

Episode 233: Infusing spirituality into business & doing dee...

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SPEAKERS

Kathrin Zenkina, Brandon Lucero



Kathrin Zenkina 00:14

Welcome to The Manifestation Babe podcast. My name is Kathrin Zenkina, and I'm a manifestation expert, master mindset coach, and multiple seven figure entrepreneur. I'm obsessed with helping you achieve everything that you once thought was impossible. If you're looking to massively uplevel your life, your finances, your relationships, your productivity and success, then you have come to the right place. My goal in this podcast is to help you see the infinite potential within yourself to be, do, and have anything that your heart desires. Think of this podcast as your weekly dose of mindset development, to help you maximize who you are and where you're going. Leave it to me to provide you with the tools, the resources, the strategies, and teachings that you need to manifest a reality wilder than your wildest dreams. I know we're about to have so much fun together, so thank you so much for pushing play today. And now let's begin!





Kathrin Zenkina 01:16


Hello, my beautiful souls and welcome back to The Manifestation Babe podcast! Okay, this is an episode unlike any other episode I have ever done. We get pretty whoo here. So, today I'm interviewing one of my best friends, Brandon Lucero, who is not only an incredible entrepreneur who helps business owners really tap into the psychology of online sales and content messaging to help them move and inspire their audience while making more revenue, but he's also my spiritual BFF. This man and I go deeper into the crazy world of beings and aliens and other dimensions and crystals and other shamanic things than literally anyone else in my life. He's actually someone I met through my good friend, James Wedmore, in June of 2020, and we have pretty much been, like, inseparable since. It's just like this crazy connection that we instantly had, and of course, through our many spiritual conversations that we do via texting and phone every now and then, we occasionally invite our spouses out and do double dates: combined dinner so that they don't feel as left out of our spiritual conversations. Brandon is someone who works with the same shaman, Don Javier as I, and one of the people who really encouraged me to get on the path that we both now walk, with our spiritual family. We dive

into so many podcasts, or sorry, so many topics in this podcast, that I have such a hard time titling it. I even texted him today, and I'm like, Brennan, I have no idea what the title of this episode, because we just kept going and going and going, and we fit in so much into this episode. We even talk about things that I've never before shared here, which I'm kind of nervous, but so excited about at the exact same time, so get ready for a doozy! We go from Brandon's entrepreneurial journey of how he went from being completely broke, \$40,000 in debt with a baby on the way- talk about crazy scary- to a multiple seven figure entrepreneur today. And he is also a dad of three, and he's an amazing father to very, very present. And he really inspires me a lot in how he raises his kids, and just what's possible that you can be a very present, incredible husband/spouse/partner, and also parent, and also entrepreneur. So yeah, we talk a little bit about, you know, teaching manifestation to his three kids and how he does it effectively because I definitely want to learn from him, and I asked him for all the tips and tricks. We talked about some of his tips and tricks on how to create better content online through integrating spiritual principles into business. And of course, we dive deep into the crazy story of how he got into spirituality, and eventually found his shaman that he works with today. I'm also going to link Brandon's info in the show notes as well, as he's about to launch his brand new program, New Generation Mastery, so you don't miss out on creating offers in your business that your customers cannot wait to buy. So definitely check that out, and I'm also doing a VIP day with Brandon at some point really soon because he's just a total genius at what he does. I've spoken to his mastermind before, I've watched him teach, he just- he's so tapped in in the way he is; tapped in and channeling this amazing message, but also really diving into the masculine. So like the strategy and you know how to integrate strategy into your business so that you can really dive deeper into the psychology of the messaging, the specific messaging that you're delivering to people and how it makes people react and respond to your content. Just- so much inspiration from him. So, definitely check it out. And, without further ado, grab some popcorn, some kombucha, some of whatever you like to eat or drink, and let's dive into this episode.


 Kathrin Zenkina 05:24
Are you ready, Brandon? Are we doing this?


 Brandon Lucero 05:26
Yes.


 Kathrin Zenkina 05:27
Let's do this.. Welcome to the podcast!


 Brandon Lucero 05:29
Oh, cool. We're starting. Thanks. Thanks for having me. I'm glad to be here.


 Kathrin Zenkina 05:35


 Brandon Lucero 05:38
Brandon, you guys is one of my I don't know if you know this, but you're one of my best friends.


 B Brandon Lucero 05:39
Yeah,


 K Kathrin Zenkina 05:40
Like, ever since I met you, I feel like we've been together for many, many different lifetimes as besties. And so I'm so glad to have you in this lifetime as well.


 B Brandon Lucero 05:48
Yeah, I am glad to and I'm glad to be here. And I'm glad to be your friend. I'm glad to be Brennan's friend, and it's gonna be fun.

 K Kathrin Zenkina 05:54
And now you're in the MB headquarters.


 B Brandon Lucero 05:56
That's right.

 K Kathrin Zenkina 05:56
How does it feel?


 B Brandon Lucero 05:57
It feels great. I love the sign. I love the view. This place is unbelievable. Like the views here. Just crazy.

 K Kathrin Zenkina 06:03
I know. Oh my God amazing. Um, okay, so today what I want to talk with you about because you're like one of my spiritual BFFs. And you are someone who's really incorporated, beautifully, spirituality with business.

 B Brandon Lucero 06:10

 Brandon Lucero 06:19

Yes.

 Kathrin Zenkina 06:20

And that's what I wanted to talk about today, especially because you are a male. You are a man, and I do have many male followers who constantly come up to me, whether it's in the DMs, comments, or actually in person, and they're like, you know, I want to, I really want to get into this spirituality thing. But I just don't know how it mixes-

 Brandon Lucero 06:42

Right.

 Kathrin Zenkina 06:42

with business. Because spirituality is seen as this like woowoo very feminine thing, or, you know, business is seen as this very, like, masculine, very structured thing,

 Brandon Lucero 06:53


Right,

 Kathrin Zenkina 06:53

And they just don't see how it connects. And so I really want to get into that. But before we get into all of that good stuff, and especially all the woowoo stuff that we absolutely love to talk about, like all day long, I think that's all we talked about. But to be honest, um, you were telling me your story of how you became an entrepreneur a couple months ago at dinner with your beautiful wife and my husband, and I was like, stunned, like, I was floored. I was like, Brandon, how did I not know this about you? Wow. So can you just kind of share? Like, let's just share, first of all, just share what you do today.

 Brandon Lucero 07:26

Yeah.

 Kathrin Zenkina 07:26

Like kind of like a little snippet, a couple sentences of like,



B Brandon Lucero 07:29

Sure.

K Kathrin Zenkina 07:29

who you are what you do today, and then take us back to like the origin story.

B Brandon Lucero 07:33

Yeah, so good. Okay, cool. So what we do today is messaging and content, but it's really helping any business owner, but specifically online business owners, how to communicate. And I think the biggest problem is people understand what they do. They understand like, here's my skill set. And here's what I do, but they have no idea how to communicate that. And so what we help people do is how to communicate it in a very clear way. So you have a lot of clarity, but it's also in the way that humans are designed. And so we actually incorporate a ton of spiritual concepts in messaging, like remembering who you are, how do we communicate it so it actually transformed someone's life? How do we speak to the subconscious. So we do a lot of cool stuff like that. But my story basically started, I think, I don't remember where I told like, where I was when I told you in the story, but I based I think in college is probably where we started. And I had a full ride to run at UC Irvine. So cross country and track and field and all that stuff. And then I broke my back, like between high school and college.

K Kathrin Zenkina 08:35

And how did you break your back?

B Brandon Lucero 08:37

Well, not just being a stupid boy. Just being so dumb. I was jumping off like cliffs and stuff over the summer and we went up to Mammoth Lakes in California, and there's this like 90 foot cliff, and all that the whole team. I was with the cross country team, like the UC Irvine team.

K Kathrin Zenkina 08:54

I was going to say where was your girlfriend at the time? Jacquelin?

B Brandon Lucero 08:57

She was back home.

K Kathrin Zenkina 08:57

Okay, and so she would have stopped you immediately.

B

Brandon Lucero 09:00

She would have tried. She would've tried. She would've tried, for sure. But I was super stubborn back. I still am, but not as much. I've learned my lessons. But anyways, all the team was running or jumping off like a smaller cliff and I went up to this one. I remember looking over the edge and like, this thing's tall, like, it's, it's bigger. This is by far the biggest one I've jumped off of, but it's not THAT big.

K

Kathrin Zenkina 09:22

This is a 90 foot one.

B

Brandon Lucero 09:23

Yeah..

K

Kathrin Zenkina 09:24

That's tall.

B

Brandon Lucero 09:25

Well, the problem is, is when you look down, you lose all depth perception.

K

Kathrin Zenkina 09:28

That's true.

B

Brandon Lucero 09:28

Like you just don't really know. And I knew it was bigger, but I didn't know my how much, and there was a little part of the cliff that like jetted out a little bit like 10 feet and like okay, cool, as long as I run and I cleared this, this part right here, I'll be fine! And so I like ran and I jumped and the whole team is watching me. And, I remember thinking, I'm gonna.. I'm gonna hit the cliff. Like, I didn't jump far enough. So, I started freaking out in the middle of the air and trying to move myself away from the cliff like with my arms and pushing myself away. But that knocked me off bounce, and so I ended up landing in the sitting position. And so all the impact just went straight up my back. And so we're like up in the mountains, they couldn't helicopter me out, so they had to like hike. I mean, I was up there for hours- there's like a broken back, just laying on the ground and got me down. And so I ended up being okay, obviously, and almost paralyzed myself. So like, on the MRI, it shows like the disc, like up against the nerve

and actually pushing the nerves out. Like, I was like, one more millimeter, I would have been paralyzed from the waist down. But I ended up like coming back running, doing all that stuff, but I was never the same runner. And so, what I ended up doing, because I wasn't running all the time, was just figuring out how to make money. And so back then my dad

K Kathrin Zenkina 10:40
A true entrepreneur.

B Brandon Lucero 10:41
Yeah, I was like, I don't want to get a job. I think that my parents were like, well, it's not running, you're gonna get a job. And like, actually, can we cuss on here?

K Kathrin Zenkina 10:47
Wait, can I just- Of course!


B Brandon Lucero 10:48
Okay.

K Kathrin Zenkina 10:49
Do you know who I am, first of all?

B Brandon Lucero 10:50
Yeah, yeah, just wanted to make sure.

K Kathrin Zenkina 10:51
Second of all, real quick: this is a great reminder for me. And I always forget to tell people this; one of the main motivators for me to become an entrepreneur is I hate being interviewed, like for job interviews, and I was like, I never want to be interviewed for a job.

B Brandon Lucero 11:04
Yeah.



K Kathrin Zenkina 11:05
- So I never have been.

B Brandon Lucero 11:06
Yeah, seriously?

K Kathrin Zenkina 11:07
Swear to God!

B Brandon Lucero 11:07
I went to Target and Home Depot and fucking hated it. So I was like, no, I'm not gonna get a job.

K Kathrin Zenkina 11:13
Yeah. I did have like a job at the movie theater, but because my boyfriend at the time was working there and I became such good friends with the manager.

B Brandon Lucero 11:20
Yeah.

K Kathrin Zenkina 11:20
She was just like, if you ever want to work here, you're hired on the spot. And I'm like, okay, I think I want to make money now. Like, I figured out how to balance, like school, and homework and all that stuff in college. And I was like, I think I think I can handle working weekends. And she's like, alright, come in, grab your uniform and get started.

B Brandon Lucero 11:36
Yeah.

K Kathrin Zenkina 11:37
Perfect.

B

Brandon Lucero 11:37

Great. Sounds good. But that's, I mean, that's the whole reason why I started, like, figure out how to make money. It's like, I just don't, I want a job. I was like, fuck that. I'm just that- and even to this day, that's what motivated me to be an entrepreneur, even.. we'll get to this part in the story. But, even when I worked for my dad, I was like, I can't.. I can't do this. But anyways, so I started learning how to make websites. And what I was doing was just doing humor websites. But this is back when MySpace was a big thing. And so, I don't know if you remember MySpace, and people had, like, funny pictures and stuff, or like little gifts.

K

Kathrin Zenkina 12:08

Yeah!

B

Brandon Lucero 12:08

And then they always had like codes underneath it. Because-

K

Kathrin Zenkina 12:10

That's really the good old days.

B

Brandon Lucero 12:12

Yeah, they'd like had HTML codes and stuff for like, copy and paste it.

K

Kathrin Zenkina 12:15

Yeah.

B

Brandon Lucero 12:15

So I have sites. And that's what I did the drive traffic was: every video and every image had HTML code, pasted on MySpace, but in the code, we program the link back to our site. So when people were taking our content, there's more and more links back to our site. So, I would drive all this traffic to these sites, but I could never figure out how to monetize it. So I would just sell them and I would sell them for like, 2, 3, \$5000 a pop

K

Kathrin Zenkina 12:37

The website?

B Brandon Lucero 12:38
The websites yeah.

K Kathrin Zenkina 12:39
Okay, and we had like funny names, right?

B Brandon Lucero 12:41
Yeah. So I had like, bunco.com was the first one and just some random name. My roommate told me and to this day, I still have Bunco@yahoo- my personal email.

K Kathrin Zenkina 12:50
But there was something about orange juice, wasn't there? Oranges?

B Brandon Lucero 12:53
Yeah. And so, well.. not there yet.

K Kathrin Zenkina 12:55
Okay, okay. I'm getting ahead, sorry. Sorry.

B Brandon Lucero 12:58
So, that's how I got introduced to the website thing. And then I found out once I got, broke my back, I had Lyme disease, but it's like dormant inside of me, or.. yeah, and when I broke my back, it like sparked it up back up. So, around the same time I started, like getting tired all the time, like what is going on?

K Kathrin Zenkina 13:15
That was the first time you felt symptoms, right?

B Brandon Lucero 13:17
Yeah.



K

Kathrin Zenkina 13:18

Okay.

B

Brandon Lucero 13:18

And so I got diagnosed with Lyme disease. And I ended up dropping out of college and working for my dad and just moving back home, and just like getting this thing taken care of. And I started working my dad, and then I got better. And I just continued working with my dad, I was maybe 23, 24. This is 15 years ago, and I was making, you know, \$70,000 a years at 23 year old.

K

Kathrin Zenkina 13:42

Okay.

B

Brandon Lucero 13:42

And like I was, again, that's 15 years ago. So it's worth-

K

Kathrin Zenkina 13:46

That's great money.

B

Brandon Lucero 13:47

Such good money. And like, it was just easy. It was just I can make my own schedule. I can like take Friday's off here and there. But I remember thinking, this is what I have to do for the rest of my life. Like, I have to, even know it's for my dad, and it's great money, and it's like, I still have flexibility.. I can't do this, I can't have just two weeks a year to myself. I want to be able to have the freedom to go do whatever I want to do. And then, you know, I just.. but I was too comfortable. And I think the biggest problem is people get too comfortable with where they're at and they don't want to leave the comfortability. And that's exactly what I did. And so, you know, people don't change until they have to, and that's been my story for a lot of years. And my dad's company started go under and so like paychecks were coming in late and and since I was his son, I actually got hit the hardest with everything because he would make sure everyone else was paid first before me and because he figured like, well your family like I can, you're not gonna sue me, or whatever. I don't know what his thoughts were. I haven't never really asked him but, but, I still had a lot of paychecks that I didn't get, and, and my wife Jacqueline was working in retail at the time and so we ended up moving in with some roommates instead because we couldn't afford rent, and then I started building out more websites. And so I started getting into these, like niche sites, which is what you were talking about.

K Kathrin Zenkina 15:06
Yeah, yeah, that's what I remember.

B Brandon Lucero 15:07
Yeah. And so I started building out these sites called, like a calories in an orange and like breedingrabbits.net. And like, refurbish refrigerators like all, like these super niche sites that were based off of

B Brandon Lucero 15:19
Yeah- .com.

K Kathrin Zenkina 15:19
And like, you go to the website, and it just shows you how many calories are in an orange?

K Kathrin Zenkina 15:19
How many calories in an orange? Is that literally like the website?

B Brandon Lucero 15:23
In an orange, yeah.

K Kathrin Zenkina 15:28
What..

B Brandon Lucero 15:28
So, so the idea was, is you find topics that are searched in Google a lot, but don't have like sites dedicated to it. And then the URLs available. So like, people were searching calories in an orange, but there wasn't- caloriesinanorange.com was available, so you'd buy it, and you put the information on it, and then you'd put like Ads, like Google ads. And so, you just sit there and you put it up, and you'd rank them in the search engines where people are searching and comes in and, and it was great. Like we built it up to like \$1,000 a month and I was just pumping these things out. And I'm like, my goal was 10 like, \$10,000 a month. I just want to make \$10,000 a month.

K Kathrin Zenkina 16:03

I feel like that's every entrepreneurs first big goal.

B Brandon Lucero 16:05
It is.

K Kathrin Zenkina 16:06
10k a month. You see it plastered everywhere on Instagram.

B Brandon Lucero 16:09
Yeah,

K Kathrin Zenkina 16:10
Yeah.

B Brandon Lucero 16:10
And it's just funny now I'm like, man 10k months like, I spend that in a day sometimes on ads, lik- it's just, it's just funny like how much your perception of money changes as you

K Kathrin Zenkina 16:20
Yeah.

B Brandon Lucero 16:21
become successful. But anyways, I did that for a while. And in the meantime, I had to work like, walking door to door, selling- there's like a group on site local, I'd just sell local businesses stuff, I was just.. doing anything and everything I could. Like, our date nights back then were basically going to Little Caesars, getting a \$5 hot and ready, and if we splurged we would get like the cheesy bread things, and a soda. And we would watch some movie at home. Like that's what we did. We couldn't afford anything.

K Kathrin Zenkina 16:49
Literally eating like a \$5, I think it's like, \$5 or \$6 fuh. Fuh was like our favorite- is still is, actually embarrassingly enough. I order fuh at least three times a week. But that was like our thing. And looking back, I'm like, what that used to be like a date night?

B Brandon Lucero 17:05
Yeah.

K Kathrin Zenkina 17:06
So crazy.

B Brandon Lucero 17:06
I know, I just it's just crazy how much- and I'm so grateful for it

K Kathrin Zenkina 17:11
Yeah.

B Brandon Lucero 17:11
because it brings.. it really grounds me. Like, sometimes it's, it's easy to get sucked up into the success and the money and all that stuff and.. I think back on those days, and I'm just so grateful for those things. And it brings so much gratitude for what I have now. And I'm just like, man, and and those were actually really fun days. Like, I look back in those days, like wow, like, it was just us two like, taken on the world. It was amazing. And it was fun. But it also sucked.

K Kathrin Zenkina 17:40
Yeah, that's what I would call my 2016 year. It was like, Brennan and I were living in apartment. And you know, we were living actually in my grandma, another grandma's apartment, right before we got our, our apartment or studio apartment. And it was like such a mess and so stressful. But at the same time, I sometimes look back on those days. And I was like, we were like so in love.

B Brandon Lucero 18:02
Yeah!

K Kathrin Zenkina 18:03
And we were like so excited about the future.

B Brandon Lucero 18:05
Yeah.

K Kathrin Zenkina 18:05
And like even just being able to move into a studio apartment was like the equivalent of us dreaming right now of moving into huge mansion.

B Brandon Lucero 18:14
Right?

K Kathrin Zenkina 18:15
Or like buying a plane. You know what I mean? Like something grand-like.

B Brandon Lucero 18:18
I remember. Yeah, it's the same thing. And like you said, was just so much fun.

K Kathrin Zenkina 18:22
Yeah.

B Brandon Lucero 18:22
And you're so connected. And and I mean, we've been together since we were 15 and 16, highschool sweethearts. So at that point, we'd been together for like, I don't know, 10 years or so. And it was just still, those are the times where I'm like, man, we were just, we're just so connected. And, and I mean, we still are but it was just those are the good old days, you always hear that quote, like, you don't know you're in the good old days till you're not in the good old days

K Kathrin Zenkina 18:42
Yeah.

B Brandon Lucero 18:42
.. or something that but But anyways, yeah, that was it was great. And I remembered that in that moment, like that period of time, we went to Macy's and we're looking at couches and stuff

like that, and there's this beautiful couch, and Jacqueline was like it's- or I said to Jacqueline we're gonna have that couch one day and she's like, don't promise me things that you can't, you can't like, fulfill on.

K Kathrin Zenkina 19:04
Yeah,

B Brandon Lucero 19:05
And I just kind of mad I was like what! Of course like, have some faith, like what this isn't, this is just a period of time.

K Kathrin Zenkina 19:11
Meanwhile Brandon literally just bought Jacqueline a \$2,000 YSL bag today.

B Brandon Lucero 19:17
That's actually more than the couch was. But they- but I remember like going like, no we will have this couch. Like, there's no doubt in my mind where we were going just didn't know how long it would take.

K Kathrin Zenkina 19:28
Where does that certainty.. where did that certainty come from at that time?

B Brandon Lucero 19:32
It was just inside of me. It was just this drive- I think every entrepreneur has that, where you're just like, my other option of like working nine to five is a no and just like following my passion as a yes

K Kathrin Zenkina 19:43
There is no plan B.

B Brandon Lucero 19:44
There is no plan B.

K Kathrin Zenkina 19:45
That's the mindset. I really believe that.

B Brandon Lucero 19:47
Yeah, it was just like this is going to happen and it's just a matter of time before it does. And there were so many downs and so many hard freakin times for so many years. And that's what I told you today when she's like I want purse and I'm like, Oh, it's \$2,000 are you kidding me? And then I was just, thought about it, I'm like, we went eight years of being, maybe even more, being broke, not having any money, working our asses off, like sacrificing even our relationship at certain times to have this like, no fuck that we're gonna go back and we're gonna get the purse like why, why would we spend so much time and go through so much, hell to not be able to do things like that like, we don't do it very often, we might, we might as well. And again, it just brings so much gratitude to being able to do that from all the stuff I had to go through. And.. we actually got married right around them too. And so we had no money for the wedding. Luckily our parents helped us out. And then, we were going to move out of that place we're living in and again, no, we had like no money like we everything came in went right back out because the bills and student loans and stuff like that. And we ended up moving in with her parents, my in laws. And the plan was like- and this is when I officially was like I'm done. I'm not doing any more side gigs. I'm done with my dad because my dad kept kind of pulling me back in because he needed help. And I just said like, no, I'm done. I'm going out 100% of my own. We moved in with the, with the in laws, and I was selling real estate videos, like, like 450 bucks, I will make a listing video, it should send me a picture of your listing, I'll turn into a video and-

K Kathrin Zenkina 21:17
Were you always passionate about video?

B Brandon Lucero 21:19
No, it's what my dad did.

K Kathrin Zenkina 21:21
Okay,

B Brandon Lucero 21:21
So he was doing like,

K Kathrin Zenkina 21:23
He already had the skill set. It wasn't like he made it up. like I'm gonna make videos now

B

Brandon Lucero 21:26

I had the skill set, but I still didn't know what I was doing.

K

Kathrin Zenkina 21:29

Right? Yeah.

B

Brandon Lucero 21:29

I wasn't a videographer or anything like that. But, that's what my dad's company did, is these listing videos. So like, Yellow Pages and stuff like that, if you know, their clients want to upgrade when their listings, you can add a video to it, and they would sub the workout to us. So, nothing was working out. Like none of my plans were working out for years. Like, I did the niche sites that I was telling you about. I did the humor sites, but it was like they weren't really going. It wasn't really, it wasn't like a career. And like, when you're ranking stuff online, it's Google can change their algorithm and it just all goes out the window. So I don't want to be dependent on that. I don't want to be dependent on my dad for money. I don't wanna be turned on like Google's algorithm. I want my own thing. And I fell back into what I thought I knew, which was video. The only- and I built up this amazing website, this amazing back in, I had it programmed and it was like you the orders come in, they automatically get sent to a video editor and I was, my system was the middleman and I didn't have to do anything except like collect a check. Main problem was I made no sales.

K

Kathrin Zenkina 22:25

I didn't make that sale.

B

Brandon Lucero 22:27

I was like I spent all this time on the fucking website, the programming, the back end, felt like this is, built this beautiful machine. And then I couldn't fill the machine with anything. And that led me to learning how to take my SEO knowledge apply to videos, and I started to rank YouTube videos. And I was like, oh, this is amazing. So people wanted that. So I started selling that. And I was selling for like 200 bucks a pop and I had some momentum. But it still wasn't taking off. Like we still weren't able to make very much money. And I started watching this, I was ranking all my videos to the top that search engines like and there's this other guy who was doing that, too is James Wedmore, who's a mutual friend.

K

Kathrin Zenkina 23:05

I think I know him.

B Brandon Lucero 23:06

Yeah. Sounds familiar. And I was ranking against him. But he was teaching it. And I was doing it as a service. So to make a long story short, we got connected. And I just reached out to him, his assistant connected us and he was like I get asked, my number one question I get asked is how do I sell SEO services? I don't, I only teach it, you do it. If you can build this to a 14 or \$10,000 a month business, then we can package that into a program and sell it. And that was the motivation I needed. Because I was still just kind of farting around like not really focusing on business, the business model and he completely changed the business model. He's like, we need recurring. I need you to be able to sell these videos for \$1,000 not 200 and the services like, up that price and then make it every month. And that made me super uncomfortable because I'm like people won't pay that much money because I was so much I was so in the mindset of where I was with money. I didn't think about where the business was with money.

K Kathrin Zenkina 24:01

Yeah, yeah, yeah. We always project our shit when it comes to money on our prices.

B Brandon Lucero 24:06

And so I walked in and, and now as a business owner, someone came in was like, "hey, I'm gonna get you more business and it's gonna cost you like 200 bucks a month and \$1,000 up front." I'm like yeah cool, no problem. Sign me up. I guess that's nothing you know, to a business owner who's successful and understands that stuff. So anyways, it took me four hours. I walked door to door to all the restaurants. I was selling to a restaurant. And within four hours I had closed the \$1,000 sale with 200 bucks reoccurring, text James, it was like two days after I met with him, he's like, "whoa, that was fast!" And I just got so obsessed that I just more and more and more. In six months we were like 14 grand a month. Partnered with James, we turned it into a program called Local Video Academy. And over the course of three years, it did I don't know 2 to \$3 million. And so it was like my first taste of like, this course side of the business and teaching and, and all that stuff. And so for the next several years I still had the service, and it just changed and evolved. And then we eventually shut that program down because we both lost interest.. I just moved on to other things. I don't want to teach local video, like I felt like, there's more to my life. And so I pivoted, and I was then still teaching, but I was still teaching, I was teaching YouTube, I was teaching all of this stuff. And after I separated with James, I built my own business about half a million dollars a year. And I just got tired. Like, I just got tired of teaching YouTube. I got tired of like talking about Facebook ads, and I was just I had been working with Don Javier for about a year or two at this point.

K Kathrin Zenkina 25:35

Yeah, we're gonna get into that.

B Brandon Lucero 25:37

.....

Yeah. And so I just was like, I don't, I don't want to do this anymore. I here's so much more to my life than teaching YouTube, I'm just sick of it.

K Kathrin Zenkina 25:44

Is that like a feeling you had.. Did you like see other people doing other things you're like, that looks cooler like.. because I can totally relate to these feelings. Like, I'll never forget in 2018, by that point, we built like almost a million dollar business. And I just remember looking, I think- I think this is like my one of my first few shamanic deaths..

B Brandon Lucero 25:45

Yeah,

K Kathrin Zenkina 25:50

Like major ones. It's probably like number three in my like adult life, or my entrepreneur life, I should say. And, I remember looking out the window, and this voice just kept saying, "there's more out there for you and you barely scratched the surface."

B Brandon Lucero 26:21

Yeah.

K Kathrin Zenkina 26:21

That became like the tagline for my website, because I told my students that all the time, too. Like, there's so much more out there for you. Like, whenever you think this is it, there's more out there for you. And it's not like more in a materialistic sense, like more money, more houses, more of this. But just more fulfillment, more expansion more, like, self actualization. So I'm curious, because I get is like this distinct, strong feeling. Some people just like see something and they're like, wait a second, I can do it this way. I can do that.

B Brandon Lucero 26:49

Yeah,

K Kathrin Zenkina 26:49

So I'm curious.

B Brandon Lucero 26:50

B Brandon Lucero 26:50

That is a great question. I think the easiest way to answer that- well, let me preface it with this: I think purpose evolves. I think everyone is looking for, like,

B Brandon Lucero 26:58

What is my big one purpose? And I'm like.. the five year old version of Brandon, when he was five in that moment, his purpose wasn't to like teach messaging and spirituality and business. Like his, his purpose in that moment was to be five years old, and to do whatever he needed to learn.

K Kathrin Zenkina 26:58

Totally.

K Kathrin Zenkina 27:14

Yeah.

B Brandon Lucero 27:14

Purpose evolves. It's in- every, every.. in what you do now isn't gonna be what you're gonna do in five years. It just is hardly.. I've never seen that. And we've worked with thousands of students and I've never seen that be the case, that we're in 1%, one purpose, and that's it and that's all they do. And so anyways, I think when it's time for purpose to evolve, you become less fulfilled, and almost irritated at the work that you're doing. And that's where I was, was that I didn't- I woke up and I resented having to talk about YouTube. I have to look in the Facebook groups, and people ask me about Facebook ads and I'm like, I just don't want to f- do this. I don't want to ask- answer question about Facebook anymore. I don't want to do that. That's not me. And I'm always reminded of this Lady Gaga clip, where she, like was, you know, become like, becoming famous, and she getting well known. And she's getting pictures and all this stuff done. And she's like, I got to a point where I'm like, that's not me. I'm not doing that. I'm saying no to that picture. I'm saying no to that autograph. I'm saying no. And she's looked, she's like, I can look at myself in the mirror and go, that's you. Like, I remember who I am like, that is who I am. and I'm not doing that anymore, and I can sleep peacefully now. And that's kind of how I felt. I'm like, I'm not answering your Facebook question anymore. I'm not doing any of this. And so I shut it all down. And so, and also on paper, you have \$500,000 a year business on paper, it sounds great. It wasn't that great. Like, I still had taxes. I didn't really know how to manage the money. I had a business partner still paying money to. And so we didn't really have anything left over. Like we had an okay life, like we had a good life, but there was no savings. It was and we weren't, like extravagant anything, it was just like we were living life. And within four months, three months, where I was \$40,000 in debt. So I went from like, on paper,

B Brandon Lucero 29:03

having everything I want, to all of a sudden like, and it was just like a shitstorm. It was like, I got hit with way more taxes than I assumed the expenses of the business kept rolling. One of my mistakes is like, I didn't tell my wife that we were like, in debt. So, our spending was exactly the same with no income coming in. And so I made a lot of stupid mistakes. And I got caught, you know, I guess by the financial bug, but I'm so glad that it happened because here's how I got out of it: is that, it was like.. it was like this giant stress ball that was like on my shoulders, and I just got to a point after three months of just living under stress, fear and worry and going, "what are you so worried about?" And like, "Well, I'm gonna have to move back in with my in laws." Like, so what? You still have a roof over your head. And I just went worst case scenario and like it's not that bad. And then I started thinking I was so stuck kinda \$40,000 in debt. But what I wasn't focusing on was what does that mean on a monthly payment, it was like 800 bucks a month, like... So, minimum payment was like 800 bucks a month, or whatever it was, and like, you can make that payment, like, that's fine. And I was like, as long as you make the minimum payment, you're not like, you're not going to lose anything; you're not going to go to jail, and you're not going to have your credit ruins. Like, you're just you're going to be fine. And as soon as I did realize that, and then I realized, you know what? Society has told me that debt is bad. When people go in debt every day you buy a house and mortgage that's debt. You get go to college, that's debt. You buy anything that that needs some kind of loan, that's debt.

K

Kathrin Zenkina 29:03

Wow..

B

Brandon Lucero 29:11

The wealthiest people in the world maximize their debt.. they actually live off of debt.

B

Brandon Lucero 30:43

Yeah.

K

Kathrin Zenkina 30:43

Because they borrow from their own businesses.

B

Brandon Lucero 30:45

Yeah. And that's what that's what we do. Like, if you go into a launch, I spent \$2,000 on ads, like, that's debt, I'm putting it on a credit card. And so we've used and leveraged debt to make a lot of money, too.

B

Brandon Lucero 30:56

That's a 100% how you frame it.

...make a 200% how you frame it.

K Kathrin Zenkina 30:56
It's how you frame it.

K Kathrin Zenkina 30:57
I mean, there's like, debt of like, you don't have the money, but you're like buying handbags nonstop,

B Brandon Lucero 31:03
Right?

K Kathrin Zenkina 31:03
For no reason. And then there's also like, I know that this seems like a lot on paper, but this is going towards a business that will pay me back. Like, this will generate more money in the future. I just have to have faith and trust and put the work in but like, eventually, it's gonna pay off. And that's like, I think, a different debt. But you're right. Like society in general, I remember.. what's his name? Dave Ramsey.

B Brandon Lucero 31:27
Yeah.

K Kathrin Zenkina 31:28
Is that his name? Oh, my God. Like, I remember when I just started my debt journey, I was really listening to him, and then one day, I was like, this is so limiting.

B Brandon Lucero 31:37
Yeah, I don't like it.

K Kathrin Zenkina 31:38
This is so like, fear focused. This is not- I understood energetics by that point, and then like, if I'm afraid of debt, then actually, I'm afraid of money.

B Brandon Lucero 31:49
Right?

K Kathrin Zenkina 31:49
Like debt is still money, right? And so if I am resenting a part of a relationship, then I'm resenting the whole relationship.

B Brandon Lucero 32:00
Yeah,

K Kathrin Zenkina 32:00
You know what I mean?

B Brandon Lucero 32:01
That's good, yeah.

K Kathrin Zenkina 32:01
Like looking out, like you're- because I see money as a relationship. So if you, like, resent a whole part of like, Jacqueline,

B Brandon Lucero 32:08
Right,

K Kathrin Zenkina 32:09
That's not going to create like a fruitful relationship, you know what I mean?

B Brandon Lucero 32:12
Yeah.

K Kathrin Zenkina 32:12
So you really have to reframe debt as.. I look at it as, like lessons, like a finance, like the best

financial education that I've ever gotten.

B Brandon Lucero 32:20
Yeah.

K Kathrin Zenkina 32:20
And like nothing.. You know, even Don Javier says, like, nothing is free in the spiritual world. And so you have to make your some sort of a payment, right. And the payment might be this debt, in exchange for the best financial education you've ever gotten, even though you're framing it as a huge massive problem in your life, which actually isn't.

B Brandon Lucero 32:39
Yeah.

K Kathrin Zenkina 32:40
It's a massive opportunity.

B Brandon Lucero 32:42
It is.

K Kathrin Zenkina 32:42
Yeah.

B Brandon Lucero 32:43
And that's a such a great way to look at it. And that was.. that was my first realization of how much the external role really controls your thinking, if you're not careful. Because I just like, snapped out of it. You know, I just snapped out of it, and reframed it the whole way. And then I did. I also changed my relationship with, with money, in that moment. And, it was like one of the most beautiful spiritual experiences of my life, too. And I should know, like, this whole time, I've been doing like psychic readings and listening to the psychic radio.

B Brandon Lucero 33:13
So this whole idea- spirituality,

K Kathrin Zenkina 33:13
Okay.

K Kathrin Zenkina 33:15
Yeah.

B Brandon Lucero 33:15
was blooming inside of me.

K Kathrin Zenkina 33:17
I want to get into all of that. I'm just curious, like, how did you get like.. Walk us into at least how you got into what you do today? Like, how did you evolve into what you do today?

B Brandon Lucero 33:25
That's, that's exactly where we are on the story.

K Kathrin Zenkina 33:25
Okay. Perfect.

B Brandon Lucero 33:28
So, so all, so all the spirituality stuff is coming up, and I can't remember.. I remember, like, my work with the Don really showed me how controlled thinking is, and how controlled you are, and how controlled a lot of people are by society or wanting to fit in, and so usually subconscious, like a subconscious, stuff like that. So I snapped out of it. But he always told me, like, sit in the silence and sit in the silence. And I'm like, what is he talking about? And now the silence is a key part of our program. And I remember sitting in the silence, and basically what he's telling us turn off the thinking mind, because it's, it's- Our thoughts are, are, well, without getting too complicated, I'll just keep it very simple. The way my thoughts were then were completely controlled by the external world. And then when you sit in silence the thinking mind turns off, which allows a deeper connection to the universe, or whatever you want to call it, where you get into like a flow state, and ideas and things start popping all the time.

K Kathrin Zenkina 34:25
Is silence like meditation?

IS SILENCE LIKE MEDITATION:

- B** Brandon Lucero 34:27
No, it can be it can be, but it's, well, I'll just give my definition.
- K** Kathrin Zenkina 34:32
Yeah.
- B** Brandon Lucero 34:32
It's turning off the thinking mind and that can happen in the shower, like it might be off shower thoughts.
- K** Kathrin Zenkina 34:36
Yeah.
- B** Brandon Lucero 34:36
Or sometimes your-
- K** Kathrin Zenkina 34:37
Bathroom thoughts!
- B** Brandon Lucero 34:38
Bathroom thoughts,
- K** Kathrin Zenkina 34:39
I have bathroom thoughts.
- B** Brandon Lucero 34:40
Or if you're journaling and you like write, you're like ideas are hitting you so fast... People might call it the flow state. It can happen in meditation, but it doesn't mean meditation. You can also be in the middle of a concert and be in silence. It just means turning the mind off.

K Kathrin Zenkina 34:54
True.

B Brandon Lucero 34:54
And the thinking mind will usually operate in fear, worry, anxiety and pessimism and flow state or universe will always be in possibility and optimism and, and.. sometimes you don't even have an explanation where the thought came. That's what I'm talking about. That's what the silence can do. So I was sitting on the toilet, TMI

K Kathrin Zenkina 35:15
I'm not kidding.. some of my best posts on Instagram were written on the toilet.

B Brandon Lucero 35:20
Mine, too.

K Kathrin Zenkina 35:20
It's the best.

B Brandon Lucero 35:21
Well, that's where the idea came to me is like, here's, here's what you're going to do next. And I like, "oh, my God, I need to get to the board before like, I lose it!" So I'm like, trying to finish up as fast as I can. And like runs in my office like running off to the, to the to the office, and I mapped out this methodology

K Kathrin Zenkina 35:38
Wow..

B Brandon Lucero 35:38
That I called it the Video Four X effect. This is like four years ago.

K Kathrin Zenkina 35:42
This is like when I when James. because James talks a lot about you. obviously. But I remember

like, when I first heard about you, you were like, really? I just remember seeing the Four X effect.

B Brandon Lucero 35:52

Yeah,

K Kathrin Zenkina 35:52

Yeah, that was like my intro to you.

B Brandon Lucero 35:53

That's and that's, that's what for the last three years is what it's been, we just went through our own evolvment recently, but, yeah, and within nine months, we did a million dollars in sales. And then we like, had our first million dollar year, then like our \$2 million year, and then we were just really.. I mean, we saw a really fast growth. And it's kind of funny, because working with the Don, there's less margin for error on things. It's like the- or there's bigger consequences to your errors now, because you're operating at a much bigger game. And so when I would see, when I would be like, totally in tune, and holding myself to where I needed to hold myself to success would be crazy. But then when I let ego and arrogance take over and like, letting it go to my head-

K Kathrin Zenkina 36:38

Expectation!

B Brandon Lucero 36:39

It plateaus.

K Kathrin Zenkina 36:40

Yeah.

B Brandon Lucero 36:40

And like what is going on? And the Don's like, figure it out.

K Kathrin Zenkina 36:44

Yeah

can,

B

Brandon Lucero 36:44

It's like- and then I'll get out of it, and you take off again. But, what that has basically evolved into is our messaging program that we do now. And we basically teach a lot of spiritual- I don't really call it spirituality, but we incorporate a ton of spiritual, spiritual based in ancient wisdom philosophies, into the way we teach messaging and content now. Because the results that you see in your own life from like spirituality and transformation, you can actually give that to your audience if you know how to communicate the right way. And so that's that's basically what we do. And it's evolved now from Video Four X effect into something called New Generation Mastery- is our new program philosophy. And it goes very deep into a lot of that stuff. But yeah, I don't know how long- I feel you've been talking for a long time.

K

Kathrin Zenkina 37:33

That's, that's amazing.

B

Brandon Lucero 37:33

That's my story.

K

Kathrin Zenkina 37:34

This is freaking perfect.

B

Brandon Lucero 37:35

Yeah, okay.

K

Kathrin Zenkina 37:36

A lot of entrepreneurs come to me when they're just starting out. And they're asking me like how I built such an engaged audience, because they're struggling to connect with an audience

B

Brandon Lucero 37:45

Right.

K

Kathrin Zenkina 37:46

They're struggling to build an audience because they just feel like, nobody's really listening to

them.

B Brandon Lucero 37:51
Right.

K Kathrin Zenkina 37:51
Or nobody really cares.

B Brandon Lucero 37:52
Yeah.

K Kathrin Zenkina 37:52
And I'm curious, is that like, what you help people with on some level? Like, like, do you help newbies? Do you help more like

B Brandon Lucero 37:59
All of them.

K Kathrin Zenkina 38:00
All of them, yeah.

B Brandon Lucero 38:00
Because everyone has the same problem.

B Brandon Lucero 38:02
Like, we've even helped people that have like a \$2 million business, but they're plateaued.

K Kathrin Zenkina 38:02
Yeah.



K Kathrin Zenkina 38:06
Right.

B Brandon Lucero 38:07
And they're either plateaued because they're in the middle of an evolution, or purpose shift

K Kathrin Zenkina 38:11
Yeah, shifting.

B Brandon Lucero 38:12
And then they don't recognize it. And so we help them recognize it and find what it is. But it can also be the new person. There's usually two things that are going on if people aren't connecting. Number one is they're just teaching too much. Like there's just giving out too much information.

K Kathrin Zenkina 38:27
This is what I had to learn. Actually my launches exploded when I stopped teaching so much in my free challenges.

B Brandon Lucero 38:34
Well, here's here's why people do it. People do that, because it used to work five years ago,

K Kathrin Zenkina 38:38
It did. But how to content was so like, so much more limited than it is today. Today, there's so much how to content.

B Brandon Lucero 38:46
There's so, yeah, and that's exactly right. Like, if you're the only grocery store in a single town, like you could have awful customer service, not a lot, but you're still gonna be successful. But when you have five, you gotta be on top of your game. So same thing with how to content is, that's what everyone does. But now you have 1000 competitors. Like, if you're a weight loss coach, and you do a video, How to Lose 10 Pounds.. there's a million videos with the same title. So, you're going to blend in. It doesn't matter how good you are, doesn't matter how big your heart is, or how much you want to impact people or if you are more knowledgeable: if the audience doesn't see your content, just even the title differently from everyone else, you're not

going to get the viewership. So what we do is, is we tell people, there's more ways to add value, then, then to give information and a great example would be like, if you're stuck in your life, and you get rid of your own limiting belief, you're not gaining any insight, per se, you're really taking something away. And that could be enough to give yourself a major transformation. What if you do that for your audience? What if you focus on adding value by taking away their shit? Their, their limiting beliefs, their- the stuff that they don't recognize.

K

Kathrin Zenkina 39:52

Is that the thought reversal?

B

Brandon Lucero 39:53

It's a thought reversal. But here's something else we've been working on is, is also how do you raise their awareness to certain things. And this- again this stems from the Don. But, it- think of it like this: if we're a business owner, we're here to solve a problem. Well, problems only exist in your life or your audience's life, because they're taking an action; the action causes the problem. But they're not aware that that action causes the problem, otherwise, they wouldn't be doing it. Raising their awareness to an action they're taking that causes a problem could be way more valuable than just giving them a tutorial on something. And when we look at like TED talks, for example, amazing content and education, no tutorials, no steps. They're doing something else; you look at the best selling books that are like self transformation books, and great educational books: none of them are encyclopedias. They're all books that get you to see something differently, help you remove mistakes out of your life. It's all around us, but most people don't pay attention to that stuff. So that's number one, it's like just learning how to communicate to give people actual transformations and realizations and raise their awareness is number one. Number two is another reason why people aren't connecting is because you have to remember, you're the light that will attract the audience. But what most people do is they bend to the audience, and they completely lose themselves to what they think the audience wants. So they survey their audience, what are the survey results? What are the popular keywords? And that's, that's important. But you need to remember who YOU are first, then go to the data and take the data that fits underneath YOUR message not, not the audience. Like yes, we want to be of service, but that doesn't mean you're a servant to the audience. And so I believe to my core, the deeper you know yourself, and the deeper and the more you remember who you are, the deeper the connection you'll have to your audience. Why? Because when you embrace that, and put it into your content, the only people that are going to really like it are the people at that same level. So if I wanted to attract parent entrepreneurs, like let's say I had a membership to attract dads, and I wanted father entrepreneurs.. if I had a piece of content that was titled, like, just question is, it's just a question: Do Fathers Make The Best Entrepreneurs? Like, the only people that are really going to be attracted, that are like fathers and entrepreneurs, because that's two of their identities in it. And now I'm not doing a how to tutorial, I'm not doing something.. I'm doing something else, but I'm incorporating me who I am at the core, what are my identities? What are my beliefs? Were my core values? And the more you remember who you are, the deeper the connection you'll have with your audience. Does that make sense?

K

Kathrin Zenkina 42:27

It makes so much sense. Yeah. I think that identity work is so so important. I'm curious, how do you help people with identifying like, who they are like, because that's such a deep philosophical question. I know also, like, you know, the Don always says, like, "remember, remember who you are." And you're always like, "Oh, I don't know who am I?" Right. So like, how do you help people establish kind of like a foundation for that?

B

Brandon Lucero 42:53

Yeah, great question. I think it goes back to the beginning, what we talked about when you talked about the masculine and the feminine energy. And I just want to sit before I dive into this, this has nothing to do with gender. Sometimes people are like, "how dare you come in because a gender this" and this has nothing to do gender has everything to do with energy. You can call it Yin Yang energy if you want, but I call it the masculine and the feminine. You can be a male, you can identify as a male gender and have a ton of feminine energy like me, or vice versa, like my daughter, Lily is female, but she has a ton of masculine energy. And so, masculine energy is a lot of strategy frameworks, here's what to do... feminine is, is like that invisible work that you fill the strategy is up with, and you need both of that. And so this new program we created, what we've been developing over the last year, year and a half is answering that question: how do we get people to those core things? And the first one is actually silence. One of the first things that we have you do is get very comfortable with the silence and shutting off the mind. Part of the reason why we do that is because we're all trying to create something that hasn't been created yet. If we knew how to do it, then we would have done it, which means you're not gonna be able to think your way to the answer. You can't. It's literally impossible. And so silence is what allows those ideas to come in and then we move to personal power, which is now getting you to a place where you can take action on those things. So, when we start with silence, silence actually makes you aware of certain things you weren't aware of before and we call it like a shedding like, "oh my god, I never realized that I wasn't posting this because I was actually afraid of a like hater saying something which actually stems back from when I was in third grade and I spoke in front of the class and and someone made fun of me." So we help people remove stories and remove a lot of that stuff and when you remove these stories, you actually start to remember who you are. We also take people through a lot of exercises to get them to the core of what they want to do versus what they think they should be doing. It's a very, it seems like a very insignificant difference but it's, it's massive. And there's a lot of people, and there might be people listening right now, that are doing something because that's what they've always done and they just made money with it, even though they know there might be something more. They're doing something their parents told them to do. They're doing something they got a degree in, or certification in or something they think, you know, like their friends would approve of. And so we just kind of go through this stripping and a lot of silence and a lot of stripping a lot of shedding. And it's actually very common for people to come into our program thinking I just need the right framework but then they realize I'm not even in the right freakin business. I need to go do this.

K

Kathrin Zenkina 45:39

Yeah.

B

Brandon Lucero 45:39

And then so.. it's just weird. We have people at all different levels. Some people just like, we're like already on the right path. And they just take off. I mean, we had, I don't know if you know who Bob Heilig is or not, but we had him come in, he had a \$2 million business plateaued. And he went through the program next year did \$4 million, because he just very quickly remembered who he was, put it into the right framework and communication style, and just. To God, we have people that literally go from zero to like 250,000 in six months. But then we also have people that are stuck at 500 that are so attached to what they've been doing, that doesn't matter what frameworks, the energies off their messages off, something's off no matter even though they're using the right language pattern, right communication thing, it's still off because their energy's off.

K Kathrin Zenkina 46:22

Yeah.

B Brandon Lucero 46:23

And sometimes will take them a year to finally like, make that switch. And they do, they just take off.

K Kathrin Zenkina 46:28

Can you share what you mean by framework?

B Brandon Lucero 46:30

Framework would be like steps.

K Kathrin Zenkina 46:32

Okay.

B Brandon Lucero 46:32

So if I was to have you come into the program, and you're like, "hey, Brandon, how do I shift someone's perspective?" I would say, here's the framework. So here's the the three steps you need to go through, like find the limiting belief and say this, then do this and do that.

K Kathrin Zenkina 46:45

Okay.

B Brandon Lucero 46:46
It's just strategy basically.

K Kathrin Zenkina 46:47
Yeah, yeah, that's awesome. There was another question I had for you, but just left, my mind hopefully comes back. So there's like, Oh, this is what I want to ask. So it's less about like, you're not teaching people about the mediums like, "you would be great for a podcast, you should write an Instagram post, you should make a reel, you should make a tiktok." It really doesn't fucking matter what you do. For you, it's like you're teaching deep energetic work as a foundation. And from that, it really doesn't matter. Like I truly, like I've seen this as an example in my life. Like, when I was passionate about being in a Facebook group.

B Brandon Lucero 46:47
Yeah.

K Kathrin Zenkina 47:01
And talking to Facebook group, the Facebook group group grew. When I lost passion for that it stopped growing.

B Brandon Lucero 47:29
Yeah.

K Kathrin Zenkina 47:30
Obviously. Then I went into Instagram, I loved Instagram, it grew. Because I genuinely wanted to be there. It was the same shit that I was talking in my Facebook group, I just brought it to Instagram. Then I started a podcast, still the same content that I was sharing Facebook group, then Instagram. And then Instagram really, like started to support the podcast because the podcasts like where the meat and potatoes of my content is.

B Brandon Lucero 47:54
Yeah.

K Kathrin Zenkina 47:55
And Instagram, I bring a lot more of my personal life and stories and journeys and stuff like that. But like, it didn't matter where I was

that. But it's like, it didn't matter where I was

B Brandon Lucero 48:02
Right.

K Kathrin Zenkina 48:03
Because it wasn't about like, where I was putting the content,

B Brandon Lucero 48:06
Right,

K Kathrin Zenkina 48:06
or how I was doing it. It was more so about messaging and connecting with the right audience.

B Brandon Lucero 48:11
Yep. And that's what we tell people, some and we get, I do cover platforms and stuff. But I literally start by saying it none of this matters.

K Kathrin Zenkina 48:18
Right.

B Brandon Lucero 48:19
And I say, here's what we do, and here's different options you have, but you go to set. And that's how I am as a mentor. I never tell people what to do. And much like the Don is and I think that carries a lot of karma.. Don tells us, like it carries a lot of karma because you can't see people stuff, you don't see their past lives, and you don't see whatever. And if you give them advice, and they listen, they take it and it hurts them that comes back on you.

K Kathrin Zenkina 48:41
Ooh, this is so important.

B Brandon Lucero 48:42

Yeah.

K Kathrin Zenkina 48:43
This so good.

B Brandon Lucero 48:44
It's, it's it's it's very important.

K Kathrin Zenkina 48:46
And a lot of people are obsessed with telling people what to do.

B Brandon Lucero 48:50
Yeah.

K Kathrin Zenkina 48:50
And giving unsolicited advice.

B Brandon Lucero 48:51
You could be pushing all this bad karma back onto you. So in my programs, I very rarely ever will tell people what to do, I will say, here's the options: let's figure out what's best for you. And I tell them like you'll find people that are successful, just podcasts who post everyday who don't post everyday posts, post once a week, post once a month, it doesn't matter. Just figure out what it is you want to do and what's going to be right for you, and then go and do that. And I'm going to help guide you to find the answers. And then I will give you the frameworks to use and I will give you the language patterns and I will tell you how to communicate. But at the end of the day, anytime I feel like I need to give advice. The way that I frame it is that look if it were me, and it were my situation, here's what I would personally do. But I don't know if that's right for you and you need to make your own decision. So it's more of like being that mentor to guide off from experience, rather than like look, listen, here's what you need to go do.

K Kathrin Zenkina 49:45
Yeah, it's what I used to call template coaching. Like back when I was looking for coaches to mentor me I noticed that there was a lot of people just giving their templates. Like, these are the exact emails I made me a million dollars and they wouldn't work for fucking anybody. It took me forever to realize we all have unique energetic signatures. And I think that has a lot to

do with like the Don saying, you know, karma, like we have unique karma. So, who knows if this is an alignment with someone or not. And it's like we can all be doing the same thing, but it only works for certain unique energetic signatures.

B Brandon Lucero 50:16
Right.

K Kathrin Zenkina 50:16
And I like, I remember really priding myself and not being a template coach, and even in my program MBA, I'm like, listen, I will never tell you what to do.. do not look at me as your guru, like, I am not like some higher power that has all the keys, you know, for you to just unlock every door. But I'll help you find your own keys.

B Brandon Lucero 50:36
Right, your guide.

K Kathrin Zenkina 50:36
And you unlock your own doors.. it's being a guide. So we're definitely gonna drop the program. What's the program called again?

B Brandon Lucero 50:44
It's called New Generation Mastery.

K Kathrin Zenkina 50:46
Okay, because I know you change it recently. So I want to make sure I got it right. New Generation Mastery will be in the show notes. And then of course, I'll ask you where people can find you at the very end. But I really want to get into the spiritual stuff with you. Because this is like the meat and potatoes of our friendship.

B Brandon Lucero 50:59
Can I say one more thing?

K Kathrin Zenkina 51:01
Yeah please.

B Brandon Lucero 51:02

I want everyone to understand what we're talking about is the blending of feminine and masculine energy.

K Kathrin Zenkina 51:08

Oh, yeah, yeah.

B Brandon Lucero 51:09

And that is.. that is the key to everything. And so if you are like a template coach, or you're following people's templates, and it's not working, it's not that the strategy aka the masculine part of it was off, it's that the feminine energy was off, and you need to have both in order. And I actually believe that every program out there should be doing- that's kind of my problem with a lot of like, education even in like in those school systems and stuff is they don't cater to a lot of that stuff. It's like it's all masculine energy based, without any individual and you need both. You need a blend, but I think it's really important. So, but yeah, let's dive into the spiritual.

K Kathrin Zenkina 51:45

Yeah, well, I also want to mention that I'm actually doing a VIP day with Brandon on messaging because I'm like

B Brandon Lucero 51:49

That's right.

K Kathrin Zenkina 51:50

- all about it. And I want to know everything. And of course, I want to work with you one on one. But yeah, your program is obviously a great place to go. If you're not ready for like a one-on-one investment. Okay, so, you know, we've talked about, you've mentioned the Don a couple of times, we're gonna be like, "Who the hell is that?" And then, of course, a lot of what you do you bring spirituality into.. So, I'm curious, how did you get into spirituality in the first place? I know you weaved it into your entrepreneurial journey. You don't have to like go back to certain details, but I'm just curious, like, what was like the first thing that like, lit you up, spiritually?

B Brandon Lucero 52:23

Ready for a fucking story?

K Kathrin Zenkina 52:25
I'm ready for a fucking story.

B Brandon Lucero 52:26
All right. So growing up, my mom was very spiritual. My grandma was a psychic. And I was just like, What? What is she talking about? You my grandma as young as five, maybe six years old, taught me how to manifest

K Kathrin Zenkina 52:41
No way. Is she still alive?

B Brandon Lucero 52:42
But everyone always wrote her off as the crazy old lady.

B Brandon Lucero 52:42
No.

K Kathrin Zenkina 52:42
Okay.

K Kathrin Zenkina 52:46
Yeah. Did she come on the podcast?

B Brandon Lucero 52:49
So she, she taught me, and side note, I started teaching my kids when I drove them to school last week. And I told them, it was a magic trick. Here's a magic trick. And they're like, okay, they're taking notes. And I pick Will, my son up, Will, from school, I pick him up from school. And he goes, "Dad, it worked!" Like, what is he talking about? And he goes, "The magic trick, it worked." And I was like, what? And he's like, "Yeah, I wanted \$10, and I had five, so I just did what you did. I visualized it. I said to myself, this is going to happen, and I knew it was gonna happen. And then I lived in the emotions that this is going to happen, like, and I just did it. "And he's like, "they just decided to play bingo at school with a \$5 prize, and I won." And I was like, I was like, what, really?

K

Kathrin Zenkina 53:30

I have a lot to learn from you about teaching manifestation to kids, because obviously, I'm gonna need your tips and tricks.

B

Brandon Lucero 53:35

Yeah, it's you'd have to frame it in things that are like, like, I call it magic, because they're obsessed with magic, you know.

K

Kathrin Zenkina 53:41

I love that. I was like, that's perfect.

B

Brandon Lucero 53:42

Yeah. And then I tell them, then I started calling it manifestation and they're like, oh. It's- you always got to lead with the stuff they know.

K

Kathrin Zenkina 53:42

Yeah.

B

Brandon Lucero 53:49

But anyway, so my mom was into it, but as a kid was was like, whenever you guys are wacky, blah, blah, whatever. But when my life wasn't going good.. when my life was during that, like 10 year period were, living with my in laws, like nothing was working out. I was just, I wanted hope. So I started looking for psychics and looking for like getting readings done. And they all said like, "Oh my god, like, you're gonna be so successful" and all this stuff. Like, "don't forget about me when you're like at the top" and like, all this stuff, you know, and it just gave me hope. And so.. but, back then it was very new age as it's very new agey type, whatever. And then I was introduced to Jim Forton. Like, he just reached out to me online and was like, "Hey, I'm watching your video, and well, I can help you like the sales." And then I met James and James is very much down that path too. And Jim started talking to me about Don Javier, but I was just doing like spiritual because it was just like fun. It was like psychic readings and like, oh, manifest.. it wasn't like-

K

Kathrin Zenkina 54:49

Did you read like the secret or watch?

B Brandon Lucero 54:52
Watch the secret.. I did all that stuff. But it's

K Kathrin Zenkina 54:54
The basic stuff.

B Brandon Lucero 54:55
It's different now because I didn't live my life off of those philosophies or anything. It was just more of like fun and let me visualize and like this is good

K Kathrin Zenkina 55:03
Magic tricks.

B Brandon Lucero 55:04
Yeah, exactly! It was magic tricks. Exactly. And when Jim Tom started talking to me about- and I would call myself spiritual.. yeah, I'm spiritual and blah, blah. And he started talking to me.. oh, and I was also just not- I was raised Catholic but I don't want to be Catholic and all this stuff.

K Kathrin Zenkina 55:24
You were raised Catholic but your grandma and your mom are psychics.

B Brandon Lucero 55:26
Yeah..

K Kathrin Zenkina 55:27
How does that work?

B Brandon Lucero 55:28
I mean, it just

K Kathrin Zenkina 55:30



Kathrin Zenkina 55:29

Somehow worked?



Brandon Lucero 55:30

It just worked.



Kathrin Zenkina 55:30

Okay.



Brandon Lucero 55:31

And that's the thing, it was what I have realized with working with the Don, is there's, there's actually a lot of truth in a lot of religions and the beings and angels and all the stuff- those are real. I have reminded tell you about Arc- Archangel Michael later. Crazy freakin story about that.



Kathrin Zenkina 55:48

Between you and me or on podcast?



Brandon Lucero 55:49

Either way.



Kathrin Zenkina 55:50

Okay.



Brandon Lucero 55:50

Just don't let me forget to tell you. So anyways, there was something. There's just something different about the Don, like, you'd feel it. There's like a whole another level of like, there's no this is, I don't know, the real deals, for lack of a better word.



Kathrin Zenkina 56:04

Yeah.



B Brandon Lucero 56:05
And I was afraid. I was like, nervous. I was like-

K Kathrin Zenkina 56:08
You felt it from just Jim talking about him?

B Brandon Lucero 56:10
Yeah.

K Kathrin Zenkina 56:11
Okay.

B Brandon Lucero 56:12
And so I knew this wasn't the typical, like, let me just get a psychic reading and just like, visualize everyday. This is like, no, this is a way of life.

K Kathrin Zenkina 56:20
Yeah. I needed to tell that to James because he thought it was a psychic reading.

B Brandon Lucero 56:25
Yeah, he did. He did. I know. I got onto the pathway, like maybe a year or two before Johnson.

K Kathrin Zenkina 56:31
Yeah, cuz you got him on the path.

B Brandon Lucero 56:32
Yeah. And that was that's a whole another story. But it took me a couple years and he kept inviting- Jim kept inviting me out to the gatherings, for his birthday you can invite whoever he wants. And I didn't go first two years. Then I went.

K Kathrin Zenkina 56:43
.

I was in a birthday gathering.

B Brandon Lucero 56:45
Oh, you were with James?

K Kathrin Zenkina 56:46
With the birthday invite. Yeah.

B Brandon Lucero 56:48
And so I remember the first night I met him.. oh, sorry. I didn't go.

K Kathrin Zenkina 56:53
You didn't go?

B Brandon Lucero 56:54
I didn't go to the- he invited me twice and I didn't go.

K Kathrin Zenkina 56:56
You didn't go..

B Brandon Lucero 56:57
Either once or twice, I can't remember- I didn't go. I soon realized I was too scared, you know. I also didn't know what it meant for my relationship. Like, like, is my wife going to be accepting of this? Is she not? I don't know.. She is, obviously.

K Kathrin Zenkina 57:13
Can we have like context to how like Jim described him like, who is Don Javier?

B Brandon Lucero 57:18
He just described him as a shaman, and he just said it's his brother in law. And it's hard to remember because was so long ago.

K Kathrin Zenkina 57:26
Yeah.

B Brandon Lucero 57:26
But that's how I remember his shaman, brother in law.

K Kathrin Zenkina 57:29
That's literally the intro to.

B Brandon Lucero 57:31
Yeah. And it was like, you just don't he kept saying you don't know what you're connected to. You just have no idea what you're connected to. And I was like, I don't know what you're talking about. So, I wasn't getting on the path. And I've been invited to come and invited the candles and invited to deal with stuff.. stuff that people now are like, waiting years to do, on the list for so long.

K Kathrin Zenkina 57:49
Yeah, I was on the list for two years.

B Brandon Lucero 57:51
Yeah. And they basically like tried to bribe me for two year like, not bribe me, but like, get me on the path for two years. And so, what happened was.. my brother Adam, was at a movie theater up in Santa Rosa, in like, center, central California. And he was just looking for apartments because he was moving up there. And he had to kill some time because he was early. So I gotta go watch a movie. So he just randomly goes in this movie theater. And this homeless person got into the movie theater, because he's like, "Oh, just want to get some water" and they let him in. Well, he snuck into the movie theater where my brother was. And he sat behind these two women. And these two women like started getting feel really weird. They're like, something's off with this guy. And he wasn't doing anything to them. But they just knew something's off. So they got up and they moved. And then when they moved, he got up and he went in, he sat behind my brother Adam. Well, like 15 minutes into the movie, he pulls out like an eight inch butcher knife and just start stabbing my brother. Just like randomly like, like a couple times, like in the neck and the chest, and lungs. And my brother Adam had no idea was going on. So he gets up, he turns around and like, punches the guy in the face because he thought the guy



K Kathrin Zenkina 58:58
Was he able to move after that?

B Brandon Lucero 58:59
He didn't know. Yeah, I get the adrenaline. He had no idea what was going on.

K Kathrin Zenkina 59:03
God,

B Brandon Lucero 59:04
And he thought he was getting punched. So he's like, "Who's this guy, punching me?" And so he turns around, he punches the guy in the face. And he does, or the guy drops the knife and he like, takes off running. We didn't know this, but the night before, he actually stabbed another person, another homeless person to death, like, stabbed in like 53 times or something like that. And then now my brother was the second person. And the women were watching him. So they saw the whole thing go down because they were freaked out by this guy. And they were watching him and then they just ran over to my brother, and everyone's freaking out. My brother was still conscious. And he's like, here's what you need to do, like put this here. You hold this over here you call 911.

K Kathrin Zenkina 59:41
He said that?

B Brandon Lucero 59:42
He was telling everyone-

B Brandon Lucero 59:43
Are you serious?

B Brandon Lucero 59:43
Yeah, everyone's freaking out. And so, what ended up happening was they got paramedics got there, took them to the ICU. I mean, he's, he's on death's bed. Like he's, I mean, you're, you're, you got stabbed with an eight inch butcher knife through the neck, like into your throat, into your lungs. He got stabbed four times, like, how do you survive that? You know, you don't. And so he got to the hospital. And I remember telling Jim, I'm like, "Jim, I need like, my brother just

got stabbed." And he's like, "we need to tell the Don." And I said, "do whatever you need to do." And he comes back to me and says, "the Don is on it." He says, "You need to make an offering, and you need to do it tonight." And he said, he said, this is, this is a non negotiable. And he said, "just so you know, the Don never works with someone who's not doing candle work, but he's doing it for you. You need to do this, and you need to do it now. "And I was with my friend. And I just told him like, this is gonna be really weird. But we need to go grocery store, I need to make an offering in your house, and you need to leave it until I get home and I can reset up at my house and my buddy's, like, whatever we need to do. Like so, we went to the store and we got like oranges and peppermint.

K Kathrin Zenkina 59:47
What a great friend.

B Brandon Lucero 1:00:35
Yeah,

B Brandon Lucero 1:00:41
I can only imagine not understanding what the hell is going on.

B Brandon Lucero 1:00:59
I know,

K Kathrin Zenkina 1:01:00
Like, okay, you can do this weird whoo.

B Brandon Lucero 1:01:01
He's always, he's always been a great.. He's been so interested in these stories. You know, like my crazy whoo stories. But anyways, we set it up, and we go, and I fly up to the hospital and I'm on there with my brother. And I get to the room with my mom, and I just see my brother and like, he doesn't even look alive. Like he looks like he's, he's on ventilators, that he needed machines to help him breathe. He had like things down his throat. And my mom's a very powerful healer herself. And I didn't tell her about the Don or bringing in any beings or anything like that. By the way, I am going to loop Archangel Michael into all this.

K Kathrin Zenkina 1:01:36
Okay, great,

B Brandon Lucero 1:01:37
So it will be for the podcast.

K Kathrin Zenkina 1:01:38
Fantastic.

B Brandon Lucero 1:01:39
So what ended up happening was my mom's like, I'm going to do some energy work. She gets into her state, and you can tell when she's in- her eyes are like rolling back her head, and she's just kind of doing her thing. And she goes into her state and is about to do the energy work, and she pops back out. And she goes, "I don't know what's going on." I'm like, "What do you mean?" she's like, "There's something working on Adam, like I've never seen before." And she the way she described it is almost like, I know, this is a podcast, but it's like, imagine my hands just like hitting down on a table like as fast as I can. I can do it like just like, like almost like sewing as fast as you can.

K Kathrin Zenkina 1:02:15
Or like aggressively like typing.

B Brandon Lucero 1:02:16
Yeah, like aggressive typing, that's how my mom described it. "There's someone working on Adam, and I've never seen anything like that is the most powerful thing I've ever seen." And then I told her.. I'm like, "Oh, yeah, I had like Don Javier call in, and he's had some beings called in, and they're working on Adam." And long story short, Adam ends up making it and he walks out of the hospital like three days later, on his own, like, doesn't need help walks out, and I just couldn't believe it. Like I'm this is miraculous. I'm like, just like, what is going on? And then like three days later, I get a message from Mandy, his wife, Don's wife, and goes, "Are you going to get on the path or not? Like you're gonna walk this path in this lifetime or the next, and you've earned the right to be on this path, and to have this access and it's, it's, it's, it's part of what you're supposed to do." And she's like, are you supposed to do it- "Are you gonna do it or not?" And it's one of the things I was scared of, but I knew deep down that this is what I was supposed to be doing. So I got on the path. And that was like, five, maybe five years ago. And ever since then, I've just experienced crazy things like time missing, like, I'll talk to the dx for five minutes, and an hour and a half will go by. I've listened to an hour and a half podcast and a 20 minute walk before. But what's, I think most beautiful about it, is the amount of growth that I've seen.. amount of realizations.. how clear my thinking is.. how critically I can think; I can question my own thinking. I can now see- I just have so much awareness. I can see beings, feel beings, sense beings, communicate with them now. Just, you know, I realized how limited our five senses make us, you know, and developed like more than that. But I think the thing that

makes- because sometimes you, even myself, I still question this like, "is the Don really like.. am I just, am I just under the Don spell? Like am I just like, am I just like a blind follower?" And the fact that I'm even questioning it tells me I'm not.

K Kathrin Zenkina 1:03:02
Right, yeah.

B Brandon Lucero 1:03:34
But you kind of get into these things, but there's undeniable things that happen. And there's things like healing, like my brother's number one. For example, my wife Jacqueline's had things that he's he's healed. You know, like things like this might be TMI again, but whatever.. When I had my vasectomy done, it's supposed to be a quick little thing, and for two weeks, I was having a lot of pain and stuff. And then I was just like, Don, I need help. And then like within 24 hours, like or 48 hours completely healed. And he always teases me. I don't know if there's probably too much

K Kathrin Zenkina 1:04:55
No, nothing is too much on this podcast.

B Brandon Lucero 1:04:56
Every time I meet him, he's like, yeah, I heal people bla bla.. I even had to go into your balls and heal yea! I was like, Oh, my God Don! And he's like, so it doesn't matter. He's like, that's what I'm here to do, is to heal you and to serve and, and to help.

K Kathrin Zenkina 1:04:58
Yeah.

B Brandon Lucero 1:05:05
And so yeah, it's just been this beautiful path and he's opened up so much for me in business and how I'm able to help people on a deeper level now and so..

K Kathrin Zenkina 1:05:21
Same. There comes the Shamanic deaths so I will tell you that.



B

Brandon Lucero 1:05:25

Yeah, it does.

K

Kathrin Zenkina 1:05:25

Like literally, my experience with the Don was.. I listened to a James's podcast and at the time, it was like, on every single episode, like it was crack, even though like, I think our relationship, my relationship with James was just starting, like I wasn't as mastermind. And then, like, we realized, like, oh, we have so much in common, realized we're like friends more than just like client and like mastermind, you know. And over time, that relationship developed, and he would always talk about the Don, but before, right before that, like right before our relationship really developed, I was listening to Jim coming on the podcast. I know- Jim is a rando, okay. Like, I have no idea who this Jim guy is. By the way, I hired Jim as my coach, like he's freaking awesome. You guys can check them out. I think it's @lamJimForton on Instagram. He's all about the subconscious mind and all about like, limiting beliefs and reprogramming.

B

Brandon Lucero 1:06:18

He was my first coach too.

K

Kathrin Zenkina 1:06:19

Yeah, he was not my first coach, but he was really one of my most like, profound coaches.

B

Brandon Lucero 1:06:21

Right.

K

Kathrin Zenkina 1:06:22

Like he helped me so much, and- but at the time, obviously, this was like a year, you know, prior. And he was like, "you know, I apprentice with my brother in law. He's a very powerful shaman." And I instantly said, I know that guy. How I knew him I have no idea. I was like, I don't know Jim Forton, but I just know that guy. James would keep talking about him, and James kept saying, I can connect you, I can connect you, I can connect you. And I was like waiting for James to one day connect to me. And then I was like, James, like, "can you connect me with the shaman?" I think, I think I was like, going through a shift where I was like, I need guidance, and I'm always investing in coaches, healers, psychics, like I just I'm always- because I, I feel like, you know, this is something I had to learn, but now I'm humble enough to accept help. Like, I know that I can't see my own blind spots.

K

Kathrin Zenkina 1:07:14

I know, like, if, for example, asking you to help me with messaging, I'm like, you know, our

business is extremely successful, we just did a \$7 million a year, but I'm like, there's probably so much that I'm not seeing.

B

Brandon Lucero 1:07:14

Right.

K

Kathrin Zenkina 1:07:26

And like, I could have an ego and being like, "No, I'm doing amazing." But like, I want to help more people. And the only way to help more people, it's not just about the money, it's for me to get better in how I communicate my messaging. And so I'm, I'm always asking for help. And I was like, I feel like I need some big help now. Like, I feel like I got some, like, spiritual work that I need to do. And I texted James and James is like, "Kathrin, I've been waiting for this text." And I'm like, "you have?" like, okay, and then I think like, I think like four months later, is when I met you, in Sedona, and it just like all went from there and like, like, that's like the one of the main things that you and I talked about was like our experiences.. what we connect about a lot and help each other with and especially you helped me so much. This is like when we're going through the shamanic death.

B

Brandon Lucero 1:07:26

Right.

B

Brandon Lucero 1:08:13

Oh, yeah.

K

Kathrin Zenkina 1:08:14

And like a lot of people always ask me, what is the shamanic death? Like how would you explain that in your own words? And like, why are they necessary?

B

Brandon Lucero 1:08:20

Well, yeah, great question. And by the way, you can have a shamanic death without working with the Don.

K

Kathrin Zenkina 1:08:25

Totally.

B Brandon Lucero 1:08:25
It's just way more intense.

K Kathrin Zenkina 1:08:26
Yeah.

B Brandon Lucero 1:08:27
Yeah, it can come from so many things like I know, just getting pregnant, I had a shamanic death from that.

B Brandon Lucero 1:08:27
But it really what it is, is is shedding of- the other way more intense and more frequent. But they- it's basically a shedding of who you were. And I've talked- we talked about your purpose shifting and things like that.

B Brandon Lucero 1:08:44
It's identity shifts.

B Brandon Lucero 1:08:45
It is changing identity, but you're also becoming aware of blind spots as well. It's basically like, you just get a different perspective on your life and everything that was there before just doesn't seem relevant. It's it's, for lack of a better word, it's a massive growth period..

K Kathrin Zenkina 1:08:45
It is, yeah.

K Kathrin Zenkina 1:09:03
Where things are chaotic and confusing and frustrating, and you question everything.

B Brandon Lucero 1:09:07
Yeah, you question everything. Like, there's been so many times that question my business.. that I've questioned, like.. I even questioned in a lot recently, like, "Do I even want to do this anymore?"

any more.

B

Brandon Lucero 1:09:16

I want to be connected to the Don. I want to be- because, this is really fucking hard. And.. but that's what it is. It's, it's a lot of growth, and it's- in order to grow, you have to let go.

K

Kathrin Zenkina 1:09:16

Yeah, I've passed on that too.

K

Kathrin Zenkina 1:09:28

It's like doing plant medicine 24/7.

B

Brandon Lucero 1:09:30

Yeah, I guess. I've never done that.

K

Kathrin Zenkina 1:09:32

I know, I know.

B

Brandon Lucero 1:09:33

But yeah, but that's basically what it is. And for lack of a better word, it's just a massive shedding and letting go, as well as at the same time getting a huge awareness of you and how you've been showing up. Like, the most recent one was just like even getting so much awareness of how I'm showing up in my own marriage. And that was a really tough thing to see. It's as Don says I'm a, I'm a black mirror. I reflect back onto you, but I reflect back on the things you don't even see about yourself so that you can self discover it. And when I saw a lot of the stuff of how it showing up in the marriage in our, you know, we've been married for 20, or together for like, 25 years, or however long.. it's been a long time. Even though we've been together for a long time have been in love, and we've had a good, I would say, a good marriage, I still am ashamed of some of the things that I didn't- well, of how I wasn't, none of what I did, but of what I wasn't in the marriage and Don reflected that back to me, it was a very difficult thing to go through, because it led to a lot of growth in me.. at the same time, Jacqueline was experiencing her own growth, and when you have two individual people in one relationship, both experience

K

Kathrin Zenkina 1:10:44

And three kids between you.

B Brandon Lucero 1:10:45
And three kids and a business, and with like, 10 employees, or however many we have, it's a lot.

K Kathrin Zenkina 1:10:51
And it feels like everyone's your kid.

B Brandon Lucero 1:10:53
Yeah, exactly.

K Kathrin Zenkina 1:10:54
I feel like my team, even though I don't see them in that way at all. It's not like in a demeaning way.

B Brandon Lucero 1:10:58
But it's like it's in your hands.

K Kathrin Zenkina 1:10:59
It's literally my responsibility. Like, I'm responsible for almost 20 fucking people.

B Brandon Lucero 1:11:03
Yeah, it's a lot.

K Kathrin Zenkina 1:11:04
Yeah, it is.

B Brandon Lucero 1:11:06
And that's, and that's the thing is, is it's just a constant.. it's that constantly and anytime I feel comfortable, or like things are really good, in the back of my mind, I'm like, okay, it's just a ticking time bomb until it's not like this anymore. And so, and you never know how long it's gonna be like, it could be a year, it could be two years can be three years, it could be like two

months. And so working with him, the way I describe it is- I don't describe it as spiritual work because I think when you hear spirituality, a lot of people take it on as like, not a religion, but almost like a..

K Kathrin Zenkina 1:11:39
Like a dogma.

B Brandon Lucero 1:11:40
Like, yeah, dogma, and, and it's not-

K Kathrin Zenkina 1:11:42
It gets like really rigid.

B Brandon Lucero 1:11:44
They get really rigid, and they become the opposite of what spiritual is. They become judgmental, and like,

K Kathrin Zenkina 1:11:50
Egoic spirituality yeah.

B Brandon Lucero 1:11:52
"I'm better than you because I'm spiritual." And it's just like..

K Kathrin Zenkina 1:11:55
Like oh, my God, you're eating me. You're not spiritual anymore.

B Brandon Lucero 1:11:59
Right?

K Kathrin Zenkina 1:11:59
Yeah. So I get that a lot.



1:12:01

Before I forget. Two notes that I want to- before we end this podcast, Archangel Michael, and then the homeless person with Don and Jim. Okay, remember?



Kathrin Zenkina 1:12:10

I like how you're asking me to remember.



1:12:14

Take notes. So, shoot, where was I? Oh, yeah, so to me spiritual, it is self transformation. That's basically what it is. It's, it's bettering yourself, and working with the Don just speeds up the self transformation, and anyone who's done self development work, you know how hard that can be. So imagine that a little bit more intense, and a little bit more sped up. And, but and frequent, but also on the opposite side? Imagine how beautiful it is.



Kathrin Zenkina 1:12:41

Oh, the highs are so high.



Brandon Lucero 1:12:43

Yeah.



Kathrin Zenkina 1:12:44

Like I've just never been like, more happier, fulfilled, like, understanding of who I am, like, my confidence has never been higher.



Brandon Lucero 1:12:54

Right. And that's, and that's what he does. And I don't know, if without him, I would- I know, without him, I wouldn't have been able to see the amount of growth I've seen in the business, to be who I am today, and to just see the lives that have changed through the business. And, and that's why I think self development work is so important, because it's not about you necessarily. It's about all the other people that you're going to help when you become that next version of you. And, and that's what really drives me. So the play off of this whole, like, idea of spirituality and the dogma or the ego, that could be behind it; Jim told me one time he was in Mexico with the Don, and he was walking past-

K Kathrin Zenkina 1:13:34
Oh, this is so good, I know what you'll say.

B Brandon Lucero 1:13:36
A homeless person, and he looks at Jim and says, "what do you, what do you feel when you see him over there?" And he says, "I feel bad. I feel really bad that he doesn't have any food and like, I want to help him and he doesn't have a house." And then Don looks at him and goes, "how dare you? How dare you look at him with that judgment?" Because that's really what it is, you know, he's like, even though you want to help, you're assuming that he's not happy that his situation is bad or whatever. And he goes, that he's learning more lessons in this life-lifetime, than you ever will. How dare you judge him. And Jim was like, taken back because he thought he was being good. He's like, I want to help. And this, I think, also goes to you can't help people that don't want to be helped. Like, if you're going to be of service and have a business, you're here to help the people that want your help. You can't go help, help everyone. But that was such a great lesson in humility and just remembering to stay humble during all of it. And it's like stuff like that all the time with the Don

K Kathrin Zenkina 1:14:38
Yeah.

B Brandon Lucero 1:14:38
Like these amazing lessons.


K Kathrin Zenkina 1:14:39
Yeah.


B Brandon Lucero 1:14:39
God, I mean, you could write a book and all the lessons and little tidbits that he he drops from time to time.


K Kathrin Zenkina 1:14:45
I know it's insane. Archangel Mikal, I wrote it down.


B Brandon Lucero 1:14:47
Oh, yes. Okay, so going all the way back to my story with my brother Adam. And it talked about my mom seeing someone healing him and, about two or three years later, I got a gift from Jim


my mom seeing someone healing him and, about two or three years later, I got a gift from Jim, which was a cranium, so it's a crystal skull. And the Don cooked it. So when the Don cooks it, he brings the stuff, the crystal back to its natural state before being touched by humans, energetically, but he also will attach a being to it. And being new to this, and like, I don't know what, I don't know what a being what is it being mean? You know.. and I've come to realize it could be anything like an Archangel, Ascended Master, or just like maybe an ancestor or something like that. So, just like just an ancestor, but it could be like,

 Kathrin Zenkina 1:15:36
Just a silly old ancestor.

 1:15:39
So I remember connecting with this cranium. And I instantly knew, like, I asked, like, "what can I offer you?" And it said, "Offer me this." And it was the same exact thing that I made the offering to the being that helped my brother Adam. And I said, "holy shit, this is the being that helped heal my brother." And I said, like, "What's a name? What's a name?" And I got the word, Mikal. So it was M I K A L. Mikal. And I've been connecting with this cranium for like three or four years, and it just kept getting Mikal and I'm like, what else? It's like, brother, like we're brothers, or we've been brothers, and that he's a warrior, like a warrior warrior, like, I'm a warrior, and not just like a spiritual warrior, but like, I'm an actual warrior with like, swords and like, all of this stuff. And I never really I'm like, okay, whatever. And I've- not whatever, obviously respectful of it all, but it just, you know, it's like, okay, cool. And then that's about as far as I got. And then I started asking him to help me heal like myself, like if I threw my back out or whatever, and it would say, "this is what I want you to do." And I would do it as an offering. And then I would be healed. So I've been building this relationship with this being. This week, I asked for help, and it said, "reconnect with me 15 minutes a day for 15 days." And I've been doing that. And as I was connecting, I'm like, "What's your name?" Like, I just kept feeling like I should know its name. Well, the last like three months, maybe even six months, I've just felt this desire in this need to get a statue of Archangel Mikal. And for me, I've always been like, oh, Catholic religion, bla I'm not into like, that's just, not for me. But I've come to realize that it's, there's a lot of truth in it, and a lot of powerful beings and angels that are a part of that religion. Don told me is I work with all of them. And he's like, there's a lot of truth behind that. He has crosses up all over the place. So really reframed myself and realize how judgmental I was against a lot of that stuff, too. And so I had to let a lot of that.

 Kathrin Zenkina 1:17:34
That goes both ways.

 Brandon Lucero 1:17:35
Yeah.



K Kathrin Zenkina 1:17:35

Like you can be in it judging people who aren't and then you could be like, really pushing that away and then judging the people in it.

B Brandon Lucero 1:17:42

Yeah.

K Kathrin Zenkina 1:17:43

Yeah, it goes both ways.

B Brandon Lucero 1:17:44

And so, I was in a church recently and like looking at the Archangel Michael things, and so I didn't haven't found the one that was for me. But it was weird, it's just like this desire had all of a sudden. So anyways, I'm connecting with this cranium, and I just hear "Archangel" "Archangel". Like, "what's your name? Archangel Archangel." I'm like, no, your name is Mikal. And then I was like, Archangel Mikal.

K Kathrin Zenkina 1:18:04

Oh my god.

B Brandon Lucero 1:18:05

And I was like, wait a minute.. And then I go and I look up Archangel Michael. And because it's not spelled M I C H A E L, which is how it's it is. And then it says, it says like Archangel Michael also pronounce Mikal, M I K A L. I was like, Oh my God. I've been communicating and connecting with Archangel- that's at least, I haven't confirmed with the Don, because I always want to confirm these things. And sometimes we're off on our, you know, thoughts or whatever. But so it's not confirmed, but I'm pretty dang sure that's who I've been connecting with. That's who healed my brother. But all the things, like the warrior, the name, Mikal, like all of that stuff, came up and then I'm sitting there going. And because Jim always tells us like, you just don't know who you're connected to. And you don't really know who you are. And the Don always said, has said, like Brandon, if you knew who you really were like, who you were like the soul of who you are, like you would never get into half any of this

K Kathrin Zenkina 1:19:00

Never worry about a goddamn thing.



B

Brandon Lucero 1:19:01

You'd never worry about a goddamn thing. Because he's like, "You have no idea how powerful you actually are." And then I'm just sitting there going, like, who do we connected to who like,

K

Kathrin Zenkina 1:19:12

That's every dinner conversation we've ever had, literally. Like, what would the version of you, like back in like, the early entrepreneur days when you're, you know, buying the how many calories in orange juice? Like if you were to hear yourself today? Like what would you think of yourself?

B

Brandon Lucero 1:19:28

I wouldn't even recognize myself. I mean,

K

Kathrin Zenkina 1:19:30

Yeah, you'd think you're like cuckoo.

B

Brandon Lucero 1:19:32

I- Yeah. And I would, I would think I would think that I was a little cuckoo 100%. I wouldn't recognize myself. I always knew I was going to be successful, but I had no idea that this was going to be my path.

K

Kathrin Zenkina 1:19:44

Yeah.

B

Brandon Lucero 1:19:44

And that's the thing with a lot of people is that they, they think they know their path and we never do. And they stop going on the path because of, they want to get it perfect, or they want to know or obviously it's all

K

Kathrin Zenkina 1:19:55

It's not going according to expectations. Like, I should be on this path. They're like, maybe I was on this path last year, but like, you could be switching into a totally different path. But you're stopping yourself because you're like, no, but I was told about this path a year ago.



B

Brandon Lucero 1:20:10

Right?

K

Kathrin Zenkina 1:20:11

It's like, yeah, but who you were a year ago is different than who you are now.

B

Brandon Lucero 1:20:13

100% percent. Yeah. And so, you know, I just always remember that I'm just like, that's what I tell our students is that.. you'll never- what you start with will never be what you end with, but you do have to get started in order to get there. And that advice has been the story of my life over the last 10 years, like it's been a journey. We've helped 1000s of people. I've changed the life for my family, and not just financial, but just like how I've showed up for them, and like how I'm showing up today. Like, I'm proud of the husband I am today. And I look back a year, but I look back a year ago, I didn't realize it back then, but I wasn't- I'm not proud of that guy. And I would even argue in the moment that I would probably wasn't even proud of myself. And all of that stuff affects the business, it affects your energy. And that's why this type of work is so important, because you just keep shifting your energy and who you are, and that will ultimately affect your business. And that's why I love what I do. Because I get to do that for people. Yes, I frame it underneath content and messaging, but it's it's not.

B

Brandon Lucero 1:21:24

There's always a surface level thing. I love to do that. I mean, like, Manifestation Babe Academy, you know, we frame is like, "Hey, you're gonna manifest your dream life. You're gonna have everything that you want." And then people get inside and my students probably laughing right now if they're listening, which I'm sure they are, because it's like so much more than that. It's like, I didn't know I was gonna heal shit from like, even past lives ago and generational crap and stuff that happened when I was three, four years old, like, what are you doing to me, Kathrin? What is going on? And it's like, MBA is like a shamanic death for so many people. But on the other side of it is like immense amounts of freedom.

B

Brandon Lucero 1:22:03

Yeah, it is. And that's, and to me, that's the hardest work that we can do.

K

Kathrin Zenkina 1:22:08

Yeah.

B

Brandon Lucero 1:22:08

And people like, like, I'm gonna work hard. And they take a lot of action and stuff like that. And

they work put in a lot of hours. But I'm just, that's not, that's not the work. The work is something that's so much deeper, and most people will just never go to this depth to get it. But that yeah, that's what I do. And the Don always says, if, you know, if it's something like a smart man has to be tricked onto this path or something like that, it's because it's like, if you would have known- if you knew what was entailed for you, you wouldn't have done it. But once you're on it, there's no going back.

B

Brandon Lucero 1:22:42

That's like.. I know you talk about like, that's what having kids is like.

B

Brandon Lucero 1:22:45

Yeah,

K

Kathrin Zenkina 1:22:46

That's what starting a business is like, it's like if you if you saw what it took to run like a multimillion dollar business at the very beginning, you might not have said yes.

B

Brandon Lucero 1:22:56

Right. I wouldn't have.

K

Kathrin Zenkina 1:22:58

But you may not have ever evolved into you who you are today either. You would just be comfortable Brandon.

B

Brandon Lucero 1:23:05

I was - I've been, it may have taken me a while, but I've been very good at listening to my intuition and what feels, not like what logically makes sense, but what feels right to me. And I do that, and it's never steered me into the wrong direction. And even when I was scared to start the business, I knew deep down that this was what I was supposed to do. I also, when I worked at the Don, I was scared and kind of nervous and took me a while, but I knew deep down that that's what I was supposed to do. Even inside of like my marriage, we've been together since we were 15 and 16. And like as a guy who's 28, you're like, okay, never like stuff to someone else. And this will be the only person will sleep with for the rest of my life. But deep down like this is your twin flame. This is the person you're supposed to be with, even with we both experienced a lot of growth over this last year and like having to refine ourselves and then we find each other and like.. that was a lot of hard work. But deep down like this is, this is the person I'm supposed to be with. And there's you can feel it. You just, you just know.

K Kathrin Zenkina 1:24:08
You don't know why you know, but you know.

B Brandon Lucero 1:24:09
You just do. Yeah. And so that's what I've led- even with pivots inside the business, I'm like, it's time to move on to something else. Just go do it. That's why I went \$40,000 in debt. It sucked, but you just come out to something so much more beautiful on the other side.

K Kathrin Zenkina 1:24:24
Debt can be or shamanic death right now there's so much beauty on the other side.

B Brandon Lucero 1:24:28
I know, 100%.

K Kathrin Zenkina 1:24:29
Oh my God, I know we can talk forever, literally. So you guys, like, Brandon and I can go so deep on so many things. So let us know if you would like a part two where we can go even deeper and keep talking about all of our crazy spiritual stories because we have so many like, literally. Like we go back and forth. I started telling you my dream from the other day.

B Brandon Lucero 1:24:47
We didn't even get to talk about aliens.

K Kathrin Zenkina 1:24:49
I know. Oh my god. Okay, where can people find you to get into the work and follow you and see what you're up to?

B Brandon Lucero 1:24:57
Oh, cool. So two places. Our podcast is called The New Generation Entrepreneur. We talk a lot about messaging and spirituality and self development type stuff. And then @IamBrandonLucero over on Instagram is my handle. It was probably the best two places to go. Or I guess, BrandonLucero.com. But wherever you want.

K Kathrin Zenkina 1:25:14

I mean, you also interviewed me on your podcast so you can find that, too.

B Brandon Lucero 1:25:18

Kathrin, it's our number one most downloaded episode ever. Ever, and not by a little bit, by a lot. However, I had Jacqueline on the podcast for the 100th episode to talk about the journey from a spouse's perspective of starting a business and it's, it's creeping it's creeping.

K Kathrin Zenkina 1:25:36

Ooh Jacqueline. I'm just kidding. She's freaking amazing. And I know that that's like a topic the so many people need help with like, do they just- there's anyway, we can go into it. But we're not going to go into it now. You guys have listened long enough. So with that being said, I love you guys all so much, and I will catch you in the next episode. Bye.

B Brandon Lucero 1:25:57

Peace out.

K Kathrin Zenkina 1:25:57

Bye, Brandon.

B Brandon Lucero 1:25:58

Bye.

K Kathrin Zenkina 1:26:00

Thank you so much for tuning into today's episode. If you absolutely loved what you heard today, be sure to share it with me by leaving a review on iTunes so that I can keep the good stuff coming your way. If you aren't already following me on social media, come soak up the extra inspiration on Instagram by following @manifestationbabe or visiting my website at manifestationbabe.com. I love and adore you so much and can't wait to connect with you in the next episode. In the meantime, go out there and manifest the magic.