



## SECTION 2

15

# PROFIT PLAYS





## **PROFIT PLAY #1**

### **OWN IT, BABY!**

Whenever you want to change something in your business, you have to start where you are. You may be disappointed that you're not making more money after so many years. If you're just starting your biz you might be on pins and needles because you need to make money fast. Maybe you just quit your job and your significant other is on your back about the finances. Or you could be charging too little and working too much.

Whatever is happening in your business right now needs to be acknowledged on an emotional level. If you're not making more than enough money and totally having a blast in your business, it's having a negative impact on you. Maybe your emotions are buried deep down, but it's definitely causing an energetic upset.

Take a pause for the cause. For the sake of having more freedom and flow, check in.

What's not working for you and why?

In a moment, you're going to write a list. As you write, acknowledge how each of those things makes you feel. No more sticking your head in the sand or forcing yourself to keep forging ahead. Feel into the feelings without trying to run away.

*Breathe. And acknowledge.*

When I was experiencing “The Big Drought” in my business (buying groceries on a maxed out credit card and no new income in sight!), I would randomly burst into tears. I was freaked out that I couldn't pay my bills and felt powerless to change it. And it didn't help that I called myself the “Extreme Abundance Coach” in those days. How embarrassing!

I was feeling like a loser and collecting evidence of my “stuckness.” I was reacting but not owning how I felt. I wasn't being proactive about a solution either. I was waiting for the “miracle idea” to fall into my lap, but it never did. I was in complete resistance to my entire financial situation.

Finally. And I mean ... FINALLY, I decided to sit down and just “be” with what was happening.

Here's how I really felt:

**Shamed**—I knew how to help my clients make hundreds of thousands of dollars, some even seven additional figures, but I couldn't help myself.

**Scared**—For the first time in my life I didn't believe in my power to attract what I wanted. I didn't know if I could break through this financial crisis. And I was contemplating looking for a job after 16 years as

an entrepreneur.

**Overwhelmed**—My debt was growing, but I couldn't increase my income, not even by \$100. I had three long-time clients paying me during this time (thank goodness!) but no new money came in, no matter what I did. I didn't see how I would ever, and I mean EVER, get out of debt.

**Stressed**—What if my tribe found out that Miss Abundance was broke? What if I couldn't pay my bills (sometimes I didn't)? What if I never realized my business dreams? Or lived into my potential. What if my creativity never came back?

You can see why I wasn't making any progress on my quest for profits. I was totally disempowered.

Your situation may not be as desperate as mine was, but any frustration about money or being overwhelmed needs to be cleared and released. **When you acknowledge any kind of resistance, small or big, you will open up new channels of creativity and solutions that will skyrocket your profits.**

Now it's your turn. What are you feeling about the state of your business and why? Write it down.

*Then own it.*

Take responsibility. Say to yourself, "Yep, this is how I'm feeling. I created my current results. Here I am. It is what it is. And so what?"

Surrender to what is. With no judgment.

So what if you've been struggling to manifest your business goals?

So what if it's taking longer than you thought?

So what if you've had to borrow money from your retirement funds or family?

So what if you're working too hard?

So what if you have fear about selling?

So what if you've been rejected?

So what if you used to make more than this in a corporate job?

So what if you're in debt up to your eyeballs?

What does it mean about you? That you weren't aligned with what you wanted. That's it. Nothing more. You're still smart, give amazing value and have what it takes to create a super fun and mega profitable business.

*Life happens. To everyone.*

Take some time to release any shame or drama about where you are. Breathe into it and exhale that crap out. Be with whatever emotions show up until you feel zero emotional charge about your business.

**DO NOT SKIP THIS STEP.** If you do, it will silently kill your business like a cancer that goes undetected.

The worst thing you can do for increasing profits is being caught

up in negative thoughts and putting yourself through the wringer ... over and over.

It is, what it is. So what? Now what?

I know what. You're about to get back your profit mojo by stepping back into your power and taking control of your outcomes.

Now **that** is something to be excited about.

*Ahhh ....*



***“My current or past circumstances  
don’t dictate my future outcomes.”***

