

Video One: Module One. Your Money Mindset



Business Skills for Healthy People

Your Relationship with Money:

Everyone has a money story. Whether we're aware of it, or not, we've all been developing a lifetime relationship with money.

This relationship begins in childhood – far before we're even conscious of its existence. And, actually, I truly believe this relationship starts before childhood – it starts in our roots, our DNA, with our parents & our grandparents.

I'm a believer that our DNA is imprinted with experiences that our ancestors encountered. Whether they were in the war, or in the following years of financial depression, they were affected. Maybe they were in concentration camps, or born and raised in a developing country. Maybe they had single parents, working multiple jobs to provide for a large family. Or, maybe they had the opposite experience — Maybe they were surrounded by financial luxury. Maybe they were taught that they would always be provided for.

It's worth considering whether your ancestors were surrounded by a mindset of scarcity or a mindset of abundance.

A fear (whether legitimate or not) that there would never be enough? Or, were they surrounded by a mindset of abundance?

I grew up in a safe & comfortable, middle-class family, surrounded by financial generosity — but, underlying this, I had a father who grew up in a developing country, and a mother whose parents were in the war & in the depression.

Although my parents worked for years to build their home, and to support our family, my dad grew up in a Guyanese family, with the mindset that “there would never be enough”. There was always a pervasive fear surrounding money. There was always a belief with my grandparents that only doctors & lawyers make money.

I believe that everyone has a money story to explore, and to heal, before abundance in business is possible. Believing we are **worthy** of receiving for our expertise is a necessity. Knowing, with our full heart & soul that we have skills and expertise, that the world needs, is the first step.

Going Deeply into Your own Money Story:

Often ethical & conscientious business people are intuitive beings — ones who can see genuine need in others. I think its likely why we all enter these healing fields, in the first place -- A genuine desire to offer our supportive gifts to the world.

For some reason, though, as alternative medicine entrepreneurs, we're often taught that we need to give our services away for free.

There seems to be a disconnect between the acts of offering healing - and the act of receiving financial compensation. Where & why do we learn this?

If you're offering services for free, you want to ensure you're doing it from a place of true-giving & abundant thinking — not from a place of feeling unworthy of receiving for your gifts.

Take some time & answer the following questions, as truthfully and honestly as possible. Think of these questions as one route to getting clear on how you can shift your relationship with money.

1. What did you observe about money from your Mother, growing up? What was her money mindset?

2. What did you observe about money from your Father growing up? What was his money mindset?

3. What mindsets about money & financial wealth have you subconsciously adopted from your parents?

4. How do these mindsets affect your choices when contemplating pricing strategies for your business?

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5. Have you consciously created any new mindsets - either positive or negative - for yourself, in adulthood?

6. If you have children, what money mindsets do you model for them? If you don't have children, what language do you use, when you vocalize your thoughts on money to friends, family & colleagues?

7. What thoughts secretly go through your mind, when you make a significant financial purchase? Consider these scenarios: Spending \$300 on groceries for your family. Spending \$300 on a spa day for yourself. Spending \$500 on coaching, counselling, health care for yourself. Spending \$100 to treat yourself to a nice dinner + bottle of wine. Spending \$30 at the market on a Saturday morning — Write out, the exact self-talk words that go through your mind in each scenario. Notice if any patterns appear.

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8. Do the patterns you notice in your self-talk about money nourish your existence, your worthiness, your right to a healthy & abundant life? Or, do they conjure up a feeling of guilt? Or any other significant emotion?

9. Have you researched what other practitioners, offering similar services, with similar education, are charging for their services? If not, take a moment to do that now. If yes, what do they charge, per hour?

10. How much money do you feel that you are worthy of making, per hour?

11. If this number differs from that which your colleagues charge, why?

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12. Make a full list of all of your fears about not having enough money, lack, scarcity, money disappearing, not making enough, not having enough to cover your rent & living expenses, not having enough for luxury:

13. Read over your list. For each fear that you've listed, ask yourself whether your fear is "true" in reality? i.e.: do you really not make enough to cover your rent? OR, are you making enough, but, still living in fear, that you'll never have enough?

14. List all legitimate truths from (#12) about a lack of money, that are part of your current reality:

15. List all fears from (#12) that are simply fears, old-oppressive-mindsets that are not present in your current reality:

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16. For each of the “non-reality” fears that you’ve listed in #15, can you write a positive declaration to shift yourself into a mindset of abundance? i.e.: If you feel a sense of constriction & panic every time you go to ring through your debit card to buy groceries, can you repeat a sentence to yourself, to shift your mindset-manta. Keep it short & easy to remember: Deep breath. “I am worthy of the nourishment these groceries will bring me”. OR: “I offer myself the gifts of love, kindness & generosity”. Make a list. Type it out. Put it on your computer desktop, or in your phone, or on your wall & repeat it, as many times per day, as you can.

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17. Look at the practical side of your money story so far. Do you still carry debts? credit card fees? school loans? Often these are a fact of life, and if you're like the way I was, I literally hid those bills, and totally avoided looking at them!! Are you avoiding taking responsibility for any debt or bills? Do you have a well-laid out plan to pay off your debt? Don't get discouraged by how long you think it may take. Having a plan is responsible & better than not having a plan!

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18. Have you sought out the help and advice for a bookkeeper and an accountant? I **highly** recommend this!! I hired a bookkeeper to help me set up Quickbooks & I have an awesome accountant to help me with income taxes and my HST. It's worth it. There are many expenditures that self-employed entrepreneurs can claim. Knowing this, is power!! If you don't have an accountant or a bookkeeper, take a moment now, and research 3 amazing accountants & 3 amazing bookkeepers whom you could hire.

19. Can you define your ideal annual income? monthly income? weekly income? hourly income? (we'll cover HOW to price products & services to match these numbers in our module on "pricing & packaging"). For now, what values feel "right" to you?

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20. What is your current income? What sources does it come from? Many people, starting on the entrepreneurial path, feel a sense of shame about their current level of income. If shame or embarrassment is your immediate response, why? (I know it was, for me, the first time my business coach asked me to break it down). You can keep these numbers private, but, it's important to be ultra-clear for yourself. You can't know where you're going, if you don't know where you're starting from!!

21. What's the difference between your current income & your ideal income?

22. What do you think your biggest barrier is, to growing from your current income level, to your ideal income? List all significant barriers:

Take some time & answer the following questions, as truthfully and honestly as possible. Think of these questions as one route to getting clear on how you can shift your relationship with money.

23. Do you believe that you are worthy - truly, deeply, completely, of making your ideal income?

24. If you listed any mental/emotional/spiritual/physical/practical barriers in (#22), what can you do, on a daily, tangible level, to overcome these blocks?

25. If you were making your ideal income, what would it mean, to you, on a spiritual level? An emotional level? A practical level? Write these down. Make them your goals. Set them as your intentions. Read them everyday. Commit to taking at least ONE action everyday to moving closer to this reality.