

# Episode 260: How to get what you REALLY want: MONEY, MANIFES...

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## SUMMARY KEYWORDS

money, started, realized, people, business, day, feel, buy, podcast, manifest, years, person, james, experience, big, energy, brennan, literally, remember, life

## SPEAKERS

Kathrin Zenkina, James Wedmore

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Kathrin Zenkina 00:14

Welcome to The Manifestation Babe podcast. My name is Kathrin Zenkina, and I'm a manifestation expert, master mindset coach and multiple seven figure entrepreneur, I'm obsessed with helping you achieve everything that you once thought was impossible. If you're looking to massively uplevel your life, your finances, your relationships, your productivity and success, then you have come to the right place. My goal in this podcast is to help you see the infinite potential within yourself to be, do and have anything that your heart desires. Think of this podcast as your weekly dose of mindset development, to help you maximize who you are and where you're going. Leave it to me to provide you with the tools, the resources, the strategies and teachings that you need to manifest a reality wilder than your wildest dreams. I know we're about to have so much fun together. So thank you so much for pushing play today, and now let's begin. Hello gorgeous friends and Happy New Year. Welcome back to The Manifestation Babe podcast. I hope 2023 is treating you. Oh, so well so far. Boy, do I have a special series for you. It's actually a bonus to The Manifestation Babe podcast because originally, it was not planned to be recorded for my podcast. It was supposed to be a mind your business podcast exclusive, which it is up there, already live on James Wedmore's podcast, you guys know I love James so much, love his podcast, we have an amazing friendship, and when we get together, really magical stuff happens. Because this series is so good, so juicy, so valuable. I asked him if I could just steal these audio files from him, and make sure it gets listened by you too. Because yes, we have a ton of audience crossover, ut I also know there's a ton of you who are like, I don't know who James is, and you soon will know who he is through this episode, and the main reason why I really wanted to get it on my podcast is because we are talking about your favorite topics, the topics that you probably come to me for. I'm guessing that if you're listening to The Manifestation Babe podcast, you love money, you love manifestation, and you love intuition which there will be a special guest, I'm not going to announce her yet, who is going to come on for the manifestation and intuition portion. But for now, it is just the money portion. So this episode is part one of this series where essentially two multi millionaire friends sit down in a living room together, literally, we were in his living room and talk all about money. How money has evolved for us over the course of the last few years. If you have any intention whatsoever of manifesting more money into your life in 2023, which I

assume yes, fuck yeah, that's why you're here, you're gonna want to pay close attention to the series that I am dropping this month. James also created a special workbook for you that you can snag at [Mindyourbusinesspodcast.com/workbook](https://mindyourbusinesspodcast.com/workbook), which I will also drop that link in the show notes. So you can grab that, you can just click it, super easy to type anything in, and essentially, this workbook is going to help you further integrate embed and embody the content that we share in these episodes for maximum effect and impact. So without further ado, let's dive into my favorite topic in the whole wide world with one of my favorite humans. Money.

## James Wedmore 04:06

What's up ladies and gentlemen, James Wedmore here and thank you so much for tuning in to another episode here on the mind your business podcast, and welcome to 2023 we're starting out the year strong with a very special three part series, appropriately titled and targeted to the topic of how to get what you want. Obviously, Tis the season to set goals, but more importantly, to have the right strategy and approach both internal and external to really get what you want. So we are kicking it off with this three part series, How to get what you want? money, manifestation and intuition, and guess what I'm bringing my good friend Kathrin Zenkina herself along for the ride. She is going to be my special guest throughout all three of these episodes. Plus, we may have another surprise special guest joining us, this is going to be fantastic, and guess what we have created a really powerful workbook for you, when you go over to [www.mindyourbusinesspodcast.com/workbook](https://www.mindyourbusinesspodcast.com/workbook), you're gonna get an entire downloadable PDF with all the notes, you know, exercises, questions, everything that was really discussed and created in these really powerful episodes, we put in a workbook so you can really like squeeze the most juice out of this. So in this first of three episodes, kathrin and I have a conversation about money, money, money, money, money, money, money, kathrin, as you know, manifestation babe herself has built a wildly successful multi million dollar online empire, and both her and I discussed in this episode, how our relationship with money has changed and transformed over the years, and if you're in business, which most of my listeners are, then chances are, you have some goals about money in the new year like growing your business. Guess what that means? That means making more money. I don't know if anyone told you that. But that's what it means, and it's really hard to do that. When you have a default, limited lack based mindset and relationship with money like most of us have, and really, before you can truly experience the abundance around money and wealth flowing into your life in terms of sales and dollar signs. Something within has to change first, our relationship with money. It's time for a breakthrough in money, and that's exactly what kathrin and I discuss today is a really powerful episode. You know, because if I just like pull back for a second, she's just sitting in my home in Sedona, Arizona, and two multimillionaires having a conversation about money, and it was really juicy, really good, really powerful and I'm just really excited for you to dive in. So download that workbook [mindyourbusinesspodcast.com/workbook](https://mindyourbusinesspodcast.com/workbook) print it out if you'd like. Keep it with you, pause when necessary, take notes, and do me a favor, tag us on Instagram. Let us know, send her DMs, send me a DM, let me know your biggest takeaways, what did you like? What did you hate? Where did I trigger you? Gotta trigger yo, oh, I'm probably going to trigger a few people in this episode, and that's good. That's good because some of my relationships with money may conflict and threatened some of your old outdated stories about money. It's time to let them go. Step into a new you more abundant, wealthy you. Yes, please. Okay, so let's just go ahead and get right into it, without further ado, here's our first episode in our three part series featuring myself and Kathrin Zenkina. All right, we're in the studio with manifestation babe Kathrin Zenkina supplicating.me like that.

K Kathrin Zenkina 08:25  
It's been like, two or three years.

J James Wedmore 08:26  
It's been a while, you're back.

K Kathrin Zenkina 08:29  
I'm back! Finally you invited me back on.

J James Wedmore 08:31  
what's new?

K Kathrin Zenkina 08:32  
I mean, not much. I had a baby, no big deal.

J James Wedmore 08:36  
No big deal. How's that like? How's mom life?

K Kathrin Zenkina 08:39  
It is the best kind of life. Well, honestly, I was so worried about the sleep part. We did not hire a night nurse, and I think a lot of people thought we were crazy. I've been doing all the night wakings, and somehow I still have so much energy, man I think it's because it was built for this life, yeah.

J James Wedmore 08:55  
Wow. How come you didn't do the night nurse?

K Kathrin Zenkina 08:58  
Okay, let's get in, and it's funny because my reasoning behind it was first and foremost. I'm really, I had a lot of trauma growing up, and I guess like, I don't want to pass any of that down to my child, and I'm really big on like attachment parenting, and so for me, this is just for me, people. I just thought, like that. I really wanted to be there for my baby when he cries in middle

of the night. I want him to expect to see his mom instead of a night nurse. That's just something that I really wanted to connect with him on, that I'll just be there for him no matter what, in those early formative years, early formative months. But the thing is, I have so much daytime help though. So I have like a personal assistant. I have a house manager. I don't do any of my laundry, dishes, cooking, nothing. So I have so much support to where I'm just able to focus on the things that are important to me, and doing the night duties for me are important to me. So that's what I created by design.

**J** James Wedmore 09:55

Yeah, well that's beautiful and I'm so happy for you, so excited for you, you look so happy. So that's, that's amazing. Now I'm gonna, I just want to ask something because like you had kind of this, did you notice it? Like you gave this little disclaimer when you started sharing? This is just for me people. What's up with that?

**K** Kathrin Zenkina 10:13

Great question. I think that, you know, lately in the last couple years as my following has grown, and as I've become more visible, you know, like, unhappy people, they need to express their unhappiness at somebody, and I think that when you grow a following, you become a bigger target, and this is just something that I've personally worked through, where I'm starting to undo all of that I'm starting to actually give less disclaimers now than I used to. But it's just like this fear that so many of us can agree upon, I think where people just misconstrue things on the internet, and they think that everything applies to them when, you know, I could be sharing something that's personal to me, but they could look at me and be like, Oh, my God, Kathrin is saying that's true for everybody, that's so offensive, that's so sensitive. How dare she, and so I guess, like, I just develop this habit of reminding people like, hello, this is my opinion, no it doesn't have to be your opinion, and in fact, I encourage people to follow people who they don't agree with, and I do that on a regular basis. I don't agree with everything that my friends say, my mentors, even people I pay to work with, like, I'm not paying them so that they can just tell me a bunch of things that I agree with. In fact, I like to be challenged, and so I see myself in the same way.

**J** James Wedmore 11:24

well, there's a difference between being challenged, and just someone who is, whether they're an unhappy person, or just having an unhappy day, that just projects everything on to the person they see on social media, and then, in some form of gratification says, let me try to hurt that person. There's a big difference between, because I like, I love a great debate. I love a great deep conversation where we can have different, you know, viewpoints here.

**K** Kathrin Zenkina 11:54

You're a great devil's advocate person.

J James Wedmore 11:55

Yeah, and I do and I said that there might be things that you want to talk about today, that I'll play devil's advocate on. But there's a big difference between that versus someone who just wants to like spew hatred, and I've seen so much of that, you know, like, especially the last couple of years, it's actually really sad that I want to do a message or a video, it's like been on my mind the last few days, I'm like, you know, it's so easy to do that, that it's like, it's actually sad that it's hard to like, go on social media and be intentional. So just say something kind to like, 10 strangers, that you follow them, but you don't know them, and I've actually started doing that myself, is when I'm on TikTok research, of course, I'm not, I don't use it, it's just research, and I see content I like, I make sure to go out of my way and say something nice about that person. Because how long have we been doing this, and, you know, someone says something kind, and that takes you so far, you know, and it's like, when it is hard, or when someone does try to say something nasty, and you, you know, like, gosh, like, what the heck, I'm just trying to, like, help people, and there's people out there that need some help, and you're like, This is what you get, and then when someone says something kind, it's like, I think the person that says that has no idea the impact it could have on another human being, and I just got a card in the mail that like randomly came here, and it was like someone just sharing where they're at in their business journey since BBD, and it was like,

K Kathrin Zenkina 13:16

I love those cards.

J James Wedmore 13:17

And it's like, that will just, you know, like, carrying me so far. Not that I need it to be carried. But it's like, you know, it's just like, it's the reminder and the reframe of why we do what we do, and it's so sad that there's so many people that go, I don't like that you're up there, and I'm down here or something, you know what I mean? It's like that kind of an attitude, it's just you have a following, they don't. So I'm gonna take you down.

K Kathrin Zenkina 13:45

It's interesting, because a lot of people have these opinions. I've seen this a lot, where someone will leave a comment on like an influencer or someone with a large following and be like, you sign up for this, because you are an influencer, you have a large following. But I don't think anybody when they first start out, can really conceptualize that one day, they'll have 100,000 followers, 200,000 followers, 300. They're just, they're just putting their name out there, and the thing is that person who even if they have millions of followers, they're still that same person, just putting stuff out there. Yeah, it's not like all of a sudden, they just decided, like, they attach this label, like, I'm an influencer now so I'm open to all this bashing and bullying. It's like, No, this is the same person who was once on their grandma's couch or once in the basement, starting their podcast with episode number 1.

J James Wedmore 14:28

Just normal, just like everybody else. There is something in culture in society where we see people that are on the big screen like a celebrity or an athlete as someone different than everybody else, and it's in a way they try to bracket you is that, it's like everyone poops. You know, like everyone's just a normal human, you know, but however, to play devil's advocate, you asked me on your podcast, you know, when I went through a lot of challenging things, and you said, How did you go through that and go, Well, the first thing I had to remind myself as I signed up for this, and so there is, it's like, it doesn't mean, it's okay. You know what I mean? It's like, it doesn't mean it's okay that someone just says nasty things, but it did remind me, and frame it, is like this is what I sign up for. It's like, I don't have to do this, you know what I mean? But this is what I want to do, and then it's kind of like those beautiful moments in life where you got to look at is like, Is this really what I want to do? You know what I mean? and I've had those moments, and I go, you know, where you go, I could start any other business I wanted to and be successful. Yeah, and I've had those opportunities, and so it's, you know, it's like, do you want to keep doing this? Do you want to keep, you know, sharing and teaching what you're doing? Or go build your real estate empire? Or go start that software idea that you had,

K

Kathrin Zenkina 14:28

or you can hide behind a brand and never show your face.

J

James Wedmore 14:41

Yeah, exactly, or, you know, just write a book or two or something and call the day, and it's like, it's actually really beautiful to sit there and realize that actually, every day is a decision to keep going or not. You know, and then when it's like, you know, you still get some of that. Because, I mean, I've gotten it for the most sad, it's heartbreaking, because it's like, there's a difference between like, Yeah, you did something like, you know, you hurt somebody, right? Versus like, you're just doing that to try to take somebody down, and for the people, because, you know, we have a lot of influencers and emerging influencers or whatever labels we want to give ourselves that listen to this show is like, it only hurts that person that does the hate, and like that's the thing that people don't understand, like, you still don't believe in karma, you still don't believe that the way the laws, the universe is that you're just doing that to yourself. If you're the person spewing that hate out of a place of like, you know, it's very different, and that's what it's very manipulative to say like, Oh, speaking up versus speaking hate are like two different conversations and to try to like, I'm threatened by your presence. I'm threatened by you.

K

Kathrin Zenkina 16:49

You know what's interesting? A lot of people don't, like when I share this, they're like, no you weren't. I used to be the saltiest bitch on this planet. Like, I used to be one of those haters. But more so internally, like I would never go and like, comment something. But I just remember being filled with so much jealousy, and like saltiness, and I realized one day that like, well, first of all, it was only hurting me. But second of all, when I learned like the power of the subconscious mind, and how the subconscious mind this is like what I learned when I was 16 years old, and I came across manifestation for the very first time. After this moment, it like

shifted for me overnight, literally, where I realized that my subconscious mind is only applying what I say or what I feel towards someone else towards myself, just like scientifically how the subconscious mind works. It doesn't understand that there is an outside world externally to you, when you are saying something to somebody else, it can only apply it to yourself, it can only see it as like, Oh, this is the truth about me, and your subconscious mind is responsible for like 99% of what you manifest, like manifestation is a subconscious process, not so much a conscious process, and so whatever you're putting out there, when you're like saying spewing a bunch of stuff on the internet, like it's only going to come back to you, and like in business. It's hilarious sometimes when my team and I handle certain situations, where I'm like, do you like, you also own a business. Do you want your customers to respond to you in the same way? Do you want people to not pay you? Do you want people to fall off your payment plan?

**J** James Wedmore 18:25

That's what I'm talking about. It's like, it kind of boggles my mind that people can't connect those dots. But I don't know, maybe we just do this for so long, it becomes very obvious. But it's like, I can tell that there's people that don't see that, that, you know, we can take everything that's like life and spiritual principles and apply it to business. So like when Gandhi said, Be the change you want to see in the world, that's exactly what we're talking about. Be the customer you want to see in your business, be the type of person that you want to attract in your own business, and you will attract that person. But you go around and be all nasty, because there's some part of you that does not like where they are, and you see a lot like I need to take you down, I need to bring you down a notch. That only hurts you, and that's really sad. But, you know, it's great to have this conversation, it wasn't one when I brought you on the show yesterday, But you know, there's, it is all connected, and what I wanted to talk today about you is money.

**K** Kathrin Zenkina 18:27  
My favorite topic.

**J** James Wedmore 19:18

it's my favorite topic, too, and why I want to talk to you about this is, you know, I've been doing this a long time. I've met a lot of people, I've worked with a lot of people and I've spoken a lot about money. You know, I've talked a lot about money.

**K** Kathrin Zenkina 19:32

I love your tiktok's on money, by the way.

**J** James Wedmore 19:33

Thank you, and I really appreciate that. I don't know a single other human on the planet personally that has taken on, you know, what a lot of people try to say about money and abundance. When I got started on my spiritual path and I'd read these books about abundance

abundance. when I got started on my spiritual path and I'd read these books about abundance. It was like they kind of came from these like broke spiritual healer type people, and I always had a problem with that, and then there was the other side of that, where there was like these, like 3D millionaire guys, you know, like what people call like the Lambro type, and I felt like there's got to be something in the middle, what happens when you bring two worlds together and I have never met anyone else who has demonstrated that as well as you have where you can be speaking to all of these topics around the energy of money, manifesting money and abundance, and actually have it in your life, right? But not from, you know, from actual head in the ground, pollyanna. Well, I don't know, it'll just show up in my mailbox one day or something, you know, like that, or, you know, just saying it, but then I'm just like, grind, grind, go, hustle, hustle, hustle, hustle, and you know, me, like, I will beat the drum of these things over and over to students and clients, and people want to scoff at me, and like, say, you know, oh, okay, you know, and then, you know, I can demonstrate and back it up in my life, and then to see someone else that has that as well. It's like, that's why we need to have this conversation, because you're talking to not someone who's going to tell you how to manifest money, because they just did their first launch on how to manifest money and made 30 grand, but because of somebody who has, you know, coming up on almost a decade of consistent exponential growth, and making but tons of money, and not like, you know, killing yourself in the process, and it's like, what better person to talk to you about all of this, right? Thank you so much. It's a compliment. It's not a compliment. This is a fact, I'm not complimenting you it is a fact it's not an opinion, what I'm saying. It's not an opinion. It's just, it's an observation of a fact, but you can receive it as a compliment. So but it's like and I mean that and I see that through my own observations, and a lot of people that we've talked about this or other people don't wanna talk about to to can't back it up. So let's start there for the person that's already starting to understand principles and laws of the universe. Why is it missing for them? Why is it not working.

K

Kathrin Zenkina 22:01

Money, the money part? I can still relate to it because I started my first business when I was 21 years old, and I hit my first million dollars at 25. So that four year period, two of those years, I wasn't doing like the money manifestation work. Like I wasn't really applying it to money, like money was just this really hard thing in my life, especially coming from, you know, essentially like my family who was on welfare growing up, like my mom just recently sent me these text messages, and I screenshot them because they're so special. She sent me a tiktock, my mom is obsessed with tiktock, like she learns so much on there, and we like send each other tiktoks all day long, literally, and one of them was a story about this woman, who when she finally qualified for food stamps, she was a single mom, and I think she had three kids, four kids, whatever, they went to the store, and they finally like bought the things that they could, you know, that they could buy, they were no longer shopping at the 99 cent store with \$10, like buying 10 items, and my mom was like, this was literally us, like, we were going to the 99 cent store, like this is what the immigrants were doing. Either the Russian store, or 99 cent store. That's all we could afford, and she said, the moment we qualified for food stamps, we went to, you know, whatever store we went to, and we qualified for like, I think it was like \$500, and she's like, we bought this and this and this, and we even bought chicken wings and ranch dressing, and it's like, I just love to hear that so much. Because I do have a lot of memories growing up, you know, super poor, and I don't think I connected that we didn't have that much money until middle school because it's children. Your life just is what it is, and I hung out with other poor immigrant children. So to us, this is just like our normal life. Like we just live in a one bedroom apartment, like huge families just live in a one bedroom apartment. That's completely



normal, and then I realized when I was outgrowing my clothes, super fast and middle school, and you know, the high water pants and stuff like that, like, the other kids had Abercrombie and Fitch but like I asked my mom, can you buy me something from Abercrombie and Fitch and she's like, we can't afford that. So I started to hear, we can't afford that we can't afford that. We're poor this blah, blah, blah, blah, blah, like my whole entire life, and I started my first business when I was 21, and I was making like some money here and there. I remember I started at the movie theater when I was 19 years old in college. I was working there for two years. So I was making like several \$100 A week or something like that, and so when I started my first business, like my vibration at the time, I was like, oh, it's possible for me to make several \$100 a week. So all I could make in my business at the time was several \$100 a week, and by the way,

**J** James Wedmore 24:26

that's a huge thing. I see. I don't know if you see it with people that jumped ship from corporate and they're able to like replace their income and then that's the plateau.

**K** Kathrin Zenkina 24:35

That's your vibration. Yeah. So finally after two years of just going like up and down and up and down, like maybe I made \$1,000 One week, but the next week is like \$100 Right? So always evened out to this plateau, and this multilevel marketing company was very big as they all are on personal development. So I remember being like, Okay, I'm going to do personal development. I went off the deep end on personal development. First of all, I literally, I had like, I don't know how I did it. I used to work full time at the movie theater almost full time, I would say I think full time qualifies is like 32 hours, I think I was working like 30 hours, but in a single weekend, then I was going to, Yes, I was working like eight hours. you're doing like double shifts. wow Absolutely and I was also driving three, I had a three hour commute hour and a half there, hour and a half back to my university. I was doing a science degree. They're not the easiest bachelors of science and biology. So I would take because, first of all, I ended up doing five years, three years a university to a community college because there's so many prereqs that I had to get for med school, because that was always my plan medical school. So I was working over full time credits, basically studying over full time credits, and then I somehow like decided to start a business at the same time and also found time to work out and time to cook all my own meals because I was doing paleo at the time, and paleo was not a thing like it is today where you can go to the grocery store, and buy like gluten free, dairy free paleo, this whole 30 approved, whatever, that didn't exist, and so I had to make all of that I have no idea how I did it. But anyway, I would do personal development between my classes like I've listened to, I think there's like two podcasts that existed that time Lois house's podcast and Chalene Johnson's podcast, those are the two podcasts I listened to, because those are the first two that I found, and there wasn't this like explosion of podcasts, I would go on YouTube, and I would just watch videos, and then I would just everywhere that I could possibly find information, I would absorb it. But it wasn't until after two years where I'm like, why am I hitting a wall like what is going on here, where I realized that I was applying manifestation which I came across when I was 16 years old. So by this point, I did have a knowledge of manifestation. I was amazing at applying it to travel. For some reason, I, you know, I decided that I want to travel the world with my ex, and so on my movie theater salary, somehow we manifested like \$1,000 hotel rooms for like \$50 a night, I would decide that I don't want to pay \$1,000 for this ticket

round trip, I want to only want to pay 200, and somehow that airline will have a sale or something like that. So that started to happen. I was like, I know I can do this. Like I know I've seen it working. But there's something with money here, and I think that all of us on some level can relate to something when it comes to money because I think that as a society in general, we're we have a very unhealed money mindset, like we're mentally sick when it comes to money, and I think that's, you know, we want to get esoteric here. I think that's like part of the plan and the main tricks to keep us powerless,

**J** James Wedmore 27:35

distracted and focused on that, and hopefully we'll get to this. So if I don't remember, come back. But there's a huge conversation we can have that I believe is problematic in the sense that we put so much importance on money.

**K** Kathrin Zenkina 27:48

I have full thing on that.

**J** James Wedmore 27:50

Yes and it's hard because it's like you want to have an important conversation about money.

**K** Kathrin Zenkina 27:55

It's a paradox. It is important and not important at the same time, it has to be important enough for you to realize that you have to heal when it comes to money. But also unimportant to where you're not comparing it to like, the thing is, is that one of my mentors taught me that the subconscious mind when you make something important, it will literally equate it to breathing, and so it will equate it to like essentially life or death, and so many people have life or death symptoms when they're dealing with money when they check their bank account. They have panic attacks. Yeah, that's not normal. Yeah, right. So I recognize actually had my first panic attack when it came to money. Two years into my business,

**J** James Wedmore 28:27

I would say that same for me.

**K** Kathrin Zenkina 28:29

I remember, I think like this is when I decided like, Alright, there's something missing here. Let me get into the world of money. Like, let me just see if there's what am I missing when it comes to manifesting money? So one of the things was at the time I was in debt, I was \$25,000, in debt, whatever. But I didn't know the exact number, and I was never checking really my bank account. Like I was always terrified to check my bank account, and so my first

assignment, I forgot where I got this idea from maybe a podcast, YouTube book, whatever, probably a book, and it was like, You need to get your head out of the sand you need to come face to face because how can you heal a relationship that you're not facing? Like if you're not sitting down to have a conversation with a human being? How are you ever going to heal that relationship? It's the same thing with money you need to sit face to face with money and figure out where are you standing currently? and do you want to and that's universal with any problem. Any problem, absolutely it's all relationships, right? So I sat down and doing that caused a literal panic attack like I thought it was dying and this voice came through and this is around the time when I first started diving more into spirituality and like a honing in on my intuition. Because I just wasn't raised to like follow my intuition right so this is something that I realized okay, it has some importance, and so I this voice just came through and said you need to grab your journal and needs to drive to the certain location and you need to just journal it out. Like just start journaling. So I did it was like this whole process of me finally coming face to face with all of my fears, like what am I afraid is going to happen to me if I really go all in and really go for it and really just break free from this like matrix of, you know, what my feelings taught me growing up, and what society taught me growing up, and what culture taught me growing up, and what the haters say about money, and all this stuff, and so, I remember journaling and like after some point, I guess we can call channeling, my handwriting started to change, and it was like the most beautiful things I started writing about myself, and I started saying like these, you know, Kathrin, like, it's all going to be okay, like, it's just this like, beautiful, like random thing that I wrote, and I finally felt this, like, okay, I can breathe again. Like I finally released all my fears I came face to face with my fear. So let's work on them. So from that day forward, I just decided to make money. My project, like it was going to be my thing, where for the next year, this is part of my story. My one year experiment, when I realized when I was living on my grandma's couch, like I, what is the worst thing that could happen to me if I really go for it and I really, like develop myself mentally, and I fall flat on my face, like, where am I going to end up? What's my worst case scenario? I realized, I'm already right here. So what do I really have to lose? and like, you know, at the time, I was 23 years old, and I was like, okay, like, in the grand scheme of things, if I live up to 100, what is one year, I'm only at 23. Like, I'd rather figure it out now at 23, then like 43, or 63, or 83, whatever. So I'm like, Screw it. Let me just go all in, and I just committed, I bought every book on like money that you could possibly find, I started to invest in like, you know, courses and mentors, whatever, to the best of my ability at the time, because again, it was only a couple \$100 a week. So there's only so far I could go at the time, and that for me was like the year that set the foundation of me just really clearing out the old BS and deciding like, how do I want to relate to money. What is my unique relationship? I don't have to just like, for example, my family has a lot of divorces, like even when it wasn't, you know, nowadays, you know, people go through divorces, it's like, you know, we understand like, relationships don't work out. But back then there was a huge stigma of especially growing up in the Soviet Union, like, my great grandma has had two husbands, my grandma's had two husbands, my mom has now gone through her second divorce. Right, and so it's like, for me deciding that just because someone else or just because this is normal for other people to have this kind of relationship, you have to decide to have these kind of relationships. So for me, it was with money. I was like, I get to choose my reality with money, and so this is the reality that I want to choose.

### James Wedmore 32:25

There's something I heard there that I want to share. But I want to actually go back for a moment. That is really funny. Because when you started that journey, and you noticed that it was like I started looking at, oh, I can manifest the things but I'm kind of like, yeah, trying to

circumvent the money was the opposite for me, and I was just, I was too logical, and just like, Well, okay, here's the thing manifesting, well, just manifest money. Yeah, it's just like, if I just manifest money, then I can just buy whatever I want to manifest. That was actually like, my first beautiful experience in learning how to manifest it, like, oh, wait, I don't actually need to focus on the money. Because that's where all my stories about money are, I can just say, I want this thing, and that's when things started happening, and then of course, later in life, things started happening, that money can't buy, and then you're like, wow, these are just two different things, and it's not like one or the other, you know, because there are, there's a lot of experiences I've had in my life where I can look back and go holy cow, like, no amount of money, like when we went to Africa with village impact, and we got to stay in the village, and they're like, camping out there and stuff like that. It's like, that's not a thing. That's honestly, you go to a website. Yeah, you I mean, like, those are like the people we knew, and the relationships we built with Stu and Amy, and the things we got to do there, and I was like, This is a once in a lifetime opportunity. It's like, it's like, you don't just go to [www.buymeatrip.com](http://www.buymeatrip.com) is like I got older, and it's like, those are things that excite me nowadays. But anyways, I want to go back because what I heard and what you were sharing, that I think is really important to draw out is what I heard is that you recognize that you needed to fight in a way like fight this old programming fight the old paradigm, and I love that because I really think that it's not really talked about enough is this kind of like, oh, just like love and light and whatever, and it's like you really do have to like, it's like you are this warrior that has to go to battle against this current is like there is this current of your life, that you're in the ocean, and if you don't do anything, you're just going to drift and it's just gonna take you in a direction, and it's like.

 Kathrin Zenkina 34:24

That's when going with the flow isn't always the best thing, right?

 James Wedmore 34:26

It's like going with whose flow? you know, I mean, like the news fear, you know, like flow, like your family's flow when you're just recognizing patterns, or your own flow, and it's like people that talk about, you know, I transformed my life and da da da, they talk about this phase where they had to paddle against the current to be free from that programming or that drifting

 Kathrin Zenkina 34:50

Have you read *Outwitting the Devil*?

 James Wedmore 34:51

Well, you've talked about it with me, you're the one that turned me on the book, love that book.

 Kathrin Zenkina 34:57

you're basically summarizing that that book is, have I told you I came across it?

**J** James Wedmore 35:01

No, well, you might have, but I don't remember.

**K** Kathrin Zenkina 35:03

So I just broke up with my boyfriend of like six years. This is when I decided not to go to medical school. This is like, me deciding, like, I'm not living a life for myself. I'm living it for everybody else, and I was just randomly, Kathrin, go to your podcast app, like, Okay, turn on this podcast, I come across again, I subscribed to like a million podcasts by this point, and like, because more and more started to come out, and this particular podcast, never listened to, maybe one episode, when I first came across, it never listened to it, and then it was like, interview with blah, blah, blah, and I was like, I don't even care. I don't even know who this person is. But for some reason, I need to listen to it, and within the first two minutes are like, have you read *Outwitting the Devil*? and the guy was like, Oh, my God, best book, and I just went, I need to read that book. So I downloaded on Audible. Listened through it, that whole weekend three times. It changed my life. It changed my life, and I have one of my team members listening to it currently, and she's like, Oh, my God, I applies to like right now, like with the recession, and everything, like all this stuff that's happening, and I'm like, it's all the cycles of time it relates, like, I think when Napoleon Hill wrote it, it was like, 1930s right there. Yeah, but never published it. I know, and that's what's so crazy is that when they said like, his wife was afraid of them publishing the book. So they wait until she died, and then it was 2009 when they published it.

**J** James Wedmore 36:20

So it was right after the last recession and housing crash.

**K** Kathrin Zenkina 36:25

Exactly, Anyway, Drifting.

**J** James Wedmore 36:28

You know, it's interesting too, though, because like, that book, I wish I would have read it sooner in my journey, I mean, like, I think it would have had a greater, as a great of an impact as it on you, just interesting little observation that did have a huge impact on me was *Conversations with God*. Isn't that interesting, though? It's like, one is Napoleon Hill having conversation with the devil, and then this is what Neale Donald Walsch. Right? having a conversation with God. Yeah. It's like those together just like, you know, the dialogue. You don't like to Carlos Castaneda books are a dialogue. Because there is that voice in your head. There's that part of you that's like, holding on to the old and that part of you that's like, hungry for the

new, and it's like, it kind of plays out metaphorically with the characters. So step one, if we're putting steps to this, is like you had to find and I think a lot of people aren't even there yet. Maybe not listening here. But like being on TikTok. You see, there's a whole other world of people that like

**K** Kathrin Zenkina 37:26

Broke people, social media etiquette, that's what I see on tiktok.

**J** James Wedmore 37:30

It's been like when you have a video blow up there, and I'm like, Well, there's a whole world of people that like haven't even read a personal development book. Like people are saying the worst things about themselves, like my luck would be that I would get robbed the first time Baba Baba, Baba, why do you see those things?

**K** Kathrin Zenkina 37:43

I know, it's so eye opening, isn't it?

**J** James Wedmore 37:45

Yes, and it's really heartbreaking, and I don't think that's our audience here. But I think step one, if we have to go all the way back to the beginning, and that's why like, contrast creates clarity. There's this observation of a reality that you want to change, and seen that maybe in others or whatever, you know, Oh, I see it in social media, you know, and that's the thing, too, is like, I always love this whole thing. There's two types of people, right? There's like the person that when they see someone or something, they got the nice house, a nice car. They either are envious and jealous is that person, or they see that as proof. It's possible for me too

**K** Kathrin Zenkina 38:24

And I've been both, so I can see both perspective.

**J** James Wedmore 38:27

and just like you said earlier, it's like if you're envious, you're telling your own unconscious mind I don't want that thing myself. Because you're saying having the nice house or the car and thinks is bad, and I don't want to be a bad person, so you're pushing it away, and it's like, can we not just like, applaud and be excited for other people who are happy or accomplishing their dreams? Yeah, it's not what's going to make them happy, of course not. But you know, we're here to live life like, so why not live it and experience it? You know, and so I guess from

there, once you realize contrast creates clarity, there's this clarity, I want something different. There's this fighting of the paradigm, you know, this going against the stream, or the flow of what is the default program

K

Kathrin Zenkina 39:12

just go on tiktok, and you can see the default programming and just the comment section. That's proof right there that exists

J

James Wedmore 39:18

Because I told you before this episode, we have a videos, the most views we've ever gotten on a tiktok video, and so it's like, you get a whole another different group of people, and I'm just like, and the video's about money. The video is about how you can cut any line if you just pay for the person in front of the line. You pay for whatever the weight of the line and you get your thing, and it happened to me, I was in line at a concert. It was a Mumford and Sons concert, and me and Stu McLaren wanted a t-shirt to commemorate the event, and he's like, dude, this line and he goes up to someone, How long guys have you been waiting, and he's like, for, two hours, and I go watch this, and I went right up to the front, about three people back and I pulled out cash and I said today's your lucky day, because I want to buy your shirts. What? No, no. I was like, yeah, yeah, and I handed him the money I wouldn't let go right? I wouldn't put it away until they grabbed the money, and they said, Can you get two mediums of this one and that one right there as well when you're up there, no problem. They gave us the change back and everything like that made my day. We waited five minutes, everyone else is waiting two and a two and a half hours. Now I shared this on Tik Tok, and you can see all the money stuff bubbling up to the surface for people. It's just really interesting. But you know, there's something to be said about when you value your time more than money. Or when you see money as it is is a replenishable abundant resource that makes big problems. minor inconveniences. Yeah,

K

Kathrin Zenkina 40:34

I love the convenience of money. like, my favorite thing to spend money on nowadays is convenience. like how do I make things simpler, faster, more effective?

J

James Wedmore 40:42

More fun or whatever, right? yeah. So where do you want to go? You want to talk more about like, how you kind of, like, in a way I like to use that here, I don't think is commonly used is like, fought the programming, fought against that conditioned paradigm of we don't have the money, we're broke, money doesn't come easy, because I had to do that too. I mean, and I was told I went to a reader once and they said, Well, your dad and your grandfather's coming through, and they want you to know that you've broken the cultural paradigm of like, money of poverty consciousness. No, it was actually just my grandfather that actually came through. I think it was my grandfather and great grandfather or something like that. But I remember as two people that came through, she said, yeah, and she said, You've broken this, the lineage,

generational. Thank you, that was the word I was looking for. So something you've broken this generational poverty, that, you know, because my grandfather was an immigrant, and lived and really suffered through the Great Depression, and that's what my dad was raised. He was born in the 30s, and so he grew up in all of that, and that's your talk to my sister. Like he put that all on us, and I would say it's the same thing that you're talking about is like, there was just that stubbornness to say no, there's something this isn't right. Like there's something, it can be different. You know, it was like such a current against you. I don't know how to explain that to people. But I think you did a really great job. It's like you're fighting against it until you break free.

K

Kathrin Zenkina 42:14

I think what clicked for me one day was, and this is like later on, but you can apply it in the same way. I'm pretty sure I had the same download, where one time I was worrying about like taxes like living in California, oh, my god, taxes and things like that, and I was just stressing, I don't even know. I don't think at that point. Like I haven't knew how much I owed in taxes yet or anything like that. I just start stressing out for no reason. Because I think we're just programmed to stress about certain things when it comes to money, not realizing like, Well, someone out there is paying their taxes. So why not you like someone out there isn't struggling, why not? You and I are just remember looking out my window and seeing just how we can see like the Sedona mountains over here, the mountain ranges and hills and all that good stuff, the rocks, the red rocks. I just remember looking at these huge mansions in the hills, the you know, Hollywood Hills, Holmby Hills, Bel Air, like that was my view, and being like, I mean, someone has to live in those houses. Why not me? Yeah, someone has to drive that car. Why not me? someone has to have a billion dollar investment account, why not me? and I guess I just realized, like, both exist, wealthy people exist, right?

J

James Wedmore 43:23

Yeah, and the money's out there.

K

Kathrin Zenkina 43:25

The money is out there. So why do I automatically have to go in this pile on the left, when I can choose there's, you know, let's just say there's two piles, broke people, rich people, right? Let's just, let's simplify it. Why do I have to choose this pile? Why can I go in this pile? Like why can I go this direction? and just realizing that it worked for someone else. So I can make it work for me, and I think that's what made me realize, like, is everybody happy here? I mean, yeah, you can say that they're happy in various aspects of their life. But I'm talking about the people that want money, and resent it or repress it, or don't admit that they want it or whatever. Like, they're not generally not happy people. Why do I have to be in this mix? Like, why can't I choose something differently? and I think that just being aware that something different is possible, is what started to open me up, and as soon as you just put a little crack into something, where you just have this tiny little idea, your subconscious starts to amplify it, and so I think that's what guided me to find the mentors who resembled the kind of life that I wanted to live who perhaps started where I started from, who weren't just born wealthy, because I think we have this assumption that people are just born wealthy, or they're just



passed down money. Yeah, because every time I post something online talking about my successes, or even like when I post it, when I post like something that Brennan would buy me, even though we share the exact same bank account, right, but he'll like, go to Dior. Like he bought me my push present and he bought some bags from Dior. People automatically assume I have a sugar daddy. People automatically assume we have rich parents. Why is that you? Okay, so whoever started in that family lineage like someone had to start from ground zero, and so realizing that, like, there's a story that's just being perpetuated and passed down over and over and over and over again, you have to create just even one tiny little crack into your foundation of what has been, in order to create what's possible, and I think that as long as you're just working, like people think that this is just overnight success, so whatever. For me, it was just putting one little crack into my old foundation till it fell apart, and I've been in this place where it literally fell apart where I was on my grandma's couch, like okay, what do I do now? I literally let go of all uncertainty, and I'm starting from ground zero, and what do I do when I'm not going to medical school and Oh, my God, my business, and then I was just like, guided one step at a time just guided to see things differently, and to learn different things and choose different things, and eventually, that compounded over time, like a lot of people think that one day you're just gonna wake up with this grand idea, and you're gonna put into action and you're gonna become a millionaire overnight. Like, sometimes it's just these tiny little steps one step at a time.

**J** James Wedmore 46:04

I would actually not wish that on anybody, and here's why. You know, with us working with Don Javier something, I was actually just listening to last night that he said long ago is that we have to understand that money because it's energy is power. So you want to look at it as like, if you're gonna say, I'm gonna start working out, you're due to like, I'm gonna buff. You know, I'm gonna work on mine. Yeah, work on my muscles. I'm gonna get a bulging biceps, and you wouldn't just go into the gym today and save 400 pounds. Let's do it, right?

**K** Kathrin Zenkina 46:33

I use that same example, I know where you're going.

**J** James Wedmore 46:35

yeah, you have to start. I mean, if you did that you would like, seriously, permanently injure yourself. Instead, you're building the muscle, you're learning how to deal with the frequency, on hold the energy and frequency that money. How many more damn studies and stories do we need to hear people winning the lotto and then lose it. Because they can't hold and maintain that. Whether you want to call it oh, they have a poverty mindset or not. Yeah, either way, they don't know how to there's no hold. Wisdom behind the money and wisdom is built up over experiences over time. Yeah, absolutely. At the end of the day, Luke Skywalker had to learn how to levitate the rocks. This is from Star Wars. It was a movie back in 70s. Great film.

**K** Kathrin Zenkina 47:13

I've seen that Brennan has made me watch all of them

I've seen that. Brennan has made me watch all of them.

J

James Wedmore 47:17

That's amazing, good for you Brennan. Thank you, buddy. You're doing us proud here. You know, we had to start with rocks before he did the X Wing fighter, Right? and that's like, that's what he's looking at. Instead of you're right, people want the big windfall, and it's like, no, you got to look at as like you're building a muscle in a way to be able to hold, maintain and manage that power. But let me go back to this really loosely, because I think, you know, we've actually talked about money recently with like, some of our workshops and stuff and Holy f a lot of stuff comes up, and a big one is people feeling guilty about asking for money. We'll talk about that with me like, did you ever have that? First of all, did you feel bad like charging money, asking for money, raising prices and how did you work through that? Because obviously, you couldn't get to where you are, if you covered and guilt and shame about that.

K

Kathrin Zenkina 48:05

Right, That's such a good question. I think like guilt, shame, all those things are rooted in like wanting to change something from the past, I think why people get so stuck. That's like a very stuck energy. Something I learned recently is like why people get so stuck in that energy is because they're trying to change something in the past. Like, I shouldn't have done that in the past or like, I shouldn't have had that experience in the past or whatever, and so it's such a toxic energy, because you're constantly living in the past. I just wanted to say that because I thought it was very useful for me when I learned that when it comes to like charging prices and things like that and asking for money. I think for me, what I came to realize is I started to notice, this is what's coming up for me. So when Tony Robbins when I was at his event, and he came on stage and started promoting mastery University, like you know, sign up for the next three events, and whatever, and you'll change your life. If you love UPW you're going to love the date with destiny or you're going to love business mastery, or whatever it was, and I remember like going, you know, I was like, Oh, hell yeah, this is for me. So I remember signing up for that, and it was a huge scary decision for me, it actually put me into debt. Like I took out a loan so I can pay for it. But I'm so happy I did because it was the best financial education I could have ever asked for because it really taught me it was like it put me in a corner where I had to like really figure things out, and thank God that happened. You know, over the years, I would continue going to Tony Robbins events and I would always hear people get so pissed like oh my god, he's promoting again or he's just selling on stage or whatever, like, Oh, they're spamming us you know, with mastery University. I remember going thank God he was promoting that that day like thank God that person and we can just applies to anybody on the internet like thank God that coach was promoting their program that day because me signing up for that program taught me the most valuable things that I, it would have taken me decades to learn that and that person may have taken decades to learn that thing that was that one Game Changer that I picked up from them, that I could literally just skip that time, pay some money, because it really all we're talking about here is energy like time is energy. Money is energy, and so there's different ways that you could like hack the system. You know, when we're selling our programs, like, for example, when I'm selling Manifestation Babe Academy, I'm letting you literally take on 14, 15 years of manifestation knowledge in exchange for money, you still have to do your own work, but I'm literally doing your frickin favor.

**J** James Wedmore 50:29

It's not like a stumbling around in the dark willy nilly on my own time. Maybe I find a YouTube video, maybe I'm led astray with bad advice.

**K** Kathrin Zenkina 50:36

you can do that, you can pay for it with your time or you can pay for it with money, and I just realized that there's people who are literally asking for the shortcuts. So who am I to deny them that shortcut? I think that's all it came down to for me.

**J** James Wedmore 50:48

That's really simple. I couldn't agree more like that's been my experience in my life. It's at those times, like, because what it does is it forces I've asked those like why do you feel bad? Or why do you feel guilty? Like because I don't want to take. like, what do you think people are so weak and powerless, that I was like, that was their choice. They're not. It's my birthday, and Kathrin comes over, and she gives me a present, and I open it, and it's something I wanted, and I love. Like, I'm not gonna sit there and say, like, I can't take this from you. It's like, what are you talking about. She gave it to me like, she chose to. I didn't ask her you chose and I didn't steal it, and I didn't even ask for it. You know, I mean, it's so even more than that. But it's like, What a silly thing. But it's like, I'm just, you know, you're just sitting here going, here's what I got. Here's how it'll help, and here's how much it costs, and then someone is sitting there either going yes or no,

**K** Kathrin Zenkina 51:43

yeah, it's like the, you know, the waiter is coming up to your table offering you another cup of coffee, but your cup is already filled and you just said No, thank you, and they walk away. It's as simple as that.

**J** James Wedmore 51:51

So all you're really doing is, in a way forcing a decision, and I think that's the most valuable thing that we can do. As any type of business owner, you know, especially if we're like more in a coaching, teaching, transformational space. Because what I always see is one of the biggest things is that people haven't made a decision to change. They're just still living from someday, one day, and I'd rather you know, sit there and say, you know, I'm saying no, this isn't the year to do that, or isn't the time to do that, than to just sit there and say, I don't know, maybe I think so, I don't know, and they just like live on the fence of their life, and never really doing anything. So I really resonate with that, because it's been where the greatest growth has happened for me in my business, is when I said yes to those big decisions.

**K** Kathrin Zenkina 52:35

and it's I think. you know. aoina back to what we said. making monev. so important. I think in

those instances are making the money aspects, so important that we're forgetting about what it truly is about, like what sales is truly about we're just, you give me some energy, I give you energy back, you know, that's all it comes down to, and you know, I think before this, we started recording, we started talking about how there's like this paradox of like making money important enough for you to sit down with it and have a relationship with it, and realizing that there needs to be changes in order for you to start manifesting the kind of money that you want. But at the same time, not making it so important that it's life or death. It's like, for me the most powerful energy that I've ever, like when I started to embody the energy of neutrality, and realizing that it's not the end result that I'm really after. It's like how I want to feel in the moment, and so I think that X amount of dollars is going to make me feel that way. Yeah. But then one day, I realized that it's the vibration that I'm holding right now, and me feeling that way right now is what's going to bring me the money anyway.

**J** James Wedmore 53:39

Versus the opposite, is people condition money.

**K** Kathrin Zenkina 53:43

Yeah, and then you'll get there and you don't feel that way, and it just throws you in for a loop, and then you'll blame money, like, Oh, screw money, right. That's where that love hate relationship develops from. I remember my grandma giving me money. This is kind of like my example of winning lottery. Back when I had a horrible money mindset, my grandma would give me money on my birthday. So every birthday would come around, and she'd give me a lump sum money, and I would have panic over. Am I going to save it? Am I going to spend it? What if it runs out? When we got I only have like, \$500 I can pay for this and up for that level, and I just like created this whole thing with money, and I realized that I have this love hate relationship where I want it all the time, and as soon as I have it, I hate it because I feel that way. I feel panic.

**J** James Wedmore 54:28

When you like resent it for you feeling the way that you do.

**K** Kathrin Zenkina 54:31

Yeah, and that's why I would go through these long stretches of like, okay, there's no other lump sums all of a sudden lump sum, and it's like, I repel it, and so of course, nothing is changing financially. Right now I'm in a launch. I was working through something with my coach where she was like, what if you just didn't even set goals or number like what if you even look at the numbers for this launch? Let's just try it for one launch. So don't even look at the numbers. Like really ask yourself, what is it that you want? What is your intention for this launch? and I realized my intent should first launch was just to have fun, and focusing on the numbers and the goals and whatever is like important in the context of a business. Absolutely. But like, Why can't my team just focus on that? Like for me as the leader, the energetic leader, what if I just have fun with this launch? Like, what if I just find joy in it? What if I just play, what

if I just come up with new ideas of how to promote things without it feeling like I have to do it just like that last launch, because that last launch was so good, and so we have to do it, it's just become so regimented, and so rigid, and so far, like, I realized that why I want the money, or why I want all these students for my launch in the first place. So I can feel that energy after the launch, right? Like, oh, my gosh, you know, our business is gonna hit these goals, I'm gonna have all these students, I'm going to feel like this level of importance, I'm going to feel like I can finally have fun, it's time to travel, I'm going to feel joy, because I'm changing people's lives, and I'm like, why can I do that in the middle of it, right, and so that's really the energy I'm playing with right now, and I'm telling you, I haven't thought about my numbers, I haven't even thought about my launch, and I just know it's gonna do well,

**J** James Wedmore 56:04

you know, I love this. But I also got to play devil's advocate, because I get I get concerned that someone's gonna hear this and be like, give themselves like permission validation that to just be an ostrich and bury their head in the sand, and you know, what I heard in that as because you have a team, and you know, which I couldn't agree with more is that your number one priority and responsibility in the launch is how you manage yourself and the frequency and everything that you come in with, as you present to your people. Yeah, and to hold that and maintain that, that you can choose that. But you know, I want people listening like, that doesn't mean that we just don't look at the numbers, and then because I didn't look at the numbers, don't be surprised if everything didn't just go your way. Because the middle ground for someone that says I don't have someone who because like I would just as the healthy business coach, I would sit there and say, Well, if that's how you want to run the lunch, you just make sure someone is responsible for it and let them handle it, you know what I mean? Because they're going to be less charged by it.

**K** Kathrin Zenkina 57:08

That's like the feminine masculine energies, absolutely everything right now I'm just embodying the feminine energy, my team is embodying the masculine, and you can do both yourself, like you can

**J** James Wedmore 57:17

and if it's just you, or whatever, I think the practice to get to and I would hope that anyone listening can get themselves there as quickly as you can in business, is to find, as you said, embodying the neutrality is you can embody neutrality with numbers, because numbers in within themselves don't have any emotion. it's what we add to it, because of how we interpret it.

**K** Kathrin Zenkina 57:42

I can write down a number on a piece of paper, but if I put it on a screen that is supposedly your bank account, you're gonna feel different.

**J** James Wedmore 57:49

Exactly or if I write a number on a piece of paper, and it says seven, and that's like, October 2022, and then I go, and this number was five, or 10, and that was your last launch, like, Oh, I'm doing less seven is less than 10. I'm doing less what's what did you know what I mean? It's like, with context or something, it's like, we just go into a whole world, and it's like, when you can get to a place, which I just want for everybody, you know, like when you get to a place in your business was like such neutrality around all the numbers, whether it's dollars, numbers, leads, conversions, affiliates, whatever, that's a really powerful place to be, and however, you do that great, without burying our head in the sand and thinking, Oh, I just don't care about numbers. You know what I mean? It's like the same kind of conversation on a micro level that we're having money is like, that paradox of the importance and the unimportant at the same time.

**K** Kathrin Zenkina 58:41

It's like taking emotion out of it. When it comes down to, cause you can focus on numbers and feel emotionless, and that is neutrality, where you cannot focus on numbers, and it's all about emotions here. Money and emotions.

**J** James Wedmore 58:54

I think what is important for us to talk about was like, what we've been because kind of dance around is like the importance versus unimportance of it, how that is kind of a paradox, and I think the reason it's a paradox, or seems like a paradox, but actually isn't, is because, in a way, it should be just, like, equally important with everything, not less or more. You know what I mean? Like, it's, for some people, it's something Oh, I don't want you know, I just don't, money isn't my thing. So I just, it's like, okay, but it is a big part of everyday life for everybody, right? and then for other people, they've made it their whole world, and it's like, isn't there somewhere in the middle, where it's important, but it's as important as everything else in your life, and everything is of that equal importance in a way. Yeah, you know, and then we have values, which is where we choose to make things more important. It's like, but, you know, you sit and say, well, family is the most important thing to me. It's like, yes, love that, and when you have and see money as a tool that amplifies

**K** Kathrin Zenkina 59:52

Going on vacation with your family, or Disneyland.

**J** James Wedmore 59:55

or has you work less, so you spend more time with them. It's like it's the all lay together, versus putting too much importance on this saying I will sacrifice things that actually are important to me for this other thing, and I think when it's like everything's on that equal footing and playing

field, you're not giving your power to something, because then that's when it has power over you, right? How do you look at money today? Like, where are we today with it for you? Like if I said, money is blank. Like, what are the how do you start to fill in that blank?

**K** Kathrin Zenkina 1:00:27

It's funny, I was about to ask you the exact same question. I was like, James is gonna take a pause. I'm asking that same question. So I want you to answer too, the first thing that came up to me is just a tool. Yeah, it's a neutral resource. It's a tool. Like I give this example all the time. It's a little gruesome, but like a kitchen knife. Well, wait, hold on a second. Look at a kitchen knife. It's like I can take that knife and I can chop some food and make a you know, homemade meal for my family

**J** James Wedmore 1:00:56

I use a hammer.

**K** Kathrin Zenkina 1:00:57

and everybody. Well, I was gonna get to that as my second example, right. A hammer can build a house or destroy it. Right? Yeah, we can go there. Yeah. But like, let's get a little more interesting. Like, you can cook a meal or I can take that knife and stab someone and kill them, right. Is it the knives fault what happens to it?

**J** James Wedmore 1:01:12

No, because the Knife's job is just to cut.

**K** Kathrin Zenkina 1:01:16

Money is just there, and it's like, there's so much money circulating around us. Any given time.

**J** James Wedmore 1:01:22

It's like a lot more in the last couple of years.

**K** Kathrin Zenkina 1:01:24

Apparently inflation, Brennan's favorite word inflation. It's like, why can't we just choose to direct that flow towards us?



**J** James Wedmore 1:01:31  
Right, like and use it as a tool for good to create

**K** Kathrin Zenkina 1:01:35  
Thinking of the you know, the matrix and how this is all done on purpose. Isn't it interesting how you're giving so much opportunity for the bad people to have more money because we're labeling as like, this is the thing that only bad people have, and we are rejecting like, The healers need the most amount of money because they can create the most amount of healing in the world, the givers, the changers, the trailblazers, the people who like can do such amazing things with money like we are disempowering them for manifesting money by attaching so much meaning that this is a bad thing, right? Imagine we only said that knives are just bad things, and it's like, no one will ever figure out like, oh, I can chop vegetables with this knife. Like I can use this tool. Like the hammer, I can build a house. We only labels like only bad people have this, and it's like, no, it's just it's so neutral, and we have to realize that we are the ones who can choose what we do with it, and whoever you already are, it's only going to amplify who you already are. I want to say actually, like ever since I started making a ton of money. I feel like I've only become I mean, you could argue like Kathrin you've always been that way. But I almost want to say like it's made me a better person. Because it's given me like the freedom and the nervous system regulation to be able to think about higher level things, where I'm not focused so much on just survival and focus on like, how can I make the world a better place? Like how can I retire my mom, how can

**J** James Wedmore 1:03:00  
Well that is the same thing as as an amplification. You're a good person in your heart, and it's allowed that to come to fruition.

**K** Kathrin Zenkina 1:03:07  
Yeah, I think it just made me realize just how giving I am because I'm always thinking about oh, my god, like I can buy this for this person, buy this for that person.

**J** James Wedmore 1:03:13  
It's hard to give when you don't have anything. Just plain and simple.

**K** Kathrin Zenkina 1:03:18  
Yeah, what about you money is?

**J** James Wedmore 1:03:20  
Okay, so I want to add on to that. Because if you would have asked me first, I would have said



the same thing. But I want to look at it a little differently. Because I see it as a as an energy that has a vector or a flow. So I really loved that word and physics vector. It's, it's something in motion that has a direction.

**K** Kathrin Zenkina 1:03:38  
I got straight A's in physics. I don't know how.

**J** James Wedmore 1:03:40  
I loved physics. I don't know what it was.

**K** Kathrin Zenkina 1:03:42  
It was actually quantum physics that I got A's in.

**J** James Wedmore 1:03:44  
You took an actual quantum physics calss

**K** Kathrin Zenkina 1:03:46  
A whole year of quantum physics.

**J** James Wedmore 1:03:47  
Because in college, not in high school, yeah because you were like a science nerd, yeah. So impressed. So it's so you know what a factor is, right. So to me, I see energy as it flows in and it flows out. Yeah, and I think if we just stay with it's a tool. Now you want to hold on to the knife for dear life and never let those things go. Versus when you see it like water or air is a great metaphor. So I'll use both of them. So you because you use the hammer and a knife. So you were allowed to use two metaphors. So I get used my two metaphors, and so breathing. So if you treated money as something that is in a flow, where it's always coming in, and it has to go out, what else does that air does? So what if you superimposed the relationship you have with oxygen with money in that? How many times have we taken a breath since Kathrin I've been talking, right? How often are we sitting there consuming our mind saying is this going to be our last breath? Is there going to be any more oxygen?

**K** Kathrin Zenkina 1:03:53  
Is James taking oxygen from me right now? Should I be guilty because I'm taking oxygen from James?

J James Wedmore 1:04:26

Am I taking her oxygen? or if she takes a big inhale, am I sitting there going that's a little bit more than you deserve, Right there. Okay. little greedy, oxygen taker right there.

K Kathrin Zenkina 1:05:02

Or I can say, James, you deserve to take so much more breathe in more.


J James Wedmore 1:05:06

I've actually been holding my breath since we started. So I'm saving, I'm saving it for later, and then there is an exhalation and when. So when you breathe in, this is not from a place of which is receiving guilt, or fear that it won't be enough, and then when you exhale, there's no like, remorse or uncomfortableness with leaving, I mean, I think the breath really truly is so phenomenal how it like when you focus on it, how it causes you to be in the present in the now, and so like, if you could just start to say, I'm going to superimpose my relationship with money and try the best I can as the same way as with oxygen, because it gives us life, and so in a way, so does money, and, you know, I don't know who's going to get their feathers ruffled by that, but it does, you know what I mean? Like it in the 3D society that we live in, it gives us life, it puts heat, so we can heat our home and electricity to you know, pay our bills and all type of stuff. So it does, it's very similar in that regard, and then I think, you know, you can just use the same as the river, a river analogy, which is, it's always in a flow, we can use that flow to, you know, like Hoover Dams or power electricity for tons of city. I don't know how much electricity that the Hoover Dam, We'll add that in later. It's unbelievable, right? and so then it becomes, well, do you want a little creek? Or do you want Niagara Falls, Right? and it's just the water is gonna flow and it's going to flow in, it's going to flow out, and it's gonna exist no matter what, and so really, it's about how big of a river do I want to create. I'm just in the river. So it's flowing in, through and out, and I was told this years ago by a mentor, and I didn't believe it at first, and it has been proven true to and this is going to be a beautiful thing with the inflation conversation, when energetically spiritually speaking, and there's gonna be so many people that don't believe this, and I love it. Good. Come at me, bro, and that's usually the guys through very logical, you know, it's fine, because this is very illogical. What I'm about to say, is that constricting the outflow of the water begins to restrict the inflow as well. Because when we end, it's like what you know, and it's like, Oh, so you're saying be frivolous and don't save? I didn't say that. I am saying, Don't be wasteful. I never would say be wasteful. Yeah. Okay, with anything, don't be wasteful. That's a very important powerful way lives is don't be wasteful. But because I feel I'm bored. I'm gonna get to develop a shopping addiction today. Because James said, If I spend more, I'll make more. Yeah. But if you look at the energy behind why you would tighten up and the outflow of money, it's because action is a is a behavioral manifestation of our beliefs, right? It's the byproduct of our beliefs. So if we're tightening up in that regard, it's because why? Because we don't think more it's going to come in. So you're causing less to come in because of that, you know, when we spend sometimes there's that feeling of like, when you find that place of like, I know, I'm going to make the money by knowing more is going to come in, then that's what you're creating. So you can be mindful, present and not wasteful with your spending. But if there's something you need, there's something that you've been

wanting, and you all of a sudden get into fear, and that fear causes you to say no, I'm going to close up and dam it up. Already know that you're damming it up on both sides. So that would be how I see money today.

 Kathrin Zenkina 1:08:36


That's such a good point. Because it's not about saying yes to everything, just for the sake of saying yes, it's always checking in, like, where's my energy coming from? Is this something that I want? Or is this something that like someone else has, and they're wealthy, and so I think I need that in order to be wealthy.

 James Wedmore 1:08:53

I heard this years ago, too, and it's so true, people that have money, don't care about it nearly as much as the people that don't have money.

 Kathrin Zenkina 1:09:01

It's so true. Yes, because you know, people who are stressing about how are they going to pay their bills, and how many hours do I need to work this week in order to meet this amount of money and da da da da, they're so focused on money and the people who just have everything taken care of for them. Because they have money, that's what I meant. Like, I'm able to think about higher level stuff. Like I'm not thinking about money anymore. I'm thinking about what experiences can we have.

 James Wedmore 1:09:27

and that's where you've placed your value. You've said what's more important is my quality of life, my peace of mind, the experiences I have and the people I have those experiences with? And it's like the money is the tool to that. It is the access to the destination it isn't the destination Yeah, when you change that, and it isn't I'll be happy when Baba Baba it's be happy now and be in that frequency of money and money will just continue to amplify that in your life.

 Kathrin Zenkina 1:09:55

Was there a moment for you where you realize like, oh, this stuff is working this like money manifestation thing is working like, at what point because I know that you've been in business for a long time, was there a certain place that you can remember where all of a sudden you're like, oh my god, it's working, my bank account was growing. Because I remember that for myself, and I'm just curious, like, I call it like the tipping point. It's like when your subconscious reprogram finally catches up with your reality or your reality catches up with the work that you've been doing, and all of a sudden, it starts to avalanche in your reality.

 James Wedmore 1:10:28

**J** James Wedmore 1:10:20

I know. There's so when you started asking, I've had this one memory that keeps coming up that I haven't shared. That was actually like a really big deal for me. That doesn't fully answer your question. But I do want to share it. But it was a whole year it was my 2012 That was like really putting all that into practice, and it was an accumulation of things, that's it really changed everything. But it was at the end of that year. I still, I was like starting to make some money. So I was like, I think I had like gotten as far as like the action effort and like a little bit of this, like, cool manifesting, like I got a vision board and I work hard kind of thing, and as like another level needed to emerge, and I was in Laguna and I just had the best year in business, and I was visiting family because I was still living in New York City, and we went to dinner and after dinner, I walked to a shop that was like the only shop still open, and I thought of this very recently because I wanted to do a video on it, and I have it somewhere. I must be in storage. A pink Penny skateboard, and it was \$99. It's a penny brand. So I was like, assuming everyone would know that, and it's \$100 for skateboard, and I was with my girlfriend at the time, and I looked at her, and I looked the person I said, How much is that as 100 bucks? I said, Okay, let's do it, and put on money, and I'll never forget, she looked at me, like jaw dropped my eyes open. She's like, who are you? Like, I've never seen you just go and buy something, and I remember I grabbed the board. I went right onto the sidewalk and just, and just off the wind and I'm just going in circles in the streets, everything having a blast, and that was the first time since I started. Like making some money that I just like, bought something for myself, like out of a pure just enjoyment because I wanted it for fun, and for life, and for experience. I still have that board and it was the tipping point. It was the like, you can talk about all this stuff all day long and whatever. But it's like, what's the point of manifesting if you ain't gonna use it, and that was the first time that I used it, and it wasn't everything else is for serious stuff. You know, it was like, oh, I need a another VA and done it, and it was great, and that's awesome. But it was like, this was for me, and like today, there's such a like, as you'll see in my life, like I love buying the toy for myself, and I do that on big levels, like a campervan. You know, it was \$100, and that was really hard and really scary for me. But there was just that little like, No, man, you deserve this little thing, and it was like that paid for itself so many times over. Yeah, up until I came to Sedona I was still riding that skateboard.

**K** Kathrin Zenkina 1:13:18

Wow. Well don't have you're always says like, you're not gonna take it with you, right? Like the physical 3D world where you're supposed to have fun with it. Like, just think of it spiritually, like why do we come on planet earth? Well, people can say a variety of reasons. You know, one of them is free to experience the 3D physical material world.

**J** James Wedmore 1:13:37

why not experience the best possible version of that?

**K** Kathrin Zenkina 1:13:39

What is the most 3D Physical Material thing? Money like, that's just energy manifested as a 3d material physical thing. Why can't we experience that, I think that's part of our Dharma honestly is like for us to feel what it means to be a physical human being, and just have an

adventure here and just play around, and like you said, like, like, if I just dumped \$10 million into your bank account, but I locked it in so you can never use it. Sure, you can be like, Wow, I'm a 10 millionaire, right? Like I have \$10 million in my bank account. But do you really if you don't do anything with it, you can't even experience it. You can't play with it. You can't buy yourself anything with it. You can't change the world with it. You can't donate it. There's no point to it at this point, you know.

**J** James Wedmore 1:14:21

yeah, and again, I think it was a two is like we've both been smart. So like I think I was like to be mindful that there's always going to be a skeptic. There's always going to be the Yeah, but I see a lot of that on tiktok is like people's brains are wired to say, let me see how I can poke a hole in this just because it's important to me to be right. Yeah, and it's not to say to that, you're also using money as a tool to invest and be smart, and I know you and Brennan have done an unbelievable job with that, and that's something I've been very smart, and it's like I'm not going to spend \$1,500 a month on a lease for a Tesla today, because of how I go because I don't want a Tesla, and it's like, oh, I just get a \$500 a month Jeep and it's like I had another \$1,000 Want that I can do that to go towards a mortgage to a property or another investment, you know, and it's like

**K** Kathrin Zenkina 1:15:03

Brennan and I call that wealthy now versus wealthy later. It's like making decisions. Is this gonna make me feel wealthy now and experience wealth now? Or is this going to make me experience wealth later? and there's no right or wrong answer. It's just the balance. It's like, you know what? like our trip to Africa that we had Rwanda and Kenya with all those experiences. Do you know how much that trip cost us? a \$100,000? yeah, because we pack so much freakin luggage, because that's just our style. We're over packers. first class but also, we had to get our own planes, our own Bush planes, because our luggage was the amount of luggage that everybody could bring. Okay, yeah, in that moment where like, we want to get pregnant. We're not going to bring a baby for a while on an African safari like, and Orion can't come until he's 14 years old to the gorilla experience. Like, I'm not waiting 14 years or five years until you know, I feel comfortable bringing him on an African Safari. We're gonna do this right now. Like before I get pregnant, let's just go balls to the wall. Hardcore, right? So we did that. But in other areas of our life, we're like, yeah, we can buy a \$10 million house, but also at the same time, like, why don't we invest in other places? Like, why don't we just rent for another year or two years, and put that \$10 million somewhere else like an investment account, so it can just grow behind the scenes, and then later on in life, we can buy our dream home, because we made so much more money from those investments where that \$10 million house is like buying nothing. It's like, it's like moving into an apartment for \$2,000 a month. That's the kind of feeling that I want. There's no right or wrong here. I just think that very few people ask themselves, like, what is in alignment for me right now? and I think too many people look to other people, and what is my friend doing right now? and what is this person on Instagram spending their money on, and they're looking to them for their direction of what they want to do with their money, they're like, this person bought a Prada handbag, and so I'm gonna buy a Prada handbag. When if you ask that person is that truly in alignment with what you want? Like maybe you could have say that \$1,500 or \$2,000, or whatever, invested in like a program or invested in a coach that would help you grow your business so that that \$1,500

handbag, or whatever it is, is like almost freaking nothing. But sometimes, like, let's say that you just hit a certain number in your business or it's your birthday. Yeah, cool. Let's have that wealthy now experience, right? There's no right or wrong here. You maxed the weight limit. Don't let anyone judge you for the opposite, saying, Oh, you're gonna spend your money on that. Or like, back in the day, you know, my friends would be like, Kathrin, do you want to go here. Let's go there. Let's go do this, and I'd always say like, that's not in alignment with my goals right now, and so because I was honestly broke, but I would never say actually, I can't afford that. Because I was so careful with my language. So I got creative, and I said, that's just not in alignment with me right now. But I'm excited to join you guys in the future, and so I never even if you show me, James, you can show me like some crazy stuff that cost like \$3 billion, and I'm never gonna say, oh, must be nice, or I can't afford that. Oh, really look at I be like, do I want that? Yeah, I want that. Okay, one day, one day, at some point, I will have that, and I'm freaking excited for the day that I get to have that I never closed myself off to any possibility. Because you can ask me right now, Kathrin, do you know how you're going to make \$3 billion to pay for that, right? and I'm just choosing an obscene amount of money, because it's like right now. Yeah, It's hard for me to conceptualize like, how am I going to make \$3 billion dollars. But I don't ever want to close myself off to that. I never want to energetically close that portal. Because what if there is an idea that one day I'm going to wake up with that actually will create a \$3 billion, \$10 billion business. Why the frick would I close myself off to that? And I think so many people with the broke people social media etiquette that I talked about on tiktok. They're like, Oh, I wish I could do that. Like they'll see someone being like, here's what it's like to fly Emirates first class and it'd be like, and I actually wanted to make that video last time I flew Emirates first class, but I was honestly exhausted, and I'm just like, No, screw it. Like what feels in alignment for me right now is not worrying about tiktok, and making the videos just sleeping on the spine. So I'll see those videos, and always without a shadow of a doubt. You can go on there and be like, must be nice or like, that's only for rich people, or just all these cars.

**J** James Wedmore 1:19:22

Do you think they got rich by saying what you're saying?

**K** Kathrin Zenkina 1:19:26

Or they'll say like, oh, they must have, you know, took advantage of people to get that first class. It's like no, but those people don't realize that they're closing themselves off, even if it's something as simple as how do they know that maybe perhaps tomorrow, their boss would have been in a great mood, would have come to them to their desk and be like, You know what? I Like you I want to give you a bonus. But they don't realize that just because they said something where it might not have any relationship to what they think could happen. They close themselves off and they never got that opportunity or that experience or that bonus or raise or whatever it is.

**J** James Wedmore 1:20:00

and so many of these opportunities, like you said, chasing experiences happen that have nothing to do with the money you have, you know, your boss comes to you the next day and says, so we're putting together to crew to do a project over in Africa and stuff like that, and I

wanted to send you there. We're going to do first class and everything, blah, blah, blah. It's like, you don't I mean, it's like it's

K

Kathrin Zenkina 1:20:21

You're tracking with gorillas, you turn yourself off energetically to that which, by the way, hands down the best experience of my entire life besides becoming a mom. Gorillas!

J

James Wedmore 1:20:33

wow. That's awesome. Yeah. Okay. I didn't forget what was this pivotal moment experience.

K

Kathrin Zenkina 1:20:39

Oh, yeah. So okay, so it's 2016 This is like the year I decide to go all in. So I started manifestation babe in 2016, and that's when I started this, like, one year experiment. I'm gonna go all in on this. Okay, so a lot of people think like, oh, yeah, Kathrin must have seen results right away. No, I saw nothing for eight months for the first eight months. Absolutely nothing was different. Okay, and, you know, a lot of people find themselves in that, like, they'll start this process and this work, and they don't understand that there's so much happening behind the scenes, energetically, spiritually, like we can get spiritual, like, how do we not know that our guides are aligning the perfect opportunity? Like there's a lag time, there's a lag time. Yes, and it's honestly serving us in so many different ways, which we can talk about, but nothing really happened for eight months, and I remember launching different things. Like I remember getting my first client, six months into this, and I was like, Oh, my God, my first client and like, slowly, things start to trickle in. But it was very slow process, and I had this \$10,000 Check. Like, you know, I wrote myself a check that I'm gonna make 10k months, because that's like every business owners, like, you know, the first thing is the 10k month. So I put it in, I was working as a receptionist at the time, and so I had the check, literally, at my desk, and I had my vision board and like, I had all my things everywhere, and like I'm sure my coworkers at the time thought I was crazy, but who cares. So I have this check. So the end of the year comes around, and I've already launched something like a course or something three times and I would have like one signup, zero signups, two signups, and I'm just like trying everything. I'm throwing all the spaghetti at the wall and seeing what sticks. Nothing's sticking. But I don't give up. Because I think the number one thing that Napoleon Hill taught me and Outwitting the Devil through that book, like, I don't know if he says it directly, or like what the I don't even remember, because I've listened to the book eight times, but I don't remember it, you know, direct quotes. That's just not how my mind works. But I just remember the energy that I picked up from it was never, ever, ever, ever, ever give up. Yeah, never give up, and just try another way. Like if something fails, or it's not working, it's just try another way doesn't mean you're not meant for a hate that when people are like, I go, so I'm just not meant to love money. No, I know, it's so inspiring. So I just never gave up, and I remember, I was like my fourth launch of the program, and it was like, the end of the year is December, and I was planning on launching, it was my first time that I was going to sell something and then create it. So I was like, Okay, let me try that strategy. Because that strategy fall not in alignment with me, and I was like, Oh, this sounds really good. So which is what I do all the time now, but at the time was my first time trying it, and I just did like this presale, and like 10 people took me up on the pre sale and



I'm like, okay, and um, and then I, you know, try the strategy of like, the price is gonna go up, like, there's all these various pre sales leading up to the final price. I think it was like \$500, ending at \$1,000 or something like that. Or no, actually, it was \$500 was the big sticker price. It started like \$200, \$300, \$400 and ended a \$500. So I noticed like the next time I raise I was about to raise the price 10 More people rolled in, and anyway, 50 people ended up signing up. Okay, and the bulk of the signups came in the weekend, it was a weekend of New Year's Eve, you know, so December 30, 31st. I think like the 31st was the Saturday the first was a Sunday because Brennan took me it was our one year anniversary to Vegas. He saved up all his money from catering, essentially. Because at that point, we decided to live together and like because I had a job and he was struggling to get a job, and so he's like kind of catering in between, we decided that I would just take care of the bills until he would get a job and then we'll figure things out, and so I basically supported us, but he was like secretly saving up his money so that he can take me on this special trip, and on this trip, the floodgates opened up. I brought in \$5,000 in one weekend. Mind you, I've never made more than like \$1000 or \$2000 in a month, in a single weekend, and I remember being like Brennan. We're going to do a helicopter tour. So I just started like that weekend. I was like we're going to this place for dinner. We're getting a helicopter. We're not doing that we're doing this instead, and I just remember I've never felt more abundant in my entire life. Not because of the \$5,000 right It was because I finally got the proof of what I've been preaching to myself embodying myself, what I've been believing myself, I finally got the proof of it, and after that, the floodgates open on my business, like I went from making \$9,000, my business all of 2016 to creating 600k, the next year, and then 1.89, and it started skyrocketing from there, but that was my initial tipping point, and then, after that new year's trip, weeks go by, and I'm still like, dang, but I really want to manifest my 10k month, why is that not working out? I don't know what I was expecting whatever. I remember, you know, because I had a great relationship with money. So I was doing my weekly Money dates that I do every Monday was Money Mondays, and I would do these dates where I would check in on my money and just see how we're doing. What's the flow? What's the outflow? Like, how are we doing this thing? Like, what's next, and then I was like, let me just see how much I made for all of January, and then I realized I made \$11,000, and I didn't even know it, and I looked at this cheque and I'm like, Oh, my God, it worked. I just needed to pay attention to my relationship with money and realize that I already manifested this, and from that point forward, and this is something that I also teach my students called the ladder of believability. So when people set out to manifest most people go, Well, if this thing actually works, let me just manifest a million dollars, even though they're working a minimum wage job, and they're not making more than like, 20, 30k a year. They're like, let me just make a million dollars. But the thing is, is that your mind cannot wrap around that yet, energetically, because the frequency is so far apart, it doesn't mean it's impossible, absolutely possible for everybody. It's just the frequencies too far away. So I started playing with like, the stepping stones of frequencies, where I realized that I wanted to make \$100,000 in 2017, and the reason why I made 600k is because ladder of believability works so well. I was like, Okay, what is it gonna feel like to just make my first 5k and I make my first 5k, and I'm like, what is it gonna feel like to make a 10k month, and then make my 10k month and I'm like, Oh, let me play around with this 15k. Sounds good, and I would reach 15k, and then I would be like, Okay, if 15k is possible, now I can do bigger jumps. 25k. So that whole year was crazy. It was like 10k a month than a 20k month than the 30k month and a 75k more than 100k a month and then it flattened out or about, they went down to like 80k, flattened at about 80k, and it wasn't until I like restructured my whole team and realize that like my team is not working out and something, someone is holding back this organization. I don't know who it is, I think I know who it is, and I had this like download about who it is, I let them go, my whole team fell apart, and that was like the next pivotal moment for me when it came to like actually growing the structure of my business where I realized, you know, me and Brennan were like the muscle of the team, and everyone



else is the fat because we cut the fat kept the muscle and we double their income, stuff like that. So it's just like, it was like such a crazy journey that I love to share. Because what I need people to realize is that the day you decide to start working on your money mindset might not be the day that everything changes. Most people only give it like a week, five days, I'm just gonna think right back to who I was and where I was. Yeah, and they don't see the changes right away, and so they think that it's not working. So that's why I wanted to ask what your tipping point was, is because at some point, every successful person has a tipping point, and I think that for a lot of people, it's realizing that they never gave up, they kept up with it, even when everybody was against them, and when I started my business, I was living with my parents. So I moved out maybe like a few months after I started Manifestation Babe. But it was me deciding that I'm not going to go to medical school that created this toxic environment in my house, and I just remember the universe like asking the universe, like what is going on here? Why is this so toxic? Like why is everybody against me and it was like Kathrin because you're teaching people how to hold your own energetically, and I'm giving you this very chaotic tumultuous environments so that you can learn to hold your own energetically. So even if it looks like it's not happening constantly, people are telling you the opposite. My mom would literally look at me and say, Kathrin, you're not gonna amount to anything but be a janitor. So you might as well apply to be a janitor somewhere. She literally said that to me, just like horrible things, and my mom was like, you know, deeply traumatized her own crap, and she's done a lot of work, and she's like my best friend nowadays. Just crazy. But it's hard. I mean, like, so hard, so hard, and so I realized that it's like, that's really the message that I want to pass down to people is like most of the world is struggling with this scarcity mindset. Yeah, and so if you just look at what the world is doing, or the how the world is thinking, you're not gonna get anywhere you really have to be the trailblazer.

**J** James Wedmore 1:29:41

Absolutely, amen. Yeah, I think I've had in my, by the way, you said something else, and this has to be a whole different episode a big topic, but like, yeah, and it's not everyone's ready for this one yet. But like, when you start looking at things in terms of frequency and energy, the frequency of your team and the people on it end up affecting levels of revenue, and Ain't that the truth we have had these experiences where when someone leaves, we'll watch numbers in the business just like they were held down and just go way down. Yeah, and you're like, Whoa, and that's been a huge process that we've worked through the last couple of years. But I've had three big milestones, there was the I went from, like, pretty much no money, I had a couple \$1,000 in the bank account to the launching of Video Traffic Academy, which generated \$14,000 in sales in 30 days, which was in September of 2011, and then there was this other level where I went from, like, 280,000 to a million, and then we went from two to 10, and these big jumps there was like, there's some big linchpin there, you know, I was like, when that finally got removed, it was like, well, lessons for us at each, you know, but it's like, it's all important, right? Or it's that lesson or that work first, and then it happens, and what you notice is that, the more you're on that path, the quicker it comes. So at first, it's very slow, but it is very exponential, and it speeds up. I mean, my CFO consultant said, in all his years, he's never seen someone go from two to 10 in one year, you know, and it's very rare to go from, what do you say 30 to 600 in a year, that's 9k to 600k. That's like, unheard of too, right? But people don't see that work before. So as we start to wrap up, let me ask you this super short question, because it's almost like James taking the opposite side, being in business, doing what you guys have done in manifesting the money you've manifested. If you had to put into percentages. What percentage would you say is everything that we just talked about around, new

relationship with money, and learning how to manifest, healing your relationship with money, being in a place of abundance, versus what we would label as the mechanics, skills, action strategy, what would you give as a factor that causes

K Kathrin Zenkina 1:31:54

yeah, I don't see it. I mean, I can give you percentages. But also, what comes to me is that, I want to say the energy portion is 100%, and the reason why is because it leads to the right action steps.

J James Wedmore 1:32:08

That's a beautiful way to say it.

K Kathrin Zenkina 1:32:09

It's like, this week, me embodying this energy that I worked with my coach, right? Which is, honestly, isn't that different from what I do every launch but I think because since I became a mom, I brought up new fears. Yeah, so just have to work through new fears. It's just a deepening of what I know, to create better results. Okay, So this week, I just started to gather like, oh, I can do this, and I can do that, and it started coming to me like this, this this and it was things that are simple things that I haven't thought of before. I can like, go with, okay, you know, this is the strategy and the structure has worked for me in the past. But like, I don't want to keep recreating the same, I want to create like more things, I want to create different things, and so in order for me to do that, I have to embody different energies, and so I see it as one goes hand in hand, rather than like splitting my time. Okay. Now, I'm the strategy Kathrin, and now I'm the energy Kathrin. It's the energy Kathrin that leads to strategy Kathrin.

J James Wedmore 1:33:03

and that's really important because like, again, if someone here is 100%, zero, then they don't put any importance in that. But if you look at him as like one in the same, it's like, they're both 100. And they're interwoven together. I've said this over and over again, you know, when you start understanding law of attraction, the first thing you're going to attract is thoughts, ideas, creative new ways of doing things, and you got to see that as you're attracting, I just had a brilliant idea. So yeah, you attracted that you are in a receptive mode, to receive a different way of looking at things. That's wonderful. But if you then received it and said, No, no, I just need to focus on money. You know, I worry that people do is like that stuff doesn't matter. You know, but like, really like, my question back to you though, is, do you feel like you're better communicator, better at, you know, I don't want to use the word sales, but like, communicating what you do and how you do it and showing people the value of it. Do you feel like those skills have increased, and what role do they play for you in all of this?

K Kathrin Zenkina 1:34:00

It's the same thing. It's like, because of the energy I attract the right mentors, programs like

it's the same thing. It's like, because of the energy I attract the right mentors, programs like right I learned so much from like, I attracted you, like your mastermind, like, like the way that you came into my life I learned so much about you, I tell my copywriter all the time, like James has taught me this one thing when he was once editing my copy, and it's stuck with me since so let's change this word to this word or whatever. It's like, I just believe that by me setting my intention that I'm going to grow this business or I'm going to create the success. I'm going to be led to the skill sets to the people to our courses to the programs like you know, I'm always being led to like new investments, new team members or team members are attracted to me who can help me take things to the next level it it just it's so and I think this is something also

**J** James Wedmore 1:34:46

It's a really interesting way you're saying all this. I absolutely love it.

**K** Kathrin Zenkina 1:34:49

I'm learning from Don Javier. It's like it's all spiritual game. He always stresses like it's all spiritual.

**J** James Wedmore 1:34:55

but it's like you usually like, is it not true what we normally experienced in the work that we do You're a business owner and you speak to this, you tend to find that people are in one of two worlds, and what you're saying is like when they become one, they're not separate worlds, and is one world, and I use, I could use these skills and what I've developed in terms of, of energy to attract someone, or to download an idea or whatever. But I'm also going to implement those ideas from place of holding that frequency. It's like they're just so inner 12 in an integrated as wine, that we don't even see him as separate anymore. I think that's that perfect answer. Perfect, because it is so effective, and so true. So accurate.

**K** Kathrin Zenkina 1:34:55

Money is spiritual.

**J** James Wedmore 1:34:58

Yeah, but what isn't? You know what I mean? It's like, everything's falling under. It's like, the fish in the bowl, trying to say something that isn't within there. You know what I mean? It's like, it's all within that same container anyways, yeah. You know. what's water? I'm swimming in it but I don't know, I'm swimming in it. Yeah, exactly. What's water, right. But that's all I know, but this thing in front of me must be something that exists outside of the bowl, or, you know, it's like, that's all I know, is contained within the bowl.

**K** Kathrin Zenkina 1:36:16

So falls off. Go, James.

**J** James Wedmore 1:36:17

Hashtag deep. All right. Any final words? Thanks, again, so much for coming on, and I gotta say this, before we wrap any more, like I said this a couple of years ago, in a hotel in Las Vegas, Nevada, and getting to know you, like, what your upbringing is, like, what you've gone through and what you've experienced. I said it then. But I've never said it publicly. Like I've never met somebody who is as experienced so much of like, life's challenges, like really some really tough things, and not that it's a competition. Okay, because I know, there's people who have experienced way worse, but to have also thrived in so many ways, at such a young age, and to live your life where you can get a real sense that you don't carry that with you. Even the way you talk about like, Yeah, my mom said some things and you're like, No, my mom is my best friend. It's like, the capacity for you to forgive another human being like, that is tremendous and speaks volumes to me. Because any one of us and can be validated and justified could be in a very different place where there's a lot of guilt or resentment or anger or fear and be like that's a very appropriate response, and to transcend all of that. Choose to find healing and growth out of that, and live that and demonstrate that and pass that on is like the most impressive, beautiful, extraordinary and inspiring thing, and you are still so young. You don't I mean, it's not like took you 40 years,

**K** Kathrin Zenkina 1:37:53

I'll be 30 tomorrow.

**J** James Wedmore 1:37:55

Wait, what? Do we know that? Tomorrow's your birthday? Oh, well, I have a gift for you. But we'll wait until the podcast is over. Oh, my gosh. Happy birthday.

**K** Kathrin Zenkina 1:38:06

Thank you.

**J** James Wedmore 1:38:06

Wow, I can't believe you're hanging out with me right before your birthday.

**K** Kathrin Zenkina 1:38:09

Actually, In Russian culture as a superstition you never wish a person happy birthday before their actual birthday. So just say that to me tomorrow.

J James Wedmore 1:38:15  
Yeah, good thing. I'm not in Russian culture. But yes,

K Kathrin Zenkina 1:38:18  
I just want to say, I just want to say I'm so grateful for our friendship, and I'll never forget you guys. This is just a fun little tidbit. I remember the day our friendship began. At your mastermind.

J James Wedmore 1:38:31  
and you pulled me aside and

K Kathrin Zenkina 1:38:32  
No, I'm telling the story, the very first weekend of your seven figure mastermind. Which by the way, another fun story. A few weeks before, I don't know what timeline this was, but I just remember one day being like, I'm sick of these 40, 50 people masterminds. I just want to be in like a tiny little group, and I don't remember if I was thinking about you or not, I think it was more generic. I just want to be in a tiny little group of these high level achievers where we can form like a close knit relationship, and it's not like overwhelming where you walk in there's like 50 people in the room or whatever, which has pros and cons. I just for me, I just wanted a small group. Literally three days later, Jasmine star goes, Hey, there's a group forming, which is group forming. It's only for seven figure earners. It's like 10 of us or whatever, and James Wedmore is going to be the leader. I'm like, I'm in Sign me up, and then I mean, there's a whole other thing about me like deciding between your mastermind and someone else's mastermind you remember that? Like I was telling you Okay, so anyway, I got into James's mastermind, so that first weekend, you know, James was still just like, it's like a, you know, a mentor mentee relationship, and we were at a roundtable so a couple people I remember Josh and Julie, were there, me, you, Brennan and like a couple other people and I just remember getting really drunk, and maybe, okay, maybe really tipsy and I never drink. But I was just like, we're celebrating, okay, like, there's champagne. I'm just always flowing. We're going. So I'm drinking and then I'm one I just look at James, and I'm like, James, I've had this thought for a really long time, and I got to know, I know I'm really woo, and there's things that I don't talk about my podcast, because I think that it's still maybe a little too woo for some people, and I feel like you're the same way. How Woo are you really? and that just opened up the floodgates, James's like, great question. So here's what I'm into. Here's what I believe, blah, blah, blah,

J James Wedmore 1:40:25  
and that's all we have time for today in the show.

K Kathrin Zenkina 1:40:29

and since then, it's just like, it's, it's been crazy. Like, it's been so much fun, and I

**J** James Wedmore 1:40:34

It was like I might have that's probably when I was like, well, you and I work with this shaman guy.

**K** Kathrin Zenkina 1:40:38

You did and you kept talking about him, and you were like, you know, I can introduce you if you want and I just kept waiting for you to introduce me, and then one day, I was like, James, can you introduce me and you responded, I've been waiting for this text, and I'm like, you have Okay. All right, and my life has never been the same since.

**J** James Wedmore 1:40:53

Yeah, pretty incredible. So awesome. Oh, so special to have you on right before your birthday. I know, my big three out, with a baby.

**K** Kathrin Zenkina 1:41:05

Yeah, unbelievable. What a great time. Well, thank you. Thank you again and thank you to our listeners for tuning into a very special episode. Please reach out to Kathrin she's manifestation babe over on Instagram, and she's on the tiktoks, she's rockin the tiktoks. Same handle. Website, podcast same handle

**J** James Wedmore 1:41:26

and let her know she'd really appreciate it if you guys reach out to her and tags, screenshot on the stories, all the stuff all the stuff the cool kids do. Hey, hang tight. We got more episodes coming your way here on the mind your business podcast. Take care.

**K** Kathrin Zenkina 1:41:41

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 extra inspiration on Instagram by following @manifestationbabe or visiting my website @manifestationbabe.com. I love and adore you so much and can't wait to connect with you in the next episode. In the meantime, go out there and manifest some magic.