

*Are You Falling for The Lies That Keep
Coaches from Making MORE Money?*

MONEY LIES

The Sneaky Way
Your Brain
Sabotages Success
in Your Business



JILL WRIGHT

Money Lies: The Sneaky Way Your Brain Sabotages Success in Your Business

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Jill Wright Coaching

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FOREWORD

“Money is the root of all evil” never made much sense to me, as I always thought money was the measure of my success. Then I realized that phrase was incomplete and it should have read **“Your thoughts about money is the root of all evil.”**

I haven't always been the badass business coach. In fact, I spent more time as a struggling coach than as a badass business coach. I used to think the reason I wasn't skyrocketing to success as a coach was because of my skills, training, niche (and there have been quite a few), or _____ any other excuse you can come up with. But the truth is, I now realize the one thing holding me back all those years was my “pursuit” of money and the **lies** I told myself about money.

This concept of money lies didn't make much sense to me then but after having done the work, identifying the lies that I thought were true, and changing them, I can now tell you confidently this one thing will **rock** your world.

I want to share with you the top three money lies I had that held me back. These three little green lies cost me so much time, stress and, of course, money. But before I share them with you, promise me one thing. If they sound at all familiar to you, you too will do the work needed to overcome them and will also share your experiences with other coaches, so that they can learn the power of this work through your experience, just as you're learning from this book.

My Money Lies

- **“I can't charge that much.”** I used to think my value was predetermined by my clients, until I realized the truth is that I get to set my own value based on how I show up, the work I do, and the results I deliver. This one shift of realizing I had to think I about me and my work first, **before** deciding what I thought my clients would pay, was the first step to changing everything. I now set my price, overdeliver, and provide 10X the value to my clients, which means my price is never a concern for me or my clients. It's worth it and I'm worth it.
- **“There's never enough.”** I used to base my future earning potential on my present results, which means if I wasn't selling or making sales, then I would never be able to. This one lie stopped me from taking action, because I kept believing a future based on my present, which wasn't bright.
- **“I'm not good with money.”** I used to think because I didn't have money, it must mean I was just not good with money. I diagnosed myself with this disease of “not being good with money.” If you really believed this, what type of actions do you think you would take? How much confidence would you have to show up and make money? Well, let me tell you the answer to both ... NONE! You will take **no** action and you will have **no** confidence around money.

Today I know the truth about money for myself, but specifically I know the power of your thoughts about money and the lies you can tell yourself.

I've had the extreme pleasure of working with Jill Wright for a while now and I can tell you, she truly is the Money Lie Detector. It's such an honor to be asked to write this foreword, but as much as I'd love to share all my thoughts with you, what you need right now is Jill and her infinite money wisdom to help you get from where you are to where you want to be.

As for me, my lies kept me at \$10,000-\$12,000 in revenue for **two years**. Today, I am entering my first seven figure year and it's only been 18 months since my money lies were holding me back. So this work alone took me from \$12,000 to \$1,000,000 **in less than 2 years!** If that's not enough incentive for you, I don't know what is.

I'm not special, or more qualified, or better positioned than you. I just did the work and changed my thoughts about money.

The pursuit of money won't make you money. Providing value and over delivering, with the right thoughts about money, will make you more money than you ever need.



You don't need more education.

You don't need more training.

You need this book and all the passion and knowledge you already have.

So, now that you have it all, it's time to get to work.

— Dave Moreno

The Badass Business Coach

INTRODUCTION

“If you give your brain a problem, it will solve it.”
— BYRON KATIE

Ojai, CA March 2018

It was here at Ojai Valley Inn during my 9-day retreat, that each morning I would gather with my small group of ten for a silent morning walk of meditation. Afterward, a gorgeous array of fresh, healthy breakfast foods and beverages would await us and the other retreaters in the dining room. As I arrived at the dining room this particular day, however, I was caught off guard.

“Where are the long tables filled with the fresh, healthy breakfast foods, like oatmeal, eggs, yogurt, nuts, nut butters, the spread that I had grown so fond of over the last few days here at this amazing resort?”

As I scanned the dining room now, the landscape I saw was vastly different from what I found the other mornings I dined there. What was missing, besides the food, were the dining tables full of familiar faces I had met since the day I had arrived earlier that week.

What I saw instead was a stunning arrangement of bright, clean, clear, spotless water glasses, stacked on layers of plexiglass four or five rows high. There were two long rows of tables running from one end of the large room to the other, one on each side of the room. Each row of tables contained several stacks of glasses, sparkling and so beautifully arranged, along the entire length of the tables. I had never seen anything like it. It was spectacular!

There were beautiful cylinders of lemons and limes interspersed through the stacks of sparkling glasses and dispensers of clear, cool, crisp water evenly distributed among the stacks. Gorgeous fresh flowers, in crystal clear vases, dotted the landscape. A beautiful oasis of simplicity. A masterpiece to behold.

But no food anywhere in sight. Interesting. What was happening?

Then I remembered earlier in the week hearing rumors of a time of fasting. And the reality sunk in – no breakfast for me!

I was in for a different kind of nourishment that particular morning. I would dine on soul nourishment. I would dine on truth that morning. I had no idea about the transformation that was about to take place in my heart and soul. It was a transformation that would later fuel my entrepreneurial journey.

You see, I had come to beautiful Ojai, CA for nine days to immerse myself in the mess that was me at that critical point in my life. The first couple days were painfully uncomfortable as

I was constantly forced outside my comfort zone in order to confront the doubts, fears and insecurities that I brought with me to Ojai. I knew I had some intense work ahead of me.

And this particular morning in Ojai had already been a doozy.

The night before, I had the painful realization that my life had become very blah. That's the only way I can think to describe it. It's not like I had a dreadful disease or experienced some recent tragedy. It was just this underlying dreadful hum. I couldn't even say specifically what made me feel so yuck all the time.

Don't get me wrong – my life was great. I had a great job, a great husband, a great house, I went to a great church with great people. Everything was ... just great!

But if my life was so great why was I so miserable? That's what I had come to Ojai to find out.

Over the first few days there, I realized that I was not thriving in my life. I was merely surviving, each day just trying to make it to the next day. I often wondered, **“What's the point? Why am I even on this earth?”**

I was tired of just checking the boxes. I wanted MORE. I wanted to love my life, my job, my purpose. I wanted to figure out what was missing. And I thought this might be the answer.

Despite vowing to myself that I would go all in on this experience, when the chips were down, I didn't show up. I pulled back, I retreated to safety, I played small. Once again, I failed to put myself out there. I was still hiding. But hiding from what? I was so frustrated with myself.

I was still just going through the motions. Checking the boxes had become so automatic for me that I wasn't even conscious of it. I had no clue WHY I was doing this. How in the world was I supposed to get what I came for if I kept getting in my own way? And how long had I been hiding like this?

What was I so afraid of?

I had NOT spent all this money, traveled all the way from Nashville to California, taken a two-hour bus trip from the LA airport only to **just** check the box. This just would not do. I had to get to the bottom of this. I HAD to figure out how to show up for what I wanted in my life.

Earlier that day I had learned that if you give your brain a problem, your brain will solve it. You just had to ask your brain the right question.

That night, I posed a question to my brain, “Why am I not putting myself out there?”

Then I prayed and went to sleep.

The next morning, I woke up, took a shower, and did some journaling. In the process of journaling, my brain delivered the answer to my question.

The answer? **“I am not enough.”**

It was like someone reached out and slapped me upside the head. How did I not know this? Why had I never seen this belief before? All the pieces started to come together in my mind. It all made such perfect sense now.

My mom left me. Her and my dad split up when I was five years old. I remember looking for her to give her the mail I liked to get out of the mailbox, but she was nowhere to be found.

My dad took a job in another state and “left” me with my stepmom. I was in tenth grade at the time and it was right after my grandfather passed away.

My first husband left. After 10 years of marriage, completely out of the blue, he told me that he had never really wanted to be married.

The evidence was all there, stacked up in front of me. Everyone left. I must not be enough. Because if I had been enough, I wouldn’t keep losing everything I loved. As all of this poured out in my journal, tears came with it -- lots and lots ... and LOTS ... of tears.

Now, here I was looking at this glorious display of water glasses and lemons and limes and water and flowers. And instead of eating breakfast that morning, I was supposed to search my soul for more hard truth? I had just spent an hour pouring out my heart and soul - AND tears - into my journal. I didn’t have anything left.

But now was on to myself. I wasn’t going to **just** check the box this time. I coaxed my ragged ego, **“Just try.”**

I got myself a glass of water with a couple lemon slices and sat down. I wrote at the top of the paper, in the blank titled, **“Belief you are working on”**:

“I am Not enough.”

I answered the questions in Byron Katie’s The Work.

- **“Is it true?”** No. (intellectually, at least)
- **“Can you absolutely know that it’s true?”** Again, no.
- **“How do you react, what happens when you believe the thought, ‘I am not enough?’”**

I wrote my answers, tears once again streaming down my face, as I dove headfirst into my pain.

Then I went to work on the last question,

- **“Who would you be without the thought ‘I am not enough?’”**

This question completely stumped me.

I had nothing.

I couldn't even get close to imagining it.

I racked my brain, but my brain couldn't come up with an answer. I persisted. I don't know how long I sat there, tears still dripping down my face, when suddenly, just like you see in the movies, a beam of light shone down on me, illuminating the answer as if it was hanging in front of me like a HUGE billboard with flashing lights.

I would be enough.

It dawned on me in that moment that all this time, the ONLY thing standing between being “not enough” and being “enough” was that I believed a thought!

Why, at 50 years old, was I just now learning this!?!

The tears stopped and suddenly I was giddy with excitement.

Instantly I went from not being able to stop crying to I couldn't stop laughing. It was that really good energizing laughter, that cleansing laughter, where you just release every tension and give in to the amazing ball of energy rising up in your core.

I just laughed and laughed and laughed. I had a renewed energy. I felt light as air, like a helium balloon without that weight that keeps it from floating away. I felt like I could do anything! I felt magnificent!

And that began my quest ...

My journey to becoming a Money Lie Detector to EXPOSE the lies that were holding me back all those years and uncover the truth that would set me free to fully trust in the goodness of God and All He has in store for me.

Because, in that moment, I knew that ...

I am MADE for MORE

That's what this book is about. When I became certified as a life coach, just a few short months after my experience in Ojai, I began noticing all these AMAZING women that were gifted with the ability and the opportunity to transform people's lives through coaching.

The only problem was that, like me, they weren't putting themselves out there. And, as a result, they weren't fully utilizing those gifts. They weren't helping the people they were meant to help, at least not on the scale they were meant to help them, and they weren't making the money they wanted to, and were meant to make.

And I thought, **"This will not do."**

People don't have to suffer; all they need is to learn what I learned that day in Ojai -- that they don't have to believe their thoughts. This is exactly what coaches do and it's exactly what the world needs. These AMAZING women, who were made to coach, can give the world exactly what it needs, one person at a time.

God gave me a mission:

To equip and empower one million women to create a million dollars in net worth.

And the way I'm doing that is by elevating, equipping and empowering women that equip and empower other women. Coaches like my client, Dorothy, who helps women heal their heartbreak by helping them get over their ex in three months, so they can go on to do the great things they were meant to do. Like other coaches, too numerous to name, that are clients or peers, coaches in the certified coach community who I've come to know, love and admire.

That's how this book was born. That's WHY this book was born.

I have seen so many coaches and entrepreneurs, mostly women, who weren't putting themselves out there or at least not to the extent they're meant to and are only holding back because of what they believe. Just like I had done.

What I've learned, from coaching so many people and from watching others get coached, is that it always comes down to just one thing -- the lies they're believing. That's the one thing holding them back.

Now, let's be honest. I get a lot of resistance to the word "lies".

But would you rather believe that you were right along, that everything you thought about yourself and making money as a coach, was all true?

If it's a lie, it's just a matter of exposing the lie, poking holes in it and uncovering the truth. But if it's the truth, you're stuck with it. Then what?

Sure, the lies feel true. That's precisely why I wanted to write this book and show you that they're not.

I'll expose the ten most common lies I help my clients build awareness around. You'll discover how to uncover the truth and get some great tips for living out that truth. Like me, you can start putting yourself out there, which will enable you to: sign MORE clients, help MORE people and make MORE money.

Because just like me

YOU are MADE for MORE

PREFACE



“Discomfort is the currency of your dreams.”

— Brooke Castillo

Before we get started, you should know something ...

If there's one thing I've learned by coaching so many people on money mindset, it's that people are NOT comfortable talking about money.

It can be excruciatingly uncomfortable. Emotions surface. Tears come. People avoid doing this work. A LOT of resistance comes up.

I just wanted to warn you, so you're not caught off guard. You'll know if you're believing any of these lies because you'll **FEEL** it. For my clients it often presents as resistance, a heavy feeling in the pit of your stomach, an urge to avoid or to escape.

That's normal. Don't give in to that urge.

You picked up this book because you wanted answers. Find the answers by exposing the lies. Uncover the TRUTH, even if that process is uncomfortable. It WILL be worth it! Just like it was worth it for the clients that I've helped face the lies and uncover the truth that set them free to receive MORE. MORE is the secure foundation you want to build your business on.

Before I get into the heart of this book -- the lies that keep coaches stuck and not making MORE money -- I want to give you some background to set this up for you.

All businesses are based on relationships. Whether it's relationships with clients or relationships with networking partners, colleagues, employees or contractors, before you can build meaningful relationships that **grow** your business, you must first build the relationships that **form the foundation** of your business.

The two MOST CRUCIAL relationships that are foundational to the success of your business are:

- **The relationship you have with Yourself, and**
- **The relationship you have with Money**

Think about these two relationships right now. What are these two relationships like for you today? Why?

A relationship with anyone is based on what you believe about them.

What do you believe about yourself?

Do you believe:

- **“I’m just lazy.”**
- **“I don’t follow through on anything. When it gets hard, I always quit.”**
- **“I’m just not good with numbers.”**
- **“I just don’t want to work that hard.”**
- **“I’m not good with technology.”**

What do you believe about money?

Do you believe:

- **“You have to work really hard to make a lot of money.”**
- **“Money is so complicated.”**
- **“People that want a lot of money are greedy, materialistic and selfish.”**
- **“If I want to make more money, I have to give up everything else.”**
- **“I have to be on guard; it’s too easy for spending to get out of hand.”**

These feel SO true, especially if you’ve believed them for so long that it just feels like who you are.

BUT what if They’re actually NOT true?

What if the relationships you have with yourself and with money, the two relationships most crucial to the success of your business, have been based on **LIES**?

It’s tough to build a relationship on lies and be successful. These relationships are foundational to your business. Building a business based on relationships weakened by lies is like trying to build on sinking sand. Anything you build on top of it won’t hold up. It will topple like a Jenga tower.

If you want to build your business on a solid foundation that supports and sustains your business long term, then you must build **SOLID** relationships with yourself and with money that stand up to the doubts, fears and insecurities.

Why I call these Money Lies

I call these money lies because they keep us stuck and keep us from making **MORE** money.

In this book, I’ll expose lies my amazing clients used to believe about themselves and about money.

If you're believing any of the lies my clients believed, it's impacting your relationships and it's impacting your business. I'll show you how to uncover the truth so you can sign MORE clients, help MORE people and make MORE money.

How this Book is Structured

I've broken this book into TWO parts.

Part 1 – The Relationship You Have With Yourself

This part of the book exposes lies that limit and weaken the relationship you have with yourself.

This is where I'll expose the first five of the ten lies.

These lies consist of:

- ***“I am not enough.”***
- ***“I can't.”***
- ***“I don't know how.”***
- ***“I'm not in control.”***
- ***“I must not want it bad enough.”***

Part 2 – The Relationship You Have With Money

This part of the book exposes lies that limit and weaken the relationship you have with money.

This is where I'll expose the last five of the ten lies.

- ***“Money is the root of all evil.”***
- ***“It's wrong to want more. (Money, especially) because it's greedy and selfish if I already have what I need. I don't want to seem ungrateful.”***
- ***“It's wrong to make money at the expense of other people.”***
- ***“It's not right to coach someone on their money objection if they truly can't afford it.”***
- ***“It's too hard to make money as a coach. I don't do hard things unless I don't have any other choice.”***

Part #1 – The Relationship You Have with Yourself

“So these rackets that we run are really belief systems built on a house of cards (of lies we tell ourselves). These are lies about how weak we really are and how helpless we are in the face of life’s opportunities.”

— STEVE CHANDLER

Shift Your Mind Shift The World

The lies I expose in Part 1 of the book limit and weaken the relationship you have with yourself. These lies reinforce a persona or identity that you are a person that: doesn’t show up in your business, doesn’t support the business you want, can’t be the person you want to become, and can’t make the money you wanted to make. When you believe these lies, you continue to find evidence of them, which only makes them feel more true.

Most of these are at an identity level, so they’re not even something you would know to question, because they just feel like WHO YOU ARE.

When you expose the lies, create more awareness around their impact on you, as the CEO of your business, and learn to question them, you’ll be able to build the relationship you have with yourself based on TRUTH that elevates how you show up for yourself, your clients, Money and your business.

CHAPTER ONE

“**YOU. ARE. ENOUGH.** You see, sometimes you have to realize that you’ve **HAD** enough to realize that you **ARE** enough.”

— MANDY HALE - *You Are Enough: Heartbreak, Healing and Becoming Whole*

Expose the lie:

“I am not enough.”

What is “enough”? What does it mean? What would it look like for you to be “enough”? What is the gap between “not enough” and “enough”? What stands in the way? How do you bridge that gap? What would it take? How would you know how far you have left to go? How will you know when you’re there? Like when you’re a kid on a road trip with your parents driving them crazy with your incessant question every few minutes of a twelve-hour trip with only two bathroom breaks!

Are we there yet? Are we there yet? Are we there yet?

We don’t even stop to question the belief **“I am not enough.”** Like me, most of my clients didn’t even know they believed it. How do you know if you’re a victim of this lie?

Here are some clues:

- Do you find yourself always trying to do more and still falling short?
- Do you ask yourself questions like, **“What is wrong with you?”** or **“Why can’t you do anything right?”**
- Do you work harder than anyone else, always trying to measure up?
- Do you expect everything you do to be “perfect”?
- Are you always trying to figure out the “right” way (as if there is such a thing)?
- Are you always seeing the lack in you, never fulfilling the promise within you?
- Feeling overwhelm, pressure, stress, anxiety that you should be further along?
- Do you notice yourself playing small, holding yourself back, sabotaging yourself whenever you get close to where you think you should be? Or capping what you’re capable of achieving?

Get real and honest with yourself. If you think you might be a victim of this lie, what are some reasons you think you believe it? When do you think you might have started believing it? What happened in your life that you made mean that you were “not enough”? Who did you not measure up “enough” for?

Once you expose the lie, now what? Ask yourself, **“Do I want to continue believing this lie?”** This might sound obvious, but ask yourself, and be brutally honest, raw and real, **“What**

might be some reasons that believing this lie would seem more appealing than debunking it?” You might discover answers like I did!

You might discover something like, **“Well, it’s easier than doing the hard things.”**

What will it mean if the lie, **“I am not enough”**, isn’t true (and that you actually **are** enough)? You’ll have to start being uncomfortable, challenging other beliefs about who you really are, you’ll have to admit you were wrong. What might that mean about you? What will you make it mean about you that all along you could have been doing more but didn’t? That’s a pretty big pill to swallow. Be open to whatever comes up, no matter how uncomfortable. Everything that comes up for you will be an opportunity to get clear on the TRUTH.

Next, ask yourself **“What might be some reasons that believing this lie no longer serves me?”** Test out some reasons to debunk it. Maybe you’re ready to step into who you truly are so you can do what you were meant to do and do it confidently. Maybe you’re ready and willing to do the work to get there.

Bookmark this process in this chapter. You’ll want to ask similar questions about every lie throughout the rest of the book, so by the end of this book, you’ll have plenty of practice questioning the lies that you expose.

Once you answer those questions, if you want to stop believing the lie, just like a defense attorney in a courtroom, you poke holes in the prosecution’s argument. You find any crack in the armor that you can exploit in order to debunk the lie.

- *How do you know you’re not “enough”?*
- *Who told you that you’re not “enough”?*
- *What does “enough” look like?*
- *How do you measure “enough”?*
- *How will you know when you’ve “arrived” at being “enough”?*

Come at it from all angles until you feel the lie starting to loosen. Just like the defense attorney trying to get the jury to acquit his client, the goal is to just introduce enough doubt that the jury cannot convict “beyond a reasonable doubt”. Once you introduce doubt, it weakens the argument and opens your brain up to other possibilities. Those other possibilities are other thoughts that could be true or that you want to believe more than you believe, **“I am not enough”**. And if these other things could be equally as true, then your brain has to make a choice about what to believe. This is where your pre-frontal cortex, your logical brain, comes in. If you have a choice between believing **“I am not enough”** and believing **“I am enough”**, and either one is just as likely to be true, and you can’t prove either one right or wrong, it comes down to simply deciding.

If there's ever any doubt about what to decide, you can always use Brooke Castillo's Thought Model to decide. Here are examples of unintentional and intentional models related to this lie.

Unintentional Model:

C: Me

T: I am not enough

F: Inadequate

A: Play small, hold back what I have to offer, hide, don't put myself out there, don't recognize my value, stay stuck, judge myself, compare and despair

R: I don't make enough in my business.

Intentional Model:

C: Me

T: I am MORE than enough

F: Confident (or Capable or Complete)

A: Go all in for my clients, don't hold back, don't hide, put myself out there, recognize my value, don't judge myself, build my business my way

R: I make MORE than enough in my business.

Here's a recap what the letters stand for:

C – Circumstance

T – Thoughts

F – Feeling

A – Actions

R – Results

Note: If you're unfamiliar with this Thought Model, book a FREE call where I'll walk you through this simple and intuitive approach. Just visit my website at www.JillWrightCoaching.com or search #JillTheMoneyCoach #MoneyLies #YOUareMADEforMORE

Once you find the thought you want to believe, practice it and visualize the result you'll have, including feeling, in your body, how you'll feel when you have that result. Then, keep questioning the lie any time you notice it coming back up.

It will come back up and it won't always come back up the same way you first noticed it. This **"I am not enough"** lie pops up in a lot of different ways and in a lot of different areas. It could come up as a variation like some of these:

- **"I'm not good enough"**
- **"My work isn't good enough."**
- **"I'm not a good enough coach."**

These lies will hold you back and keep you from building the business you want and are proud of. This same lie can also show up in parenting **“I’m not a good enough mom”**, in relationships **“I’m not a good enough wife (daughter, friend, follower of Jesus, etc.)”**. It can show up in any area of your life, so just be on the lookout to notice anywhere in your life where you notice the symptoms of this lie.

Even the well-known characters in the Bible were susceptible to this belief. Some of them did let it hold them back. Think about the ways that this came into play for them. Consider how they handled it. Then consider how God still used them to bring about His perfect plan.

Think about Moses, King David (the least of his family), Gideon (the least of his tribe), Mary, and Ruth. Who else can you think of that felt ill-equipped, or less than or not important enough, for the mission to which God had called them?

What if we don’t even have to be enough? We are not enough on our own, but God makes us enough in Him. He values us no matter what. How will God use you?

2 Corinthians 3:4-5 tells us, **“Such is the confidence that we have through Christ toward God. Not that we are sufficient in ourselves to claim anything as coming from us, but our sufficiency is from God.”**

Uncover the TRUTH:

You are MORE than enough. You have enough. You know enough. You’re a good enough coach. You’re a good enough entrepreneur. You have enough to become successful and make enough money in your business. You are who you say you are. It doesn’t matter what anyone else says. Whatever you believe is what counts.

Live out your TRUTH:

Decide what you want to believe. Uncover the truth you want and practice it. Rehearse it like you’re memorizing the script for the lead role in your high school play. Stay in character as much as possible. List at least five ways or areas where you are enough.

CHAPTER TWO



“Whether you believe you can do a thing or not, you are right.”

— Henry Ford

Expose the lie:

“I can’t.”

I know I’ll get some resistance on this one. I can already hear you, **“I don’t believe this. This one doesn’t apply to me.”** And that’s okay. Keep reading, because there are lots of versions of this one and one of them might apply to you.

Most people avoid saying the word **“can’t”** because they’ve heard some version advising against it so many times, **“Can’t is a four-letter word. You shouldn’t say it.”** I did avoid saying the word, but it didn’t stop me from believing it. I wasn’t always aware that I believed it, but I saw it show up in my results.

How this shows up for coaches might sound something like these:

“I can’t do what other coaches do, because ... [fill in the blank].”

“I have a full-time job, so I can’t build my business.”

“I have kids I have to be available for, so I can’t be available for my business.”

“My husband doesn’t support me building my business, so I can’t support my business the way I want to.”

These sound like cold, hard facts. And they may contain threads of truth. This is how this lie gets you. It’s so easily justified. That’s why the best approach for this lie is not to try to prove it false. That just creates resistance in your brain.

Just stop playing tug of war and let the dog have the toy. You know when you’re trying to take something away from a dog, like his favorite toy? The harder you try to take it away, the more he wants it and the tighter he holds on. But when you stop trying to take it away and just play with him, he forgets about the toy and you can grab it without him even noticing. Sometimes that’s the approach you need to take with your brain.

Start by asking a few simple questions, like:

- What is it that I’m really trying to accomplish (with respect to whatever your brain thinks you can’t do)?
- What are all the ways I can think of to accomplish that?
- What could I accomplish that is maybe not as big and bold as I might want, but would still make a difference?
- How could I accomplish that?

Sometimes we get hung up on what we think we're supposed to do. We forget to ask if this is even what we want or why we want it. Once you figure out what you want, what is one thing you can do to move toward that? It doesn't have to be some big elaborate plan. It can be just one, small, simple thing. You just need to start there. Make one decision, take one action, evaluate, assess, make one more decision, take one more action, evaluate, assess, rinse and repeat as many times as you need to.

CLARITY comes from making decisions and taking action. Indecision and inaction ONLY produce CONFUSION.

I have believed this lie myself. This is part of the scarcity mindset, so it comes up with all my clients. My client, Dorothy, kept thinking **"I can't fill my practice."** She had all kinds of reasons why this would be impossible. We just kept coaching on everything that came up. Every week, we would expose the lies, see what impact they were having, question them and uncover the truth. We just kept at it and the next thing I knew, she overflowed her practice AND ended up with a hundred people waiting for a consult with her. She had to quickly put together a group program so she could serve all her Bravehearts needing help with their breakups. Imagine that!! It turns out that her **"I can't"** was a lie. **Chances are your "I can't" is a lie too.**

Uncover the TRUTH:

You are complete. You are capable. You can do anything you put your mind to. Whenever you notice yourself believing that you can't, stop focusing on what you can't do and start asking, "What CAN I do?" then put that on the calendar and do it.

Live Out the TRUTH:

Think of one thing that you've been avoiding, where you've been indulging in indecision, procrastinating over and over, anything where you're not taking action and not moving forward in your business. Decide, on purpose, to make a decision, to find the next step you can take, and put it on your calendar. Then decide how you'll show up and complete the next step in the **"I can" action plan. DO IT TODAY!**

CHAPTER THREE

“I want people to understand that they can’t even imagine how great they might be until they actually put in the effort and start letting go of their limiting beliefs.”

— PAT FLYNN - *Let Go: How to Transform Moments of Panic into a Life of Profits and Purpose*

Expose the lie:

“I don’t know how.”

You’re not supposed to know how. You’re supposed to figure it out, because YOUR “how” hasn’t been invented yet.

Think of anything great and new that has ever been done.

- Before anyone ever ran a four-minute mile, no one knew how to do that. They had to figure that out.
- Before the internet was invented, nobody knew how to share a file with someone on the other side of the planet, instantly. They had to figure that out.
- Before phones were invented, people didn’t know how to talk to someone without being in the physical vicinity of that person (within hollerin’ distance, as they say). They had to figure that out.

Anything that has ever been created or accomplished, before the first time it was created or accomplished, nobody knew how. They had to figure it out.

Your business is a first. Your business is unique. Sure, there have been small businesses before. There have been people that started coaching practices before. But there has never been another business or coaching practice EXACTLY like yours.

Granted, there are some things that will be the same as many other small businesses. And it’s good not to reinvent the wheel if you don’t have to. But believing **“I don’t know how”** doesn’t move your business forward. It only keeps you stuck.

Fear of failure is the most common reason among my clients that they believe this lie.

Here are some signs you’re believing this lie:

- You find yourself stuck, frequently
- You notice yourself spinning in confusion
- You feel like you're waiting in the dark for someone to turn the light on
- You find yourself waiting for inspiration to hit
- You're just waiting for someone to tell you or show you how

Here's how you can approach this lie. Identify what you **think** you don't know how to do. What is it that you're lacking? Is it a skill or knowledge? Who has this skill or knowledge that you need? Can you **Google** it? Brainstorm some ways you might get it. Why is it important?

The problem is not so much that you don't know the "how". The problem for your brain, what keeps it confused, is that you think you don't know the **RIGHT** "how".

Perfection, fear of failure, wanting to do it right the first time (or not do it at all), all keep you stuck in confusion. Accept right now that there never has been, and never will be, one, and only one, RIGHT "how".

Access your inner wisdom. If you were the last one on Earth and you had to figure it out, what could you try? What do you think one answer might be? What are some questions you have about it? What are the answers to those questions, even if they're just guesses?

Take an educated guess, try it out, and find **YOUR** "how". That's the only "how" that's important for you to know. Nobody can give you that.

You have to find it within you.

Uncover the TRUTH:

The "how" doesn't matter. You will know the "how" when you figure out the "how" and you'll figure out the "how" by guessing. Your work here is to be okay with guessing.

The TRUTH is that you have everything you need to build a business you're proud of. Not only that, but YOU ARE everything you need to build your business. The only problem is how you see who you are. When you see yourself as God sees you, you will figure it out. You are equipped. You are capable. You are complete.

Live Out the TRUTH:

List 10 questions you have about the how. Come up with at least one, more if possible, answer to each question. Start with just one thing on the list and put it on your calendar to try. Coach yourself or get coaching on whatever comes up for you in this process.

CHAPTER FOUR

“I am invincible, unbreakable
Unstoppable, unshakeable
They knock me down, I get up again
I am the champion
You’re gonna know my name
You can’t hurt me now
I can’t feel the pain
I was made for this, yeah, I was born to win
I am the champion”

— CARRIE UNDERWOOD, et. al. Lyrics from *The Champion*

Expose the lie:

“I’m not in control.”

For those of us that have a sense of lack, there’s a part of us that believes, **“This is all my fault.”** That’s the part that makes us judge ourselves, beat ourselves up, become our own harshest critic. And there’s a part of us that believes **“This is not my fault. None of this is on me.”**

The latter part is where this lie, **“I’m not in control,”** comes from. When we don’t get the results we want in our business, it’s easy, and common, to turn to external factors for the explanation. It’s easy to think it’s outside of our control.

Thinking things are outside of our control serves our survival brain, because, if it’s outside us, we don’t have to fix it. We can just run away from it. But it doesn’t serve our higher brain that seeks to live life at a higher, more fulfilling level, because if it’s outside our control, we **can’t** fix it. It holds us back from getting what we truly want. This presents quite a dilemma and this duality can leave us swimming in STUCK.

It feels like we’re standing in quicksand that’s somehow turning to cement and hardening around us. We can feel the constriction of our bodies as the cement dries and shrinks to press in on us. It’s awful!

It’s true. There are things outside your control. You don’t control whether someone sees your ad. You don’t control if they click on it. You don’t control if someone sees your call to action. You don’t control if they heed your call to action and schedule a consult with you. You don’t control if they show up to the consult. You don’t control them being open to what you have to say on the consult, if they say yes, if they pay, if they show up in your program, or if they get results.

Your brain reminds you of all these things you don't control. Your brain reminds you loudly, and frequently.

You don't have to buy what your brain is selling. Instead ask what you do control. Then make an exhaustive list. Here are some ideas about what you do control to get you started:

- How much you spend on ads
- How you build your ads
- Your niche, offer, positioning
- How much value you create
- How much you tell people about the value you create
- How many people you tell you're a life coach
- How many people you tell how you can help them
- How many people you make offers to
- The emotion fueling those offers
- How much you coach yourself and get coached
- How many new people you meet and how you stay connected to them
- How good your copy is
- How well you speak to your ideal client
- Who you decide your ideal client is
- How you show up in your business
- How you show up in the world (at events, in person, online, on social media, when connecting with networking partners, with clients, with previous clients, etc.)
- How you show up on your consults
- How you improve your skills as a coach
- How you coach on objections

In the version of **The Champion** that Carrie Underwood performs with Ludacris, he raps,

“The C is for the courage I possess through the drama

H is for the hurt but it's all for the honor

A is for my attitude working through the patience

Money comes and goes so the M is for motivation

Gotta stay consistent, the P is to persevere

The I is for integrity, innovative career

The O is optimistic, open and never shut

And the N is necessary 'cause I'm never giving up”

Uncover the TRUTH:

You are invincible, unbreakable, unstoppable, unshakeable. You were made for this.

When you believe this, it doesn't matter what you don't control. Because you'll use everything YOU DO CONTROL and you'll show up and do what you're made to do, for the people that need it, all of them. And you'll make money doing it.

You alone control how you show up. When you show up as FULLY you, you make money. When you show up as FULLY you and create value that you share with the world, people can't wait to work with you. When you create value in your mind first, you'll turn around and create tremendous value in the world.

Live Out the TRUTH:

Make a list of at least ten things you DO control and what you'll DO to use that control to make a positive impact on yourself, your clients and potential clients, the world, and your business. Plan how you'll execute that over the next 30 days and decide how you'll measure that result, the impact this effort has on your business.

CHAPTER FIVE

“When it comes to decision-making, in my experience the best time to decide what you want is before a decision is even on the table. The second best time is when you are confronted with a decision but you haven’t made that choice yet. and the third best time is after you make a decision and then realize you based your decision not on your deepest desire but on expectation, habit, pressure, or some other reason that had nothing to do with what you wanted.”

— EMILY P. FREEMAN - *The Next Right Thing: A Simple Soulful Practice for Making Life Decisions*

Expose the lie:

“I must not want it bad enough.”

This is a trick I’ve seen more than one client fall for. The way I see this show up typically is their brain talks them out of doing something hard using the argument that goes something like this. They notice that they don’t do something (or multiple somethings) that’s been on their list for weeks. You know how it goes. I know how it goes. It’s the thing you think you don’t want to do, the thing that seems hard, the thing you’ve been dreading and avoiding. We’ve all been there at some point.

Only what I noticed is that my clients made that mean that if they weren’t doing “the things”, they must not really want a business. Maybe you can relate to this at some level. You want to coach, but maybe building a business is something you’re just doing because you thought you were supposed to, not because it was something you really wanted.

Before you know it, your brain has succeeded in talking you into not building a business. You feel this flood of relief, which reinforces the lie and makes the decision feel “right”. And you get a bonus reward -- now you don’t have to figure out Facebook ads or webinars or whatever felt so HARD.

This is what this thought model might look like:

C: I don’t figure out Facebook ads

T: Must be I don’t really want a business. I just won’t build a business.

F: Relief

A: I give in to my lizard brain, I don’t work on business, I give up, I second guess my judgment

R: I don’t build the business I wanted. I don’t become the person I wanted to become.

You need to ask yourself if this is the result you want. Is it the result that “Future You” wants?

How will you feel about this five years from now when you look back and wonder what could have been? Will you have regrets?

It's just a matter of honesty. If you decide, with your pre-frontal cortex, that you really didn't want a business, then this is not a lie. Move on.

But if you find out that you're just falling for the lizard brain's motivation to do only easy things, you have exposed the lie. Now you can address it with your pre-frontal cortex. You can question it. You can observe it with curiosity.

Most of the clients I've worked with had a scarcity mindset and many of them didn't have a good healthy relationship with themselves. This came from what they believed about themselves. What they believed about themselves became part of their identity. It's just "who they are" – that's what they believed.

So, you have to question this at the identity level first. You can start by reminding your brain that it's not who you are at your core. It's simply what you're doing and how you're acting, because of what you're feeling, which is because of what you're believing.

What you believe also has nothing to do with who you are at your core. And what you believe is not permanent. You can decide to stop believing, start believing, or continue believing, anything at any time. What you believe is not fixed. It's flexible. You get to decide who you become, what you believe, how you feel, what you do, and yes, what business you build or don't build.

How do you want to approach these decisions?

You can use the thought model and reverse engineer it. Here's a recap what the letters stand for:

C – Circumstance

T – Thoughts

F – Feeling

A – Actions

R – Results

Again, if you want to go a little deeper on understanding the model, please book a FREE call where I'll walk you through this simple and intuitive approach. Just visit my website at www.JillWrightCoaching.com or search #JillTheMoneyCoach #MoneyLies #YOUareMADEforMORE. Here's a link to schedule your FREE consult: [Book Your FREE Money Mindset Consult](#)

In the thought model below, first fill in the R line (Result), then work your way back through the F line (Feeling) to find the T line (Thought). This time instead of putting the action in the C line (Circumstance), I put it in the A line (Action):

C: Task(s) on my calendar related to building my business.
T: What thought creates the emotion?
F: What emotion is driving action or inaction?
A: I don't figure out Facebook ads
R: What's your result when you don't figure out Facebook ads?

Once you find the T line, this is the thought you need to question. When you get clear on the reason you didn't take the action to build your business, you'll also be able to get clear on what you want to do going forward regarding building your business, or not building your business, and why.

Examining this will also give you useful information about the underlying belief and help you move forward toward taking the actions you've put on your calendar to build your business.

Uncover the TRUTH:

What you do is **NOT** WHO YOU ARE. It's simply the product of what you're believing in that particular moment. It can change in the very next moment and you can control that.

Live Out the TRUTH:

Decide who you want to become. Decide what the person you want to become does. From that place, decide whether you want to build a business, not based on what you think is possible or impossible, but based solely on what YOU want.

Part #2 - The Relationship You Have with Money

“Around the pure loving energy that money is, we have wrapped beliefs such as shortage, obligation, hard work, loss, manipulation, security and survival. We have then wrapped layers of emotional consequences such as fear, frustration, anger and shame.”

— ARNOLD PATENT

Lies like those outlined in Part 2 limit and weaken the relationship you have with money by increasing doubts, fears, and insecurities that you have around making money. What you focus on grows and when you focus on what's missing, money will grow more scarce. When you chase money, it will elude you.

Exposing the lies is the first step toward building a solid, secure relationship with money. This will be the relationship that will empower you to confidently ask for, and receive, money in your business in exchange for the value that you create and offer to your perfect clients. When you have a healthy, abundant relationship with money, it will become easier to grow that relationship with your ideal clients.

CHAPTER SIX

“Money is like a brick. You can use it to build a church, or you can throw it through a church window. The brick doesn’t care what you do with it. It can be a helpful tool, or it can be a weapon. To some degree, money is the same way.”

— DAVE RAMSEY - *The Legacy Journey: A Radical View of Biblical Wealth and Generosity*

Expose the lie:

“Money is the root of all evil.”

Now, I am no expert on the Bible. But I believe that verse gets taken out of context a lot.

1 Timothy 6:10: “For the love of money is the root of all kinds of evil. And some people, craving money, have wandered from the true faith and pierced themselves with many sorrows.”

It’s the **love of money**, when it separates us from our true selves and who we are in God, that creates suffering.

Here’s another Bible verse that I rely heavily on when I’m coaching myself.

2 Corinthians 10:5: “We demolish arguments and every pretension that sets itself up against the knowledge of God, and we take captive every thought to make it obedient to Christ.”

Taking your thoughts captive simply means gaining control over what you think about yourself and about money. Subjecting them to your values and beliefs, questioning them to become intentional about what you believe and why. Once you know and accept this intellectually, sometimes it still doesn’t solve the problem. How many times have you said or heard, **“I get it intellectually, but it still feels true”**? There’s the lie you’ve exposed for your brain, but there’s also the lie that you believe in your heart that needs to be addressed.

But our hearts are deceptive. Feelings are deceptive.

Jeremiah 17:9-10 (MSG): “The heart is hopelessly dark and deceitful, a puzzle that no one can figure out. But I, God, search the heart and examine the mind. I get to the heart of the human. I get to the root of things. I treat them as they really are, not as they pretend to be.”

It's a process to take captive every thought and shift your beliefs, not only intellectually, but in your heart and in your body. If you still feel it in your body, that means you're still believing it on some level.

On my podcast **Money Lies**, in Episode 6, I share a process that I use myself, and that I teach my clients, to shift a belief and reinforce it using "thought scripts". In order to shift a belief, both intellectually and in your body, you must go through a process. I also use this process with my clients to master their money mindset. First create awareness around the belief (where it comes from and the impact it has), then question it. Not only question it, but also raise serious doubt around that belief and minimize its impact. Finally, consciously choose what you want to believe and practice that belief.

The mistake people make, when they question their thoughts, is they only try to prove that it's false. Their brain resists this when there's another underlying belief that's connected to the lie that they've exposed. For example, if I believe that I'll fall off the edge of the earth because the earth is flat, when I try to prove the thought, "I will fall off the edge of the earth" false, my brain will resist because it still believes the earth is flat. I need to also address the connected belief in order to get my brain to be open to believing that I won't fall off the edge of the earth.

Many times, we've not yet exposed the underlying belief, so we can't address it. However, we might be able to get around that just by dropping the rope.

“ **Instead of playing tug of war with your brain trying to convince it that the lie isn't true, you can just drop the rope and show your brain that it's irrelevant.** ”

Perhaps it's irrelevant that you'll fall off the edge of the earth. Perhaps what you want is so great and so compelling that you're willing to take the chance in order to discover a brand new life in a brand new land. You can stop focusing on the problem and start focusing on the solution. If you know that you can solve the problem, and you can believe that the solution is out there, it really doesn't matter whether the lie is true or not.

So, what do you want to believe? You get to choose anything you want. It doesn't matter what you believe.

What matters is what you want to believe.

Do you want to believe it's true that money is the root of all evil?

I believe that the only absolute truth is God's word. Everything else is open to interpretation. Take any fact you want, and you can make it mean whatever you decide to make it mean.

Let's just say the circumstance is "**I haven't been to the moon.**" What are all the things you could make it mean?

"The opportunity hasn't presented itself yet."

"I can't go to the moon because I'm not qualified."

"I'll never go to the moon."

"I could go to the moon, because anything is possible."

Any of these could be just as true as any other one. They're all thoughts. Think about how you might disprove any one of them. Think about how you might prove any of them.

You can believe anything you want to believe, because there are very few things you can believe that you can prove absolutely, without a doubt, are actually true. You can't prove that you'll never do something. You can only prove that you will do something. By actually going and doing it. Even though you haven't done it yet, you can always believe that you will still do it. And you can't prove you won't.

So, don't get too caught up in a tug of war with your brain. Notice what you feel about your circumstance and notice why you feel that way. What are you making it mean? Then let go of the rope and see what you would most like to believe is true.

How could that be true? Where can you find evidence of that? Our brain finds evidence of what we believe. Try stepping into that belief, even if only in your imagination, even if only for a few seconds. Imagine what it might feel like if you did believe it. Can believe it just for a few seconds? Can you imagine it's possible?

Be patient and sit in that belief until you can imagine believing it. How do you feel? How do you act? What do you do? What do you stop doing when you believe it?

Be open and write down whatever comes to mind. If you were to do these things from this belief, what would the result be?

Think about my earlier example from Chapter 1. When I was able to step into the belief "**I am enough**", I could view what my life might look like if I believed this all the time. I could see what I would be doing, experiencing, and giving, from this belief.

From that place, I could put those things on the calendar, coach myself, get coached on any dread, resistance, procrastination that came up, until eventually I did those things. I continued stepping into this belief and doing the things I would do from believing it, until I became enough, not just intellectually, but in my heart. Now I am enough almost all the time and it's so much easier to notice when I'm not, and to quickly shift back to that belief.

There were plenty of people in the Bible that were wealthy that were in good standing with God. How much money someone has is not what makes them good or evil.

Uncover the TRUTH:

Money is NOT the root of all evil. Money makes us more of what we already are. If you're generous, more money will make you more generous. Money only amplifies who we are at our core. Money is not evil. People who do evil, can do more evil when they have more money. Money is not good. People who do good, can do more good when they have more money. Money, in and of itself, is neutral. It is what people do with money that we're really judging. That has nothing to do with money.

Live Out the TRUTH:

List your good qualities. Everything you can think of on a good day. List at least 25, more if you can think of more. Determine how these good qualities will remain unchanged or even increase when you experience an increase in money in your business.

CHAPTER SEVEN

“Since money is at its essence spiritual in nature, we succeed with money to the extent we encourage the divine or spiritual side of our beings and diminish the damage we do with the animal or material side of our beings.”

— RABBI DANIEL LAPIN - *Thou Shall Prosper: Ten Commandments for Making Money*

Expose the lie:

“It’s wrong to want more. (Money, especially) because it’s greedy and selfish if I already have what I need. I don’t want to seem ungrateful.”

“If I seem ungrateful, what I have might be taken away. I might lose it.” This is a thought one of my clients had (which made her emotional because it was so terrifying and so uncomfortable for her to think about). Another client thought, **“I don’t want to think about it, because that might make it happen.”** These might seem crazy when we say them out loud. Which is why we leave thoughts like this in the dark, unaddressed. And that’s why they continue to haunt us.

Most of us are taught **“Be happy with what you have.”** When we ask for more, we’re told that makes us look like we don’t appreciate what we have. We look ungrateful. **“If you’re not grateful for what you have, maybe you don’t deserve to keep it.”**

Wanting more is not about being ungrateful or unhappy with what we have. They’re not mutually exclusive. We can be content and still want more. The distinction lies in our emotional state. There’s wanting more for ourselves or for others from a place of “not enough”. That’s when wanting more looks and feels graspy. Then there’s wanting more because we know we have the capability and capacity for MORE. That comes from thinking at a higher level, with our pre-frontal cortex.

“I want more because I need more; I don’t have enough” versus **“I want more on purpose because I know there’s more available to me, more possible for me. I want to do all I can and be all I can and experience all that God has for me.”**

These two beliefs come from very different emotions and very different energy.

Uncover the TRUTH:

The truth is that our human brain places limits on us and limits on God. When we question those limits, we can lie in delightful expectation of MORE, without being tied to a specific outcome. We can expect it, without being disappointed if we don't get it. We can be okay either way. We can pursue what we want, even if it's more money, with peace and purpose, without getting weighed down by the heaviness of fear and scarcity.

Ephesians 3:20 tells us, **“Now to him who is able to do immeasurably more than all we ask or imagine, according to his power that is at work within us”**

Matthew 21:21-22 tells us, **“Then Jesus told them, ‘I tell you the truth, if you have faith and don't doubt, you can do things like this and much more. You can even say to this mountain, ‘May you be lifted up and thrown into the sea,’ and it will happen. You can pray for anything, and if you have faith, you will receive it.’”**

You have permission to want what you want (**provided it's not misaligned with His Word**), to ask for it, expect it and be grateful for it before it even arrives.

Live Out the TRUTH:

Think of something you've been afraid to boldly ask for or afraid to want. Go boldly to the throne with your request. Practice expecting it to arrive. Practice how you'll feel when the order arrives. Practice how you'll feel, what you want to make it mean, if the order is unexpectedly cancelled. Name the result you want in either case. Notice how you can get that result, regardless of whether it arrives or not. If you don't find that to be true, adjust your result until you arrive at a result you want and can have, regardless of the actual outcome (circumstance).

CHAPTER EIGHT

“I have begun everything with the idea that I could succeed, and I never had much patience with the multitudes of people who are always ready to explain why one cannot succeed.”

— BOOKER T. WASHINGTON

Expose the lie:

“It’s wrong to make money at the expense of other people.”

This lie has a couple of different facets and it’s important to address each facet. This is why it sometimes takes some time to build a solid, secure relationship with money, because we don’t want to take the time. It’s excruciatingly uncomfortable to dive deep into beliefs connected with our value, because it is deeply personal and strongly tied to our identity.

Work (thought work) around money and value is some of the most difficult work people do on themselves, which is why it’s so critical to do it with an expert coach in a program where you have a significant investment. Otherwise it’s too easy to avoid the deep, dark, scary places. Let me tell you about one client, Anke, although this could be any number of my clients. When we started working together, she refused to go there – to the deep, dark, scary places. It was too uncomfortable. As her coach, I strongly encouraged her to go there, even if for just a few minutes. I reminded her that she could leave that place whenever she wanted. Visiting that place, to see what it had to teach her about the lies she was believing, was important to her growth. Over time, as she made more and more progress, she became more willing to go there. The more she went there, the easier it became to open herself up to it, and the less scary it became. It’s a process.

The facets of this lie are:

“I shouldn’t ask people for money. That’s rude and awkward.”

“I shouldn’t convince them to buy, because they can’t afford it. I’m just being selfish if I make people give me money they don’t have.”

We all assume no one can afford our program.

But it feels wrong to ask for money for our program because we’re not recognizing the value we’re giving in exchange for that money. We think we’re just asking them for money. Like, **“Hey! Won’t you please just ‘donate’ money to my cause out of the goodness of your heart?”**

That's not what we're doing at all.
A sale consists of two decisions:

- Would you like my help with solving your problem?
- Would you like to pay for that help?

The problem is, we're making whatever decision they make mean something about us. We're making the consult about us. We're making whether or not they sign up for the program about us.

But those things are NEVER about us. They're about the person that's making the decision. We are ONLY a circumstance in their thought model.

Let's say this is their thought model.

C: Coach offers to help me for in exchange for money

T: I don't know if I can afford it.

F: Cautious

A: Stay stuck in indecision, don't take action, don't believe in myself

R: I don't afford myself the opportunity to stop suffering or get a solution to my problem

See? It's not about you.

When you go to the doctor for a checkup, do you feel like you're making a donation to the doctor's office? Do you think the doctor feels awkward asking you (or the insurance company) to pay for services rendered? Do you think the cell phone companies or the cable companies or the internet companies feel awkward sending you a bill for their services?

But we, for some reason, seem to think it's like giving advice to a friend over coffee, then suddenly pulling an invoice out of our purse, plopping it on the table saying, **"Okay, that will be \$300. I'll take that up front or you can make three monthly payments."**

That **would** be awkward!

But that's not what you're doing. You're offering valuable services, that they will either want or not want, and saying **"If you want this solution and you want me to help you implement this solution, it will be \$3300 (or whatever). Would you like to solve your problem? Would you like me to help you? And would you like to pay me for this highly valuable transformation?"**

If she's your ideal client, her answers will be **"Yes"**, **"Yes"** and **"Hell Yes!!"** Because who, in

their pre-frontal cortex, logical brain, would design an ideal client that didn't want what they have to offer, didn't want their help with it or didn't want to pay them? I'm just saying. Address both facets:

- You're offering something of great value, (e.g. your program) in exchange for something of value (e.g. their money). You're doing them a great service by making their solution available to them. Imagine if the doctors were all feeling this way and didn't offer their services because they felt guilty. What a great **DISSERVICE** they would be doing.
- It's not as if you're asking for donations. It's not at the expense of other people. They are not worse off by buying your program. They are better off. If they won't benefit from your program, they're not your ideal client and probably won't buy anyway. You're offering them a **VALUABLE** solution, not forcing them to solve their problem. Even when you coach them on objections, you're not tricking them into buying. You're still just helping them know it's available to them.

Be honest. If you get something for free, what mental energy do you invest in deciding whether or not to get it? What time and attention do you invest in it if you do get it? Before you answer, think about all the freebies you've signed up for and the percentage of them you've actually consumed and implemented.

Uncover the TRUTH:

Maybe the truth is that it's wrong to undercharge others for the value of the services you provide at the expense of you and your family. Maybe it's wrong to underestimate your clients' abilities to discern what's best for them when it comes to investing in themselves.

Live Out the TRUTH:

Put yourself in your ideal client's place. Imagine what it's like to get on a consult call with you. What do you see during the first part of the consult when you're showing them their brain? What do you see when you're making the offer? What do you see when you're coaching on objections? From your ideal client's perspective, how do you feel? What is the energy "in the room" like? Based on your experience of the offer and objections, how likely are you to buy?

Write out your ideal client's thought model when they get off the consult with you.

C:
T:
F:
A:
R:

What does this teach you about your ideal client? About you? How will you show up to consults going forward? What will you keep the same? What will you change?

CHAPTER NINE

“I realized that before I could declare my new true vows, I had to uncover and release the old underlying false vows – the fears and beliefs that had held me hostage since childhood.”

— JANET CONNER - Soul Vows: Gathering the Presence of the Divine in You, Through You, and as You

Expose the lie:

“It’s not right to coach someone on their money objection if they truly can’t afford it.”

This lie went very deep for some of my clients. It could go back as far as they could remember. They remembered their family not being able to afford things. Regardless of what their current financial situation was now, this would still come up for them.

That’s part of what makes this lie so difficult to expose and address. Most of my clients didn’t really understand why it felt so wrong to coach on money objections. Because in their current financial situation, their current “Circumstance”, they could see this wasn’t true that they couldn’t afford it, it was tough for them to see that they were believing this lie. Even for me, **“I can’t afford it”** is a lie that still colors some of my decisions around what to invest in for myself and my business.

Because I’ve done my own work around this, it no longer colors the way I show up on consults. I don’t believe that they can’t afford it. Even when my brain wants to convince me otherwise. And besides, it’s really none of my business.

What do you believe about the people showing up on your consults? One of my clients spent a lot of time believing that everyone that came to her couldn’t afford it. That’s what they all told her. The mistake she made was believing it.

The reason this lie trips us up is because when we believe it ourselves at some level, and most of my clients do at some point, even if they no longer believe it, they jump right in the pool with their consult. Once they’re in the pool, they cannot see the problem. When they can’t see the problem, they can’t coach on it.

A money objection, or any objection, is just a thought. You probably won’t coach on it by pointing out that it’s a thought, but you have to keep reminding yourself of this in order to get better at coaching on objections.

I used to coach women on their finances. I still focused on money mindset, but I would also help them review their personal budget. They would all tell me they had reviewed their budget and couldn’t find anything else they could cut out. They didn’t know how they could

possibly save more money. Nine times out of ten, when we reviewed it together, I would find some wiggle room they didn't see. Our brains find evidence of what we believe, so of course, when they were believing they couldn't afford to save money, their brains found that evidence AND continued to create that evidence.

One of the ladies that I coached wrote me a testimonial and in response to a question asking what surprised her by working with me, she wrote, **"What really surprised me is how she showed me that I am not broke!"** That was my favorite!!

That was just a lie that she was believing, and it kept her so stuck. What if **"I can't afford it"** is a lie that's keeping your ideal client stuck and you don't coach them on that belief?

I'm not suggesting you do a budget review with your consult. What I am suggesting is that you do this work on yourself first, so you can coach them on their objections.

I created a video that walks you through the mindset around coaching on objections, especially money objections. You can get this free by going to my website at <https://jillwrightcoaching.com/money-lies/>. In the video, I share a powerful story, from early in my coaching career, about a client I coached on her money objection. It completely changed the way I thought about coaching on objections. It will change yours too.

There is a lot that we can unpack around this one lie, too much to go into in this book. I could probably write a whole book on just this one lie.

The thing I want you to take away from this is the impact this lie has on how you show up in your business and how you show up, not just on consults, but for those consults. When you show up to consults believing this lie, you make the consult call about YOU, when it should be about THEM. You're just waiting for them to bring this objection, knowing that you're going to be uncomfortable and expecting to get a no. You don't show up to **SERVE THEM**.

You know exactly what that looks and feels like, because you've played it over and over in your head, which means you've seen it play out on your consults. Whatever results we create, we create in our head first. This is true for both positive results and negative.

You make the offer and expect the objection. You squirm, as you draw a complete blank on what to say next. You either coach uncomfortably and fearfully on the objection or you avoid the objection altogether. Then you get the dreaded no. But it's no surprise to you, because that's exactly what you expected.

You can create a positive result the very same way. By believing that your ideal client can afford it. You can still expect the objection, but this time you're prepared. You know that it's just a thought. In your head, you've visualized staying out of the pool. You've coached yourself in preparation, just like a tennis champion. She lobs the objection to you. The ball's in

your court. You show her how her brain is limiting her, how it's keeping her from solving her problem. She buys.

Either way, you create the result in your head, then on your consult. You can have the result you want, because you're in control of what you create in your head first.

Uncover the TRUTH:

It's not right NOT to coach them on their money objection. Your ideal client can afford it. If your ideal client can't afford it, rethink who you want as an ideal client.

Live Out the TRUTH:

Look at everything you do through the lens of your ideal client being able to afford it. Notice who you're writing copy for. Who are you targeting in your Facebook ads? Someone who can afford your program or someone who can't? Who are you picturing, who are you speaking to when you're writing content? Someone who wants and can afford and wants to pay for your program or someone who doesn't want it or can't afford it?

Write to who you want to attract. Then believe that's who you're attracting. Then show up and be the best coach you can be, from the beginning of the consult straight through to the end.

Don't forget to go get my free video **Money Lies: How To Coach on Money Objections!**

Just click here to get it:

<https://jillwrightcoaching.com/money-lies/>

CHAPTER TEN

“Then, I did what I often do – whether considering a business decision, personal relationship, or otherwise – I asked myself the one question that helps answer many others ... What would this look like if it were easy?”

— TIMOTHY FERRISS - *Tribe of Mentors: Short Life Advice from the Best in the World*

Expose the lie:

“It’s too hard to make money as a coach. I don’t do hard things unless I don’t have any other choice.”

There are a lot of different versions I see of this lie when I’m working with my clients. Some versions are about money and how hard it is to make. Some versions are about themselves and how they don’t do hard things. Since the underlying beliefs are connected, I included this lie in Part 2, related to the relationship you have with money. However, I’ll address both facets for you here.

First what you’re believing about yourself:

- ***“I don’t follow through.”***
- ***“I give up when it gets hard.”***
- ***“I start things but never finish.”***
- ***“I’m lazy.”***
- ***“I half ass things.”***

Notice how you feel and what you do when you notice these come up. When you notice that you’re feeling this way, use that as a red flag to pause and ask yourself. Is this how I want to feel? If not, how do I want to feel? How can I generate that feeling about myself?

Question these beliefs hard, every time they come up. These are pretty easy to question. It doesn’t mean they won’t persist, but you just persist right back. Don’t let these beliefs become part of your identity. If you stub your toe on the night stand one night, do you say,

“I’m a toe-stubber; I guess I’ll always stub my toe”?

This is not who you are. It’s just what you’ve done a few times. It’s not what you have to continue to do.

When we have a scarcity mindset, we automatically assume that we're the problem. We believe we're lacking or that something is wrong with us. That's why it's hard or that's why things don't work when we try them. Our brain finds evidence of that everywhere we look.

It's so easy to see this as just who we Are. It's only who you've become because you took the circumstance of, **"I didn't follow through"**, and made it mean **"At my core I'm a person that never follows through."** It made you feel lazy, so you procrastinated, avoided doing things you thought were hard, etc. The result was that you didn't get the end result you wanted.

You used that evidence to reinforce the belief that you don't follow through. But how many times will you not follow through when you believe that you're a person that never follows through? Speaking from experience, more times than not. When I believed I was the problem, I made myself the problem. I reinforced it.

Instead, direct your brain to find evidence that you're NOT the problem. Direct it to find evidence that you are exactly who you want to become. That you DO follow through, you are capable, complete, that you work hard so you can play hard, that you do things as well as they need to be done and that you finish what you start. Finish this book and you can count that as evidence that you finish what you start!

If you're not making this mean something about you, Great! Maybe you're making it about money, that it's hard to make money as a coach.

What does it mean that money is hard to make? What does that look like? What would it look like if that weren't true? Is all money hard to make? Can you think of any time in your life that you made money easily? How would you know when money will be hard or money will be easy? What's the distinguishing characteristic of "easy" money? What's the distinguishing characteristic of "hard" money? Is money that other people "easy" and money that you make "hard"? Is that the indicator? What do you do that makes it hard?

C: Money is hard to make.

T: I can figure out how to make it easy.

F: Special

A: I try things that have made other things easy for me, I don't stop believing there's a way, I stay open to the possibilities

R: I make money easy (just like the person that ran the 4-minute mile easy for other people to do, by making it possible)

Now, we know that "Money is hard to make" is NOT a circumstance. But I wanted to show you what's possible EVEN IF it were a circumstance. If we can make it easy even if it's a circumstance, then we can make it easy when it's just a thought.

And how do you like the idea of feeling “special”? Too many times, we think that because we’re not like everyone else, it will hold us back. But what if being “special” is what makes creating the business we want inevitable? What if that’s exactly what makes our business so amazing?

What else can you make easy in your business? Writing a book? Starting a group program? Filling up your practice? Coaching on objections? Learning the technology? What else?

Uncover the TRUTH:

Money isn’t hard. There is nothing wrong with you. Money doesn’t have to change and neither do you. You deserve to have an amazing relationship with both.

Live Out the TRUTH:

Identify all the versions of this lie that you’re believing. Complete unintentional and intentional models on all of them. Pick one intentional model and create the Result. Send it to me so I can celebrate with you!! Email me at Jill@JillWrightCoaching.com.

CONCLUSION

These are just a few lies that I help my clients expose. Left undetected, lies will continue to impact not only what you do in your business, but HOW you do it.

You might think to yourself, “I’m doing” all the things! But if you’re doing “all the things” and not getting “all the results” you want for your business, there ARE some lies that are still undetected and are impacting how you show up as the CEO of your business. Are you just checking the boxes to say you did “all the things” or are you failing well and often? Are you doing what I found myself doing? I wasn’t so much trying to succeed as I was just doing my best trying NOT to fail.

It’s not your fault.

Most of the time we aren’t even conscious of the lies. I’ve given you some signs for each one that indicate you might be a victim of that lie, so you can expose these lies and see how they’re impacting your business. I’ve shown you how to recognize the symptoms.

Why it’s important to expose them

Because most of us don’t even recognize them as lies. They feel SO true that we don’t see them as optional.

Undetected lies are like malware on your computer. The performance goes down, but you’re not quite sure why. Your computer isn’t working as well as it should, but it’s not apparent the reason for it. The malware is operating in the background, dragging down the performance. Until you expose the root cause and treat it, it will continue to slow down the operation of the computer.

This is what **Money Lies** do to your business.

Many coaches invest in education and coaching programs, thinking that’s their problem. They think they’re just lacking knowledge. You don’t need more knowledge. You just need to show up in the relationships that are the foundation of your business: the relationships you have with yourself and with money.

This is exactly what I help my clients with.

I help coaches build secure, solid relationships with themselves and with money by exposing the lies they’ve believed that kept them stuck. Together, we uncover the truth that sets them free to sign MORE clients, help MORE people and make MORE money.

Because ...

YOU are MADE for MORE!

But wait, there's MORE!

Here's a summary of the lies we exposed, the TRUTHs we uncovered and the Live Out the TRUTH challenges.

LIE #1 EXPOSED: "I am not enough."

TRUTH UNCOVERED: You are MORE than enough. You have enough. You know enough. You're a good enough coach. You're a good enough entrepreneur. You have enough to become successful and make enough money in your business. You are who you say you are. It doesn't matter what anyone else says. Whatever you believe is what counts.

LIVE IT OUT CHALLENGE: Decide what you want to believe. Uncover the truth you want and practice it. Rehearse it like you're memorizing the script for the lead role in your high school play. Stay in character as much as possible. List at least five ways or areas where you are enough.

LIE #2 EXPOSED: "I can't."

TRUTH UNCOVERED: You are complete. You are capable. You can do anything you put your mind to. Whenever you notice yourself believing that you can't, stop focusing on what you can't do and start asking, "What CAN I do?" then put that on the calendar and do it.

LIVE IT OUT CHALLENGE: Think of one thing that you've been avoiding, where you've been indulging in indecision, procrastinating over and over, anything where you're not taking action and not moving forward in your business. Decide, on purpose, to make a decision, to find the next step you can take, and put it on your calendar. Then decide how you'll show up and complete the next step in the "I can" action plan. DO IT TODAY!

LIE #3 EXPOSED: "I don't know how."

TRUTH UNCOVERED: The "how" doesn't matter. You will know the "how" when you figure out the "how" and you'll figure out the "how" by guessing. Your work here is to be okay with guessing.

The TRUTH is that you have everything you need to build a business you're proud of. Not only that, but YOU ARE everything you need to build your business. The only problem is how you see who you are. When you see yourself as God sees you, you will figure it out. You are equipped. You are capable. You are complete.

LIVE IT OUT CHALLENGE: List 10 questions you have about the how. Come up with at least one, more if possible, answer to each question. Start with just one thing on the list and put it on your calendar to try. Coach yourself or get coaching on whatever comes up for you in this process.

LIE #4 EXPOSED: “I’m not in control.”

TRUTH UNCOVERED: You are invincible, unbreakable, unstoppable, unshakeable. You were made for this.

When you believe this, it doesn’t matter what you don’t control. Because you’ll use everything YOU DO CONTROL and you’ll show up and do what you’re made to do, for the people that need it, all of them. And you’ll make money doing it.

You alone control how you show up. When you show up as FULLY you, you make money. When you show up as FULLY you and create value that you share with the world, people can’t wait to work with you. When you create value in your mind first, you’ll turn around and create tremendous value in the world.

LIVE IT OUT CHALLENGE: Make a list of at least ten things you DO control and what you’ll DO to use that control to make a positive impact on yourself, your clients and potential clients, the world, and your business. Plan how you’ll execute that over the next 30 days and decide how you’ll measure that result, the impact this effort has on your business.

LIE #5 EXPOSED: “I must not want it bad enough.”

TRUTH UNCOVERED: What you do is NOT WHO YOU ARE. It’s simply the product of what you’re believing in that particular moment. It can change in the very next moment and you can control that.

LIVE IT OUT CHALLENGE: Decide who you want to become. Decide what the person you want to become does. From that place, decide whether you want to build a business, not based on what you think is possible or impossible, but based solely on what YOU want.

LIE #6 EXPOSED: “Money is the root of all evil.”

TRUTH UNCOVERED: Money is NOT the root of all evil. Money makes us more of what we already are. If you’re generous, more money will make you more generous. Money only amplifies who we are at our core. Money is not evil. People who do evil, can do more evil when they have more money. Money is not good. People who do good, can do more good when they have more money. Money, in and of itself, is neutral. It is what people do with money that we’re really judging. That has nothing to do with money.

LIVE IT OUT CHALLENGE: List your good qualities. Everything you can think of on a good day. List at least 25, more if you can think of more. Determine how these good qualities will remain unchanged or even increase when you experience an increase in money in your business.

LIE #7 EXPOSED: “It’s wrong to want more. (Money, especially) because it’s greedy and selfish if I already have what I need. I don’t want to seem ungrateful.”

TRUTH UNCOVERED: The truth is that our human brain places limits on us and limits on God. When we question those limits, we can lie in delightful expectation of MORE without being tied to a specific outcome. We can expect it, without being disappointed if we don’t get it. We can be okay either way. We can pursue what we want, even if it’s more money, with peace and purpose without getting weighed down by the heaviness of fear and scarcity.

Ephesians 3:20 tells us, “Now to him who is able to do immeasurably more than all we ask or imagine, according to his power that is at work within us”

Matthew 21:21-22 tells us, Then Jesus told them, “I tell you the truth, if you have faith and don’t doubt, you can do things like this and much more. You can even say to this mountain, ‘May you be lifted up and thrown into the sea,’ and it will happen. You can pray for anything, and if you have faith, you will receive it.”

You have permission to want what you want (provided it’s not misaligned with His Word), to ask for it, expect it and be grateful for it before it even arrives.

LIVE IT OUT CHALLENGE: Think of something you’ve been afraid to boldly ask for or afraid to want. Go boldly to the throne with your request. Practice expecting it to arrive. Practice how you’ll feel when the order arrives. Practice how you’ll feel, what you want to make it mean, if the order is unexpectedly cancelled. Name the result you want in either case. Notice how you can get that result regardless of whether it arrives or not. If you don’t find that to be true, adjust your result until you arrive at a result you want and can have, regardless of the actual outcome (circumstance).

LIE #8 EXPOSED: “It’s wrong to make money at the expense of other people.”

TRUTH UNCOVERED: Maybe the truth is that it’s wrong to undercharge others for the value of the services you provide at the expense of you and your family. Maybe it’s wrong to underestimate your clients’ abilities to discern what’s best for them when it comes to investing in themselves.

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LIE #10 EXPOSED: “It’s too hard to make money as a coach. I don’t do hard things unless I don’t have any other choice.”

TRUTH UNCOVERED: Money isn’t hard. There is nothing wrong with you. Money doesn’t have to change and neither do you. You deserve to have an amazing relationship with both.

LIVE IT OUT CHALLENGE: Identify all the versions of this lie that you’re believing. Complete unintentional and intentional models on all of them. Pick one intentional model and create the Result.

HUNGRY FOR MORE?

Click below to get a free worksheet to identify your Money Lies:

[Exposing Your Money Lies Worksheet](#)

Click below to get a free worksheet to learn my “Thought Script” process for shifting your “Boomerang Thoughts”:

[Boomerang Thoughts Process Worksheet](#)

Click below to get a FREE video where I share my strategy for Coaching on Money Objections:

[Money Lies: How to Coach on Money Objections Video](#)

Apply to work with me one-on-one in my **M.A.S.T.E.R. Your Relationship With Money Six Month Coaching Transformation** program. I'll help you expose the money lies that keep you stuck and not making the money you want to make as a coach. Through one-on-one weekly coaching calls, unlimited support in between calls, powerful insights and education, and challenges to elevate your thinking, uncover the TRUTH that you're capable, complete and empowered to do YOUR business YOUR way.

No longer give in to scarcity mindset keeping you stuck in confusion, indecision and inaction. Become an unstoppable CEO in your business, confident and secure making offers, charging what you're worth, talking about money and coaching on objections.

Click the link below to learn more about Working with Me

[Learn How to Work With Me](#)

I'd love to keep in touch. Please connect with me online.

Website: www.JillWrightCoaching.com

Facebook: <https://www.facebook.com/JillWrightCoaching/>

Instagram: <https://www.instagram.com/jillwrightcoaching>

LinkedIn: <https://www.linkedin.com/in/jill-wright-b9859a16>

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A Moment of Impact is one where the potential for change has ripple effects far beyond what we can predict.

I owe everything I have and everything I am to my Creator. Without my relationship with God, none of this would have been possible. He is my everything.

I would like to thank my husband, Tim, for always supporting me in this mission to equip and empower one million women to create one million dollars in net worth. He has been very patient, more patient than I ever thought he was capable of believing. I love you!

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Thank you to all of the coaches in The Life Coach School Certified Coach Community that inspire me every day to make the world a better place through coaching. The words of wisdom, inspiration and hope for the future we're creating keep me going when I think I want to quit.

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ABOUT THE AUTHOR

“The Wizard of Oz says look inside yourself and find self. God says look inside yourself and find the Holy Spirit. The first will get you to Kansas. The latter will get you to heaven. Take your pick.”

— MAX LUCADO

Jill Wright is a Money Mindset Coach and Human Money Lie Detector. She was certified as a Life Coach and Weight Coach by The Life Coach School in 2018. She went on to complete Dave Ramsey Solutions' Financial Master Coach Training in 2019. She's a former CPA with degrees in Accounting.

She lives near Nashville, TN with her husband, Tim, and beagle mix, Buster.

Her new podcast called **Money Lies For Entrepreneurs: The TRUTH About Making Money** helps life coaches and entrepreneurs expose money lies and uncover the REAL TRUTH about making money in their business.



In her **M.A.S.T.E.R. Your Relationship With Money Six Month Coaching Transformation** program, Jill helps her clients expose the money lies that keep them stuck and not making the money they want to make as a coach. Through one-on-one weekly coaching calls, unlimited support in between calls, powerful insights and education, and challenges to elevate their thinking, she helps them uncover the TRUTH that they're capable, complete and empowered to give massive value to their own clients.

Working with Jill, clients no longer give in to scarcity mindset keeping them stuck in confusion, indecision and inaction. They become unstoppable CEOs in their business who are confident and secure making offers, charging what they're worth, talking about money and coaching on objections.

To learn more about Jill and working with her, visit her website at www.JillWrightCoaching.com.

Connect with Jill online at Jill Wright Coaching on Facebook, Instagram, Pinterest and LinkedIn.





Jill Wright Coaching