'Keefe 27:12
Sure thing.

K Kathrin Zenkina 27:12
This is investments for dummies.

B Brennan O'Keefe 27:14
So there's a lot of pieces to this. And, I could record 14 hours on this for you.

K Kathrin Zenkina 27:20
They have to do - so if you guys can give us feedback, like, actually go out of your way and like, send Brennan a DM.

B Brennan O'Keefe 27:27
No, no, no, no, send our team an email.

K Kathrin Zenkina 27:30
Okay, okay yeah. I keep forgetting we have boundaries now. So, send our team an email, or even better, just take a screenshot of this episode and just say you want part two, here's what I learned in part one.

B Brennan O'Keefe 27:43
Tag us both on socials.

K Kathrin Zenkina 27:44
Tag us both, Brennan King O'Keefe, we'll put it in the show notes. And then also, just let us know you want to part two and then like anything that we missed, just give us your

questions. I'll pop up with another Q&A box in the future when we do part two. So anything - because, of course, you know, we haven't prepared for this. So, I'm sure we are going to forget, like naturally a lot of things that are part of our everyday life. You know, when you're really close to something you like, forget it's a thing because it's so integrated. So, I'm sure there's going to be information where you are going to be like, 'wait, you guys forgot to explain that' or whatever. So we would love to do that for you. You just have to tell us exactly what to talk about.

B

Brennan O'Keefe 28:18

Yeah, and the only reason I say no DM's is because I'm really bad at replying to them. So, tagging us on stories is the fastest way for us both to see it.

K

Kathrin Zenkina 28:26

Yeah.

B

Brennan O'Keefe 28:27

But yeah, I think it's a great idea and that we'd love to hear your feedback. So, the way we're structured is there's a million vehicles in the world, but essentially, you can think about, you know, think about asset classes. Okay, what are asset classes? While there's equities, that means stocks, right? So, equities are like you take ownership in Amazon, you take ownership in Apple, you take ownership in Google, right? Okay, so all those companies are what they call equities or stocks. Now, ETFs are a vehicle, if you will, a product that combines a number of things together in a really low-fee way, so that you can, for example, buy a slice of an ETF and -

K

Kathrin Zenkina 29:12

There can be 500 companies, it can be 500.

B

Brennan O'Keefe 29:15

SNP 500 is an index and ETF would be a mirror of an SNP 500 index.

K

Kathrin Zenkina 29:21

Oh, I see. See, even I am learning, you guys, we're in this together.

B

Brennan O'Keefe 29:23

So, there's lots of ways to invest in equity exposure and one of those tools is ETFs. Which is primarily what we use. Now, the other side is there's bonds. And, bonds are super interesting right now, if you follow the news, there's a lot of talk about inflation in the US economy, in the US dollars. There's a lot of talk about cryptocurrency. So, I'll talk about bonds, all those things are related actually, believe it or not. So, bonds are actually something that, may surprise some of you, are part of our portfolio and there's a very thoughtful reason why. Because, we have a strategy designed for it. But, so we have equities, which are your highest growth, highest return, oftentimes kind of tools, at least in the previous investment environment. We have bonds, which are fixed income, which basically means it's a guarantee to pay you back the amount that you've given plus interest, essentially, bonds, fixed income or loans. Essentially, they're government-backed loans is really what they are. And then you have things like real estate, a lot of people buy real estate physically and hold on to it, they buy multifamily, they buy their house, that's great.

K

Kathrin Zenkina 30:30

Does it become, like, officially speaking, when you buy real estate, is it instantly part of your net worth? Or do you have to pay it off for it to be considered part of your net worth?

B

Brennan O'Keefe 30:38

No, it's absolutely not part of your net worth,

K

Kathrin Zenkina 30:40

Okay.

B

Brennan O'Keefe 30:41

I think your parents had this experience firsthand with one of the older homes. So, the bank owns the home until you pay it, right. And here's the crazy thing, someone can quote me on this if I'm misunderstanding, but I'm pretty sure that if you made 80% of the payments on a home, and then stopped paying on it, the bank would take ownership of the home and not return your 80%. So, it's until you pay the full amount, you don't actually take ownership of that asset, right, that's paying it off.



Kathrin Zenkina 31:15

Right, okay.



Brennan O'Keefe 31:16

Yeah. So, when I think about net worth, I usually do not, for example, put in, like, a car or something because even though that car does have a value, if I were to offload it or needed to sell it, it's depreciating. And real estate, oftentimes, has been appreciating, but you're paying it down and don't actually own it. So, when I think about net worth, for example, if you bought a home for \$400,000, but you just bought it last month, and you've only made a few payments on it; my recommendation would be to not consider that net worth to be 400,000. But to consider that net worth to eventually one day be 400,000. I look forward to, but mostly focus on my other expert, my other gaps, where can I begin to save money and diversify my risk? Diversify what we're invested in? Because, right now all my money is in my house. So, how can I put my money in other places besides just my house? Because that's how we diversify risk and how we get the greatest return.



Kathrin Zenkina 32:21

Okay, so half the people are like, 'where the fuck do I even begin?' Like, we have a ton of scenarios. It's like, what can I do with \$1,000 a month? Or like, can someone start investing with just \$10 or \$100, or whatever? Like, I wrote down here, if you have just \$100 to start, you know, what would you do with that \$100? Like, let's say in this case scenario, we're going to go into debt. But, let's say you have no debt. Like, you just have a checking account, a savings account, you don't have - like you have your usual payments, like you have a car payment, house payment, whatever. But, you don't have like, student loans or credit card debt or anything like that. You have your mortgage, you know, we're a partner, or whatever. So, literally, where do you begin? Like, people don't even know, and I think that this is a problem that I had as well. It was such an intimidating world for me. And I forgot to mention that my first event was not the Platinum Partner event. I also went to Wealth Mastery and I also read Tony's books. And, they were so informative, and I just remember being like, 'why is this not taught in school?' This makes absolutely no sense. Why do I have to be at this event to learn all of this? Because, I didn't even know, I didn't even know who to talk to or where to begin? Or like, where on the Googles do you go to put in money into investments? And, what the fuck is an investment? And, what is a portfolio? So, like, where do we begin, Brennan?

- B** Brennan O'Keefe 33:44
Yeah, so that's a great question. I think the first thing you have to - everyone wants to jump straight to the part where they make money. Everyone wants to jump straight to the party.
- K** Kathrin Zenkina 33:52
A lot of people are like, what's the quickest way to return your money?
- B** Brennan O'Keefe 33:55
What's the quickest way?
- K** Kathrin Zenkina 33:55
That's not our mindset.
- B** Brennan O'Keefe 33:57
No.
- K** Kathrin Zenkina 33:57
This is for the long game, you guys.
- B** Brennan O'Keefe 33:59
You have to start with a roadmap, you have to build a financial plan that is going to grow with you over decades. And, it's going to leave behind, you know, hopefully, you can leave something behind should you choose to, not that you have to, but that should you choose to, the goal is to create something that grow - is essentially -
- B** Brennan O'Keefe 34:21
Generational wealth, right? And, so where do you start? I think the most important thing is to start at square one. And that is not where I put my money, what account can I open? The first thing is, what are my goals? What are my dreams? How do I get there? And, those big picture questions are what everyone skips over because someone, their friend, made \$1,000 trading aetherium or -



Kathrin Zenkina 34:21

Generational wealth.



Brennan O'Keefe 34:31

Crypto is all the rave right now.



Brennan O'Keefe 34:46

Or Dogecoin. And, to be honest, you know, I'm not actually -



Brennan O'Keefe 34:54

Yeah, of course. But, that's representative of that, right? You heard from someone who made money fast. And, one of the most important investment tools that Katherin and I talked about, it's like, when we invest money, we do not touch it, you cannot afford to put money into investments that you will need for years. Let me say that, again, investing is putting money away that you do not touch for years or decades. The power of investing is compounding. Now, I see this world we're in right now. And there's a lot of traders out there. And what I mean by that is people who are trying to buy low and sell high and profit the difference, and they're very excited by that, and that's amazing if that's your entry into investments, that's incredible because getting excited about investments is something I'm fully behind. But unfortunately, the environment that we're in right now, we are awash in money, because the United States of America is printing a lot of money. 25% of US dollars, physical US dollars, were created in the years 2020 and 2021. 25%. One out of every 4 dollars was created in the last two years. So, right now the world is awash in money. And, that's why you see stock markets at all time highs. It's why you see cryptocurrencies raising. And, it's why house prices are through the roof. People say interest rates, but it's also just money. And the problem that I see is that it's making everyone feel like a genius. And here's the challenge. When the world is awash in money, everything inflates. And when the world is awash in money, and everything inflates, everyone looks like a genius. The only people who don't look like a genius are those who didn't take action and put that money somewhere, right? But it's really important to understand the difference between being a trader and being an investor. Being a trader is okay, as a matter of fact, guys, I'm a trader. But I'm only a trader with 5% or less of our net worth. Everything else is unsexy stuff. It's sexy when I think about and talk with our financial team about it. But it's not fun. I'm not up and down every day. I'm not trying to make money. I'm not 'oh, it dropped 1% let's buy some more, ooh, it's up 3%, let me sell' because I have the high level understanding now about things like taxes, about

optimization efficiency. So I bring all of this out, this is a lot of words. Let me simplify it in what we call Layman's Terms, okay. What I'm trying to say to you is, is that listening to advice from others on their journey will never serve you. The only thing that you can control, if you're getting started, is building a roadmap, and being honest about where you are getting excited about, where you're going, and beginning to build a plan around that. 'God, Brennan, what the hell, like, that is not helpful, I want to know where to put my money today.'

B

Brennan O'Keefe 34:56

There's a lot of questions in crypto.

B

Brennan O'Keefe 35:31

No, but it's very important. Even in my four-step manifestation process. What I teach my students is like, most people don't even get to step one. They try to get to step four, but they're not even at step one, which is define, decide, and declare what it is that you want. It's the same thing for every single area of your life. And, this one, is also equally as important.

K

Kathrin Zenkina 38:07

Let me share why. Let's say you have zero debt, right? Because you just finished paying off your debt. Okay, great. That's a that's fantastic.

B

Brennan O'Keefe 38:28

Congratulations.

B

Brennan O'Keefe 38:29

Congratulations, that's amazing. Does that mean that you should put your first \$1,000 in cryptocurrency because it's going to go through the roof? No.

K

Kathrin Zenkina 38:38

A lot of things with crypto right now are just like Fast Money. And, if you're in the mindset of Fast Money, you're not ready to invest your money.

B Brennan O'Keefe 38:46
Yes, exactly. The real question I have is, we all have seen different iterations of these statistics but, many people don't have a savings net. Many people don't have an emergency fund. Now Kathrin calls it something different.

K Kathrin Zenkina 38:58
I hate that word. Don't ever call it an emergency fund. Brennan is a little more 3D than I am. I just call it an opportunity fund.

B Brennan O'Keefe 39:06
Yeah.

K Kathrin Zenkina 39:06
Yeah.

B Brennan O'Keefe 39:07
Okay.

K Kathrin Zenkina 39:07
That's what I call a savings account.

B Brennan O'Keefe 39:09
So, these things matter, because you don't know what's going to pop up. And maybe you have some cash, right? Maybe you have some money that you've saved, but you haven't thought about how much you could need. What if, you know a challenge arose and you needed to just take some time, it may not be something bad, like an injury to yourself or like you get fired? What if you need to support a parent?

K Kathrin Zenkina 39:33
Yeah.

B

Brennan O'Keefe 39:33

What if someone gets sick and you need to go, you know, you need to go fly to be with them and help them for two months. Someone in our close circle this just recently happened to and you know, I think a lot of people are really inadequately prepared for that. So these are all important questions to ask because your first few \$1,000 that you're investing, maybe you should be investing, maybe it should be a buffer that allows you to thrive through any environment. Does that make sense?

K

Kathrin Zenkina 40:00

Yeah, totally makes sense. I just want to say like, when you're doing this, you know - because a lot of people they save out of fear. And like, if you save, let me tell you, if you call it an emergency fund, which who cares what you call it, but if you energetically treat it as just in case something happens, I need to prepare for the worst.

B

Brennan O'Keefe 40:18

An emergency will find you.

K

Kathrin Zenkina 40:20

Of course, that emergency will find you, you will manifest that emergency successfully. And, you'll find that savings account going back to zero every freaking year. And that's exhausting. Like, that's what we're here for. But if you enter it from the mentality of, you know, I'm doing this from a place of empowerment, I'm doing this because I love my future self. I'm doing this from a place of being my higher self, and just having money to have my back; completely different energy, same purpose, completely different energy. Because, of course, Brennan and I keep money in the account, you know, enough to pay our team salary for like, I don't know, however long, Brennan decides that. And so we have that, but we're not doing of 'oh my god, what if everything runs out by October, we have to have this money.' No, we are empowered, we're coming from a place of empowerment, we just want to have this money, end of story. It's not a place from fear its place from empowerment.

B

Brennan O'Keefe 41:16

It's just the narrative. And I completely subscribe to that as well. So, now we've talked about saving, great. Now, here's the second saving account, your first investment account should be a saving account. And what I mean by that is a separate savings account. And you can treat that saving account like an investment account. So let's say for example,

your goal you have your safety, your Opportunity Fund, right, you're like \$5,000, that's decide, and now you want to invest your first \$10,000, my recommendation would be to not immediately jump into where do I find investment account, I would say the first step is just to save that money, save 10,000 and treat it like an investment. Treat it in your brain like it's an investment, because then you're going to reach that number, and you're going to be able to go and place it somewhere and feel very productive.

B

Brennan O'Keefe 41:19

So, you recommend people kind of pile up the money before they invest it?

B

Brennan O'Keefe 42:09

My recommendation, personally speaking, is that it's really important. Like, it's all about time, right? So people, I believe humans become very overwhelmed. If you're putting in \$50 a week into an investment account. Things are moving, you're watching it a lot, you're really getting caught up in it. Versus, really building the traction and confidence. That building a investment nest egg, it doesn't have to be 10,000. Guys, it could be 5,000, it could be 2,500. I'm not telling you the amount. But in my opinion, it's helpful because then you're building something already that you're not touching. And you're reinforcing that in your circuitry, in your wiring, in your brain. This is investment money, instead of just putting it in.

K

Kathrin Zenkina 43:02

If someone want to invest like, \$100 a week, you would not recommend that? You would do lump sums the same way that we do it?

B

Brennan O'Keefe 43:09

No, that's, sorry - no.

K

Kathrin Zenkina 43:11

To clarify this, people need the frickin step by step.

B

Brennan O'Keefe 43:14

Well, I know. But, people want the step by step to put their \$100 a week in an investment

account. There's many things you can do for that. You can use Acorns, you can use Robin Hood. But I have my feelings about those platforms, because they're very marketed towards retail investors, like all of us, but they don't have great fees. They're there. Some of their processes aren't super great, as we saw with Robin Hood earlier this year with some of the meme stuff. They really rely on the big partners anyway. It's kind of like white labeling Amazon, right. So you, let's say that I sell paper towels and I have Brennan's Paper Towels, but they're actually stored at Amazon and fulfilled from Amazon and and sold through Amazon. It's basically drop shipping, right? That's in some ways, Robin Hood is just the interface that roadmapping investments. Robin Hood, it relies on the big time investment partners in the back end to actually fulfill orders and things. And that's where they kind of got into some hot water this year. So my belief is that there's many options available to you. But, for me personally, I feel like I'm, you know, saving first and then getting excited about that step to transfer that money into an actual investment account. That will signal in your brain a shift from just simply reallocating money to actually having untouchable money that you are going to grow for decades. That's why mentally I like the idea of building a - it can be \$2,000 guys, it doesn't have to be like 10,000 or 20,000.

K

Kathrin Zenkina 44:51

What do you recommend - what threshold for people?

B

Brennan O'Keefe 44:54

I am looking for the consistency of saving with the intention to invest. Because if you don't build that, it's like the moment the market drops, the moment you become inconsistent in actually investing money, everything falls apart. We're building the habit. And so what you're doing is you're building the habit, the muscle, if you will, you're training the muscle to then go ahead and be an investor. That's why I kind of recommend it that way.

K

Kathrin Zenkina 45:21

Question?

B

Brennan O'Keefe 45:22

Yes.

K

Kathrin Zenkina 45:23

Okay, so let's say that I have 10,000. And I'm ready to put it in a call, you know, Jason,

your buddy, your financial buddy, and I say, okay, I'm ready to invest, you know, and he says, welcome to the world of investing, and we drop in 10 grand. Which a lot of people are gonna be like, where's that 10 grand going, what are you buying? And, all those questions, so, please answer those. But then, from that point forward, the next time, are you still waiting until you hit another 10,000 in that savings account before you put it in?

B

Brennan O'Keefe 45:55

That's a great tactical question.

K

Kathrin Zenkina 45:56

Because I know we have with autowithdrawals into our investment account. And, you're also sometimes, every now and then, just depending on what's going on in your business. You're like, oh, we have an extra, like this morning, quarter of a million dollars, let's put it into our investments. So that's, like, a big lump sum. So, we do both.

B

Brennan O'Keefe 46:14

We do everything. I put as much money off the table that we don't spend as possible. As matter of fact, everything as profit that Manifestation Babe makes after taxes, which is a big caveat here because of taxes on both the business and personal. And all the profit beyond that, and beyond keeping a buffer inside of our business, for our employees and our salaries and costs. Almost everything gets invested, we don't need a bunch of money in our personal checking accounts to survive, I keep enough to pay rent, I keep enough to pay our bills. I keep enough as a little, you know, a little safety buffer, if you will. Everything else is invested. That's how we operate, we operate, you know, on a pretty tight ship, because I know the value of putting money away for 10, 15, 20 years. And if we run into an issue where, you know, we need more cash on hand, we would find ways to do that, whether it was you know, just allocating less, from a certain month's to investments or, you know, whatever we decide to do. But yeah, that's kind of my mentality about it is. Just almost all of it gets invested. So, to answer your question about the 10,000.

K

Kathrin Zenkina 47:27

Yeah.

B

Brennan O'Keefe 47:28

You know -

K Kathrin Zenkina 47:29
Or the lump sum, whatever the lump sum is?

B Brennan O'Keefe 47:30
Or, the lump sum. I think when you get investing, get started investing, one of the best things you can do, I mean, I think creative planning, the firm that we work with, I think, I do believe they have a minimum amount as do many advisors.

K Kathrin Zenkina 47:45
I think their minimum is 50 grand.

B Brennan O'Keefe 47:47
I think it's it's less now.

K Kathrin Zenkina 47:48
It's less?

B Brennan O'Keefe 47:49
I believe its less now.

K Kathrin Zenkina 47:50
We work - this firm works with higher net worth individuals. So, that's why they have - so, don't freak out being like, 'oh my god, I have to reach 50 grand to have like someone who knows what the fuck they're doing with my money'. There's all kinds of other options and if you have anything off the top of your head, like I know that you've even recommended before that people can just open a TD Ameritrade,

B Brennan O'Keefe 48:11
Yeah, TD Ameritrade is perfect.

K Kathrin Zenkina 48:12

Know and even - I'm sorry, just to just to hop in here really fast - not even know what they're doing, you're telling them what to do.

K

Kathrin Zenkina 48:12

And start investing on your own without any advisor a fiduciary and like not wait until you find the perfect person because you might cycle through some people, you might cycle through some companies. Of course, eventually find someone who's like a genius and knows what they're doing but, always know what they're doing. Like you're

K

Kathrin Zenkina 48:34

Be the boss of your money.

B

Brennan O'Keefe 48:36

I don't tell - with all due respect, Jason. I don't think he's gonna listen to this. But, no one does anything with our money unless I tell them to where they approve it to us. I'm the owner. I'm the manager. I run ideas past them all the time. But at the end of the day, he doesn't care as much about my money as I do. He has other clients, he has himself, he is very knowledgeable.

K

Kathrin Zenkina 48:57

He has his own money.

B

Brennan O'Keefe 48:57

He has his own life, his own family. If you're not asking the questions, taking ownership and being that version of yourself that has everything you want, no one's gonna do it for you. So, you know, I think it ties back to into, like, where do I start? Well, like, you'll need to figure out where you start. I'll give you some recommendations right now.

K

Kathrin Zenkina 49:15

Yeah, but explain it - cause I know - okay, can we just talk about how you went to dinner or lunch with, I'm not gonna mention names, the guy for that we met at Platinum Partners. You met him in LA and he's like a 500 millionaire. So, no big deal, someone totally to listen to for advice. You know, like a lot of people take financial advice from broke people. And I always talk about that, like, you cannot take advice from people, like business advice,

from people who don't have a successful business or financial advice from people who haven't even started investing. It just doesn't make any sense. So I get really excited when it's like, oh, this person's legit. Like, this person, obviously knows what they're doing. So, it's really exciting. And he said, 'Brennan, if I could go back in time and do it all over again, I would not get into the private equities, I wouldn't get into most of this like stuff that gets people excited, I would do the most boring, unsexy shit, I would just put my money into index funds'

B

Brennan O'Keefe 50:18

ETFs, yeah.

K

Kathrin Zenkina 50:19

And, let it fucking sit there for 40, 50 years, like, I would not even touch it. And, of course, it bores a shit out of everyone, it's the same thing as building a savings account. Really, that's what investing is like the way that I see it. It's like you're just putting money, instead of a savings account, it's an account that actually gains money, makes you money. Because it depends on what the ROI, it depends on the economy, it depends on a lot of factors, right? But you're literally just - what the actual action behind it is not that you're like - like, for example, private equity is like you're looking for opportunities in the world. And, people approach you and say, 'hey, do you want to invest in my company, and there's literally it's the highest risk.' And we do that, we also have investments like that, but it's very, very high risk. Index funds are super low risk, and they make you money, but it's so boring and unsexy, that most people don't want to just do that. But he said, 'Brennan, I would literally have the same amount of money if I just did that'. Because I've obviously lost money in certain investments, I've gained in others, but overall, index funds have the most stability.

B

Brennan O'Keefe 51:25

Yeah, well, let me and if I may just clarify that real quick.

K

Kathrin Zenkina 51:28

Please clarify.

B

Brennan O'Keefe 51:29

Index funds are not - they have a lot of volatility, and they can be very risky. You can lose

money and everything and everywhere.

- K** Kathrin Zenkina 51:37
Yeah, but it just like life is a risk. You can walk outside and get hit by a bus like it's all risky. But we're just talking about relative to other things.
- B** Brennan O'Keefe 51:45
What Kathrin was saying, I think really it was on a long term time horizon, there's a risk of investing in an index fund and a diversified index funds is essentially like betting on the world. That's the way I think about it. When you're investing in an index fund, you're not invest, it's like betting on the world versus betting on people, betting on the world versus betting on companies, right. You can get the company wrong, you can get the person wrong, like that the on the world, in a diversified way. And you expect the world to continue to grow and evolve and create value and create opportunities. That's why you invest in things that have a lot of different companies. These are called these diversified index funds.
- K** Kathrin Zenkina 52:27
This is the SNP 500 .
- B** Brennan O'Keefe 52:30
SNP 500 is -
- K** Kathrin Zenkina 52:31
Is it like investing in the top 500 companies at once, rather than, like just going out and buying Amazon stock.
- B** Brennan O'Keefe 52:38
In the U.S. only, right?
- K** Kathrin Zenkina 52:40
Yeah, okay, so a lot of people asked if you can also speak on things that would apply

outside of the U.S. as well. And just to clarify like, This is U.S. only and this is, you know, other countries.

B

Brennan O'Keefe 52:49

Yes. So, you know, there's many different ways that you can invest in different countries. I think a lot of times you guys have heard the SNP 500, you've heard of the NASDAQ, you've heard of the Dow Jones. But, this is just representing the United States. So these are places where you would put your money in order to have a an exposure to the growth and success and value creation of the United States. But the world isn't just about the United States, right? So there's similar indices and different ways you can invest in China or in Africa, in Europe.

K

Kathrin Zenkina 53:19

You may have index funds in other countries.

B

Brennan O'Keefe 53:22

Index funds are a vehicle - what the ETF is, is country specific, industry specific. It opens up a can of worms, there are ETFs for everything. I actually lost a little bit of money, that's why I'm willing to share it with you guys. I purchased an ETF based upon lithium batteries. And the reason why is because I wanted to get exposure kind of to the EV trend, right the electric vehicle trend, and it hasn't done great, but I'm still holding on to it become an investor, not a trader, right? But my my vision is that electric vehicles in the future are going to have a demand for batteries. And so, over time. Now, this is a really risky investment, guys, this is not a great example. It's a DCL that's niched, it's really niche to just electric vehicles, whereas my risk is magnified there versus if I put some money in the US in something like the SNP 500, one of the ticker symbols that people often reference for the SNP 500 is 'S' as in Sally, 'P' as in pier, 'Y' as is in yes. So SPY is one way you can get exposure to that.

K

Kathrin Zenkina 54:34

SPY, invest in SPY.

B

Brennan O'Keefe 54:37

Or, you know, investing in Europe. There's just so many ways.

K Kathrin Zenkina 54:41
Should we as Americans invest in other countries?

B Brennan O'Keefe 54:44
Yes.

K Kathrin Zenkina 54:44
Can other countries invest in the US?

B Brennan O'Keefe 54:46
Yes.

B Brennan O'Keefe 54:46
Here's the interesting question. A lot of people talk about, well, the rules are different internationally. It's true. They are different internationally. Here's the biggest difference, taxes and vehicles. You can invest anywhere in the world that you want, from any country in the world that you want, essentially, right? with some exceptions, but mostly anywhere in the world, you can invest anywhere in the world, the difference that people are really asking, is it can I or can't I it, should I or shouldn't I? And that's where it all comes down to, well, what are the tax rules in your country, and I can't speak to that for a lot of countries. But I know for example, in Australia, the tax structure is very different. In Europe, the tax structure is very different. I don't want to get into all of this. But I'll quickly say that in the US capital gains, meaning that the earnings on something you've held for a long time are very advantageous, that was built as a way to hold on to things for a long time, see, your profit your capital appreciate. And then the benefit of that is less turnover. So instead of buying and selling and buying and selling people hold on to things, they grow in value, and then they get rewarded with a lesser tax, other countries don't have as much of that, right. So in a different country, maybe it's not as beneficial to hold as long, maybe it's more beneficial to have high income things. Maybe they don't appreciate as much meaning your house going from 500,000 to 700,000. But let's say that \$500,000 house in Europe is only going to go to 550,000. However, the income you're going to get from renting it out is two or three times more than the United States. I am not telling you what you should do. That's really important to you know, over time, build a network have someone that you can ask these questions to a tax capacity, right? Because it's not really about can I can't I it's really should I or shouldn't I and that has to do again, with taxes,

governments, and then the types of vehicles like in the US, it's a 401K. I'll use Australia's example. Australia doesn't use 401 K's I believe they're called superannuation. But the point is, is that it's also a retirement vehicle in Australia. So they're similar, but they're different. You can still do many of the same things. But the specific things you do are going to be specific to the country that you're living in the rules that apply the taxes and whatnot.

K Kathrin Zenkina 54:46
Okay.

K Kathrin Zenkina 56:19
Okay, I have my income, I have my opportunity fund, which I'm never calling an emergency fund. Okay, now I have my second savings accounts, I reached my nest egg, I have five grand right. And I don't have a company that I work with. I don't have a fiduciary. And we of course recommend fiduciaries, not just your financial adviser, but a fiduciary because they're legally obligated to work in your best interests rather than their company's best interests that they work for. So that's just something we learned from the Tony group, all the millionaires, 100, millionaires, billionaires, they obviously recommend fiduciaries. So let's say I have that, okay. But I don't have the I don't have the person so I have the money. I want to start investing, I don't want to wait for the right person, the right fiduciary to come into my life. What do I do? I download an app?

B Brennan O'Keefe 58:07
No. So what you do is you recognize what is that person going to do for you? That person's gonna know -

K Kathrin Zenkina 58:13
I don't have the person yet.

B Brennan O'Keefe 58:14
I know.

K Kathrin Zenkina 58:14
No person.

B Brennan O'Keefe 58:15
I know.

K Kathrin Zenkina 58:15
And they're not going to show up for a year.

B Brennan O'Keefe 58:17
That's fine.

K Kathrin Zenkina 58:17
Okay.

B Brennan O'Keefe 58:18
But what would that person do for you, they would give you the knowledge and the skill, right?

K Kathrin Zenkina 58:21
So let's say forget the person, don't even bring them up. What do I do? I really want to invest my money today. What do I do?

B Brennan O'Keefe 58:31
This is so characteristic of our relationship, because I'm very long term thinking Kathrin's very now. And both are super integral to our success. But the funny thing is that the reason Manifestation Babe has grown so fast, and has you know, really created a high multi seven figure business is because Kathrin is insistent on everything now, yesterday is 10 years too late. Whereas like I always say, you can you. I say you can earn millions, but you farm billions. What that means you can earn the cash flow up front with impatience with urgency with necessity, right? But in order to create something beyond that, game, it takes time, how are diamonds created time heat and pressure, that's investments to write, you have to put money in the ground, right? Guess what the heat is and the pressure, the market fluctuations goes up, goes down, goes up, goes down, have a heart attack, don't have a heart attack, like that's what the market is it's going to go up it's going to go down over time. The benefit is we believe that over time, it's going to go up if you diversify your

risk. That's how diamonds are created. Right? And what happens after millions of years, someone digs up a diamond and it's gorgeous. It's not even gorgeous until it's polished, right? My point is is that you when you look at it Investments it takes time. So Kathrin is like, what am I going to do now?

K Kathrin Zenkina 1:00:04
What do I do now? I still want to know.

B Brennan O'Keefe 1:00:06
Okay, so the first thing you're going to do now is you're going to go buy two books. One is called "Unshakable" by Tony Robbins. That's the intro book. If you're ready for the next book, I would love for you to buy "Money Master the Game", also by Tony Robbins. I love both of them. For one reason, this simplicity built for the average Joe jannette of America of the world, wherever you are, it is the basic blueprint of how to win the money game. It is the most basic blueprint of how to win the money game, and I love that about it. But that's not what Kathrin's asking. She's asking what I do with my money today. So I would recommend, and again, it's country specific, right, but I would recommend opening an account at a brokerage. That would mean something like TD Ameritrade.

K Kathrin Zenkina 1:00:58
That's where we started. And now we use Charles Schwab, right?

B Brennan O'Keefe 1:01:02
Charles Schwab, yes.

K Kathrin Zenkina 1:01:03
Just because our company transitioned. So it's not like, is one better than another? It doesn't matter. They do the same thing.

B Brennan O'Keefe 1:01:09
They Charles Schwab bought TD Ameritrade they're technically the same thing.

- B** Brennan O'Keefe 1:01:13
The reason why we moved is because of deep details.
- K** Kathrin Zenkina 1:01:13
Okay, there we go.
- K** Kathrin Zenkina 1:01:19
Okay.
- B** Brennan O'Keefe 1:01:19
Yeah.
- K** Kathrin Zenkina 1:01:20
All right. And so do I, is there like a thing in the app in my account where it says index funds, SNP 500 and you add money to it?
- B** Brennan O'Keefe 1:01:29
Yeah. So it's a great question. You're gonna have to do some research. I love this. This is such a great example. Kathrin is trying to have me tell you guys what -
- K** Kathrin Zenkina 1:01:40
I want to make a very specific that I'm not asking you to tell them exactly what to do. I just want to show them that they can start that it's not this taboo like hard, underground, scary thing that anyone can start with investing in index funds.
- B** Brennan O'Keefe 1:01:56
Have you guys ever, like done bill pay through your bank or like paid a credit card bill, they better opening a investment account. And adding money and buying things is literally a it's literally buttons, there's no like you're watching graphs, or maybe some of you guys have seen like cryptocurrency charts and like things are going all over the place. And it's like red and green and it's jagged it, there's none of that. It's so much more simplified than that. So I think if that's what you're getting at, is, it's incredibly simple to do

that you open an account, you'll transfer money, that will require you to link your bank to that investment account. And then you'll wire in money, at which point you'll will take that money and you'll essentially create a trade where you would buy, you know, some securities, meaning some hopefully some ETFs. And, you know, I always would recommend to people to think through the lens of spreading out your risk. So maybe instead don't if you're new, and you only have \$2500, maybe you're not investing in 10 different things, but maybe you're getting something in the US, maybe you're getting something that's called XUS meaning you invest part of your money in the United States via an ETF and you invest part of your money in the world minus the IOD states, just to get that broad diversification. I am not always the most popular in the methodology because I invest internationally, way more than a lot of people. And over the last 20 years that hasn't looked very good, but investments you can never look back. You can never past history cannot dictate future performance. You have to always project forward. And so I don't care what real estate did the last 20 years knighted states, I don't care what happened in the US, I don't care what bonds performed, I don't care about any of that.

K

Kathrin Zenkina 1:03:57

You're putting in the money and you're not taking it out. So it doesn't matter if the market crashes, it goes up, it goes down, it goes up because it goes down for the majority of our portfolio because there's certain things that you have sold off or bought, you bought the dip sold high. But these like ETFs these index funds, these like beginner places that are that have the most security, not pure security, but the most security. Like no matter what happens to the market, you do not pull out your money from there.

B

Brennan O'Keefe 1:04:24

If I spent \$1,000 to buy a Japanese maple and I planted it in my garden. And for the first five years, if I chopped it down or dug it up and sold it, I would only get \$250. But I know that in 20 years it will appreciate to a mature Japanese maple and I could sell it if I wanted to for 25,000 if I continue to let it grow and retain its value. That's kind of the same mindset.

K

Kathrin Zenkina 1:04:49

I love your metaphors. That was a good one.

B

Brennan O'Keefe 1:04:51

Anytime that you're going to pull up the roots of that plant early, you're going to hurt

yourself, you're going to diminish the value. But, over time, it's going to really grow into something that brings you satisfaction. Knowing that you are patient, knowing that you planted your seeds, allow them to grow. And then, you know, I guess you could use the analogy or the metaphor of watering it as being putting more in, right?

K

Kathrin Zenkina 1:05:14

I love this. I think we did such a great cover of how to start and showing people that they can start. So I want to go into more specific questions. You can take as much time or as little as you need. And I know we only have like, 25 minutes till you have a call, so shouldn't be too long. Okay. Let's put in a new scenario. If you have a lot of debt, let's say you have - I mean, we can do a couple scenarios. Let's say you have 50 grand in student loans, okay? 10 grand on credit cards. Would you recommend someone first pay off the debt and then invest? Invest and then pay off the debt? Or do it at the same time?

B

Brennan O'Keefe 1:05:54

Everyone's gonna have their own opinions about this. My personal one, I really believe that paying down my debt is incredibly important, especially with certain debts.

K

Kathrin Zenkina 1:06:04

Because the interest is higher than the ROI in most investments, right?

B

Brennan O'Keefe 1:06:08

Yeah

K

Kathrin Zenkina 1:06:08

That's what my reasoning is.

B

Brennan O'Keefe 1:06:10

So the understanding at a high level would be if you could earn more money investing, then the interest on your debt payments, hypothetically, you could put money to invest and then pay your debt. However, that's extremely risky, right? Because when you get return, it's because of risk. Profit - return on investment is a risk-return relationship. The greater the risk, the higher the return. That's the actual nature of investments. That's what everything is built upon. So when you're talking about investing money instead of paying

down some of the debts that you have, you're really taking a risk because if those returns don't match the interest on your debt, then you end up in a deeper hole, if that makes sense. Now, let me add one more piece here, which is really important, which is, for a lot of people who are either in debt - a lot of the literature talks about saving and paying down debt. I want to challenge that with one other thing; create more value in the world. Find a way to create value in the world. And I'm not saying that you're not creating value. As a matter of fact, we know a teacher who during COVID exploded by creating a business name

K

Kathrin Zenkina 1:07:30

Became millionaire. A school teacher became a millionaire because a lot of parents were all of a sudden stuck with their kids. She created this whole program, this homeschool program for them. Basically, you don't want to homeschool your kids? I fucking get it. Not everyone is meant for that. I know, for sure, I don't want to be our kids teacher. Sure, I'm going to teach them all the manifestation stuff, but I'm not doing your math homework. Sorry. So we're definitely going to hire people who can help us with that. I don't know if we're going to homeschool or, I don't know, we don't have kids yet. So there's still a lot up in the air. But she was like, oh, I see a problem in the marketplace. There's parents stuck at home with their kids. So let me open up a private school for these kiddos, and she literally became a millionaire in 2020.

B

Brennan O'Keefe 1:08:14

She transitioned her value from a set rate to a market rate.

K

Kathrin Zenkina 1:08:18

Yes.

B

Brennan O'Keefe 1:08:19

She said-and this is just a teacher. I'm using this as an example. Nurse is a great example. What about a doctor's office? Let's say that a doctor's office during COVID maybe all of a sudden had all of the appointments and surgeries cancelled? Right? Well, how can you create value during that space? If you open a drive thru COVID test like we had this morning before our stuff.



Kathrin Zenkina 1:08:44

The doctor's office in Beverly Hills that we use the first time we went to the Maldives, just because we didn't know. We never got tested. We didn't know where to go. And I didn't want to just go to your average drive thru because I didn't want to get poked too hard. So we got a doctor's office to come over. It was like a house call. Oh my god, it was \$250 per task- There's three of us. Plus \$450 for the house call. It was like 1200 \$1300 for COVID tests. What?



Brennan O'Keefe 1:09:11

But the point is, is that this doctor wasn't getting the business from their core business.



Kathrin Zenkina 1:09:15

Yeah, No one's coming to the office.



Brennan O'Keefe 1:09:16

So they found a way to reinvent and add value. And for us, during that time, it was like a super tight window. So my point that I'm making on this is that it's not just simply about saving more or paying down your debt, it's about how can I add more value? And it doesn't have to just mean my job or my income, how can I add value to people's lives? How can I add value because creating wealth is a reflection of the value created, right? When you own investments, you're buying a slice of things that are creating value for others, but the same is true of yourself. How can I create more value in my life so that it shows up and I have the ability to pay down more debt, or I have the ability to invest at a greater rate, or I have the ability to go out and pay a down payment for something like a home that I really want to invest in and still have money to invest as well. So that's really the way I look at debt. Yes, you should be paying down your debt. But also don't forget that like, don't get stuck in the mindset trap that you're limited by the amount that you're currently earning. You're probably not asking yourself, if I was to make 3x what I currently make, what could that look like? How could that look? What would a world look like? Where I earn three times what I currently earn? What would my life look like? What would work look like? How am I interacting? What am I doing? What are my daily steps? And it's not gonna come to you immediately. Anyone who's like set affirmations in the mirror knows it's uncomfortable as hell to start, but that's my first step. It is like, how can I create value so that I can both pay down things faster and grow faster? I think that's really important.

K Kathrin Zenkina 1:10:54
This is more of a quick question. Do you do any day trading?

B Brennan O'Keefe 1:11:00
No, I do not do any day trading. Under the way I classify it.

K Kathrin Zenkina 1:11:05
What do you do with dividends? When your investments pay you money, is that considered your income now? Your profit? Or do you reinvest it?

B Brennan O'Keefe 1:11:16
I always reinvest it. There's an opportunity to reinvest the dividends on most platforms. However, I don't typically use that functionality because certain things will grow faster and be more productive than others. And if you think about it, in this context, your winners typically will perform worse than your losers. So even though it's counterintuitive, when you have things that aren't doing as well, it's better to reinvest from some of the winners into some more of the losers. But tying back into the day trading question, that's not true of day trading. That's only true of long term investing. Taking money from things that do well, and making sure you're reallocating into things.

K Kathrin Zenkina 1:11:56
Okay, while you're talking, I'm gonna quickly run to the restroom because I drank way too much matcha during this conversation, and I don't want to cut this podcast early. So I'm going to open up a can of worms and you're just going to start and I'll just listen to you from the other room and come back and join you. So everyone wants to know your thoughts on cryptocurrency. For the absolute beginner? What is crypto? Because it's such a new thing. It's all the rage. It's all people are talking about. People really want to know what you think of crypto. Do we have any investments in crypto, what is the long term whatever with crypto? Yeah, just go. What is crypto? What are your thoughts?

B Brennan O'Keefe 1:12:33
She knows she opened Pandora's box right now. Okay, so cryptocurrency is - how do I explain for beginners? Crypto is essentially a process of using a blockchain which is chunking or blocks of transactions that are being vetted in the most basic sense. Now,

there's a million different manifestations of like how that actually works. But basically, it's a bunch of things that exist on computers, and basically math and problem solving. Computers are running to solve these things, that allows these transactions to be verified. I think that's a relatively - there's a million more ways. I can link something below probably as well. Cryptocurrency is a big thing right now. Yes, we are invested in cryptocurrency. Yes, we have not been invested in cryptocurrencies. Matter of fact, in 2017



Kathrin Zenkina 1:13:48

Wait, you said yes, we do and no, we don't?



Brennan O'Keefe 1:13:51

I said yes we have not been. We are invested, and we also have not been at other times.



Kathrin Zenkina 1:13:57

Okay



Brennan O'Keefe 1:13:58

So, crypto, in my opinion, gets confused with blockchain. And without getting too deep into these things, a lot of people really want to trumpet and Harold that cryptocurrency is forever and will be here forever. While my personal belief is I do believe cryptocurrency is here to stay, I believe the more accurate way to describe that is that blockchain is the technology that will change the world forever. Blockchain is never going anywhere, cryptocurrencies will come and they will go. Do you know there's been over 3000? I have to check the actual number, but there's like a mind boggling amount of currencies in just human history, just recorded history. We think it's like the yen, and the dollar, and the euro, but there have been so many currencies. Cryptocurrencies are very similar. Many of them are going to come, Many of them are going to go. Some will probably eventually hang around. And one really smart investor, who was very negative on some crypto and now actually is more bullish on some crypto - bullish meaning positive in the short term, in the midterm, optimistic about it - said it really well. He said, you know, I'm invested in a few of these things, but the reality is, in my opinion, is that probably the thing that wins is still being invented by some kid in his Harvard, or her Harvard, dorm room. Why do I resonate with that? Just think back to AOL. Just think back to MySpace, right? These were the first market entrants, right? AOL was a big deal back in the time. Google was, I think, the sixth internet provider, the six search engine provider that came to, and it's clear who won these days, right? Google is everywhere, right? You know, Facebook, I used to have an

account back when you had to have a college email to get in before it expanded everywhere. But before that was MySpace. MySpace is barely around anymore, right? So I use those examples because everyone really likes to feel confident about what the future holds for cryptocurrency, and no one knows. Anyone who says that they know, I would definitely tell you to think about what benefit they have about them thinking that they're right.

K

Kathrin Zenkina 1:16:37

There's a lot of people who have most of their investments into crypto right now. Can you speak on that? What would you say if - because, why not invest in crypto, right? Why not? But it cannot be the majority of your portfolio with how risky it is. Would you agree?

B

Brennan O'Keefe 1:16:57

For those of you who know that Kathrin I love Las Vegas. I don't need to say anymore. But I love Las Vegas. And I love to gamble, actually, believe it or not.

K

Kathrin Zenkina 1:17:05

He's won \$19,000 on a slot machine in a single spin at like two in the morning and my best friend from the other room ran, screaming her head off. And I'm like, oh my god, something bad happened. Because like, why else would you scream your head off at two in the morning? She's like, Kathrin, your husband won \$19,000! I'm like, what? And I look at my phone, and literally, it was like two minutes after I stopped looking at my phone because I was going to bed, and I just see a selfie of Brennan. And on the screen it says please, call an attendant to claim your \$19,000. So yeah, he loves to gamble.

B

Brennan O'Keefe 1:17:42

Okay, so, roulette is a game where they spin a wheel with a ball and it lands on different numbers. And so people go and they place chips on this board. That's what I like in the cryptocurrency space too right now, it's gambling. Straight up it's gamble.

K

Kathrin Zenkina 1:17:59

It is a gamble.

- B** Brennan O'Keefe 1:18:00
Everyone that's investing in all these things.
- K** Kathrin Zenkina 1:18:03
It's like taking all your investment money and going to Vegas.
- B** Brennan O'Keefe 1:18:06
it's going to Vegas, and people don't realize
- K** Kathrin Zenkina 1:18:09
What you can win really big, but you can also win nothing at all.
- B** Brennan O'Keefe 1:18:13
And people don't realize
- K** Kathrin Zenkina 1:18:14
That's just the risk that you're taking, at least with with this avenue. And all investments are risky. Again, life is risky. It's a part of life, right? You're we're always taking risk. It's just that at this time, this time in 2021, this is this is the opinion that we have. This is the advice that we have. It can change in a couple years. You never know.
- B** Brennan O'Keefe 1:18:35
Well, it changes all the time. And, like I said, I'm actually very bullish in many ways on cryptocurrency, and the crypto space, and blockchain. And we are invested in this space, but every day when I see telegram groups, or swipe ups, or people claiming to be crypto coaches, well, it's pretty easy to be making money when everything's going up. But the problem is, is that when things go down, no one understands the ferocity with which they can deplete your money to zero.
- K** Kathrin Zenkina 1:19:05
When we were at the financial trip, I remember Bitcoin just crashed. It was like the first big crash of Bitcoin, I think it was at 18,000 and then crash down to like, seven or something?

B

Brennan O'Keefe 1:19:17

Crushed out, like I think 2000

K

Kathrin Zenkina 1:19:19

Okay, so it was a big crash. And Tony was really like, really into everyone who had money in crypto like, hey, you don't want it to be the majority of your portfolio. They recommended a percentage at that event. I don't remember what it was, and I'm just curious, does that still stand today? And what what is your general opinion? Again, guys, Brendan's no professional, but your opinion? What would you recommend for people's for percentage of that nest egg of like, \$5,000? How much should they put into crypto?

B

Brennan O'Keefe 1:19:49

It really depends on the level of investing and the level of risk that you're willing to take. I would say my personal belief is that I think everyone should have an extremely miniscule portion of their net worth in crypto. Let me reiterate that. Do not tweet that Brennan said you should put all your money in crypto, in extremely miniscule portion. That means 1%. If you've got \$1,000 net worth, that literally means \$10. If you've got a \$10,000 net worth, right? That means \$100, right? I'm talking extremely small. Now, if you have a larger net worth, you can begin to change that, right? You can begin to change that a little bit, but you need to understand everything you invest in crypto. You can 1,000% lose everything. And people seem to think that because of the success of Bitcoin and Ether, both are which, if you were to invest in the crypto space right now, those would be the two - those are the two horses that are racing at the Kentucky Derby, okay? And that does it. But this is an important point, it does not mean that they cannot be unseated by something new, right? So there's always risk everywhere. Nothing is certain, and that's really important in this space. That being said, I do believe cryptocurrency is something that will be in the future. And I do believe that there's a lot of return to be had. And I definitely encourage people to learn about it. And one of the best ways is to watch stuff on YouTube, that's how I learned a lot about it. I still don't understand everything, explaining things is still hard. I have intuitive understanding of how it works, but I'm no expert. But you know, we do use Coinbase, and we do have cold wallets as well, which means that we can take those cryptocurrencies off of exchanges and actually hold the keys ourselves. And that is a part of our extreme risk bucket in our investments in our net worth, as well as investing in some private companies that we've invested in. I invested in one of my college friend's coconut water company

K

Kathrin Zenkina 1:22:00

That's been so much fun, for me personally. Again, these are pure risk investments, because, again, you're betting on an individual, like Brennan's best friend from college to approach him and be like, hey, you want to play, I don't know what it was, 35 grand into my coconut water company? You are literally betting on him to have his shit together, to grow the company, to build the business. So you're really out of control, and you're putting your money, that chunk of money, on just that one single person. But the cool shit is, is that when he sells that company, if it's worth billions of dollars, that share grows to a really large portion, you get a nice cash out that's way higher than what you put in. But there's no guarantees on the timing of that, if that ever happens.

B

Brennan O'Keefe 1:22:52

Even my friend would say he knows things can fail. Every investor understands what - human psychology is a major portion in investing, right? Humans know to buy low and sell high. Guess what most humans do? Sell low and buy high.

K

Kathrin Zenkina 1:23:07

Yeah, they sell from fear.

B

Brennan O'Keefe 1:23:09

Fear, they buy from fear, exactly. And, you know, timing is everything. The right decision at the wrong time is the wrong decision. There's a great scene in *The Big Short*, which is a movie about what happened in the housing crisis in 2008-2009. And there's a part where Christian Bale, who's playing Michael Burry, who's a real guy, is marking on his board minus 16 million, minus 20 million, every day, because it's fun as losing so much money because they bet the house on the housing market crashing, right? He's losing money every single day. And then one day, the light switch goes on. And he made so much money for his investors, because he was betting basically against the banks being idiots. My point is, is that you can - timing also really matters. So why do we talk about timing? In investing, you will choose the wrong time to invest in anything. Let me say it again, you will choose the wrong time to invest in anything, always. You will always do it. You will never be the smartest person that chooses the right time at the bottom. That's why it's so important to just get started and to start buying chunks at consistent intervals to build momentum, because that way you have the opportunity to buy things when they go down. But you don't sit and wait for the perfect opportunity, because that perfect opportunity will never come. It will actually come, but you'll look at it and you'll say hmm, that's nice. I think there's something better. It's personified in *Tinder*, right? Fear of missing

out, right? People swipe on great people because they want something different. Same thing happens in investments. That's why it's so important to get started. And that's also why guys, I recommend just starting with that little bubble, that little network bubble, to then transition to move it, because having that consistency is everything. Because you are going to - as much as you tell anyone that you're going to definitely buy everything when it crashes and you're going to sell everything when it's high. I would bet money on the fact that you're probably going to sell towards the bottom, and you're going to buy when things start to have momentum because you feel like oh my god, everyone's doing this, it's going to succeed.

K

Kathrin Zenkina 1:25:34

When everyone's doing something, it's usually something you want to run away from. Usually, not always. But it's like that's my life rule, as well as look at what everyone is doing and do the exact opposite. I know there's going to be a part two, because I mean, there's so many questions. So once again, let us know if you want a part two. What you want to be in part two? We're definitely open to your questions. But I do have one final question to ask, which is just a fun little question. Do you use your intuition to invest?

B

Brennan O'Keefe 1:26:07

Absolutely.

K

Kathrin Zenkina 1:26:07

I know you do research. Brennan only goes and reads the news because of trends. He looks at trends of what's going on in the world. But besides that, do use your intuition?

B

Brennan O'Keefe 1:26:21

Absolutely.

K

Kathrin Zenkina 1:26:22

Look at that. Okay, well, I think that is it. Thank you so much for submitting your question. Thank you Brennan, so much for being here. This was so much fun. I got to relearn a lot of things and it was really exciting. Definitely we will link some resources for you. So those two books that Brennan mentioned, we'll link the company that we work with. Again, that company has a higher nest egg start to begin. When we started with them, it was 50k I remember that. So we were in a position to invest 50k right off the bat. Some of you

aren't, and that's okay. And again, that's why I really grilled Brennan on like what if you don't have a company to work with yet? What if you haven't found that person just knowing that you can start today? And then of course thank you so much for sharing your advice for anyone who has debt, because now they have an action plan. So remember, have a goal and then begin your action plan and actually commit to it. Because so many people have plans in their heads for the rest of their lives and they never actually take action on the plan, so don't be one of those people. So we'll link all of that, and then please please please take a screenshot of this episode right now, tag me @manifestationbabe, tag Brennan, which is @brennankingokeefe. I will also share that in the show notes as well, link to his Instagram so you know how to spell it. And then let us know what your biggest aha moment was, takeaway, definitely recommend sharing this information and knowledge with people. You know it's not necessarily a part of the manifestation babe brand of how to invest, though we do talk about money, we do talk about building wealth, and most of the time I talk about it from an energetic standpoint, but it's really nice to have this as a way to balance things out. And we know that this is information that we just don't learn on a daily basis from the average places, right? So we would definitely appreciate if you could share this episode with anyone that you think could benefit from it. And leave a review for the podcast if you haven't yet. And if you haven't yet, when you leave a review, take a screenshot of it, send it to Hello@manifestationbabe.com before you submit it to take that screenshot, then push submit and then email it to Hello@manifestationbabe.com and we will send you a free manifestation hypnosis. And I think that's it. Any last thoughts Brennan?

B

Brennan O'Keefe 1:28:46

If this stuff has resonated with you in any way also, I include a much more in depth dive of this inside of MBA, which is The Manifestation Babe Academy.

K

Kathrin Zenkina 1:28:56

Brennan, how did I forget that? Yes, Brennan has an investment course inside. So it's everything you learned today, but going deeper and deeper and deeper, and expanding more on a lot of things of course, which is included absolutely free of charge inside of The Manifestation Babe Academy, because Brennan and I are kind of a partner deal. So of course, we're gonna come together. And yeah, so if you haven't signed up for MBA yet, you can get on the waitlist at manifestationbabeacademy.com, and that launches in August of 2021, which we're so excited about. Alright, thanks so much for being here, babe. I love you so much.



Brennan O'Keefe 1:29:37

Thank you, too, beautiful. Love you, too.



Kathrin Zenkina 1:29:39

All right, I'll see you guys in the next episode. Muah, bye.



Kathrin Zenkina 1:29:43

Thank you so much for tuning in to 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.