

Welcome to The Manifestation Babe podcast. My name is Kathrin Zenkina. And I'm a manifestation expert, master mindset coach and multiple seven figure entrepreneur, I'm obsessed with helping you achieve everything that you once thought was impossible. If you're looking to massively uplevel your life, your finances, your relationships, your productivity and success, then you have come to the right place. My goal in this podcast is to help you see the infinite potential within yourself to be, do and have anything that your heart desires. Think of this podcast as your weekly dose of mindset development, to help you maximize who you are, and where you're going. Leave it to me to provide you with the tools, the resources, the strategies and teachings that you need to manifest a reality wilder than your wildest dreams. I know we're about to have so much fun together. So thank you so much for pushing play today. And now let's begin. Hello, my beautiful babes. And welcome back to another episode of The Manifestation Babe podcast. Today I have a very special guest who just so happens to be one of my best friends and one of the most talented coaches I know. Ashley Gordon is the founder and creator of the quantum Coaching Academy, a white glove, all inclusive, all in one. Everything you need world class coaching certification, to help you turn your coaching calling into a coaching craft, so highly sought after guys, everyone is gonna want to hire you. If you've ever wanted to be a coach, which I know there are so many of you, I get asked this question all the time of how I became a coach. Or maybe you are a coach already. And maybe you've been doing it for a couple years now or you sprinkled some coaching here and there in your year and you're like I finally want to make this a career. And you want to become a master coach. Ashley is the girl for you. In this episode, we talk about what pisses her off most about the coaching industry which I love her answer. Love this question love her answer. How to Overcome impostor syndrome. As a new coach, I know that everyone has gone through this at some point, including myself, including Ashley, how to coach anyone on anything, even if you have no personal experience in that specific problem yourself. Tapping into what Ashley calls big coach energy, and becoming the most confident coach that truly knows her shit. Quantum coaching academy or Q ca for short, is a certification that certifies you in eight different modalities. And having been friends with Ashley for years now, as well as someone who has actually sat in on some of her classes, I cannot think of anyone better to learn how to become a master coach from. In fact, Ashley is also hosting a free training, which we touch on in this episode. But I want to make sure you get the links from the front end just because we don't actually mention the links in the episode. And if you don't remember the links, don't worry, I will also drop them in the show notes. So actually host is hosting a free training called become the dream coach masterclass on November 2, third, and fourth, which fun fact today is November 2. So you can sign up for right now as we speak, where you will learn the exact tools and techniques that you need to run powerful coaching sessions. So that you can step into your big coach energy, you can deliver massive value and facilitate deep transformation with your clients to go quantum in your coaching, which you can sign up for that at WWW dot quantum coach Co. That's the word quantum coach and then co co.com/dream Coach, again, I'll drop that in the show notes. If you're like, Hmm, I don't know how to spell that. That's okay. It's in the show notes. And if you're someone who is ready to dive into a program like Q, CA, and you want to start the application process today, like as you're listening to this episode, you're like, Oh my God, I need this. I want this. You want to start the application process, you can go to www dot quantum coach co.com/q C A for quantum coach Academy. And you can apply right now and then don't forget to mention

my name and application because Ashley really loves to know where you came from. It's one of her favorite things is to figure out the connection points and how people learn about her and kiss. So just mentioned Catherine are mentioned The Manifestation Babe podcast in your application. And without further ado, let's dive into today's episode. So good. All right, I got on the podcast the beautiful Ashley freaking garden. How the hell are you, babe? I'm so good. I'm so excited. And I love you and I can't wait to just jam out.

Just a little fun fact, I literally haven't had a guest on my podcast since I don't know the last time I did a recording. And I just had to ask Ashley how to record on Zoom. This is so embarrassing. And like, which recording button do I normally push? Because before it was just recording, and now it's asking me do I put on the cloud do I put on the computer. So thank you for being my IT tech support today. I really appreciate you for that. Always. So Ashley, I first want to dive into we were just texting obviously before we started the podcast recording because we are really freaking good friends. And we talk almost every single day. And we're both moms and we both have beautiful baby boys who were born four months apart. So we have a lot to talk about. And you were sharing super quick, like the story of how we met and I think it's the best story ever. Can you just share like how do we come into each other's orbit

100 percent and so excited to share this story so, so wild. When I first got into the coaching arena, I really had no idea where to start. Everything I did was in person and I was obsessed with manifestation obsessed with helping people really change their, their mindset, their energy, all the things I was leading a vision board workshop. And I was leading it in my yoga studio. And these two guys were there and they were like, you would love this girl manifestation babe, do you follow her? And I'm like, No, who is this? And they show me your profile. And they're like, she's a manifestation coach. And I'm like, wait a second. Somebody else. Teaching manifestation the way that I'm teaching manifestation like that. They they're, they're they're leading workshops about and they're doing whatever. And I couldn't believe it. Because I had never, like thought about the online space. Never thought about Wait, how did you get into manifestation in the first place? I just want to interrupt real quick and add a little bit of context. Because it's not like something you just come out of the womb and like, I'm going to teach manifestation like, everyone has their origin story. So how did that originate? Yeah, it happened when I was 18. My mom asked me for a book for Christmas. She's like, I want this book called The Secret. And I was like, in a horrible relationship at the time. And I was just so depressed at that moment in time. And I was like, Oh, I gotta go to the mall. I gotta get my mom this book. And I gave her the book. And then she was like, Oh, I actually have the movie. Let's watch it. And she showed me the movie, The Secret. And literally, as soon as I watched it, everything just clicked. I was like, I understand life. Now I understand what and I understand why I'm here. I understand this relationship, quotient show that I'm in. And it just started clicking. And after that, I was like, I couldn't get enough. I went to, you know, research all the books. I read conversation with God, that was like my first big awakening in that book. And then it just kind of went from there. So that's my origin story.

Okay, so now you're teaching a vision board? Workshop in your hometown?

Yeah, in my hometown,

how big is this class size,

there is about probably 20 people in there. And this guy is

amazing. And these two guys show you my profile and then once

and you had about 10,000 followers at the time. So I'm like, Alright, so I follow you. And I'm obviously loving everything that you're showing up with you're teaching or sharing. And at the time you were hosting you were launching a digital course class, like a digital course program on how teaching people how to create digital courses. And you messaged me, because we had interacted and you message me and you're like, Okay, you ever think about having a digital program? I just checked out your website and you don't have one and it's a big business expander talk about not liking but not like selling in the DMS. You sold me in the DMS it's so funny

because you would never you wouldn't catch me dead doing that nowadays. But back then I was just so certain of like, the programs that I had and not to say I'm not certain now I just have a larger audience like I just work differently now. But back then I would just straight up go. I remember going on people's websites and trying to help them and trying to catch them and like give them business advice.

You were genuinely trying to help me and it was so awakening to me because I one never in a million years thought about doing that it never crossed my mind at all was not in my awareness. And I kind of just put it out there too. The universe I was like, I don't know what this is. But if it's for me, I'll like get the sign. literally the next day, I get a discovery call from someone who is in India. Okay, I had never got I was only working with people in person. I was only doing local coaching. I had a local community. Yeah, it was just it was all local in my local community. I get this discovery call. I'm like, why I was freaking out, like, oh, my gosh, this is insane. India, I met with her she became my first international client. I signed her as a client. Yeah. And I was like, Okay, I guess I'm taking this program, because it was, it was that expansion for me to know that there's gonna be more for me, and that my business is not just meant to be local. It's meant to be worldwide International. I'm gonna help people from all over the world. And so that, that's pretty massive.

So were you doing like, manifestation coaching at that time?

Yeah, I was doing manifestation coaching. And I was working with anyone and anyone and anyone and everyone that would want a coach and I started for free, like coaching for free. dabbling, seeing if I was any good at this coaching thing. And that's kind of where my journey began of realizing that I had no clue what I was fucking doing. And I had really good intentions, but I had no skill set or process or anything to help to actually help people transform. Yeah, I was telling them what to do. I was, you know, giving them advice. And we can get into all that. Oh, my gosh, yeah. It's just like, there's so many directions. We can take this and but like, primarily, you know, why your entire business nowadays is based on certifying coaches to be the best masterful coaches like the people who are the experts of their craft, and like, you don't take this shit lightly. You are all in and you are certifying people who are all in and I admire that so much about you. Because I remember sitting on a QC a call, which for anyone who doesn't know Q, CA stands for quantum Coaching Academy, right quantum coach or quantum coaching, quantum Coaching Academy, okay, quantum Coaching Academy, I sat on a couple classes. And I was like an obviously I've already known you for years, right? And I remember you when you were meant manifest with ash, that was your first Instagram handle that I remember. And obviously, you had some fun times, and girls trips galore. And I finally was like, Ashley, I really want to learn from you. And I really want to dive into quantum Coaching Academy because I hear the best things. And I know we have so much audience crossover, there's so many people

who are like on some coaching Academy. And I was just so blown away by how much you care how much integrity you come to the space with? How much your team cares how much integrity they come with, and just you really know your shit. Where did this passion for coaching come from? Like, what? What took you from teaching vision board classes at your yoga studio to being like, nah, this is what I want to do. I want to do quantum Coaching Academy.

I love that so much. And I remember being on that the call that you were on, and you're texting me, you're like holy shit. Like I love it. So it's kind of it was definitely a journey. And it started with, I have a background in yoga. So through my yoga training, I remember being in awe of watching the facilitator and leader, which was my first taste of personal development, watching them coach, the people in our training, and watching them go from feeling like not good enough feeling unworthy of standing in front of a room, helping other people to transforming before my eyes being so empowered and their purpose and like that showed up in their teaching and the way that they were helping people on the yoga mat. So I was very, very inspired, always inspired by the the art of the transformation in and of itself. And then after getting into the industry and taking so many different certification programs. And being in the industry for quite some time, I noticed that there was a huge gap. There was a huge gap in all of the certification programs that I took. And there was a huge gap in the coaching industry itself. So I remember actually being at Jen Casey's mastermind event, our friend, Jen, and there were seven coaches in the room. And she was like, I want you to speak what are you want to talk about? And I said, you know, everyone in the online space is talking about how to market their business. Everyone's talking about sales, and marketing and really getting the clients but nobody's talking about the craft of transformation. Nobody's talking about the transformation itself. And it like pissed me off because

it's so true. I just want to quickly speak from experience that I have taken a coaching certification, one of like 7 billion that I'm obsessed with taking and you know me like I'm also a modality junkie. And there was one in particular that the actual coaching was maybe like a couple of slides out of the entire seven or eight slide decks, like it was like, I think seven or eight weeks and just in one week was the actual like skill set. And it's just one skill set that I know today, just like the art of reframing. And the rest was just like how to run a business. How do you market? How do you build a sales page? And so before then, I was really teaching from like the advice place and really teaching from like, oh, I had experience with this area of life. So I know how to help people. And it wasn't until like what you're talking about, where I also noticed this gap where I'm like, wait, this client is coming to me with like, she's going through a divorce. I've never, I've never been married, I'm still single, like, I was like 23 or 24, at the time, just had a boyfriend, like how am I supposed to help her and I remember being completely frozen. And just like, I don't know what to do. So

such a good point. And it's, that's, that's what I'm afraid of. For people. It's like, it's just like a lack of safety, a lack of knowing how to hold that space and a lack of knowing where to take the session and how to really take someone through such like a profound traumatic slash, whatever is situation, it's really important to know how to, like handle that. So yeah, I, I was kind of angry at the industry for a little while, where I was noticing, like, Okay, everyone wants to sell you into their programs, but what happens when you join the program, and that person can't deliver the transformation, you know. And so I really believe in the power of knowing your craft. And if you're, if you're gonna be a coach, be a really amazing coach and lead people through such a

powerful transformation, that that transformation speaks for itself and markets, your whole entire business. You know, I feel like part of a huge part of your success is the transformation that people get from your work, like, obviously, it's you and their whole life changes. That's because you're the master of your craft. That's because you have 7 billion certifications, and you know, your shit inside and out, you know, and I mean, like you are so embodied in the work. So what got me from, you know, just coaching to starting the certification was honestly just seeing this huge gap in the industry, and wanting to make it my mission to sell it.

Do you believe that anyone can become a coach Ashley? Oh, do I believe anyone can become a coach? If they have that calling? 100%. Okay, you have to have the calling.

Do you believe that you need to have some sort of enormous personal history like you went through a whole traumatic thing? Or can you just be the kind of person who had the quintessential like, my husband's childhood, perfect childhood, right? He has the most amazing parents. His mom is a childhood development specialist like she there is not one bit of childhood trauma that man has not to say he hasn't had struggles and like other things, of course, come up. When he went to college, I would say most of his trauma came from college. But someone let's say that they didn't have any crazy traumatic event. They didn't have to overcome this crazy thing. They didn't go from like, you know, poverty, homelessness to like millionaire overnight, and now feel like they can help the world in accomplishing the same like, can the average person cause a transformation for other human beings without having that specific experience themselves?

Such a powerful question. And here's the answer. As a coach, we are meant to be the vessel. We are the vessel to act as the mirror to help the client see what needs to be released rewired received for them to create what they want to create, and that has absolutely nothing to do with what you've been through in your life. So the answer to your question is, what is it? Yes, no, they don't have they don't they don't have they can have a perfect quintessential no trauma, not a traumatic childhood at all and still create massive ship. Now that part of it is like more for marketing right more for telling your story to help people feel connected to you, but in order to facilitate transformation. Nope.

I'll never forget I was sitting at the table the dinner table at my dad's house. When I first started manifestation Bay was the first year and yes, it was the first year and it was just before I had my quantum leap right. I had my Quantum Leap moment New Year's Eve between 2016 and 2017 but this was Christmas Eve and And I had not made that much money like I've, I've facilitated some transformations here. And there I had a couple of one on one clients sold a couple courses amounted to, like \$9,000 total. And you know, my family still looking at me like, why is she stupid? Like, why is she not enrolling into medical school? Like, what is she doing? And I'll never forget them all talking about me with me sitting there. And having, you know, just me being part of the conversation. They're like, who's gonna listen to a 23 year old life coach, right? And I remember both believing in myself, but also, like, kind of internalizing that and being like, Oh, my God, what if they're right, like, who am I to be listened to Emily? 23 years old, right? I had this impostor syndrome. And I know that you that's something that you also struggled with, when you got started, if like, you were afraid of like close friends and family knowing that you were a coach or wanted to pursue like the coaching industry and things like that, like, what advice do you have for someone who's just getting started? who is struggling with insane,

imposter syndrome of like, what are people going to think? Do I have what it takes and blah, blah,

blah? Yeah. And I just want to honor that 23 year old self that was sitting at that table listening to her family asked me those questions, and thank God, you didn't listen, right. And that's what I want you like, that's like, the first point I want to make is, look at Katherine as that example, right? Because we all have impostor syndrome. It just happens. We I still have it. It's so comes up, you know? And it's like, who am I to want to be a coach? Who am I? Who am I for you to hear the message that I have to share with the world? Why would anyone care what I have to say? All of that is so normal, and it's so part of the process. And if you are feeling that way, I want you to do some coaching. This is the process we teach and KCA it's really about honoring that deep inner critic. So that deep inner critic that's coming up for you that's telling you, you're an imposter. What if you said thank you to it? What if you said, Thank you for helping me like strengthen this part of myself, that needs to be strengthened and built up to really make the impact that I came to this planet to make? And you're the perfect example of that, right? Imagine if Catherine listened to that voice. Imagine if I listened to that voice, the millions of people that wouldn't be impacted. That's what I want you to sit with is like, what would happen? If you listen to the voice and you didn't do anything? And what would happen if you said, I got this. Thank you. I got this. Let's keep moving forward.

So good. So Ashley, how do you coach anyone on anything? Because this is something even I asked you? Because I know I have my niche. I have manifestation like I know everything about manifestation. But we were talking over the summer at our mastermind of like, I think you were I honestly don't remember the exact conversation. But you were telling someone who was talking to us about like how you help people, like, you know how you have the skill set to be able to coach anyone on anything. And I remember being like, Ashley, I want to learn from you. Like I want to know, I want to know exactly how you do it. Exactly how you teach it. And I'm sure a lot of people have that same question of like, what what is the secret here? Hmm?

Well, the secret is energy, right? Because if you can learn how to coach someone's energy, you can coach anyone on anything, because we're never coaching. But we're never coaching the challenge. We're not coaching. On the divorce, we're not coaching on someone's finances, we're coaching them around their beliefs, their energy, their thoughts, their emotions around the subject. So if you are highly skilled at being able to work with the energy, work with the beliefs, work with the thoughts, work with the emotions, you can coach anyone on anything, it's really, it's working in energy leadership.

This is so true. Because I often think about, you know, manifestation coaching, I'm just reading the energy like I know everything about energy and how to manipulate it and how to shift it, change it, work with it, what to tell the unconscious mind, like all of these parts. And that's I mean, that's been my secret over the years is like how I've been able to help people manifest variety of things, anything like one of my favorite examples is like helping this one particular woman manifest a role in like a Netflix show and like I have no experience in acting. I have no experience in doing that. I have no desire to do that. I don't want to be on a show and Netflix, but it's the energetics behind it that make it happen.

And you're not coaching her to be like, Okay, I think you should reach out to this producer and fill out this application. And then after you do that, you're going to you're not telling someone what to do. You're not getting into the nitty gritty of their story and their circumstance says, we're

not getting like into those details. We're really helping them work. It's really about coaching the structure instead of the like, fine details, right? Because we're not like we're not solving people's problems. They're solving their own problems. And I think that's a huge misconception for so many people when they when they go through your program, right Kathrin they're like, I just had such a powerful transformation through manifestation babe Academy, I want to do what Kathrin does, right? And they're like, Okay, I can use all these skills that I just learned in this program. And now I'm a coach. But they actually don't know how to cause transformation. Because they're they they're, they're only basing it on their own transformation. And it's a huge it's a different subject, actually. But yeah, yeah, let's talk about that subject. Can you dive more deeper into that subject? That's really good. Because I know that you said, you, that's that those are the prime people that come into PCA is like, I've gone through Catherine's program, I've had this personal transformation. And obviously, I don't teach people how to use these tools and other people, I only teach you how to use them on themselves. And then you come here to fill the gap for those people who are like, holy shit, I want to change other people's lives. And so you give them the skill sets to do so and how that's where the crossover between @manifestationbabe and quantum Coaching Academy has beautifully synergizes? Because like, it becomes like this beautiful pathway. Right? Totally, totally, totally. And I, I was guilty of that in the beginning where, you know, I went through my yoga training, and I'm like I have, so I just went through a personal profound shift. And now I want to share with people. But when I started coaching people, I would get stuck, because I didn't know how to get them from where they are to where they want to be, I could only help them identify where they were really stuck without knowing how to shift them through that at the subconscious level. Or at the identity level. It was more like behavioral work, right? Like, yeah, it's shifting at the surface level. Yeah, totally, totally. And I felt like I was doing them a disservice. You're so right, because shifting something at the behavioral level, like can cause temporary change. But ultimately, if your identity is still like, not in alignment with the behaviors that you want to actually embody, then of course, like the subconscious is always going to overpower everything else. So you're so right about that. That brings me to the differences. And I know, you love to talk about this, which is like the differences between like a coach or a teacher or an advisor or mentorship consultant, like or mentor consultant, like, can you kind of break down the differences, so people understand, like, maybe you've maybe from this podcast, or realizing, Oh, I don't want to coach anymore, because I want to be a teacher, I want to be a mentor. There's nothing wrong with that. But it's just like I fitting yourself into like, oh, okay, this is who I am. And these are the skill sets that I need to be able to do that. Totally. And I think that people get really stuck on, like the word coach or the word mentor or the word healer. And they're really all the same in a way. But there are some differences in you know, coaching is helping people have a discovery within themselves, you are helping them shift at the identity level, you are recognizing that your clients are the expert of their life, and you're the expert at your craft of helping them really dive deep within themselves to find their own answers. Okay. coachings, mainly about finding their own answers. Because the subconscious mind it stores everything it has everything that you could possibly need. Your intuition has everything you need. And sometimes you just need a coach to help bring that out of you. Right? This

is why I hire coaches, for anyone listening like people are always like, Katherine, you hire so many coaches. Yeah, because I don't want to waste time. Like if I have a what do you call a blind spot? Yeah, I know. I have tons of blind spots. Like even me knowing what to do. I sometimes I don't see my own limiting belief. I'm like, I know there's a block. I know. There's a limiting belief. I know there's something that is holding me back. I know there's a fear. I know there's like I call it like a fear loss, hidden benefit or secret desire. I know there's something in here that isn't coming up to the surface for me to be able to work through myself, even though I have all these freakin skill sets. And so I hire coaches, because it's not like they're telling me what to do. They're just helping me like literally last week, I had a session with my coach. And all she did all I asked was like, I'm going to talk and I want you to help me identify like, I feel heaviness around this thing that I want to do that I'm so excited about the end result, but the process has been so heavy like I'm just going to talk it out with you hear me ramble and then just point out to me like where you're sensing the energy of happiness. And that way I can see it and be like, Oh, this is what I actually want to do, or this is how I want to shift it or this is, and this person does not need to, like have direct experience with the exact thing that I'm trying to accomplish. It's just a matter of helping me identify like, where is the blockage so that I can change that piece and then create alignment in the whole process?

Hmm, boom, that's so good. And that's exactly what I was saying earlier about the coaches the mirror, right, it's mirroring back to you exactly what, what you needed to see, based on your the information that you're giving, not what the coach is giving you not saying, Oh, you feel heavy around this, let me tell you exactly what to do. No. Yeah, that's okay. So that's, that's more mentorship, or I would say, consulting for a consultant says, I've been here before I've done this thing that you want to do. And this is exactly what I did for success. And this is exactly what you should do for success.

So it's like giving them the roadmap.

Yeah, they're giving you the roadmap, and they're telling you what to do, instead of asking you this, how does this strategy feel in your body? How does this strategy, you know, work with your alignment with your design, right. And it's really important to understand that there is a place for consulting and coaching in the same you know, house, but it's just very, it's a different thing. It's totally different. And then I think a lot of code people that want to come into the coaching space, again, going through a program like yours, being like, oh, my gosh, I want to create a program too. And they want to create a program and they they're just they're teaching, right, they want to teach, and there's a difference between teaching and coaching. And there's a different approach. And there's also like a different investment, I think, for teaching and coaching, where if you're not making an experiential, like you, you bring people through so many deep processes. And, you know, they're having an experience through their process, as opposed to if someone's just teaching, they're just telling, telling people what to do, telling them what they think. And that's also a huge difference that people don't realize when it comes to coaching. So good. Are there different skill sets that you need to be like, there's the you know, group coaching programs are very popular. And I know that in QC A, you offer a certification and group coaching, which I've never seen anywhere, by the way, just so yeah, I've never seen a certification. I just personally applied what I do with my one on one clients to a group, but I'm curious, like, are there specific differences? Like what? What made you want to add that as a certification? Which, by the way, for those of you don't know, I think there's eight certifications

inside of QC AE? So that's, like one of them? What made you what like, what are the differences? And what made you want to include that?

Such a question I, I wished, again, that I was able to learn that along my journey. So I was like, Okay, this is a huge gap where I know, almost every single coach, they see the potential that you can create, you know, financially through coaching. And it comes through group coaching a lot of times, and so I knew that that was something that I wanted to have in the program.

Because not only can you, you know, quadruple your impact, but you can quadruple your your income as well. So there's so much potential that can be created. And the ripple effect of group coaching is just like, so frickin potent and powerful. And I'm also very passionate just about teaching people how to hold space in a group setting, how to navigate a large group, how do you navigate you know, different personalities in a group? How do you navigate when someone has an emotional reaction in a group or when someone's being disruptive, or all those elements that you just don't know, will come up? In those situations, it's, it's really important to know how to hold that safe space, because I mean, anything can happen. So yeah, it was really important for me to have that as part of our program.

I love that. I'm just curious, you know, like, what else do you see in the coaching industry currently, like, let's talk about some more gaps where when I see them, they just drive you absolutely fucking bonkers. And if you could just go out there and single handedly, like, just bridge that gap or remove that trend or remove that whatever it is, or change it like, what would it be like? What is it?

Hmm. Well, number one, it's, you know, to just be an amazing coach, I think people get like this a lot more of, oh my god, I see people making millions of dollars in the online space and I want to do that I can do that. And they start with learning how to sell themselves as opposed to learning how to like really facilitate transformation. So that's, that's a big, big thing that I think needs to be fixed in the industry where you have to Hair, you have to really, really care. So that's another thing is like, I feel like, I do feel like people care. But there's a there's, um, there's a difference between like, okay, cancel that that go back that was going down a rabbit hole there.

Okay, yeah. Sorry to your editor

that's all good. Do you want me to ask again? Or do you want to just start from wherever you were going? Okay, let me ask again. Yeah. Um, what Ashley, what do you see? I'm super curious, like, what do you see in the coaching industry currently? Like, you've talked about the gap of people just not honing in on their craft or focusing more on like actually growing their business? Is there anything else maybe that's the only thing that drives you bonkers, but maybe there's something else where if you could single handedly go and bridge the gap where you can single handedly, like change it or just remove this trend, like maybe it's a trend that you're seeing, it doesn't have to be like this big thing. But just something that drives you absolutely bonkers, like, what is it?

It's the the lack of trust that's happening, when people want to invest in a program. I think that when people are looking at all of their options, they have been, and maybe they've gone through other programs, and they've been burned, right? Whether it's if they join a mastermind, or they've gone through another certification, like you had talked about earlier, where it wasn't really what you expected. And there was like one process that you learned, it's really, that trust, I feel like that needs to be rebuilt in the industry, that I really want to fill with how much we care, and the intention we put in, and the real true deep transformative work that's happening inside

of the quantum Coaching Academy. Like, people leave our program, and they're like, they go on to other things. And they come back to me and they're like, Ashley, I've never experienced anything like your program in the industry at the level in which you're providing this transformation at a certification high level. So

I love that I love that you're mentioning this because obviously this is coming from and this is just my assumption that you've been burned in the past, signed up for things that made zero sense, just were done totally out of integrity. And I know this because the way that I run my programs and just the the way that I genuinely want to help people and I create as many transformations as I possibly can, and I'm more so you know, in the in the core space now, so I'm not working, which, by the way, talking to you and really like going through this mastermind together that we're in I'm like, I really miss clients, like maybe I should take on a couple of clients and 24 like I really miss it. So anyone who's listening, if you have any interest, just send an email to Hello @manifestationbabe. And I'll, I'll think up a coaching package because I just I really do miss it. Like I really do miss that connection. And anyway, that's that's a frickin tangent. But I'm going back to like, obviously, you've been burned because I've been burned where I'm like, okay, you know what, I can be pissed about this, which I know a lot of people get pissed. And then they focus all their energy on being pissed, right? They're just like, Screw this, cancel coaches, Reddit threads, blah, blah, blah. And like, that's just not the path I go down. The path that I go down is like, thank you so much for teaching me how to not do things like thank you so much for teaching your person how to do the opposite of what you did. And you know, that's not okay. But I'm going to give people the complete opposite experience. And I'm just curious, like, have you? What were some of your experiences? Like? What are some of the things that just completely shocked you? Like, do you have any stories around that?

Oh, yeah. Oh, yeah. I never understood the value of lifetime access to a program until I was falling behind on a program and then was just kicked out because like, my access ran out, which I had no idea it was going to run out. And I'm like, Wait, I didn't finish the content. They're like, oh, sorry, they didn't give two shits about my experience at all. So that was one thing that really helped me understand the value of having lifetime access to a program and all of its updates, and I know that you do this as well. It's like, it's, it's so invaluable. Like, you can't, there's no number that you could put on it. It's unbelievable. And it also helped me understand how to create a really powerful client experience from start to finish. Client Experience is everything to us white glove Experience is everything to us. So that was one big thing that like shocked me. And then also just being marketed to and and feeling like so connected to someone through their marketing and then getting inside their program and feeling so incredibly disappointed in my experience and in the content and in the level of coaching, it's sometimes hard for me to invest in other coaches because I'm, you know, I'm very aware of coaching and I know like, levels of coaching and I know what's a good coach and what's not. And so it's challenging sometimes because I'm used and accustomed to a certain level of coaching. If Yeah, I have exact same thing. If you need any recommendations text me anytime, like I got, I got some good ones. So um, we you help people tap into big coach energy, which I love that phrase. Where did that phrase come from? What does that mean? What does it mean to be big coach energy? How do you help people tap into big coach energy?

Yes, big coach energy is. It's, it's the energetic embodiment of being a badass world class coach and leader that naturally magnetizes success to you. It's because you are so confident

competent in your power as a coach, you can get on any discovery call or tell someone to their face, like I know, I can help you transform your life with complete confidence and conviction. And they're like, Okay, I want to work with you. That's big coach energy right there. My team member Jenner came up with that. And I was like, Okay, I love you. We need to trademark that as soon as possible. And we did.

So smart. Thank God. Would you say that the confidence that you have in your coaching and the confidence that your coaches have in their coaching comes from your certification and like mastering the craft? Is it coming from practice? Or is it coming from just like, I know, my che, I know what causes transformation. I know these modalities, I can use them. I've practiced them, like I've completed QC net, Jesus, Q, CA, and all of its entirety, which is a long program, it's a fucking beast of a program, right? Where do you find that confidence in coaching comes from, I would say, it comes from all everything that you just said it, we really give you such deep practice in the program, you are a coach in the program, you have a coach in the program, you're learning the skills and tools, you're practicing them on each other for the entire program. And as you're going through all these processes, you're also having them done on you. So I think everything that you just said, plus, doing your own inner work, having your own personal transformation, it's a parallel experience, right? So you're learning it, and you're having it practice and dawn on you, and you're gaining this deep belief in the tools because you're transforming through this process. And it's undeniable, like people come in and they're like, I'm not the same person. I don't even recognize the person that I was when I walked in the door. I know that

I have my students film themselves when they're coming into MBA MBAs my longest my BS program I've really invested this year and like creating other offers and things to just really pad up the what do we call it? The the product suite avionics suite There we go. Thank you. Everyone else knows more marketing language than I do. And sometimes I'm like, What am I call this What am I doing? But an MBA I have my students they film themselves as they're coming into the program and film themselves after and it's part of this like transformation giveaway that we do so people vote on like the best NBA transformation they get like this before, it was a VIP day with me. Just like having fun with me in person. And you know, once COVID hit, we turned it into like this big goodie bag worth like 1000s of dollars of all my crazy weird like wellness products and things that I'm into just like a Catherine's favorite goodie bag. And I like first of all, I love watching those videos. But second of all, I love him. People tell me like who is that Catherine, I would have never like sometimes we're so close to our transformation. Like, yeah, we feel ourselves transforming. But we don't realize how far we've come until we like scroll back on our phone and we see all pictures of ourselves or someone brings up a story or a memory or just like you remember something like something usually triggers it. But having that video evidence, it's like when people tell me I don't know who this person is. It just shows you like how potent and powerful energy is. Because it's not like they grew three inches taller, dye their hair chopped their hair like yeah, maybe they did some of that. But it's it's in their energy. It's in their composure. It's in their confidence levels. It's in there, like how big their smile is. It just it shows everything and I'm obsessed with that.

It's It's so true because energy, as you know, and I tell this to my students to when they're working with their clients, it can't be created or destroyed, but it can be reprogrammed and

repurpose, and so they're repurposing their energy to work for For them, instead of against them holding them back.

So good. That's awesome coaching. If there was one thing to hear in this podcast so what you just said, so powerful. Ashley I know that the day that this podcast episode goes live you have a masterclass. It's a free masterclass, right, that just went live. Can you talk a little bit about that? And then for those people who are like, Yeah, I'm going to come to the master class, but also screw it, like, I want to get into KCA. Can you just kind of walk us through the process? The options to get in? And then And I'll remind you if it's too long of a question, part two of the question is like, what what are they going to get inside of gas? Yeah.

Okay, so glad you asked. Okay, cool. So dream coach masterclass, if you're like wanting to learn more, and really see what we're all about what quantum coaching is all about. And learn how to coach in the quantum field. Come to dream coach masterclass. It's really about bringing your dream that nudge that you have, like, I think I'm supposed to be a coach, I think this is my path. And maybe you're listening and you're being so lit up right now you're like this, this class is going to help you go from like vision board to reality, as far as like becoming the dream coach, and making the impact that you came here to make, and you're going to learn real skills, real processes, I go deep with you, it should be paid kind of masterclass. Totally. Join us for that. Specifically, you're gonna learn three secrets, what it really takes to take to create a six and seven figure coaching business. The five mistakes you might be making in your coaching that will like transform you, even if you aren't ready for QCD yet. And then lastly, how to coach anyone on anything in more depth. So join us for that. And then quantum Coaching Academy if you want to apply. It's great, because every single person that applies has to book a call with myself or my team. Yes, I take these calls alongside of two other team members, there's only three of us that take the calls, we truly want to know who our students are going to be our potential students are going to be, we meet with you, no pressure whatsoever to just help you make the most powerful decision for yourself to learn more about the program and get all of your questions personally answered. It's something that is really important to us. So you apply, and you book your application call. And on that call, we will accept you or not to the program. And once you are accepted, you will then gain access to the portal and we have our live calls starting twice a year, January or July. So January cohort is opening up. Right now we start on 111. So you get access to the portal, you start diving into all the pre work. And then our once our live calls start, we meet for two hours a week, every single week. We we we teach we demo, you practice, you're getting hands on learning, you're learning and you're experiencing every single call. There's so much that I could go over right now. Just tell Chuck keep going.

Just just share a little bit more just I can't even more.

Okay, like Katherine said, There's eight certifications in the program. We certify in neuro linguistic programming time techniques, really diving deep into somatic practices, you're gonna get certified in quantum life coaching. As well as group coaching group facilitation. There's Reiki Right, yeah, there's energy healing as well. So we really teach you how to blend all these modalities together. And decompartmentalize yourself, right, a lot of people are certified in certain things. And they're like, I have to just do this or do that we really teach you how to blend all of these modalities in a really beautiful way. And you have mentor coaching, you're gonna get direct feedback on your coaching. So we have a mentor that is certified with the International Coach Federation. We're also accredited with the International Coach Federation. So we follow

the highest standard in the coaching industry, and we give you feedback on your coaching throughout the entire program. So you're going to, like really know how to improve your skill set and get that real life feedback. It's so it's so amazing.

There's so much more but yeah, as as the Queen of blending modalities, I love that you because I feel like so many certifications I walk into and they're like, you cannot blend you cannot muddy this up and I'm just like no. Like I the other day, I was working through a limiting belief that came up and for whatever reason I just started channeling the very specific things from various modalities to come together and I work through this limiting belief and I basically recreated my limited what I call my limiting belief blaster, but it came from the blending like if it was just so compartment mentalize I feel like my brain would explode. So I love that you teach that because I feel like I'm the freakin Queen at that and I and that's where my expertise comes from. Ashley Okay, so I'm going to drop the links to anyone who's listening. I'm going to drop the links if you missed the intro, I know I dropped them in the intro. You probably heard an ad a podcast ad by now but also, I'll drop them in the show notes. So you can just click super easily to get inside the masterclass and, or directly to book a call so that you can get inside of KCA one last question for you Ashley. What are you currently manifesting since this is The Manifestation Babe podcast? Okay, what are you currently manifesting into your life? Oh my goodness. I out there I am. Currently,

I am currently manifesting 100 plus students into the quantum Coaching Academy done. I am a universe and I grant you 100 students

to just create this massive ripple that we're all creating together because we all want to change the world. It can't be done alone. Katherine can't do it alone. I can't do it alone. We have to do it together. And that's what this is all about. And I'm manifesting my son taking his first steps before I go on vacation.

Oh wait, when are you going on vacation? November 10. Oh, where are you going? We're going to Turks and Caicos stop. You should come. You did not tell me until now. How dare you? That's so weak. I'm so excited for you guys.

Oh my God, our first solo parent vacation.

Oh my god, it's gonna be so good. You guys are gonna sleep. Oh, wow.

A week.

Oh my gosh, oh my gosh, I'm so excited for you. And to anyone who's listening. Like I cannot think of a better facilitator, a better teacher a better certifier than Ashley like, if you're someone who's deciding like you, you, you know, you really want to become a coach, or you already are a coach and you want to become a better coach, or you already have a lot of coaching experience. And you really want to learn these specific modalities that Ashley teaches, as well as her own methodology that she infuses into PCA, which I'm currently watching a video on from Ashley herself. Like go with Ashley, I'm telling you, I don't affiliate for just anybody. I don't put my stamp on approval for anybody, like people could pay me millions of dollars. And if I don't believe in them, I will not say a fucking word. And I have nothing. But the best things to say about Ashley. So with that being said, Ashley, thank you so much for being here on The Manifestation Babe podcast. Thank you for being taking my podcast virginity of having or retaking the virginity of having a guest on the podcast after a very long time of not having any guests. I enjoy this episode so much. And I am manifesting this incredible launch with you. Thank you so and yeah, it's gonna be so amazing. And to anyone else who is listening.

Definitely get the links in the show notes. They're there for you super easy to click, and I can't wait to hear your experience. From inside of Q and Q and A Q ca. We have a q&a to tons of Q and A's inside of Q ca. All right. With that being said I will catch you in the next episode mwah bye. Thank you so much for tuning into today's episode. If you absolutely loved what you heard today, be sure to share it with me by leaving a review on iTunes so that I can keep the good stuff coming your way. If you aren't already following me on social media. Come soak up extra inspiration on Instagram by following @manifestationbabe or visiting my website @manifestationbabe dot 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