



# HER Business Elite Academy



## Week Four – Financial Consciousness and Money Blocks

### Introduction

On Week Three we gained full clarity on your branding message and brand.

This week we are pausing our business focus and instead looking at our personal mindset, to help to abolish our blocks relating to receiving money and encourage us to become wealth conscious and ready to receive the money we desire.

In business our mindset and wellbeing are just as important as all the work we put into our business and the business strategies and operations we conduct. Being clear on this and ensuring that you don't let your mindset slip back to old habits is key towards moving forwards in creating a successful and sustainable business.

*Sending love and good vibes,*

*Serena xoxo*

# 1. The Vision of your Future Self

## The Ideal You

We all have a vision of what we want our future to be like, and of the person we would like to develop into.

However, because of our programming, preconceptions and our belief system we stop ourselves from achieving this vision by telling ourselves it's hard to change.

Due to this we stay stuck in the same patterns of behaviours - instead of taking the time to figure out what it is holding us back, what limiting beliefs are blocking us from moving forwards, and making ourselves consciously aware - then dealing with it and moving forward from it.

When we take the time to discover what is going on in our internal dialogue and exactly what is holding us back then we can take the daily action to change it.

By taking the time to complete this exercise, discovering who it is you aspire to become, setting the intention with the universe to become that person, then reminding yourself daily, you will inspire yourself and be well on your way to evolving into the best possible version of yourself.

## Core Values

First of all, we need to discover your core values and belief systems as it is these that are stopping you from evolving and holding you back from becoming the best version of you.

Take the time to brainstorm all of the negative things that enter your mind on a daily basis as these are your core beliefs/limiting beliefs/the way you value yourself.

Brainstorm these here:

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## Let's Get Visual

In order to bring your vision to life create two vision boards – one for what you want to achieve in the year, one for what your dream life with what you are ultimately aiming for.

You can also write on them the date you want to achieve each aspect of your boards and tick them off as you go to show your journey progress.

Spend time each day looking at them, imagining yourself within that life, in possession of everything you want.

## 2. Getting Rid of Your Limiting Beliefs

### The Cycle of Limiting Beliefs

THOUGHTS > FEELINGS > ACTIONS > RESULTS

In order to find out your limiting beliefs you first need to write down what you don't want (e.g. to work such long hours in the evening), then flip this on its head to something you do want (e.g. to only work 4 hours a day), which will give you clearer goals to work towards.

What don't you want?	What do you want?

### Clarity of Messages

Now we are clear on what we want we have to be clear on the messages we are sending out into the universe.

Consciously we may think we are aware of what we are saying to ourselves, but subconsciously is what we need to be aware of, as that is where the manifestations come from.

Remember your thoughts create your feelings, which determine your actions, which then shows in your results.

If we are subconsciously thinking negative thoughts, then we are attracting negative things without even realising it.

### Limiting Beliefs by Journaling

Next, the key to eliminating your limiting beliefs is to understand why you are carrying them around with you.

One powerful way to help you understand and release these is through journaling (i.e. writing these down), then turn those limiting beliefs you have into your inspiration to create the ideal you.

For example, if your limiting belief is "I don't have enough knowledge to become the person I want to be" you will turn this into "I will increase my knowledge by X to ensure I become the person I want to be."

By doing this you now have a clear mind to believe that you are worthy of becoming who you desire to be.

Try this exercise with what you brainstormed before here:

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## **Manifesting**

The next step towards becoming the vision of the person you desire is to manifest your desires.

This in simple terms means to get crystal clear on who you want to become by creating the ideal you and then acting how that person would act and behave.

The fastest way to manifest is feeling as if you are already that person now, which will help you to re-programme your subconscious mind and evolve you into that person that little more every day.

How would the ideal you act and behave?

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## **Set Your Intention**

By writing down your intentions and manifestations you stay committed to being in this mindset because you are able to revisit your intention whenever you recognise that you are slipping back to your old habits of limiting beliefs and negative mindset about your visions.

Setting your intention might look something like this:

*Dear Universe,*

*I promise to be the upmost best version of me everyday moving forwards, and I trust that I am supported and I have faith that you are with me throughout my journey.*

*I know my vision is a gift from you and I promise that I will step into my power, strive to evolve myself and live each day in full flow of abundance with the one infinite power of the universe and achieve it.*

*Thank you for your unlimited guidance.*

*Love, NAME*

Say this to yourself every day, plus *"I AM the best version of me EVERYDAY!"*

### 3. Eliminating Money Blocks

Many of us have and may still be carrying money blocks which you are unaware of.

The reasoning behind this is usually due to being aware of the emotion but not knowing the impact this has on your money and potential earnings.

It is important to become clear on the emotions which we are carrying, as well as our beliefs around earning money.

Money is and always has been an emotionally loaded word, and society has taught us that to be in business to earn a good amount of money is wrong, which will actually have the opposite affect when approaching your clients with this mentality.

If you do not become clear on your relationship with money, this will determine how much of it you make in the future – and as money blocks are the result of fears, anxiety, and self-worth this can end up in the self-sabotaging of yourself and your business.

#### Money Block Examples

You will have probably heard about money blocks but will be uncertain as to what they actually are and how to identify them. Here are some examples that might resonate with you:

- You feel uneasy when it's time to sell. You don't enjoy the feeling and so you avoid it as much as possible.
- You're fearful to ask for a higher investment from your clients.
- You are scared of investing with a coach due to not having the clarity and understated between spending and investing (good debt and bad debt).
- Money doesn't flow into your life with ease, so making money feels like hard work.
- You are fearful of setting big goals due to not feeling empowered enough and so you do not enrol clients.

So many of us are fearful to admit our want for money, and so we continue to bury our head in the sand, in the hope it will happen without having to speak out and up their prices.

What so many do not realise is that whilst you are doing this, it will impact your happiness and bank account.

If you grew up around conversations over lack of money, or negative venting towards wealthy people - the chances are, you are carrying the same mentality. This is learnt and can be unlearned.

If you were brought up around wealth, unhealthy spending habits, being over indulged and watching others over indulging, again this will affect the way you handle and perceive money.

Below are some more indicators that you may have money blocks:

- You avoid money conversations due to them making you feel uncomfortable.
- You believe to 'not be in it for the money' is how you need to be perceived and accepted.
- You over-deliver on services, only to realise you are not charging enough.
- You have so much work on but earn not enough money.
- You worry about your finances and feel it is a constant struggle.
- You start working with clients without deposit or paying in full.

What money blocks do you feel you have?

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Without dealing with and processing the money blockages you have identified you will still be unable to attract money with ease.

We are all destined to live an abundant life, both emotionally and financially, and when you begin to clear the blocks, you will begin to see the cash flow coming in to your life, much easier.

### **Money Meditation**

Getting clients and making sales is as much about the inner work as it is about getting visible, hosting our Masterclass or building our Facebook group.

It is incredibly important that you are in a position where you are ready to receive money.

If we aren't ready or if we don't feel worthy of receiving gifts from The Universe (i.e. our clients and money) then it will not become real.

Meditation is a practice that will allow you to connect to a deeper understanding of the Universe, as well as giving you the ability to release any money blockages which are restricting you within your life and business.

Here are some examples:

Meditation 1 - <https://youtu.be/1ZYbU82GVz4>

Meditation 2 - <https://youtu.be/qA4XX15xatk>

Keep practicing the following process on a daily basis and you will soon reap the rewards:

1. Meditate for ten minutes (use guided meditation if needed).
2. After 10 minutes journal through your surface belief at that moment – e.g. I am struggling with debt.
3. Allow yourself to free write throughout this moment and allow anything to come forward.

4. Remember - knowledge is power - once we have brought the money blocks to the surface through meditation and journaling, you are able to then take action and release.

During your mediation and journaling process, you can also start compiling positive statements about your relationship with money to ensure you keep within a positive mindset about earning money, such as:

Making money is:

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*Describe the process of how money is made e.g. easily, effortless, fun, etc.*

Investing money is:

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Spending money on my business is:

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I am worth my premium fees because:

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I deserve to make amazing money because:

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My experience with money is:

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When I think of money I feel:

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## 4. Practicing Rituals

Rituals are a beautiful way to connect to your inner being throughout life. By experiencing your life in an elevated state most of the time, this will mean that you will experience more joy, fulfilment and success as a result.

### Morning Ritual

Every morning you need to be practicing a ritual that sets you up for the day and gets you into your zone of positive mindset and heading towards the vision of your ideal you.

This is the most important 20 minutes of your day and will have a massive impact upon you feel and how your day flows for you.

When we have a morning routine, it gives us a strong foundation to base the rest of the day upon because:

1. Meditation gives us perspective, and along with affirmations, allows us to feel positive about money.
2. Meditation and reflection allow us to open our minds to the world around us and become open to new sales opportunities.
3. When we change our mindset about what wealth is and how we access it, we change the way we sell.
4. Journaling helps us to stay on track and makes us grateful for the sales and opportunities we have received.
5. Staying true to ourselves and focusing on our purpose, means we sell from the heart and not from the head.

Your morning ritual can be powerfully symbolic and open the floodgates to a deeper connection to the Universe within and will also activate the Law of Attraction allowing you to manifest and achieve your deepest desires.

Practicing it everyday with an open heart, an open mind and a willingness to be open to all possibilities will ensure that it sparks intentions that you are holding in your heart and kind and take them to a new vibration in order for them to finally manifest.

Your morning ritual should include:

**THANK** – Write down who and what are you thankful for. Jot a few things down here:

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**CONNECT** – Use a meditation recording or song to relax and clear your mind. What recording or songs will you use?

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**MOVE** – To get motivated move around to a song you love while saying 3 powerful statements. What songs do you enjoy?

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What are your 3 power statements?

1.

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2.

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3.

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**VISION** – Think about the ideal you and the vision you have for your future self. Which song allows you to project powerfully in to your chosen reality?

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**DANCE** – Tune into your body and the way you feel while getting your blood pumping ready for the day! Which songs do you love to dance to?

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**AFFIRM** – Write down the mantras that are important and powerful for you. What are they?

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**SPEAK** – Say desire statement out loud (or shout it from the roof tops!) What's yours?

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## Re-programming Your Mind for Success

Alongside all the visualisation and positive mindset you must take massive action.

A great way to stay positive and re-programme your mind is by using positive affirmations, such as the following:

- I deeply and completely love myself, trust myself, honour myself, and accept myself for who I am.
- I create my own safety and security easily.
- I always take care of my own needs first.
- I am worthy of the best that life has to offer me.
- I am worthy of amazing feedback and beautiful compliments that touch me and feed my soul.
- I am worthy of making my purpose my reality.
- I am allowed to be wrong – mistakes are life's lessons.
- I may not know everything, but I am always learning and growing.
- I am free to be who I want to be, with no judgements.
- I have the freedom to choose my own destiny, and there are no restrictions.
- I am worthy of being seen and heard.
- I am worthy of speaking my truth and being understood.
- I am important in this world.
- I am totally in love with my life.
- I have everything I need and want in my life.
- I feel calm and peaceful.
- I am grateful for all the opportunities I have available to me.
- My life is amazing, and I have got here because of me.
- I welcome abundance easily.
- My earning potential and wealth abundance is limitless.
- My confidence is soaring.
- I am in control of my life and how I react to the world around me.
- I have the power to make the world a better place.
- I am brave.
- I am beautiful.
- I am kind and loyal.
- I am ambitious and passionate.
- I am blessed and loved.

What affirmations will you use to turn your negative thoughts into positives?

I am \_\_\_\_\_

Repeat these every day, because the key to success is consistency!

### **Take Action**

Once you have set your intention and connected to your vision, you now need to put together your plan of action and break your goal down into weekly action steps.

Also take the time each morning to meditate during your morning ritual, to calm your mind and receive any messages guiding you to your next action steps to allow you to move forwards. This is what they call inspired action and why meditation is a must for entrepreneurs.

The key to manifesting your desires is once you have set your intention you must trust that it is going to happen, keep your thoughts positive, your feelings in line with your thoughts, and this will then allow you to give off the right energy to attract what you desire to you – do this and the goal and vision will be yours.

## 6. Summary from Week Four

Write out your desires/goals/vision for your business and income as follows:

In a year from now, my business will be:

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*Describe something you want to happen/have within your business with specificity.*

In five years from now, my business will be:

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*Describe something you want to happen/have within your business with specificity.*

In a year from now I make £\_\_\_\_\_ in one month.

*Choose an income goal that you will hit in one month within a year.*

In five years from now I make £\_\_\_\_\_ in one month.

*Choose an income goal that you will hit in one month within five years.*

What are your beliefs around and about money?

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What are your beliefs about your desires/goals/vision (i.e. what you think is going to happen?)

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What do you need to do to believe that you can achieve your desired/goals/vision?

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*Meet people who have done it, let go of the past, build confidence, get rid of negative people, listen to positivity, etc.*

What will you do in your morning ritual?

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What actions do you need to take to achieve your goals?

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## **Summary and Next Week**

From the completion of this module you should now be clear on your limiting beliefs and your blockages related to money. Plus, you should now understand ways you can abolish these and take action ready to receive the money you desire.

Next week you will be reflecting on your journey on the HER Business Elite Academy so far, and revisiting or catching up on anything you wish to from Weeks One to Four.

Then on Week Six you will be continuing with individual learning, looking at and defining the language and content you use online and offline to promote and market your business.

*Sending love and good vibes,*

*Serena xoxo*