

# (#315) Hack into the mind & st... PART ONE (with James Wedmore)

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## SUMMARY KEYWORDS

people, business, manifestation, podcast, started, put, work, love, give, money, year, bartender, life, instagram, creating, dad, world, talking, entrepreneur, grow

## SPEAKERS

James Wedmore, Kathrin Zenkina

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- K** Kathrin Zenkina 00:00  
Where do you balance? Like how much to give away for free? For the example where James is restarting his business? Yeah. So you're going and creating a podcast and you're creating super niche content. So what are you talking about and sharing in the podcast? versus what is going into the course that you're selling?
- J** James Wedmore 00:17  
This is the most like, this is the most common question, and I answer it inside my pay program.
- K** Kathrin Zenkina 00:22  
If you could guarantee making your dream life your reality, what would that be worth to you? Welcome to The Manifestation Babe podcast where we take topics like manifestation, universal laws, quantum physics, personal growth and spirituality, and turn them into simple, powerful practical steps to apply in your life. I'm Kathrin Zenkina, manifestation expert, master mindset coach and multiple seven figure entrepreneur who has generated over \$25 million in just seven years. I am obsessed with helping you achieve everything that you once thought was impossible. There is no such thing as an unrealistic dream, and with the tools that I give you, don't be surprised with every area of your life receives a massive up level. Are you ready? Let's manifest. Hello, my beautiful souls, and welcome to another episode of The Manifestation Babe podcast where I have the joy today, the big joy and pleasure to bring to you my longtime business mentor, spiritual confidant, and overall amazing human being James Wedmore. James and I go way, way back, and I've actually brought him to the podcast now several times Fun fact, he was my very first guest that I ever interviewed. We actually talk about that in this episode where I literally was so nervous, go shaking, and I found it very, very interesting to interview a guest listening to answers to your questions, but then trying to figure out where to take the episode asking the next question, and it just wow, it was a lot. But I'm so grateful that

he gave me that practice. Because now interviewing people is like my favorite thing in the world. So he's been to the podcast several times. We have done some collaboration episodes together. So not so much interviews, but more so like talking together with his beautiful girlfriend, Jen, that have been some of my most downloaded episodes on the history of the podcast. So I knew if we were going to do this again, in order to top any of the previous episodes, this one had to be good, and I had to ask the questions that you wanted answers to most, and you guys we went on for two and a half hours. So this is obviously going to be broken apart into two parts, and we went deep into breaking down all the things you could ever want to know. I mean as much as we could fit into two and a half hours about business and spirituality. So in this episode, or in these episodes, we talk about the down to the very detailed tangibles of building a successful online business like, what specifically would James do if he had to start over today? Like if he had no money? No following no reputation? Where would he begin? As someone who has literally zero experience in the online space, I wanted to know how James overcomes problems and obstacles as an entrepreneur, how he deals with the heavy emotions that come with all the ups and downs that one could experience in his 17 years of being an entrepreneur. I've watched the man and go through a lawsuit, a divorce a cancellation attempt. So there's a lot that he had to go through and just like watching him overcome it, like a freaking master. I wanted to know what his go to practices were. We talked about the spiritual path of entrepreneurship. We talked about manifestation manifestation practices, what it's really like to work with a shaman. The hilarious question that I asked while tipsy off of champagne that started our entire friendship. We talked about getting psychically attacked, how we're both so sensitive to energies now detaching from material success and how that creates more success and so much more. We go into the juice with this one and I know you guys are going to love it. Now super quick before we do dive into the massive wealth of entrepreneurship and spirituality inspo. I just wanted to mention that James is launching his signature program business by design on Monday. So it's coming up Monday, June 17. This is a program that I affiliate for every single year. I am so proud of this program and I actually include an abundance of manifestation bay of goodies into your enrollment of BBD. As a bonus, I have so many bonuses, it's not even funny. So there's bonuses to signing up with me that will take your manifestations in your business to the next level. I may not be the queen of business strategy, but I'm the queen of manifesting business success. So to make sure that you are on the waitlist for the program drop that's going to take you from running your business like a hobby to running your business like a powerful CEO and get all of my manifestation Bay bonuses to accelerate you manifesting clients and students and money into your business, and guess what I'm going to be speaking live this year at business by design live BBD live I'm going to be a speaker so you get a ticket to that included for free with your enrollment. So just head over to manifestation babe.com/bb D waitlist again that's manifestationbabe.com slash BBD waitlist I'll also put that in the show notes as well so you can click that easily there, and with that being said, let's dive into the episode oh my god, the James Wedmore is officially back on The Manifestation Babe podcast for what the fourth time?

**J** James Wedmore 06:47

I've lost count because we've done a lot of like joint episodes together. It's so

**K** Kathrin Zenkina 06:52

many episodes. You are my first guest on The Manifestation Babe podcast. You were the inaugural gasps ago. I can't tell you how nervous I was interviewing you.

**J** James Wedmore 07:04  
Were you nervous? First time you came on my podcast.

**K** Kathrin Zenkina 07:06  
Terrified. Wow, completely terrified, and look at how far we are with you over the years have been my business mentor, my whoo bestie. My Arizona neighbor sort of just two hours away counts, and for the point 0000 1% of people who maybe didn't listen to the previous episodes, or don't know who James Wedmore is. Haven't heard of you the way that when I was starting my business journey everyone kept mentioning to you know, James Wedmore. I'm working with James Wedmore, and I'm like, Who is James Wedmore, and I finally met you and I'm like, okay, he's the bomb.com Can you just quickly introduce yourself and just share a little bit about what it is that you do and what you help people with?

**J** James Wedmore 07:51  
Yeah, um, 17 years ago, I decided I'm going to start a business online.

**K** Kathrin Zenkina 07:56  
It's been 17 years I I've been saying 14 or 15, and that feels like forever. Yeah, I can't believe it's been seven.

**J** James Wedmore 08:03  
This is the 17th year. Yeah. Wow. So back then it was. So I I had graduated, you know, I was out of college, and I was bartending, and I like kind of hated my life, and I was like that, you know, that feeling where it's just like, it can't be this just this. Yeah, and you kind of like faced this adulthood reality of like, okay, I'm not using my degree. The fun times of college are over, and you start having these thoughts of like, is this just it now? Is this going to be, you know, my life and I didn't want it to be, and so I'm, I mean, I remember going to a Barnes and Noble sitting on the floor of the business section for hours, because I had \$78 to my name, and I'm just going to use the US Barnes and Nobles, a library because I couldn't afford the books, and I'm just pouring into that, too. Yeah. I thought it was the only one right. I mean, that's,

**K** Kathrin Zenkina 09:01  
I mean, they have like chairs in there. Yeah. Like, that's the purpose.

**J** James Wedmore 09:04

Yeah. Yeah, exactly. Read the book. It's like I don't Okay, I read it. So I don't need to go by it, and I remember a book. There's a lot of books, a lot of information. It's like changes our life. We have these moments in our life, and I remember reading in that Barnes No, I could take you to that Barnes and I could take you to that spot. If it's still. bookstores are all like close now, sadly, but there's

**K** Kathrin Zenkina 09:26  
one in Scottsdale.

**J** James Wedmore 09:28

I know I was there yesterday. Yeah, and I was like, Oh my gosh, there's still Barnes and Nobles. This is great. and it was Chapter One of Dan Kennedy's no BS business success, and in the first chapter, he describes what an entrepreneur is, and it was like getting a reading from a psychic. You know, it was like a personality test, and I'm like, This guy nailed me. But it was a really profound moment for me because it was the first time in my life where everything that I saw as different within me was something that was wrong. Hang with me, I saw I was like, Oh, this is actually what's right for me I just living life differently than everyone else, and he's like, this is what an entrepreneur is, and that felt like it gave me some self assurance, self esteem and some permission to do my own thing, and because I had literally had a friend in college, it's amazing. It's amazing, you know, and we're gonna go a couple places really quick. Yeah, we're not just talking about myself go for and Kathrin, I share video. I hope I can share this with people. But Kathrin, I share videos of nd videos, right? Yes. Near Death Experience. We have a very whoo chat stream, and yes, yeah, and like, it's really profound. It's really, really profound watching these videos of people describing their near death experiences, and one of the most common things they talk about is these life reviews, nd in the life review, they say, we're really not present in our lives, the impact that we're having with every human that we encounter on a daily basis, and I think if we could live our life that way, seen that, I think we drastically change how we show up in the world in an instant. Because I had a friend and I, I loved this guy, like, he was like, I wanted him to be my best friend. I thought he was just an amazing human. I just was like, he was like, everything I wasn't, and I really, like, wanted his friendship and, we met in college, and I remember one day in college, he said something to me, so flippantly. and he said, What are you just going to get a real fucking job? And that was the day I stopped trying to start a business trying to do my own thing, and I said, Okay, I'll guess I'll get a real job, and that's when I became a bartender, and one sentence that one person said, that was probably so flippantly, like, when he was just having a bad day, you know what I mean? And it like, in that way, like had a really huge impact. I mean, like I said, no to things I want, because I'm like, Oh, I guess that's what you're supposed to do. But it's funny. So that's how I became a bartender. But it's funny, because I don't know like, you want something bad enough. It's not like you only get one shot at it, and it's like, the universe kept giving me more invitations, and I remember reading that that chapter, that book, and I'm like, This is who I am. So I started trying to do stuff on the internet. and I basically, this is 2007. I had no idea I know, was Instagram around back then. No, it wasn't around back then. When did it come out? So I first found Instagram in January, I remember this January of 2011. Someone told me about it, I can tell you who told me they're like, there's a photo sharing app where it's basically like because we used to do, okay, I'm a little older than you. We used to do scrapbook still not scrapbooks, photo albums. So in college, we would all have disposable cameras, we'd take photos, and we'd

go and get them develop. This is when I was in college, and it's like, this is such a thing of the past now, and then we would like have photo albums of like, our first semester in college and stuff like that, right? i We need to bring that back. Honestly, I know. It's great. Something tangible again. Yeah. So this was like How was presented to me. So no, none of that stuff existed, and so I in 2007, I, I came up with this idea of like, I'm going to create an online bartending school. I'm going to teach people on the internet how to be a bartender.

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Kathrin Zenkina 13:26

Sorry, maybe I missed it. But what made you specifically go like, I need to make a course out of bartending, like, oh, yeah, I

J

James Wedmore 13:34

didn't know I didn't share that part. So what I was doing is I was bartending, and then I like had a love hate relationship where it was like, it was really fun, but like, I just didn't like my boss. I didn't like working for somebody else and all that type of stuff. So long story short, I just started private party bartending or what I call it being a mobile mixologist, I coined that little, you know, the amulet, the alliteration there, and I started working private parties, and as soon as I did that, I had this thought that just kind of like plant it which is like own like, and that's like, I think that's at the core why so many people like having their own businesses this like little seed got planted up like, sky's the limit. What I put into this, how I think about this, what I pour into this can determine its potential and the potential is limitless. If I work a job, and I'm a bartender, I'm really limited by the hours I work and like hopefully you get a nice tipper and it's like so much in someone else's hands, and I just never sat with that. I was like, Well, wait a second. If I do this, like sky's the limit, and fast forward a year Kathrin, I had 15 bartenders and cocktail waitresses is what we call them working under me and we were staffing parties. Almost like Well, definitely every weekend. I wouldn't say every day of the week because people are having parties on Mondays but like Thursday, Friday, Saturday. Sunday, every week, fully booked from San Diego to like Calabasas, and people were fighting over it was like, amazing, and it was because I was reading, I was going to Barnes and Noble, and I'm reading these business books, and eventually I'm growing the business. So I had the money to buy the volume about buying them, and then this to answer your question, this moment happened, where I go, all the people I'm learning from, who are so smart, are also getting paid to teach, and I go, I want to be doing this. Like I love teaching. I didn't say I want to teach business. I just said I love teaching. I've always loved teaching. Yeah, and I know you do too, and so I go, Well, what do I teach? And go? Well, I'll just teach people to do what I've done. So that's where I'm going to teach that and I made it specifically

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Kathrin Zenkina 15:51

or like running a bartending business.

J

James Wedmore 15:54

I did Oh, yeah. Even I even did a training on like, how to get hired as a bartender. How to like, like how to set up your I mean all that stuff I had a product you're gonna love the day of it it

like, how to set up your I mean, all that stuff, I had a product, you're gonna love the day of it, it was how to increase your tips as a bartender. This is 2007 2008 was called tip attraction. Because how to manifest more tips as a bartender, attraction and manifestation.

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Kathrin Zenkina 16:17

It's not so funny because I did that in the fitness world long before I did manifestation Babe and how it always like comes like God is always showing you where your life purpose where Dharma lies, and if you just look back at all the little hints, and things like that, and like themes in which you were teaching something or sharing something or inspiring people. When you look back, it all makes sense. Like Wait a second, my life purpose, my dharma, what I'm meant to be doing has always been there.

J

James Wedmore 16:42

Well, that's what I think they say, you know why they say Hindsight is 2020. I call this the leap frog effect of our life. The timeline, leapfrog is that when you have those moments in your life, where you can look back and see like, this was preparing me for this, this was teaching me this. This was equipping me for that. This was, Oh, my goodness. So this is a fun story. Because this is how I was learning about all this, like, manifestation stuff at the time, and I had a dream as it when I was a bartender and I worked at a place called on the border. Have you ever been to one on the border? No, I don't recommend you don't need to go. It's the Mexican food version of Chili's. I think it's owned by the same parent company. It's Chili's. But with tacos, and got ACDS, right, and I was the bartender there at the day shift during the week, which is probably the worst bartender shift you could possibly have. So I wasn't making a lot of money, kind of hated it. And I remember living in this little like apartment with a roommate, and I had a dream that I had, I made \$100 and tips at that day, and it was like, that's crazy. Because like I was walking over \$30 tips on a four hour shift. Like, it was a big deal, and I just remember waking up and I said, Okay, I was learning this manifestation stuff. So I just said, well, let's just make that happen, and I wrote down the 100, and it was like a specific number like 101 or something right? 1061 on one I can't remember today, and I put that near my little POS system, the little cash register system, and I just kind of taped it there, and some of the craziest stuff started happening that day. Like, two of my friends from college came in that day, and like we just wanted to see you, we haven't seen you in awhile, and they leave me a fat tip, and then some other random person and we're chit chat, and he leaves me a 20, and the exact amount which I can't remember 101 or 106 was the exact to the dollar that I walked away with back then, and that's when I was like, I was learning all this stuff, but I was applying it, and I think you know a lot of what I like to talk about today is like obviously I never fully answered your question, but I help people get their digital products or their coaching if you feel like you're a coach, you have a technology you have information wisdom, you want to do retreats, membership course you want to create a community and you want to build a business around that we're damn good at doing and that's what I've done for 17 years starting back then I had all that experience I transitioned into teaching video. I built a whole video marketing business and teaching people how to make YouTube videos and all types of and now we you know really do the business side of it, and what what part of my life has been in white Kathrin I love to have these conversations is that I started out I was very closed off very close minded very skeptical. I was like, I probably was like an atheist in high school. You know, default atheists I just like was very three dimensional, and so little by little in my life. I started to open myself up to that and there's there's a whole story there. But the more I opened myself up to that, and it's like applied

spirituality. Yeah, the more my logical left brain ego male pride Brain just saw evidence in that, and it was like being a scientist and you do a little experiment. I just keep seeing these like miracles and synchronicities like no fucking way. No fucking How do you have a dream that says you're gonna make \$101 in tips today, which is three times when you ever did and then you did the to the dollar that day, and you just kept opening yourself up, and I think when people hear the kind of conversations and distinctions and education that you bring to the world, I'm always a big fan of saying like, this doesn't happen in a vacuum growth doesn't happen in a vacuum, like we have to like, that's the whole thing is like we're living this life, and we're having this 3d experience. So it needs something to be applied to, to maximize the effects, and that's what I was doing. So I applied it to business, but doesn't have to be business. Yeah, it could be just your career in general, it could be family, it could be a sport a hobby, and what I noticed is, the more I was opening myself up to that my life, the more my business grew, and obviously, you're nothing but the same. Yeah, and so I think today, if someone were to say, like, what is your uniqueness that you bring is, I think it's a gift for me to be able to merge of world that feels more like the five d with some 3d Practice practical practicality of business and marketing, and when those two worlds come together, it's like, it's a quantum leap.

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Kathrin Zenkina 21:27

I think you are so gifted and bringing business and spirituality together. It's like this blend of the masculine and feminine coming together that you do so, so beautifully, and I think that's why you are so good at hitting such a broad range of people. Such a broad range of an audience, I remember being in your mastermind, and even within the mastermind, there were people on various degrees of spirituality, various degrees of business, some people came to you like purely for the Woo, some people were like, I'm not here for the room here for the business. But yet we were all still in the same room and you attracted all of us to you. Yeah, and I think that that is it definitely makes you unique. Like it's definitely one of your gifts, one of your talents in being able to help such a broad range of people. Yeah, and

J

James Wedmore 22:12

I Well, I obviously I appreciate that. It's very kind of you to say I think, I think that was just my journey. I was started very 3d. Yeah, I had this dad, which my my father has, in his own way, like probably the greatest influence on my life. Because, you know, there's that book Rich Dad, Poor Dad, and he was the Rich Dad, Poor Dad. He himself was Rich Dad, Poor Dad. He was the most like top 1% most successful real estate agent in Orange County, California, which is multimillion dollar homes, even back in the 90s in his heyday, so he was winning the awards, he crushed it, and so here's this money, and at the same time, he had one of the most like, intense scarcity poverty based mindsets I'd ever seen, and he made enough money to send me it was such a unique experience to grow up in, he made enough money to send me to the super rich school, down the street, the next town over Newport Beach, went to a school, a private school called Harbor Day School, someone listening is going to know exactly what it was like. It's like 10,000 a semester for your first grade. Oh, my God in the 90s. Okay, so you're not gonna let some my dad in the 90s? Because that's relevant because of like inflation and stuff. Yeah, in the 90s. He was he was pulling 400 to 500,000 a year, in commissions as a realtor in the 90s. Like, that's good money was making good money, and I was the poor kid. I was teased and made fun of for being the poor kid. So on one hand, I'm seen the hardest working workaholic man ever, and I'm seeing success from that. But it was never enough.

There was so much like scarcity in that, and then I'm going to school with the wealthiest, disgusting wealth. Like, kids go high, you don't have a yacht, and it's like, how many homes do you have? And it was like, we just have the one and they're like, why don't you have a second home? Why don't you have a third home and they would most of the kids had they had three homes, you know, they had like, you know, their main residence they had the mountain home and then they had some third place overseas or sign them then I

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Kathrin Zenkina 24:28

will said beach home but that was the date I mean, their home was the beach home home was

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James Wedmore 24:32

their beach home like live on Newport Harbor, you know, and we're so there was this like this incredible length array of that of that, of that growing up and I don't know where I was going with that, but he was so rooted in that 3D, and it was so the 3d paradigm of like, you work hard, and if you work hard enough.

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Kathrin Zenkina 24:55

Did you have to work really hard to undoing that? Ironically,

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James Wedmore 24:59

yeah, and then I had my mom and sister same bro, and well, yeah, and there's there's a whole story there but like my mom and sister and they were like the airy fairy one. So like, I think I saw both worlds, and I took the pieces that I liked from each, and I made my own, and there was a moment because my dad, he was born in the 30s, and his parents, my grandparents from my dad's side, emigrated to this country during the Great Depression. So they're, you know, first generation in this country, just total broke, and they were entrepreneurs. They started a auto mechanic. My grandfather was an auto mechanic in Pasadena, California, and my dad grew up in that and so he's passing it on to us this generational, you know, cursive of poverty, because like, I always like to joke and say, I don't know, I've said this before on your podcast where like my dad would get would be the most lenient dad in the world. Like, he didn't care if I did anything. Like he didn't care that I got in trouble, like, you know, he saw me. He would take us to Tijuana, Mexico, to buy an 80s, which is like basically like half a stick of dynamite, and then we would like, go to the local construction site and like blow up porta potties, like I was, and he thought it was hilarious. Like he just however, if you left the door open with the heater on with the lights on like, there was

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Kathrin Zenkina 26:29

my dad is the same way we have the same Brad. Growing up, I'll never forget my dad, like, never cared what I was up to parties, whatever, just don't get pregnant. But if I left the lights on, or, or made too much food or something like something where I use too many resources, I

was fucked. Yeah.

**J** James Wedmore 26:50

So you grow up in this, and you cannot help but adopt is you can't help it all of us, to some degree are adopting that same worldview, that same cognitive lens through which they see the world, which is I work hard, and maybe I'm successful, but it's never enough, and everything costs money, and money doesn't grow on trees, and you're wasting money here, and you're wasting money there, and it's like, if you got to leave the room to go to the bathroom, you turn off those lights. Like, why do you leave the light on? Like, because I'm going to the bathroom? Gonna be right back, and it's like, you don't pay the electric bill. Yeah, yeah, and we'd get in trouble for that you were so scared of that, and so you kind of grow up into this. Like, it's never in reserve thermostat locked, he would definitely had the like, do not touch the damn thermostat. But here's the other thing is that we didn't have air conditioners, because you didn't want to pay for the air conditioning. So there's about a month in summer where it's like, you gotta sack it up, like, Yeah, we didn't have AC, like, you're just because he didn't want to pay for it, you know? And it's like, you're just dying there, and it's like, well go to go outside, you know?

**K** Kathrin Zenkina 27:56

So do you purposely leave lights on? No? Well,

**J** James Wedmore 27:59

I did have a stubbornness. That was like I kind of course corrected, you know what I mean? Like ciudad, everything's gonna be fine. But that was a really beautiful experience for me, and I remember years ago, and when I would go to all these like psychic readers, I was so hungry to learn more about myself, and so you're telling one of them finally came to me and said, Wow, you've, you've broken this generational curse of poverty and your family lineage, and I knew exactly what she was talking about, and it is, it's hard. It's hard to break free of that. Because first you got to see it, and you got to see it separate from yourself, and so that's why I use that that phrase, a cognitive lens, because you know, we all know that that metaphor of you go skiing or snowboarding in the mountains, and you wear the polarized glass, the goggles and the orange, and you're like, wow, everything's orange, right? Look at this, an hour later, you don't notice that anymore? Yeah, it's just an hour, and then at the end of the day, or when you go break for lunch at the chalet, you take the goggles off, and you see clearly again, and so we've had this lens, this, this view this model of the world, and we don't question it, and we realize how much that's how we see the world and how you see the world determines how you show up in the world, and we don't even question that. Don't question the view. We don't question how we show up in it, and that took a lot of work, and that was like this, I wouldn't have done that work if I didn't simultaneously have these goals and desires for more out of life have a business and money and growing something and so you know, people want to just say do this, do this here are the steps and then students want to go tell me what to do. Yeah, what to do, and it's like fuck, I did all that. I did all that and it didn't work. I there was a four and a half year struggle, where I got addicted to Adderall and I was popping 20 mil and I mean like frankly, it's like it It's a form of speed. It's I mean, it just is intense, and I'm popping 20 milligrams a day, I

dropped down to 145 pounds, and I'm waking up at nine in the morning and sit in front of a computer until two in the morning, and I would do that seven days a week, and I did that for four and a half years, I had nothing to show for it.

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Kathrin Zenkina 30:20

And I feel like that's such a pattern recreation from your dad at the time, like the mindset that you took on they work really, really, really hard, and then, you know, you felt like your dad had nothing to show for it. So here you are essentially recreating that, so that you can heal it.

J

James Wedmore 30:36

Yeah. Oh, beautiful. Absolutely, yeah, and then you go, oh, there's this other way, and I think what I did is I integrated both as much as I could and still do as much as I can into my life, and what I see today that I attract are, like, we're gonna use this distinction of like 3d versus five, because I just think it's a fun way to look at it was like, very people very 3d, which is like, tell me what to do, and I'll do it, and if I work more, I'll get more and all that type stuff. That's wonderful. That's great, and then people that are very, like, five d, which can be like, very ungrounded. You can even hear it in the way they talk. It's kind of just like, very generalized, and it's like, I don't I didn't understand a word you just said, yeah. You know, you just, you know, man, you know, just feel the vibe, you know, you know, and, I like to work with both of those, and the like, five, the ungrounded. It's like, let's, let's put a little anchor there. Let's put some ground into that, and then the 3d is kind of like, that's my favorite thing is to kind of like expand out we'll be on their own thinking, and if we can, in our own way, integrate those two halves more. I think that's where the magic is. So

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Kathrin Zenkina 31:48

this is the direction of the episode because I love to ask my audience questions. I know you're a generator. I'm a generator. We love a good q&a. We love getting asked questions, because then we have something to respond to, and it's

J

James Wedmore 32:01

no idea what a generator really means. Does. Do I jet? Well write stuff? What do we generate

K

Kathrin Zenkina 32:07

generate energy and inspiration and light for the world? for ourselves and for the world? The world is a better place when we're inspired. So my audience asked a smorgasbord is that the correct works? Okay, cornucopia, a cornucopia of questions on that, and that has to do with business, and spirituality, which I think leads us perfectly from the conversation that we just had of how you beautifully blend business and spirituality. I want to talk about some nitty gritty business things that people can take away, like very tangible self love, and then we will rise up, put our angel wings on and float above to the spiritual realms and talk about why you have so

many bracelets. So first, I just want to start. Okay, yeah, we have such good questions. But I think that if you can just keep this one more, it's going to feel open ended. Sure. Keep it as close ended as possible because we have a lot to get. Okay, fair enough. What do you think was the biggest contribution to you building an eight figure a year business? A goal that so many people dream of? That you were literally living the reality of? What is your business make like 12 million a year now? Yeah, so it was 12 and a half last year? 12 and a half? Like what do you think made you stand out and create this level of success? If you could attribute it to maybe like three of the biggest things like let's let's keep it condensed? Okay.

**J** James Wedmore 33:35

So obviously, obviously experience. Ah, okay. So the longer you do something consistently, the better you're gonna get 17 years. That's, yeah. Okay. Number two vision. That's a massive one. We can go as far and wide as you want about that. I think that is the Forgotten stepchild. It is like so undervalued, and so it's, it's fucking everything. Because what do you think manifestation is? It's the same thing. So we had a vision, and it was a bigger vision, and it was a vision of service over self. I took the company from two to 10 million in one year, and when people say what was it, I said, I crystallized and clarified a vision of let's help as many fucking people as we can help, and that there was one it's that clear and that powerful, and it's about others fear that it's a, it's like, you know, fire, snuffing out the oxygen, there's no room for fear. It just doesn't, it just can't, and then this is the third thing and this I said this to our dear friend, Natalie, who I love, she's such a beautiful soul. I love Natalie. Every time I love her, I hang out with her. I get to know her a little more, and I'm always pleasantly surprised, and we were hanging out the other day, and she's like, James, thank you so much. Like your training is amazing. We've gotten so much great feedback, and I said it like flippantly like kind of like an ass I was like, Yeah, but it's so true. Who would have thought that just putting Good shit out there would actually be your competitive advantage. I'm not trying to say that in a cocky way that what I'm trying to say is put damn good shit out there. Yeah, that is better than everyone else is that makes a difference, and that helps, and it's like stop getting in your head, stop worrying about that and saying what is the best thing out there, you got to look at them. If we're talking business, look at where the markets at and say what is not being said. That is needs to be said that will help that will blow people's minds, and that will change lives and in whatever market that you're in or want to be in, and it's like, Dad ain't fucking rocket science. But that's what we do, and I do really value anytime someone says you're a really great teacher. It's the greatest, kindest thing you could ever say. Because that my heart, that's where I see it is it's like, I have a great teacher to me as someone who can get someone to integrate a concept and apply it in their own life, and that's what I obsess over. So those are my three things. I

**K** Kathrin Zenkina 36:02

agree. I think that's why we're so similar is because I know, I know, I think that when people tell me, you know, like you're one of the best teachers I know or something that you shared finally clicked or I've heard this content for, you know, from X amount of people and the way that you said it. Yeah, I am. Yeah, I feel like there's there's something there's something to that, that definitely makes my heart grow in size. Okay, if you had to start over today, so a lot has changed since your bartender days. I don't even know how you marketed in 22,000.

**J** James Wedmore 36:32  
Because there was no social media.

**K** Kathrin Zenkina 36:33  
I know. Okay, so that's okay. That's another question. But like, Where? Where the fuck did you do it?

**J** James Wedmore 36:39  
Yeah, right. Isn't that?

**K** Kathrin Zenkina 36:41  
Did you put like posters around the Guna? Does

**J** James Wedmore 36:43  
YouTube that's how my whole YouTube Oh, first person that came in was so back then we had the only things we had was Google ads and SEO, and so everyone was trying to figure out how to write but Google and YouTube right, so we have SEO and video? Yes. So back then this was Facebook was only around for colleges. and Twitter had just come out, I think in 2008, or something like that, and Instagram was not out yet. Or if it was I hadn't heard about it. So I started posting videos on YouTube, in with bartender keywords, and my first sale came in on April 18 2008, from someone from Arlington, Texas, and instead, how did you hear about us and they said, YouTube, and I was like, holy shit. So I started buying ad AdWords ads. That's what it was called Google AdWords, and posting YouTube videos, and I was making not much money, two to three sales a week or \$200 product, and I'm like, Holy shit, I'm in business. But the more I was doing on YouTube, the more I just wanted to do YouTube, and so people kept asking me, how are you doing all this stuff on YouTube? Yeah, and then in 2011, I launched a \$97 course called Video Traffic Academy, and I made \$400,000 in sales in 30 days with that product, and overnight, I was the YouTube guy, and was

**K** Kathrin Zenkina 38:03  
that with Louis or with Brian was with Louis? Yeah, yeah. Yeah. Wow. Wow. Okay. So if you were to start over today, start over like, like, everything's wiped out. You lost all your followers. I took all your money, like, you're out? Completely. Yeah, and you had to rebuild everything. Like tell me like be as specific as possible, you

**J** James Wedmore 38:23  
have to assume no one knows me. Nobody knows. Like, if your reputation is wiped, yeah, like, I

assume in a whole new identity. Exactly. So like,

K

Kathrin Zenkina 38:32

what where would you start? What platform would you go on? Like, what would be your strategy and rebuilding your audience and, you know, rebuilding your business in terms of like actually making sales?

J

James Wedmore 38:42

Yep. So it's actually really, really simple. And I can keep this really, really short, that there's a little matrix that we teach, that's like, there's a direct relationship with your newness in the market, like how new you are to the market and how little people know you and how niche or niche you should be. So the more new you are the more niched and that allows for more specialization, it's like a sharp knife, it cuts through the noise. If you're broad in general, you know, in a market that's established, like you're screwed, if you're brand new, you know what I mean? Because it's like you're just competing against so much. I remember I had someone come to me and like try to challenge that and they were like, well, this person did this general thing and I was like, what person like goes Oh, don't you know them? I know exactly. I do know them and so do you. So they can sell what they want. Tony Robbins can go today and create an event A Course of training, which is like unleash your best self or be unstoppable and people will buy it because they all know who Tony Robbins is. They have a relationship with them. Yeah, if they don't have a relationship with you, we've got to do something so specific. If it doesn't feel uncomfortable, you didn't get specific enough. So the first thing I would do is that and this is by the way, this is where people get stopped because they I'm James I'm a spiritual being having this human experience. I'm infinite potential. You can't put me in a box. I don't want to be? I don't want to be niched down How dare you limit late. I was like, Whoa, we're not limiting you. We're limiting one offer, and stop looking at it as it's about you. This is about one offer, and anybody can take one offer to seven figure offer, niche per offer. Got it. Okay, and I have so many examples, if we ever wanted if you wanted to go further down that route, but I would get hyper specific on something. So who specifically do I want to help? And what's one very, very specific thing, right? And then my goal would be how do I sell this in 90 days, and so what we teach is, which has been a cornerstone for our new students, is a process called monetize before you make it, which is you are filling a beta version of your program in less than 90 days. So I would need a platform we teach have a primary platform, where's the place where you can demonstrate your authority expertise and specialization doesn't matter which platform well, like which firm which are your your market, right? If it was me, I'd be 100,000% podcast podcast. and then I, I don't know if I've just starting out if I would be too lazy to film it. But if I was filming it as well, I would double it up on a YouTube. Yeah, that's more work. But if I just got the audio out there, okay, hyper specialized, very specific niche down podcast, with weekly consistent episodes with a call to action to join my email list in exchange for a freebie. So now I'm putting it out there and putting it out there. I'm even 100 people listening, but a couple of them are opting in. But then I'm using Instagram, not to do anything else, but to really promote the podcast. So that's like the daily thing. I'm doing Instagram daily with a call to action, and then weekly with the podcast long form content. Because my whole gripe with this is if I think people are vastly in the online at not influencers, I'm not talking about content creators, I'm talking about the online experts base, I think the biggest mistake you can be is just using Instagram as your primary platform. Because the way that people are going to buy

from you, if you are a teacher, is if you are on a platform where they're actually fucking learning, and I'm sorry, and I know there's a polarity response. I know there's exceptions to the norm. But the exception proves the rule is that the majority of people that are on Instagram are not, they're saying, I've got my learning cap on, I'm ready to leave today. It's 30 seconds of mind numbing, like distractions and then swipe next swipe next swipe next, and even me as a business owner and with a growth mindset who loves to learn. I don't want to hear people's like teaching like marketing latest or I go on board, I want something that's going to entertain me.

**K** Kathrin Zenkina 42:33

It's so true. I go on social media to be entertained nowadays. Yes, and I got to learn we

**J** James Wedmore 42:39

have, I would only have two types of content on Instagram, which is teasers that would get people excited to go to your podcast platform and entertaining content for your market. If you go and look at my stuff 90% of my content on there is entertainment for entrepreneurs. Like I did a post by saying like the latest studies reveal that there's a direct correlation with the amount of tabs that you have open on your computer and the level of IQ you have, and then it's like it pauses, it says is what I tell everyone when they asked me why I have so many tabs open on my computer, and people think that's hilarious because I am just hilarious, and that's the kind of content that's on there, and people like this guy gets me It's funny, but they're not learning from that, and then I've literally had people say yeah, I'm ready to learn today. Let's go learn something new, let's grow and they go and grab their podcast, and so I The point is, is there is a flow to a sale. If you want to sell a digital product digital product is most scalable is most profitable is most fulfilling business model on the planet. Come at me prove me wrong with that. Obviously, you have to want to help people in order for it to be fulfilling. But that's that's where it's at. But a digital product does not sell itself. So you can't just put it on Amazon with a or your website with a product image and an add to cart. I don't know if you ever did that when you got started. But it doesn't work, right. It's an iPhone case. It's not like a little kitchen wizard widget or a little like bathroom functional thing

**K** Kathrin Zenkina 44:05

that you're it's not something you put in Tiktok shop. No, no, no, because

**J** James Wedmore 44:09

no one's gonna buy that because no one wants that. Right. They want what it will do for them and they have to be in a place to do the work. So there's actually a buyer sequence that has to take place is a big part of our teaching is you know you're not this no one that is going to get this reference but you're not Kevin Costner does not feel the dreams if you build it, they will not come. If one person gets that reference. Come be my friend. Send a DM Yeah, send me a DM please. Welcome they did not come when I built it. I had to learn how to actually market and sell it and there's an entire sequence I'd have to find them too. Yeah, exactly, and so I we have to have that sequence, and so nurturing a lead to become a sale happens through teaching

happens through the type of content that goes I'm learning I'm getting value and I'm getting closer to wanting to work with you. So that is very hard to do consistent. only at the numbers that we could see on Instagram. So I want them on my podcast, I'm going to launch my beta in 90 days, the beta is a type of offer that basically says I'm teaching this one specific thing to 10 people, and for the first time live over eight weeks, here's the price that works. So and it's this is how our students are finally launching their businesses and getting into business, getting paid, getting paid, and then creating the product, and then having people go through it in real time, that are real testimonials at the end, and I would be if I couldn't do that, in 90 days, I don't deserve to be doing this anymore, and I should just shut up, I will do that in 90 days, I will fill that beta, and then phase two is that it's actually becomes really simple. It's a process of rinse and repeat. Yeah, and that gets us into a whole thing. But it's like, do it again, do it again, do it again. Yeah, bigger and better monetize,

K

Kathrin Zenkina 45:50

before you make it so motivating. First of all, because now you have a fire under your ass, you literally have your house money, you have to paid you for this, it's like go up and do it all the limiting beliefs, all the fears, like you're gonna have to figure out how to deal with them. Finally, like, you're gonna have to address that once and for all because you got to deliver. So do

J

James Wedmore 46:09

I'm such a, like, I'm such a pain in the ass coach. I'm like the worst. Because what we did, and like, the way we deliver everything is is this metaphor of this stroke of genius stroke of genius, I had this huge, massive insight of building my own business, like a Lego instruction manual. So if you've ever played with Legos, it's step by step, and you will, as Ryan gets, oh, I know, you will have a house full of like, and I'm gonna step on all of that, and I'm probably going to be the one buying half of them probably stuffing on all of them. You're gonna wear shoes now, but they're step by step, and so when you start putting the step by step into your own business, you have more structure, more structure in your business and more freedom in your life, and what I created with my program is instead of just a bunch of training videos, it's that step by step instruction manuals. So there's a step by step instruction manual for how to run the monetize before you make it. I mean, it is foolproof step by step like you follow that, and if you can read, if you can follow simple directions, like you're in business, and there will still be people because all of our fears come up, all of our impostor syndrome comes up. So like, we'll find a way to not do it. Yeah, people will find a way to not follow the instructions, or sabotage the instructions or themselves, even though it's like step one, add this button here and type in this sentence and click that link. You know what I mean? And that's just how we're wired. It's really funny.

K

Kathrin Zenkina 47:31

I tell people all the time that if you want to, like get the greatest personal development masterclass, you could ever get started a business. So become a parent and start a business. I feel like those two things I've never had to face more. Yeah, god damn fears on like a monthly, weekly daily basis.

**J** James Wedmore 47:48  
Those are the those are the big three and get married, and get married, have kids or run a business, and if you're doing all three of those, which I am not, then you are just an impressive human.

**K** Kathrin Zenkina 47:59  
You should be really proud to Thank you, James,

**J** James Wedmore 48:01  
you are doing all three. I am doing very well.

**K** Kathrin Zenkina 48:05  
Thank you. Yeah, thank you.

**J** James Wedmore 48:06  
I really we've all watched you do all three of us. We watched you start a business online. Yeah, we watched you fall in love to be watched you get married, and have a son and have a baby and continue growing events, and it's, it's hard, and you we wouldn't have it any other way. Yeah, absolutely. That's what we're here for.

**K** Kathrin Zenkina 48:26  
Okay, let's say you can only choose one email list podcast or social media.

**J** James Wedmore 48:33  
Email List email. Yeah, without a doubt. I agree. I would never tell anyone to just choose one though. So just so we're clear, don't

**K** Kathrin Zenkina 48:41  
worry. I just wanted to see where it is in the hierarchy. Okay, for the people

**J** James Wedmore 48:46  
who would be email, podcast social,

**K****Kathrin Zenkina 48:48**

would you say for the people who hate social media? To have a podcast? Like there's some people who are just so resistant to being on social media, they don't want to take pictures and videos or whatever? Like, would it work for those people to just have a podcast and an email list? Because it can be successful? Yeah, absolutely.

**J****James Wedmore 49:05**

I mean, you want to look at it like this. First of all, I hate social media. You know, I hate social media. But you know, what I love is I love creating content. I love I've always loved making videos. So that's not social media, because I was making videos when I was 12. There was no social media there, and I was That's why I went to film school. So I love creating content. So I think people have a view of social media, and it gets to be more of how you want it to be. I really don't like I'm dead serious. I hate social media. I think there's so much toxicity, so much nastiness on it. I do not like going on there. I don't like anything about it. I also know that I love making videos. I love creating great content, and I don't know We care who sees it doesn't like it, whatever, I have no problem with that I, it's like, oh, I'm proud I made that I enjoyed the process of making it, and I put it out there. So I think if anyone's going to choose to be an online expert, and go in this direction, you can always do it any way you want to do it, and that's the most important. That's why we call it business by design. But you also want to be like, Well, how many opportunities do you want to leave on the table? And what I do love about social media for a business, is that you get found you get discovered by new people that wouldn't have found you other ways, you know, and I, I love that. So, but I hate social media. Yeah, you don't. I mean,

**K****Kathrin Zenkina 50:47**

I would agree. I don't love social media, but I love the people I connect with. Yeah, and unfortunately, I have to sift through the people that are just sending me hate messages in order to get to the other people who you know, love my work, and I love them. But it makes it so worth it. Like when I do have those genuine connections. and I know that I am transforming people's lives and people love that they have a place to connect with me like as a human about my work. It just makes it all worth it. But yeah, I totally agree with you. There's,

**J****James Wedmore 51:16**

I mean, just a little random thing is like, you want to get on a site where you're like, I want to stay in touch with my friends. So I'm going to follow them and all that, and then you go on the next day, and it's everything in your feet is anything but your friends. Yeah, and you're like, I didn't ask for this. Yeah, that was like, I don't want this. Like I want to see what Where's Kathrin had on her trip right now? Yeah. How's she doing? And yeah, I don't know. Well, obviously, I see your stuff because your big name and you know what you're doing? But if it's just like my friend

like, I don't see, I never see that stuff. Yeah, yeah, and, you know, that's just always such a bummer. So the algorithm, you know, I love that thing is like, use social media, but just don't let it use you.

**K** Kathrin Zenkina 51:56

Yeah, it's a tool. It's like anything, money is a tool, fame is a tool. Social media is a tool. A business is a tool. It's all a bunch of tools, and you got to it's not the tool that's making the decisions. It's the human behind the tool, the holder of the tool. How much where do you balance? Like, how much to give away for free? This is, this is the most salient dollar question. It is the million dollar I need to know because the people need to know. But like, just to give you some context, like for the person or for for the example where James is restarting his business? Yeah. So you're going and creating a podcast and you're creating super niche content. So what are you talking about and sharing in the podcast? versus what is going into the course that you're selling?

**J** James Wedmore 52:36

This is the most like, this is the most common question, and I answer it inside my paid programs have laid this out. It's hilarious. That is more funny

**K** Kathrin Zenkina 52:48

sign up via Kathrin to get her bonuses. Like I think he just answered

**J** James Wedmore 52:52

the question by not answering it. In a weird way. That was like a double entendre you kind of answer. Okay, it's got we could do a whole hour just on this. So I have to like, really, you know, keep it short? Yeah.

**K** Kathrin Zenkina 53:07

We have a lot to get through. We have a lot to

**J** James Wedmore 53:09

get through. So but I'm glad someone's asking that. I'm gonna give I'm just gonna give some rapid fire bullets on this. Okay. There's a there's a very simple adage, that is teach the what deliver the how, and that is. That is, there's a lot of truth and power to that teach the what I literally

**K** Kathrin Zenkina 53:26



KATHRIN ZENKINA 53:26

have your voice repeat that to me. Every time I go into creating content,



JAMES WEDMORE 53:30

it's also teach the what and teach the why the why, yeah, and then because if they don't know the what and the why they won't, they won't listen to the how anyway, they don't care. I won't do the how, if you don't know the what and the why. So you got to start with the what and the why, and that's that's the first piece. The second piece, I'll say is that the market matters, and if you are in a competitive marketplace, it's like I said before, when someone said what do you attribute your success, your competitive advantage is providing more value for free upfront than anybody else, and it's like embarrassingly simple for me that I will just help people more like people join one of our free mini courses called your first 100 liens, and the number one thing people are saying is, I got more value, traction and results from this free mini course than \$2,000 marketing courses I've got and well that's what I want for people because I also operate from a life philosophy of spiritual philosophy is you get what you give. So if my focus is not, I mean, look, we can just end the episode after this because this is all that matters, is stop focusing on what you're going to gain yet and make the attention on am I giving? Am I making a difference? Am I actually helping not everybody because you can't help everybody because everyone's different. Yeah, the person that I'm here to help, then if you're doing that had successfully like, is this working? Is this helping? Then it's always going to come back. Always, always, always, and my thing is, is like, if it stops helping, I'll stop doing it. The moment it stops help, okay, this isn't helping anymore. Okay, great, I'll change it, or I'll do something different, and that's, you know, that's what I focus on, and then the last thing I'll say here, and this gets into a whole nother thing that I love to geek out, but we won't, is this is I started saying this in 20. I feel like that person that's like, the canary in the mineshaft, I'm just like telling people this in 2017, it's on record, I went on stage at a Kajabi event with 2000 people in the room, and I started saying this, and I was like, people aren't listening to this, and I said, if you want to thrive in this space moving, and you're gonna know exactly what I'm talking about when I say it, because when you started doing this, you're the only one doing it. Now you have a lot of little and it's okay, it's like manifestation little copycats, whatever, that's fine. It's great. It's not a it's not an issue. But we can we need to hold this is where like, you balance the masculine and the feminine, the, the Woo and the business is that we want to sit there and operate from a place of saying, abundance. So somebody else doing something similar in the same market doesn't mean I don't get to do what I am here to do, and there's truth, but then you would be ignorant to say that there's no such thing as competition. Okay, there is absolutely there's competition. If you're saying competition doesn't exist, then you are looking at your prospect and consumer and saying they don't have any choices. But you and that is the most ignorant thing to say, of course, they have choices. Your people that come and work with you had options, and they chose you over somebody else. That's just a fact. They could have gone and worked with somebody else. But they chose you. So when we balance those two together, when we're in a beautiful place, we're not Oh, no, I'm having a bad week because someone else is doing something like me. But we're also not getting lazy. and ignoring the fact that someone else could be Wayne, why Kathrin or somebody else? Right? Yeah, and so what I went on stage and I said is I said if you want to be the next generation of these online experts, these thought leaders, you must in what you offer, because one of my things I love to obsess with is crafting irresistible offers. It's like, it's my favorite thing. You must be willing to transcend content. Go beyond content with what you deliver, and you know what I mean by that, right? Like when someone works with you in your programs. We're not just sitting there going, Okay, I'm reading a book or watching a video, and it's just talking, talking, talking, talking, talking. It's

the people that are successful today have created something that goes beyond just and it makes the question, this is why I'm saying this, it makes the question you asked null and void. Because if the question is What content do I gate keep? And What content do I give away? You have missed the \$10 million question, which is, how do I create something that goes beyond content? How to content teaching content? How do I go beyond teaching? Information is the transference of knowledge from my brain to your brain, and it's only one form of value distribution. When you've seen this, you go do a retreat you do in an experience, you do exercises, processes, journaling, meditations, and all of a sudden, we're creating an experience in a world that's so true, that creates this environment for transformation to occur. Yeah, that's what people want today. That's what they're looking for, and when you create that yourself, you first of all, you've created something completely irresistible, and number two, you create something that doesn't matter. It might do I give this part for free? Or do I do the whole thing is an experience. Anytime you've gone to a retreat or an event or whatever, none of that could have been copied and paste and delivered in the same way on an Instagram video or a podcast?

K

Kathrin Zenkina 59:09

Hell no, no, you're so right. Like on my podcast, I'm not putting the transformational meditation or hypnosis and like you said,

J

James Wedmore 59:19

the shares and wins that your that your people go through every week as we as a community. Yeah, crack ourselves open and discover something and then what I tell our students is like you got to share your breakthroughs because you're when is everyone's when your breakthrough becomes everyone's breakthrough because we're going through this together. Yeah, and I discover my blind spots and I'd say that said this to Kathrin before we start I was like, thank you for what you've shared with me about some of the things that you've gone through because I was like that hit me like a ton of bricks. I was like, I'm doing the same thing and it's like, that's no man. No woman is an island like we learn through each other where each other's mirrors and teachers, and it's like anybody who starts looking at what if I craft something that is not just a bunch of videos that someone could Google and that is just the most why why would I buy this? I could just Google it. It's like, why don't you create something that you can't google? Oh, ooh, and that's, that's what I'm getting at.

K

Kathrin Zenkina 1:00:12

So good. Okay. We're still, we're still like

J

James Wedmore 1:00:16

three out of 100, and I'm sorry, no, no, we're good. We're good. You want quality or quantity? This

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Kathrin Zenkina 1:00:21

is definitely gonna be a two parter. We'll just we'll just put it that way. Going off of like, you're still brand new. Okay. Just just that mindset. Yeah, our ads necessary, or only later on? Are they not at all right? Or are they in the beginning? Or like, where would you start advertising?

J

James Wedmore 1:00:39

Yeah. I always hate this question. Because I feel like perfect married with no, I mean, yes, it's Can you like any of my questions? Listen, I hate that someone is asking this question. Because it makes it sounds like you're trying to find a glimmer of hope that I don't have to use That's right. Like, can someone please tell me you don't have to use that, and I don't, I'm not going to reinforce that. Here's what I'm going to say. When it's life, and it's business, anything that you want requires giving something? Okay, that's just the way it is. In business, we are giving two resources one of two, time and energy or money. Okay. So when someone comes to me and says, like, is it possible to do this without ads? In that regard? They're basically saying, Is it okay, if I just continue to give all my time and energy in, and then I can just hold on to money? And I go, why? Why would you build something where the only way that you get what you want is when you have to give more of you, when you and your time and your energy is more valuable than a replace replenishable incidence supply called money, and what I want to do is invite people to give both to say, and to ROI on both to pour in your time, your heart, your love and your energy into something and use money as a tool to make even more and that's a whole nother conversation. So do you have to know but you have to give something, you must give something, and so if you're unwilling to give money, you better be willing to give your time you better be willing to put in the time. Yeah, and it's those that are unwilling to do either, that lose and I'm going to go on a side tangent, I'm so sorry. Jen did an exercise my my beautiful Jenny, at one of our events, and it's such a fascinating little, just a five second exercise, she asked a room of 200 entrepreneurs, and I said we're gonna we're gonna play a scenario here. It said you're gonna play basketball against and she gave like one of the greats like Michael Jordan, and, and she goes, you're gonna play against him? And if you win, you get \$100,000, who would volunteer? How many people do you think put their hands up? No one, go, oh, but you're LeBron James. All the hands go up? Because look, how many of you only say yes to something if you think it's a guarantee you're going to win? And how much of us are doing that in life? How much of us are doing that with our business? Like, I'm only going to go all in? Or do this, if it's a guarantee, I win, and so how much of that question is still derived from the fear of, of or lack of faith, which fear is faith in what I don't want. So we believe that it won't work. Because if you knew it would work, you would, you would not hesitate to put the time and the money in because you know, at work. It's a form of fear. If you knew your if you knew not you love the sentiment and you're always going to say Thanks for the reminder on Instagram, when someone says Your success is inevitable. You're gonna say I already know that it's in me, I know it. It's a matter of time, and I have a segment on my podcast where we share the wins from our, our students or business by design students. Yeah, and people ask me, What's the most what is the most common thing that they share? Universally? And it's the most it's so apparent, it's embarrassing. They all use one word, and it's the word no, or knew. I knew it was gonna I just knew I just had this knowing, and that is that is the prerequisite. I mean, whoever gave an acceptance speech, accomplish something and said, like, Yeah, you don't really need to believe in yourself. That's overrated. Don't believe in yourself, doubt your golf, worry your way to the top. I mean, it's like it's so simple, that success and truth hides itself in plain sight. So how much of that question of do I need to is is actually still coming from a lack of faith? If if

someone told you put in the time and put in the money and what you will get back will will pay dividends and you will have your best business like you wouldn't have if you believe so you don't believe it?

K

Kathrin Zenkina 1:04:45

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