

Mindset & Money



Success on Your Terms

Everyone has their own personal definition of what success means to them, and everyone measures success differently. Money and success have long been tied together, but for many women entrepreneurs success is not defined by money alone.

When I asked a group of women entrepreneurs how they measure success individually, these are some of the answers I got:

- The number of countries I can visit in a year
- Maximizing the number of hours in a day I can spend with my children
- Being able to afford to buy a house all by myself
- Controlling my own schedule so I have time for doing things I love to do

Money just isn't the thing most women I speak to define success by. Money does need to be in the mix somewhere though, because your business needs to make a profit to be a business. If it's not, it's more of an expensive hobby or a charitable activity. Also keep in mind that the more you make, the more you give. Your wealth can help you serve the world in a big way!

Let's go deeper into this thing called "success" so that you have a clear idea of what it means to you.



What does success mean in the Dictionary of YOU?



Give an example where you have been successful in your own life, by your own definition of success?



How do you believe your own business venture will bring you your definition of success?

However you think of success, the truth is that too many women entrepreneurs don't charge high enough prices for their products or services. Some are stuck in a "low self-esteem mindset," thinking that they are not worth higher price points. Others are trapped in an "employee mindset," and still think of pricing as if they were working for an employer.

Prosperity is Your Birthright

One of the biggest roadblocks to turning a decent profit is how you feel about profit and making money.

Let's explore this a bit more deeply.



What do you think of when you hear the word profit?



Do you really believe you deserve to make super profits? If you don't, why?



How do you think these attitudes will affect you in your business?



How can you turn any limiting beliefs into positive affirmations to create a "super profit" mindset?



**THIS IS ANOTHER MANTRA
YOU SHOULD ADD TO YOUR
DAILY REPERTOIRE:**



I AM ENOUGH.

I AM WORTHY OF SUCCESS
AND I DESERVE PROSPERITY AND WEALTH.