

Make Money Without Guilt

You got into this profession because you want to help people, not hurt them. The last thing you want is for a new client to pay you good money and then end up in a difficult money situation, right? So a lot of Coaches and Holistic Practitioners hold back (especially around the money conversation) because of the fear of "hurting their potential client."

This guilt can take your business down. So, let's look a little deeper at the situation.

First, if your clients find themselves in a difficult money situation, **it took a whole lot more than YOU** to get them into the situation they're in. Every financial situation is made up of thousands of small and large decisions, and working with you is only one of them. Don't give yourself the God-like power of determining their fate because this hurts both you and them. And it's not true.

Second, **money is a teacher**. If your client gets into a difficult money situation, it's probably not the first time. Usually, people attract the same money situation over and over until they get the lesson or have the "money breakthrough" and move on.

Third, while they may say they hate their difficult money situation, they might actually be getting some pretty hefty **pay-offs** from being in such a rough situation. These pay-offs might be so gratifying that on some level they prefer the difficult money situation over a much "better" financial situation. You can't stop someone from wanting what they want.

Fourth, there may be some huge **gifts** they'll receive by going through this difficult financial situation. Money has the power to usher in a dark night of the soul but, in going through this dark night, they will receive gifts they may not be able to receive in any other way. Don't rob them of these gifts.

This may seem counter-intuitive, because in our society having more money is seen as "good," and having less money is seen as "bad." So, let's do an exercise that will allow you to see the pay-offs and gifts that have come from one of your difficult money situations. The more pay-offs and gifts you can find in your own situation, the less you'll prevent people from investing in your services.

Write About a Time Where Money Was Difficult »

Pay-Offs

Because you were in such a difficult money situation, what did you give yourself permission to do?
Each Pay-Off you own gives you the freedom to release it and choose Wealth instead.

Check the boxes of the pay-offs you got from the situation. (Even if you deserved to get them.)

You got to:

- Indulge in "bad habits" or addictions
- Blow off commitments
- Feel sorry for yourself
- Get attention from family and friends
- Get extra support from your community
- Take extra time off
- Blame someone you're mad at for your problem
- Stay in your comfort zone
- Get permission to be irresponsible
- Heroically save the day

Gifts

What gifts have you received from the heroic journey of your difficult money situation?

- Tenacity
- Faith
- Self-love
- Self-trust
- Support
- Peace
- Self-Respect
- Forgiveness
- Strength
- Heroic Abilities

Write Down any New Insight You're Having about Your Situation »

Get Your Needs Met in Empowering Ways

There's an Underlying Need that each Pay-Off helps you meet. Let's meet these needs with positive strategies.

Underlying Need

Find the pay-offs you checked on the previous page, and notice what underlying need you those pay-offs meet.

Positive Strategies to Meet Your Underlying Needs

Your Underlying Needs are not going to go away because they are... needs. For better or worse, most human beings are often willing to endure hell to meet their Underlying Needs.

Question » How can you have LOTS of money and STILL meet your Underlying Needs?

Once you acknowledge the needs you're meeting by being financially stressed, you can free yourself to find new, more positive strategies to meet those underlying needs (and you may not have to get into stressful money situations to meet those needs).

Brainstorm your ideas for meeting each need in the third column.

Pay Off Because you were so stressed about money, you allowed yourself to...	Underlying Need What underlying need were you meeting? (You can customize the needs below.)	Positive Strategies to Meet Your Underlying Needs (Get Specific)
Indulge in "bad habits" or addictions	Self Nurturing	
Blow off commitments	Feeling Carefree	
Feel sorry for yourself	Self-Love	
Get attention from family and friends	Receiving attention	
Get extra support from your community	Receiving support	
Take extra time off	Spaciousness	
Blame someone you're mad at for your problem	Being Right	
Stay in your comfort zone	Safety	
Get permission to be irresponsible	Freedom	
Heroically save the day	Significance	

What Does this Mean for Your Business?

This does not mean that you get to act with dishonor toward your clients. This does not mean that you should sell them something they don't need. This also doesn't mean that you get to minimize the pain your clients may feel about their money situation or treat it with anything less than compassion.

This does mean that you don't have to get sucked into their story about how they are a victim to life's circumstances. This also means that you get to stop playing God and trying to protect them from their own decisions. It also means that when your clients tell you about their difficult money situation you can inwardly acknowledge how difficult it will be for them to release the pay-offs and inwardly celebrate the gifts they're going to receive from going through this dark night of the soul.

This does mean that you get to show up with your full truth while you stand in the fire with them and help them confront their difficult money situation. And this does mean that you can accept their money guilt-free, no matter how bad they say their financial situation is. It's their decision, not yours. And, if you can really help them, why shouldn't they spend money with you?

How Do You Stay in Integrity?

- » You only offer your potential clients services you believe will serve them.
- » You continually hone your gifts so that your clients get better and better results.
- » You make the most compelling case you can for working with you, and then you leave the rest to your client and to God/the Universe.
- » You hold them with compassion but don't try to protect them from their own decisions.

What if They Still End up in a Difficult Money Situation and Blame You?

If you do these things and your client ends up in a difficult money situation, put your full faith in the idea that we live in a friendly universe. There is a reason they're in this challenging situation that you don't have to understand completely. And, while this may sound totally counter-intuitive, this difficult money situation might be one of the best things that has ever happened to them. For example, I (Jesse) wouldn't want to go through my challenging money situations again, but I am SO glad I faced those dark nights of my soul.

People Spend Money

It's quite probable that if they didn't spend their money with you, they would spend their money elsewhere and be in the same situation... and why not spend money with you? Because there are millions of things you can spend money on and most won't change their lives in any meaningful way. Yours does, in ways that you may never fully comprehend.

See Your Client as the Hero (Not the Victim)

Don't treat your clients like kids. It's okay for them to be fully responsible for their life and the decisions they make. It's okay for you to see them as the hero of their life, not the victim. It's okay for them to receive the pay-offs and the gifts that come from a difficult money situation. It's okay. Deep breath.

Shift Your Focus

Instead of trying to take responsibility for your clients' money situations, place your full attention on being the hero of your own life and your own money situation. Seek to invest in services that help you grow, as you help your clients invest in services that help them grow. And, in this place of power, intend only the best for you and your clients. And surrender the rest to the Universe/God. And so it is.