

#131: Turning Your Skills into a Business with Esti Berlin



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With Your Host

Debbie Sassen

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You're listening to *The Jewish Entrepreneur Podcast* with Debbie Sassen, Episode 131.

If you want to make six- or multiple six-figures this year, in 2024, then my group coaching program, Wired for Wealth, is just for you. Wired for Wealth is my lifetime access coaching program designed for coaches, creatives, and service providers who want to create consistent \$5K, \$10K and \$15,000 income months with a small audience.

Wired for Wealth is the only group program that includes live weekly group coaching calls, business strategy, and income-based curriculum, copywriting, editing, feedback, money mindset, and so much more, to walk you into a six- and multi-six-figure business that will take care of your family.

We will support you through all of the challenges, difficult decisions and growth that come with growing a six-figure business in this industry. I have walked several clients into their first \$50K, \$100K, \$200K, and \$500,000 years using our Wired for Wealth method.

I will be sharing all of the details inside of my free masterclass “Five Pricing Myths You Need to Bust to Make More Money and Keep It”, happening on June 6th. You can go to my website, DebbieSassen.com/wealth, to get all of the details.

The investment to join this lifetime group coaching program, where you get unlimited live weekly coaching for life, is \$555 for 12 months. Or \$6,000 pay in full. VAT applies to residents of Israel. I will see you inside Wired for Wealth on June 6th.

Welcome to *The Jewish Entrepreneur Podcast*. I'm your host, Debbie Sassen. I went from being a financial adviser, author and chronic under earner to building my business to six figures as a financial planner and money mindset coach. And then, on to multiple six figures as a fulltime money and business coach.

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I help entrepreneurs create money-making businesses and build wealth, using sales and money mindset strategies in alignment with authentic Jewish values. Now, let's dive into today's show.

Well, hello my friends, and welcome back to the podcast. I am so excited. Today, I am going to introduce you to my client, Esti Berlin. Esti's a Master Coach with certification from the Dina Friedman Academy, as well as an energy practitioner.

Esti helps women, men, and children, heal from persisting physical conditions. With her unique combination and approach of both energy healing and coaching, Esti helps her clients painlessly get rid of pain, so they can start living life unhindered, with more freedom, love and joy, and learn how to handle anything that comes their way.

We had such a deep conversation, Esti and I, about her experience in Wired for Wealth. Esti joined the program in 2023, in September. It was right before the Jewish holidays, before Rosh Hashanah and Yom Kippur Sukkot. And then we all know what happened right after Sukkot, October 7th, with the war in Gaza. Esti didn't let that stop her.

She is a mother of many; six kids, including twins. And she was very focused on getting her business off the ground. We talk about her experience, on this podcast, both as an employee and then also doing some coaching in her business.

But it wasn't until she joined Wired for Wealth that really Esti made the commitment to grow her business from just a little bit of an income to the consistent four-figure months that she's making now, at last check. That was a while ago, that I recorded this podcast. She was making \$6,000/month, and she was very open about sharing that.

She takes action and she moves quickly. She evaluates what's going on in her business, which are traits that are the hallmarks of successful business owners. She is also open to feedback. Esti doesn't know that I'm saying these things, because I'm recording this introduction after our interview. But

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I have so much respect for her, for really taking the coaching. She likes to go fast, she'll admit that. I have to slow her down.

And I think that happens with a lot of high-achieving women and ambitious women, we just want to move fast. And we have so much to do, we have so much to accomplish in life, and Esti is one of the women like that, just by creating her own unique energy healing modality, and bringing it together with coaching.

You're going to hear her passion for her business and the work she does when we have this interview. So, thank you very much for joining me. And now, let's open the floor and have Esti join us.

Debbie Sassen: Welcome, Esti.

Esti Berlin: Hi, thank you for giving me this opportunity to be here.

Debbie: I'm so happy to have you on the podcast. You are such an example of someone who really has a desire to grow her business, help people, really with all of your heart. And since we've been working together for the last, what is it? Eight, nine months already, you have really taken a lot of leadership and growing your business.

So, why don't you tell my listeners all about you, your business, and how you got to becoming an energy healer and mastery coach. What was the beginning?

Esti: I actually started with my journey, with chronic pain. I went on a journey of inner work and partial energy work. I explored a lot, a lot of different ways, everything that everybody knows about; diets, natural ways, medical ways. Eventually, I had a little bit of everything; everyone's health and me. And eventually, I reached a point of healing.

At that point, I started actually helping people, others. I realized that there was something, I needed some skills to be able to do that. And that's when I decided to become a coach. And then, I went from there.

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Debbie: Are you willing to elaborate a little bit on the pain that you were experiencing, so that people can... If that speaks to them.

Esti: I'll give you a bit of background. I currently have six kids. I had twins that are number four and five. Shortly after that was when my pain started. They're close in age, my first five. We had five little kids. I was young. I was working almost... not full time, but almost full time.

And then, I got hit with this pain, which I got a medical diagnosis for; they changed their minds back and forth. I had to live with this while taking care of a family. And it was, I'm going to say, debilitating. It took over my life. It affected every single area of my life. I was living this life where I couldn't even think. It just totally overtook every area; my marriage, my kids.

I was doing bookkeeping, and I was flexible, but I would get an attack and I would just run out and disappear off the face of the earth, wherever I was with my kids, or... For a year and a half. I'm going to say that COVID happened in the middle. And that, for sure, made it worse. I had twins. And then, I had COVID. When they were five months old, we got locked up. I had to do that all myself.

It was, obviously, a buildup of natural... Whatever happened to me, obviously, HaShem wanted it like that. And now, looking back, each step I needed to push me to my next level. Because I would have stayed where I was then.

At this point, I learned so much about the physical body and the connection between the mind and body and spirit. And that's when I was very, very... How do I say it? Astray. I had these stomach pains, I went to the doctor, I got medication, I took the medication, and nothing worked. It never would have occurred to me to actually even do anything "weird" energy work, even the emotional part I was exposed to.

but I literally went to every GI, every doctor. Not every, I shouldn't say that, I went to one. And then, I went to a top, top one, and I traveled far. Literally nothing worked. I was on medications. And at a certain point, the doctor

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even told me, “I don't even know that your pain is connected to what I'm medicating you for.” And when he said that, I was like, “Okay, I'm not doing this anymore. There has to be another way.”

That's when I tried diets and supplements, which actually worked for me. But it basically took over my life in a different way. So, what happened, was I wasn't suffering from pain anymore but then I had no time to be a mother or wife because I was busy cooking for myself. And at a certain point I was taking 17 pills, three times a day. I mean, it literally overtook my life.

I said, “HaShem doesn't want this for me. This is not working. There has to be another way.” And that's when I said, “I knew that there was a connection between emotions and the physical wellbeing, and the mind and the body.”

I'm going to say, also, I tried Sarno. Anyone who's familiar with Sarno... It works for me, also for a short time. Until I said, “Wait, if my... Are you familiar with Sarno, Debbie?”

Debbie: Yes. So, Dr. Sarno, for any of my listeners who aren't familiar with his techniques.

Esti: So, it was very interesting because it worked for me, and after a month I was like, the concept is that you should rule your body as opposed to letting your body rule you. I guess, if I want to say it in one line. At a certain point, I was like, “Hey, this was very interesting.” As soon as I had that niggling, “I wonder what that pain was?” Even though, yes, I know it's not real and I could overcome it, there was like a little bit of, “I wonder what it was? What the message was? There has to be a reason for it.”

Debbie: I have to say, it reminds me of the Pesach. If you get a little opening, like the eye of a needle, then you can let all of this energy... All of a sudden, you have this awareness. I might call it curiosity. That there was this crack in the solid wall, and then you would explore it.

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Esti: And after that the pain came back. I wanted to know what the message was, so it came back so that I could have a new experience to learn about what the message was, as opposed to just getting rid of the pain. And then, I tried Sarno again. But once I had that little crack in it, wondering what the message was, it wasn't working for me anymore.

So, that's when I went full head in and really did intense work on emotional work, and I got exposed to energy. I won't say it was like a big combination; I read up, I learned a lot about energy myself to understand what was going on, and I got much more in tune with what's happening in my body. At a certain point... It was a slow process, it wasn't as if it was totally done, I had flare ups.

At a certain point, I watched. The flare ups would last for shorter; they would be further spaced apart. And at a certain point, I could say that the stress was a big factor. And that at times of stress, for example, yontif, I always was in pain. I would go... Wherever I was, everybody knew I was sitting doubled over in pain.

I watched how it got less and less, until I reached the yontif. I think it was two years ago, maybe it was more, two and a half years ago. And I was like, "Hey, I could go through yontif without being in pain. I am done."

Debbie: I love your story. We're just going to skip over your trainings and everything, that's all on the show notes. People can take a look at exactly who you are and what you do, and your certifications. How do you now work with clients in your business?

Esti: I do a combination of energy work and coaching. That usually won't last in adults, especially. In children it sometimes does, because children are more clean and have less learned behaviors and less stuff going on. So, what I do energetically sometimes will last with kids. I'm going to focus on the adults now, though.

But with adults, what I do is, we release any blockages in the energetic system. And through coaching, I help my clients uncover what's causing

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them to incur blockages, what's at the root of the emotions that are causing them to tighten and then get the blockages, as well as helping my clients process their emotions so that they can let them through and it doesn't then incur a blockage in their system energetically.

The physical symptoms dissipate within a very short time, like a week or two. After that, they learn the tools that they can do it themselves, so that they can then take it long term. I actually teach people how to do the energy work themselves as part of the process.

Debbie: That's really a fabulous way... When you give people the power, through your teachings, to help them heal themselves. That's really an amazing accomplishment. And I'm sure if they have long-term goals...

Esti: The goal is that they can learn. Everyone can recognize what happens, the natural process, and then, once you have that recognition and awareness then to be able to master anything. And that's when I say that you can learn how to handle anything. That is the goal. The goal is that you can be self-sufficient, to be able to handle whatever stress, whatever emotions come up.

They can be intense. The stress can't be avoided. There are certain things in life that are going to be stressful, and what I teach them is how to handle the stress, without having physical symptoms. I believe very strongly that it's possible for everybody. That's, in a nutshell, how I help my clients.

Debbie: Amazing. Absolutely amazing. So, let's talk about... Because you were able to take your experience and heal yourself, and then you transferred that skill. Also, you did some learning and certifications, etc. And at some point you decided, "I have this gift. I have this wisdom, this chokhmah that G-d gave me," and you decided to build a business.

Which is different from helping people heal, because now it's a whole new skill set that you never learned before. Most of us don't know how to build businesses, other than maybe a babysitting business or being a mommy's helper when we're going out, or you go to work for somebody as a

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bookkeeper. But let's talk about now your journey as a business owner. Where were you when we started working together last September?

Esti: When we started working together I was doing healing. Like you just told me, whatever gifts I do have... And I honestly thought that's all it will take. I still am shocked when I think about what happens. I was never aware of that. I was aware that you need certain skills, but I wasn't aware of the magnitude of what I needed in order to take my skills and turn it into a business that can support me.

My husband actually is learning full time. I live in Lakewood, my husband's learning in [inaudible] full time, and I support my family. What I did very badly want, and I had to make this decision before I jumped into signing up for Wired for Wealth was... I was doing healing. I had the awareness that this is not... I was doing healing already for, I don't know, two years, or whatever that was. And I saw that wasn't really turning into a business by itself, I guess I want to say.

And I was like, "Okay, there are some skills here that I'm going to need. It's not going to just be healing. There's going to have to be..." The healing was going good, and all the coaching, the energy work, that I was doing was all fine. What I was missing was the skills to turn it into a business.

Debbie: What kind of skills would you say that you were missing?

Esti: There was a lot of money management that I was missing.

Debbie: You've done a lot, maybe you'll tell us about that a little bit?

Esti: Yeah.

Debbie: You've taken some bold moves with money, that a lot of entrepreneurs are afraid to take.

Esti: I thought you were going to say that I had experience. The interesting part was, I'm going to say it right now, that I actually had experience running other people's businesses. I thought I could take my healing skills

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and use the skills that I learned being, whatever you call them, executive assistant, bookkeeper or whatever, and all-around to somebody who has his own business.

No, I actually wasn't running the business, I was just being the assistant. The money management helped me.... I was coming from a place where I had a lot of ideas, and I am persistent, and I am very goal oriented. But the actual knowledge was just not there. I had no clue how I should be doing this. So, that was a big thing that I was missing. One of the skills I was missing was money management.

Another skill that I was missing was, I guess, the marketing concepts. I'm not sure if it was marketing concepts, because I had a little bit of it. But it was tying it into myself and actually turning it into something that works for my people. So, there was a lot over there that I learned, in terms of getting my messaging correct.

Debbie: We're still working on it, but we all evolve over time.

Esti: I'm going to say that thought I knew my messaging, and I thought I knew that it was correct. There was so much that I wasn't even aware of. I was even sure that I was good in that area, like my messaging was good, I was talking to my people. So, it's fascinating how when I signed up there was so much more that I became aware of that I needed, which I wasn't aware of.

Honestly, I realized, also, how it served in the healing capacity as well. In that it gave me an awareness of how there was a certain disconnect that I had, which I wasn't aware of as I was fine tuning my messaging. Really getting that connection to others, people who were interested in my work. And it helped me get a new way of thinking, in terms of... The skills that you taught actually helped me, gave me a new dimension to understanding people. That was something that was very valuable to me. Obviously, in my work there's a lot of connecting to people. And that was just something that was very nice and valuable.

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Debbie: I'm just going to sing your praises, because you're talking about marketing, and you're talking about messaging, and something that many entrepreneurs lack in their business, especially in the earlier stages, but even people in the later stages of their business, they lack an email list.

Not everybody has to have an email list, or doesn't have to have one established straightaway. But as your business grows, and as you expand beyond the three mile radius of the people in your community that you see... and even those people, because how often do we really see them?

It gives you an opportunity to invite people into your space, into your orbit, and share wisdom with them on a weekly basis, or value with them on a weekly basis or every two weeks, whatever your pace is, whatever works for you. You were very quick to adopt that and be like, "Okay, I'm going to send out an email."

You shared in our Slack channel the emails that you were going to send out, and you were very open to feedback. Not everybody's open to feedback. Also, you trust your wisdom and your judgment. So, even if I share something and you see it, you get it, you're like, "But still, I'm going to do it my way." I think that's also to your credit.

Because your intuition. You trust your intuition, and you're willing to go with it. We each build businesses that reflect who we are in our personality. And if I say something that might be bolder, stronger words, more audacious, more direct, your approach might be a little bit softer.

More like dealing with people on the energetic level, or the level that we can't see, the intangible level. You're like, "No, but this is the way I do it. This feels comfortable for me," and you go with it, and it works. So, I think that that's very much to your credit.

Esti: I know that I have the intuition. And that actually is what I do. That's my, I should say, biggest skill in the coaching and energetic process. That I use my intuition very strongly, and that serves me. But I had to learn that

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my intuition also serves me in the technical part, in the messaging and with the emails, and even the money part, the money management.

It's a work in progress to let that fall into place. But yeah, thanks for being that person, that I could test my intuition on. When I signed up, actually, one of the main things was, I know that I have my intuition, and I know that I could trust it. I've done things.

I've actually opened up a few businesses in the past, and they all closed because I don't really have the rules, the knowledge, of how to run a business. It was always my intuition. I said, "Imagine I can have somebody that I can ask, just to get that confirmation, just to get the rules." And now, when I post, ... when you said that I am willing to post emails in Slack... that's exactly what I need, I need that feedback.

Tell me. Tell me what's... I need it from somebody who knows, not from my intuition, who really is coming from just observing the world around me. That's super, super valuable. The fact that I could post seven emails and not even send one of them out, and you're still commenting on them. I'm still, like, each one I'm learning from.

I also am very goal oriented, in that every interaction I'm going to take something and learn from it. So, even if I don't send it out, I'm setting my intention before I send this. I need to figure out whatever I need to learn from this specific email, and then I take out from that. There's a lot there, a lot of value to the feedback, and the rules, the knowledge that you're giving me, in terms of the marketing. Which there's no other way to get it.

I mean, I can be as intuitive as I want, and if you don't have access to the knowledge then my intuition can't access it ever. So, there's that exposure to the knowledge of what it takes to run a business.

For me, that was also... I don't know, I'm not going to weigh in and say which one's more and which one's not, but for me, your, I don't even know what it is... It's not just your course that you have on the money healing, it was the whole holistic approach, I guess, to running a business. To see the

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fact that my relationship with money is a whole different relationship than when I started in September.

And, honestly, I love to say that, if I would have had a healthy relationship with money when I started, I probably would have never signed up. I probably wouldn't have my business. And the reason why I needed to have that unhealthy relationship was probably, so that I could fulfill my mission in this world. And, that's where I am now.

But the point was, that within, I don't know, what? Three months? I went from point A to point... I don't know, almost till the end. And that feeling was just so freeing. Because I guess it's the holistic approach that you have too. I'm going to be very honest; I've read up so much on marketing. I took a course on marketing. I had a little bit of the rules, but there was some disconnect.

And I think the holistic approach, with the healing, together with the rules, and you how you take each person and you're directing. The rules are not across the board. You're not going to tell me the same thing as you tell somebody else. It's based on my whole package, and my whole deal, and my experience and my path and my specific business.

That's where I gained. I think a lot of my growth happened from there, not just the actual technical part of the business; the rules and the knowledge and the actual how to run a business. In order for that to actually manifest into something successful, there was a lot of healing, and beliefs that I needed changing on, and I got that also.

Debbie: Amazing. I'm going to say, to my credit... Because why not toot my own horn? Just like you're intuitive in your business, you can get to different clients and they can describe similar symptoms, your intuition will guide you. Of course, it's always with G-d's help, always, always. Our intuition is coming from above. But your intuition will guide you on how to help them heal.

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I'm like that with my clients also, that I see the package. In this group, there aren't two clients that are alike. We have two different energy healers. We have different copywriters. So, we do have some overlap. We have a few life coaches. Some who do other things besides life coaching. I actually think all life coaches... There are life coaches and energy healing, life coaching and lactation consulting, life coaching and social work.

So, we have life coaches who also have other certifications. I also have a life coaching certification. But none of us are templated. None of us are carbon copies. And I use my intuition to help guide that person on what I think her next best steps are. That's for all of us.

Just like a parent; you've got six kids. I have eight kids. You probably don't even parent your twins the same way because they're two different people, right?

Esti: I don't. They're totally different people.

Debbie: You can't just read a book. You can get a lot from books, you can get a lot from podcasts, you can get a lot from YouTube videos, or articles that you're going to Google. But when you have a leader who's been down the path... I have my own coaches. I have a business coach. I have a life coach. I have my coaches that also guide me.

That's when you make much bigger strides, because someone has their eyes on you and can give you the feedback, and their intuition from what they're seeing, from a neutral place. And believing they're really, really on your side. So, I think that was a very bold step, that you were open to seeing it.

Because some people aren't. They're like, "No, no, I'm just going to do it myself. I'm going to get an accountability buddy." Accountability buddies can be great, but it's not the same as someone who's paid to have your back. It's just different. It's a different relationship. That's what we pay doctors. I mean, I know that the Western medicine didn't work for you. But we pay...

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Esti: Don't worry. I am still for Western medicine. What happened to me after that, was just that I said, "That might not be the be all, to end all." Don't worry, I go there first for everything.

Debbie: I don't throw out the baby with the bathwater.

Esti: I like to say that there might be other options after that, if it didn't work. Don't worry, my kids are all still on antibiotics. Right now, I have three kids on antibiotics. I'm not like, "Whatever." I still try Western medicine. But yeah, that is what I do believe very strongly in having this, like I said...

What is it? That'd be three months that I started having a consistent income, which I never had before. As much as I was successfully helping people, that's what I was doing. I was helping people, but I wasn't helping myself. This is what helped me help myself.

I have a high value on my husband learning, and this is what helped me serve that value. Meaning, I have the value on me helping people, which I was doing. And then I had to have this one, also. Providing in the way that I wanted to, which wasn't really working out. I would have had to give up something. And now, I'm like, "It's possible."

Debbie: How many hours a day do you work, on average?

Esti: Maximum four. Sometimes less.

Debbie: And you have a consistent four-figure income. Which you can share how much that is, if you want to. If you don't want to, it's fine.

Esti: Currently? No, I don't mind. I'll say it very freely. Currently, it's 60; 4figure income. That's four figures? Yeah.

Debbie: Six thousand.

Esti: I don't make 60,000. But I see very soon, within the next few months, it's going to. Following the path that I've taken, I could project that it will reach, I hope, that it will reach five figures.

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Debbie: We talked about it this week. I will say that you are very goal oriented. You very much want to grow, and you want to grow quickly.

Esti: I work too hard the past two months, and now I'm taking it easier, a little bit. However, I could define that.

Debbie: I just want to say, I think it's important for all entrepreneurs, that as we're building our businesses, we don't want to rush to the next stage too quickly. You want to make sure that while you're at this income level, or while your fees are at this level, all of your clients are getting results.

Let's say, for example, that you were a... This isn't your job, this isn't your business, your field... But let's say, for example, that you were a weight loss coach. If you had a consistent 10 clients/month, you would want to make sure that all of them were losing weight, and they were doing it consistently, they were getting good results. And then you would feel secure that you could go to the next level, and you can raise your price, right?

Or you might say, if you were working with clients for six months at a time, you could see if you could have the same price and just reduce it to five months, and see if you can help them get the same results faster. Now, it's a little bit fuzzier when we're talking about energy and healing and physical symptoms. So, I didn't want to give that black and white of an example. But as you work on your craft...

Esti: Honestly, it's very hard for me, like you're saying, because it's energy. I'm also you know learning a lot as I'm working. That's what I started telling you with 'I'm focusing on the adults.' Because I did do, and I still do, just energy work for kids. I started out with adults. But also, because the effects of that is very powerful.

But like you're saying, I'm taking and engaging the results based on what's going on and fine tuning my methodology; what works and what doesn't work. And being able to serve people from more experience.

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There are a lot of factors that I need to take into account every single month. That I need to assess before I make changes or whatever, or take on more.

Debbie: So, we'll make sure that all your clients... This is just a heads up in case you didn't know. We're sharing with the world. We're going to make sure that all of your clients are getting the results that they came for. And if not, we'll keep tweaking the methodology. You'll keep tweaking the methodology. You'll keep doing your own analysis of what's happening, evaluation.

And then, as your methodology improves and gets perfected, that will give you the foundation to raising your prices and going to the next level. But also serving people at a higher level because you'll just be more experienced. So, what is your favorite part about being an entrepreneur?

Esti: My favorite part is that gives me flexibility, and actually the ability to be a mother and run my house at the same time. Because that's really what my goal is in running my business. I'll be very honest, before I actually became a coach, I was, like I said, I was doing secretarial bookkeeping work. I had what I would call the "ideal job" in terms of flexibility.

Financially, I was being paid... Well, this was before COVID. So, I was being paid a very good salary for what I was doing. I was doing what I wanted. This was my end goal. When I graduated, this is what I wanted to do. I checked all the boxes, and I was like, "Wait, this is not working."

I didn't even realize that I didn't know that I wanted to run a business. I thought I had the flexibility. I thought I was doing and giving my family the most that I could. And what happened now, for me, is that I see how much more it could give me in terms of fulfillment, self-fulfillment, in terms of the flexibility that I thought I had.

Now, I'm my own boss. So I'm not even... My boss was giving me flexibility, but there was a certain level of 'I had to answer to someone,' right? And

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now I have that ability to really, really make decisions for my family and my business, without taking anybody else into account. It's just me.

It used to be that when my child was sick, I had the ability to take them into the office with me and it was okay. But there was this view... I didn't even realize until I was done, there was this huge stress of 'it's not functional to bring a kid with you to work three days in a row.' This is not functional. It's such a stress.

I was working from that place and my kids pick up on it. My kids used to get sick... They were constantly begging to stay home from school because they're sick; she has a headache, whatever. And it's very interesting, what changed now is that I do have my hours that I can't be disturbed. But I really can make decisions about when my kids need to stay home, and I'm not taking into account the boss is going to think I'm dysfunctional for bringing my child in.

It's like, "Honey, are you really sick?" I can just make a decision based on that. That whole drama left, and my kids are so much more empowered. I'm being very honest, my kids never used to want to go to school. And now... I just actually... My daughter wants to...

I said something to her, like, "Maybe you should stay home for a little bit," and she goes, "But I really want to go." She was having to decide, does she really want to go to school? And I was like, "Wow, okay, look at this." All that power struggle just left because I'm really making decisions for my family based on what's best for us.

And sometimes there I will have to give up on things, but ultimately, for the good of that, but really it's all ultimately for my family. And this is where I'm having that ability to do that.

Debbie: What's challenging about running your own business and being an entrepreneur?

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Esti: The most challenging part is, I'm going to say, self-motivated. This is where my intuition plays in. I really, really have to get honest when I'm conveniently not doing things because it's just too hard. Or it's something that I don't want to do. Or when it's really not for my highest good or my family's highest good or whatever.

That's been a challenge for me, and I'm a work in progress. I'll get there one day. Keeping that balance of motivating myself, as well as being there for my family, and having that flexibility. Because honestly, I could not do anything for my family. I have six little kids; I could run my whole house the whole day. That works, you know what I mean.

I want to do this because I like this, and it gives me satisfaction in life. And that also serves my kids, my family. But the point is that I have to get very honest with when making the decisions about what to do and what not to do. And that's, I'm going to say, the hardest part. Because I'm not 100% clear on it yet.

Debbie: I think it's part of the growth. It's part of why I always recommend the daily work. Hint, hint. It's why I have my journal. I remind myself. I have certain things that I write every day to remind myself. Because our brains are wired to be lazy. Our brains are wired to look for the negative. To be in fear. Maybe it's not going to work, so we don't want to risk it and put ourselves out there.

When we remember that, like your intuition and your gifts for healing, didn't happen to anybody else in the world. Right now, there are 8 billion people in the world, and some of them do similar energy healing. As I said, we have another energy healer in Wired for Wealth. But you have the gift that you're here to serve the people that G-d, as I say, divinely contracted to work with you.

And if you don't show up for them, I don't know, are they going to go to somebody else? I mean, maybe. But I really believe that there is a shidduch, there's a matchmaking that G-d does between somebody who

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needs the healing and somebody who offers the healing. Of course, we're not going to let our children suffer too much.

Esti: But it's something that's a constant. That's, like you said, part of the growth. I feel like that's where the growth is, in that balance and figuring that out, and making the decisions around who you're serving. Ultimately, it's all for what my mission in life is, and that is the growth that's going to happen, that I need to go through and figure out in order to get there. But that's the work. That's the process.

Debbie: So, let's just close up this this interview. First of all, I will put in the show notes where people can get in touch with Esti Berlin, if they're interested in energy healing. You do remote healing. You do coaching over Zoom, so we'll make sure that your contacts are...

Esti: I'm switching, actually, over to phone. I only do it over the phone. We work better, I work better intuitively when there's nothing in front of me. I do energy over the phone. I do energy healing remotely.

Debbie: So, we'll make sure that people know how to contact you. I just want to close out this interview with you on new thoughts about money that you have had in the last 6-9 months, that are really helping you in your trajectory going forward over the next year? Things that you're thinking about, that you're recognizing, that you're noticing about money that are changing your relationship for the future.

Esti: The first thing that comes to mind is that money is not the be all to end all. I used to think, "If only I had a consistent income. If only I had whatever, if I only I had all that, then I would be good." And I did understand the whole emotional process, but I still didn't believe it. So, that thought, that fear of having a slow month, or not having enough, is not there.

That serves my business like beyond... I mean, that's where the growth for me happens, when I don't have that fear. That's huge. And that was a big... That's a huge thing for me. The money and the business are not necessarily connected. Let's go like that. Does that make sense?

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Debbie: It does. So, you're going to have to tell me a little bit more about that, maybe another time. Because our businesses, not maybe us, but I always say, "The job of the business is to make money." Now we make the money through the service. But if your business isn't profitable, then your business is going to close down. Even a nonprofit needs to have money coming in, in order to be able to give out money, give out donations, to the people that the nonprofit is here to serve.

Esti: Right. The business needs to make money in order to be successful. But I don't need the business to be successful, to feel good. I don't need the money to be successful. The business needs to be successful. I'm doing what I need. It's like a separate thing. I don't know, in my brain it became separate.

Debbie: Yeah, you don't need it to be a personal validation

Esti: If the business is not making the money, it doesn't mean that... I'm disconnecting and depersonalizing it, I guess. It's like there's no drama anymore, because I'm not personalizing it. But that's what I'm going to say, is that I have to stay there and keep that there.

And I'm going to say that the EFT that you exposed me to, which I knew about and I've used before in the past, but in terms of money I never did it. Even though, I think I have... I don't know, but something shifted majorly. But that really, really gave me... It became part of my daily routine. And that's how I can stay free and clear and clean on the money.

Spiritually, honestly, it also is a very nice thing to not have to be so dependent on it in order to live my life. Which is basically what happened for me.

Debbie: Amazing. Esti, thank you so much. This has been such a joy to have you on the podcast, have you share your gifts, your G-d-given gifts, really helping people heal from both physical and emotional pain through the work that you do as a coach and a healer. I look forward to seeing you back in Wired for Wealth.

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Esti: Okay, thank you for having me.

Debbie: You're welcome.

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