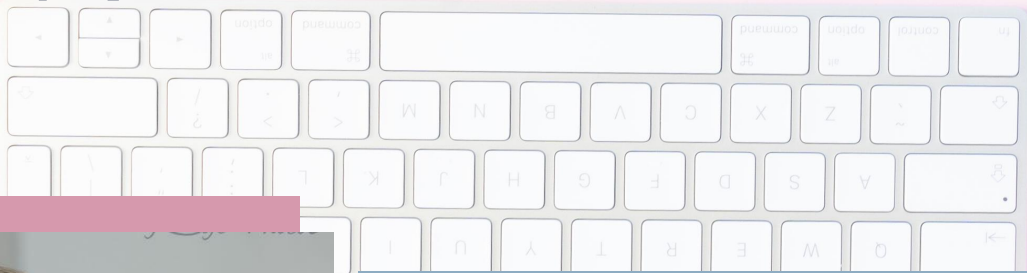




From Ilana's Desk



On ancient maps, there were areas of ocean which were marked as 'Beware of Pirates!' Even for the most experienced of sailors, sometimes they would be boarded by raiders, looking to rob them of anything of value and send them off course.

The same is the case for you. Even with all the work you have done, sometimes 'pirates' are hiding in your thoughts, ever looking for an opportunity to steal your money and send you in directions you don't want to go.
Don't let them!

You now know how to respond. You decide what to do. Don't be intimidated by those skull-and-crossbones.

Hoist your own flag of success, abundance and prosperity.

This is your time to shine.

Freely yours,

Ilana

Contact me:

Ilana Jankowitz | Email: ilana@MindfulMoneyCoaching.com | Calendar: <https://calendly.com/moneymagic>



M i n d f u l M o n e y C o a c h i n g . c o m



WATCH OUT FOR PIRATES

In this exercise, I'm going to describe the most common pirates you may come across. Some of these we've mentioned before, some are new.

Be aware of each of these and see when they come up in your life. Then you can be ready to 'repel boarders' and send the pirates packing.

Imposter Syndrome

Imposter syndrome shows up in many ways and is a world-class storyteller. Once its inner narrative is playing in our minds, it's so compelling that we assume it must be true – but it never is! So, what kinds of stories are we hoodwinked by?

They go something like this...

- "I feel like such a fraud – I've done nothing to warrant this success or to charge these fees. I know I'm going to be found out at any moment and that will be mortifying!"
- "There's not a cat in hell's chance I am going to release that product to the market until I know it's perfect. Maybe it'll never be perfect though, so perhaps I should just forget the idea altogether!"
- "Mary's really thriving in her business – I know I'm just never going to be as good as her or have the success that she's having."

These kinds of stories seldom have a happy ending and are rife with particularly unhelpful side effects!

Are there other stories you tell yourself like these ones? Note them down so you can spot them when they pop up.



Setting Boundaries

When I tell people that I work from a home office, I have friends and neighbors popping in for coffee during my working day. For those who only work in an office or don't work at all, the fact that I'm 'at home' made them think this was okay.

This is where setting boundaries are really important. I tell my friends to contact me in the evening or suggest we have a coffee on the weekend. I have set working hours. If you don't set clear boundaries, it disturbs the flow and causes unproductivity.

Do you have family members or friends, who think you have so much free time they can just 'raid' it? Or do you get a to do list from your partner because 'you aren't a work'? Or do customers ring with a request but then stay on the phone to chat - because they aren't busy?

Where do you need boundaries? And what strategies will you use to set them?

Dysfunctional family loyalties

So many of my clients tell me that, because they live in Switzerland, with their families in other parts of the world, they are asked to pay for their Dad's car or step-moms rent. One client even had to pay for her Dad's dentist bill while he took a mediterrain cruise. I used to be the same. I was always doing more for others than myself. I had been rescuing family members for years by paying their bills.

By doing this, not only is it not setting boundaries but it is self-sabotaging you from building your business and managing your own finances.

There are things you want to do and goals you have set - perhaps getting a VA to support your business, or a holiday for the family, or to pay off the mortgage or to invest in a training course.

You need to set these important boundaries with your family and help them to stand on their own two feet.



Unable to receive

When someone pays you a compliment or wants to pay for lunch. How do you react? I used to find this difficult.

How do you accept something from someone?

Not knowing your niche

If you don't understand who your clients are you will try to be all things for all people and spread yourself too thin.

When you know who they are, you can get clear on how you can help them, what they are looking for and how you can attract the right clients into your business?

You need to be in front of the right people, either by going out to network and present to them, by having a shop or office in the right place or by having a good profile on your social media (possibly all three!)

I saw a wonderful meme from Dolly Parton categorised by each of the different social media platforms.

- The business client (the lady in the suit) is LinkedIn
- The Social client (the casual women) is Facebook
- The Images and videos are for Instagram etc.

Where do your clients hang out? And how can you tailor what you do to attract them?

As an example, in my early days of Mindful Money Coaching, I learned that many of my prospective clients are looking for clarity. That is why the money quiz and the discovery call are there - to help prospective clients gain the clarity they need to understand how coaching can help them.

One of the exercises you did in module 4 was an Inventory to find your talents, skills and attributes. By understanding your strengths, skills will help you to be authentic to helping your clients achieve theirs.



Unhealthy Comparisons

Comparing yourself to others is not helpful. 'She is making so much money', 'She is doing all the business', 'She looks better than I do'.

This is not helpful!

Instead of comparing yourself with other people, spend energy finding authentic opportunities. I believe in Collaborating with the right people.

Are you collaborating with the right people? Do you know your tribe?

I am undeserving and unworthy of Abundance

This is such a subtle pirate, we can sometimes not even notice it. To defeat this pirate, write as a screensaver on your phone, I am worthy, I deserve this.

Daily, in your meditation, tell yourself you are worthy and have the right to be here.

Set intentions, practice gratitude. Everyone that works with me knows that the first thing I tell you to do is get a GRATITUDE DIARY.

Find 5 things every day to be grateful for.

Gratitude creates abundance.

Not Charging your worth

What you do has value - and the value you give to others is a fair price to charge. So, don't sell yourself short and don't allow anyone else to do so, either. So, no bartering or letting yourself be beaten down on price (if they can 'get it cheaper on amazon' just smile and wish them luck - they aren't your ideal client anyway, are they?)

Don't let yourself be talked into 'trade exchanges' either (You write my website and I'll give you a month for free at my gym) unless you are in the first few months of your business when you need to build testimonials and a portfolio.

Know your worth and charge it.



Goodbye to Procrastination

Brene Brown says - *When Perfection is driving us, shame is riding shotgun and fear is the backseat driver.*

Procrastination is Fear. We don't do things or move forward in our business to create Abundance because we are stuck. Fear means 'False Evidence appearing Real.' (you might want to stick that on a mirror or by your desk, if that needs regular reminding).

Are you waiting until we have that awesome website before you launch your business? Or want to wait until you have a certain number of customers until you start to promote yourself. When I started my business, my website was one page and I was out and working to get more clients right from the outset.

What are you waiting for?

Not Showing up

To grow your business you need to get dressed, put your make up on and get to your desk. Do the work, find the opportunities.

Watching Netflix during the day, will not give you ABUNDANCE.

Being a People pleaser

The only person you need to please is yourself. Aspire to have satisfied clients and a happy family but not at the detriment to yourself.

If a client is really hard work, maybe they are not your ideal client. If a friend is always trying to discourage you, are they really your friend. I had a lady contact me last week and I felt no! She was pushy and had negative energy, I told her that I was booked until August.

Not everyone is right for you.

Don't be afraid to distance yourself from them.



Doubting Yourself

You can do this!!! Set your intentions for the week and cross them off once you have accomplished them. Sometimes we can get overwhelmed with everything that needs to be done and then we doubt ourselves because it is just too much. Write them down so you don't get overwhelmed.

Go for it.

Find your tribe and an accountability buddy. Someone who believes in you, and encourages you to do well.

Thinking small

How are you keeping yourself SMALL?

Think Big, Set Big Goals for your business. Dream Big and take the time to plan for the year and next. Where do you see yourself in 5 years' time?

It is often difficult for women to ask for help. By not asking for help, you keep you small.

Don't be afraid to delegate.

Overwhelm to Burn out

So many women that have the Martyr archetype, have had or are close to burn out. Being overwhelmed will stop the flow of Abundance. You are meant to make money in your business. Lots of money and that is by understanding your money behaviors and beliefs, you will create Abundance.

If you are feeling overwhelmed about something, take the time to just write a list of the things you need to do to resolve that issue. You'll be amazed at how much better you feel, just by making a plan. Make it a habit to write your intentions of what you need to do to meet your goals every Monday. Then, as you achieve each intention, tick it off.



Anything you are feeling stressed out about, anything that feels too big for you to handle on your own, or anything that's a desire you have goes on 'the Universe's list' - all those things you need to get help from the universe goes on here.

Trust that the universe will provide.



NOTES

