



Winning at Wealth Module 7

Recording Transcript

Vanessa: Hello and welcome to the 7th module of Winning at Wealth, Putting Your Wealth into Action. I'm Vanessa Shaw and I'm your host for this training. This is where the rubber starts to hit the road. You have a lot of tools, a lot of knowledge a lot of new awareness, but if you don't translate it into tangible action, you still won't get the results you want. You won't get that compelling future, the changes that you wanted to make in your life or the lives of others. I often say "information doesn't pay the bills". It's one of the traps we can fall into. You can read a book, get a lot of knowledge, but just reading it alone is not what makes a difference and bring about change. You can read a book about losing weight, for example, about eating healthier and living a healthier lifestyle, but reading a book doesn't change the number you see on the scale in the morning. You can get inspired as well. It is inspiring when we start to see what it is that we want for our life and see the impact we could be having and we start to see the changes we could be making. It's very inspiring. I love inspiration and I love to be inspired but inspiration alone, like information, doesn't pay the bills, it's not the piece that's going to help you win at wealth. What we have to do is take both the information and the inspiration and translate that into implementation. It's when we begin to implement that we understand where our own roadblocks are. We start to see where something that seemed easy in practice may seem more challenging or, conversely, something that seemed difficult is actually easier than we anticipated. It is during this implementation phase where we begin to get a better understanding as to where those next challenges are going to be and also where we need to start to tweak and adjust so that we keep making progress. It is consistent implementation that will put the consistent dollars in your bank account and help you really win at wealth.

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As we go into this module today, I want you to commit to implementing what you've learned here so that you can experience real, tangible results in your life and business.

I want to do a recap of some key principles that we have covered as well. These are really worth remembering.

Your past does not equal your future. We've seen the powerful pull of generational programming, yet you get to decide at any point where you draw the line in the sand and you choose a future that is different from your past. Sure, that past can continue to call your name. I remember, someone I used to do work with, said, "When your past calls you, just remember to hang up." You don't have to listen to something that's not serving you. Sure, it can echo in your mind, but the truth is many, many people have come from impoverished backgrounds and struggled to get to that next level. Then we see those wonderful rags to riches stories. We know it's not about their past, or unfortunate beginning to their lives, but that they were able to break through with their compelling why and create a future very different from their past.

This brings me to the second piece. One of the ways that we really help to break through these patterns, and do it on a daily basis. A theme in some of the questions that come up is, "How do I hold on to that vision of success? You've given me the information. I feel inspired. But some days that vision just disappears and I can't hold on to it. What do I do?" There are some traditional methods out there that say "post it in visible places". Sure, we can do our vision/ money boards, but ultimately the piece that will keep you going and hold that vision top of mind for you is to really connect with your deep and compelling why. Really connect in a way where it can even bring tears to your eyes, might make you cry and that's a good thing because it shows that it's really important to you. Connect back to why you are doing this in the first place. Really take an honest look at how you will suffer if you don't change this and what your life will look like. Who else will suffer if you don't make these changes?

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Which brings me to the next core principle. You have to focus daily at Winning at Wealth. This isn't a program that you go through and you do the assignments, do the modules and then put it to the side. Chances are you are breaking through patterns that have been there a long time and it is going to take daily consistent action for you to break through and start Winning at Wealth. This isn't something you just want to think about when you feel in a pinch or when you're struggling to pay the bills; that's probably part of your old pattern. Focusing daily at Winning at Wealth, prioritizing it, is going to be important. If you say it's important to you, if you say that you have that deeply compelling why as to why you want to make a difference, then it stands to reason it should sit high in your priorities. It's not only focusing on what you need to do on a daily basis, the activities, it's also focusing on who you need to be inside of those activities. We shared, in the module about overcoming financial sabotage, that sabotage exists in between the place between where you are now, let's say the financial amount you are comfortable receiving now, and the future you want to move in to and that new amount you want to receive. That's the space for financial sabotage. It's really connected with your identity and where you see yourself and so, unconsciously, you keep bringing yourself back to your old identity almost as if you're going to prove yourself right. What we have to do there is really change who we are being and we've looked at some different ways that you can do that. That very powerful question you can ask yourself when you look at that next financial goal is, "How would the business owner, generating that kind of income, approach this?" What would he/ she do or say? What decisions would they make? Then you really have to step into that and take your action from that place.

It's also important, when defining yourself, is thinking about your environment. Your environment really reflects back to you the growth that you want. That includes the people you surround yourself with.

Lastly, one of the core principles here in Winning at Wealth is making a decision. It's truly making that decision to be successful and to win at wealth no matter what. It's easy to commit to it when we feel inspired and when we're in a good



place, but our commitment really gets tested when we get into our place of struggle. Our fear, doubt and worry start to accompany us on our journey. Are we still as committed then? If we really made a true commitment, the only decision we should be making is to move forward. Quitting and giving up isn't an option. A great question to ask yourself is, "Have you truly committed and decided you are going to be successful to win at wealth, no matter what?" Do you find you are picking yourself up time and time again when those difficulties hit, because they inevitably will. Or do you find yourself hoping it will come easy to you or that just because you want it, it will magically just show up? So decide to win at wealth. Cut off all other possibilities so that the only way for you to move is to move forward. Truly, in any area of growth or learning, what we focus on expands. The more we focus on something, the more we are aware of it. With that new awareness we bring a new set of choices to the table. The more you focus on Winning at Wealth and bringing that into daily practice, the more you are going to see what you've got and what needs to change. That's what I love about looking at the numbers. When we look at them, honestly, they're very objective. The dollars in your bank account really don't lie. The numbers reflect the real story of what is going on in your business. They are a great way to gain direction into what needs to change so that you can start being in the driver's seat as opposed to being in the passenger in the back seat. I also want you to ground this in what is possible for you. I know the inner skeptic can creep in and sort of say, "Oh I know it's ok for you, Vanessa, it's good for somebody else. But is this really possible for me? Will this really work for me? Will I really be able to look back and see a difference?" The truth is yes! A big, huge, resounding yes if you're willing to do the work. I promise you, you can look back 12 months from now, even 6 months from now, and see some massive new results in your life and your business. I remember when I first became aware of this and began to work on myself, it was just amazing the shifts that I made in my business. Massive income jumps. Not even doubling but ten times the amount I had been previously been generating. I also know what's possible because I see it with my clients. This week I had clients share with me it was their highest month ever. One has earned in the first 6 months of this year, the same they had earned in the entirety

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of last year. Someone else had the highest month ever while she was travelling abroad. Somebody that was able to pay off a mortgage. We start to hear about some of the trips people are going on and some of the upgrades they are making to their business. I really want you to hold that is truly possible for you and hold that vision of what you want for yourself. 3 months from now, 6 months, 9 months, 12 months so that you can look back and see some massive, cumulative progress.

I want to share with you some of the top mistakes people make that are preventing them from putting their wealth into action. First and foremost, one of the key areas I see time and time again with small business owners and entrepreneurs, is a lack of focus on income generating activities. They become very busy with their business but they are busy with lots and lots of different tasks that are not adding up to new clients and dollars in the bank account. For example they might be tweaking their website or trying to perfect marketing materials or rewriting a speech; trying to get something perfect. Often times in their business it doing things they are not necessarily skilled at doing. They might be writing pages of copy or a lot of creative writing that is just not in their skill set. These things aren't really, directly, income generators. That lack of focus and time dedicated to non-income generating activities typically means we end up in that trap of feeling really, really busy but really frustrated with the financial results that we see. Fortunately, I've actually given you a list of some of the activities you really should be doing in your business that are going to help to bring in that additional income.

One of the next mistakes I see as well is inconsistent action. It starts out well with enthusiasm, tracking number and looking at bank accounts and getting a handle on those things but all of a sudden it dies off. It's as if they said, "Well I've got that nailed, no need to do that anymore." If you imagine that it is a bigger business, if they were to not look at those numbers on a regular basis it would be an absolute disaster. We've go to think about ourselves in the same light. Making sure you become consistent with the activities you said you need to undertake to

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break through, such as raising rates, setting financial goals or tracking income. These are the practices you have to keep on doing to become consistent to the point you don't even have to think about them anymore they just become the natural way you operate.

The third mistake I see, particularly in the heart-based entrepreneurs, the ones who really want to make a difference, is that they take their vision and love to see the bigger picture. They love to imagine the difference that they will make. They get some much enjoyment from visualizing, putting together mood boards and dreaming about their vision. I call it "geeking out". It feels really good, like daydreaming about being on a tropical beach. It feels pleasant, like we can imagine ourselves there and pick up on the sensations and feel the emotions. We know it would be great. But, as dreaming about that island, do we really stop to think about the journey to get us there? Do we think about the security at the airports? The lines we have to stand in? The luggage we have to pack? Perhaps we have multiple layovers, jet-lag to deal with or a time difference. There's the stress of the paperwork we have to put together including our passports and vaccination records. We don't focus on all of the details that will get us there because that's not fun. So, we continue to daydream. But, like our analogy about the island, putting all the steps together it no longer feels enjoyable. Then we tell ourselves, "Perhaps I'm not ready after all," "This isn't going to work," or "This doesn't feel right. It doesn't feel comfortable. Therefore, it can't be for me." This is a great way of that saboteur actually showing up because the truth of the matter is, it is not likely to feel comfortable, especially when we're practicing a new way of being. It's going to feel uncomfortable. That discomfort should really be a signal to you that you're in the right place, that you're headed in the right direction. If you wait for it to feel right, all you do is delay time. We know we have to take those steps to get to that vision on the other side. Ultimately, Winning at Wealth comes down to being willing to be uncomfortable for a while. It's willing to be in a place that many other people aren't willing to be. Some of the goals you're going to be setting for your business would probably place you in the top 5%, maybe less, of top earners. You have to think about this. If you want to make

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a six figure income, 95% of the population will never get there. So you're in the top 5% so you need to be willing to develop levels of mastery and dedicated action to get there. I often like to think of this as the field of top performers. They get on the stage, make it look effortless. We are in awe of them. They make it look easy. What we never see is that behind that level of performance are years and years of dedicated practice. Years of falling down and getting back up again and of setbacks. I have been watching tennis, and have recently taken it up myself. We watch those top performers on the courts. Again, they make it look effortless, but we know they have coaches and mentors to help them. They surround themselves with people that will take them to the next level and they practice on a daily basis. They're always looking into how they can fine tune those skills. This is a really important aspect. They're going to learn where those weaknesses are and work to limit their weaknesses and learn where their strengths are. Those 2 always need to happen in balance. Think about Winning at Wealth as you put it into action as if you're a performer. With that you will consistently taking your practice to the next level. It is a performance that requires a proactive approach and not a reactive approach. Too many people start to react the minute there is something painful happening. All of a sudden they can't pay the bills, things become really tight or they have some sort of a breakdown in their home environment. They react to that and they are galvanized into action. That can be a good thing in the short term as it shows us what we are capable of, but does not keep us in consistent action. Once that pressure is off, typically we resort to our former way of being. This is so true with money. It's the piece that will keep that financial thermostat at that same point. When the temperature changes we immediately react, but relax as soon as the heat is off. Over the months the net results are exactly the same. So Winning at Wealth needs to be very proactive. It's about putting you in the driver's seat of your life and business and not just reacting to situations around you. It will allow you to see what you are capable of creating. The more you can see the effects of taking an action and how that translates into new business and new opportunities, the more you actually start to do that and replicate those successes. So those successes are now going to start to build on one another.

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I said early that if we say Winning at Wealth is really important and that we're drawing that line in the sand, it stands to reason that something that important to you has to take time on your agenda. I'm not the first person to say this but one of the ways we really find out what's important to us is by seeing how we spend our time and how we spend our money. Look at your calendar and see what time is actually dedicated to income generating activities and really Winning at Wealth. I guarantee for most people there is not anywhere near enough time allocated for these activities. Again, this is up to you and when you function best, but my recommendation is that you'd dedicate time in the beginning of your day to income generating activities so you don't allow the rest of the day to creep in on you and all of a sudden you're just responding to other people's demands. Really set it as a priority. I literally block off time on my calendar for income generating activities so that nothing else can get scheduled over it. I really recommend that you do the same. What would be different if you dedicate this time every day to growing your business, increasing your income, helping more people and, ultimately, Winning at Wealth?

Be honest about where your starting point is. Take an honest look at how much time was dedicated to this previously. Again, often people either got stuck working in their business serving existing clients or stuck wallowing in the weeds doing things they really shouldn't be doing.

So, you block off this time, but now you don't really know what to do. That's ok because we really haven't been brought up to think this way, to dedicate time to increasing income. Most of us have had the prior experience and being paid just to show up but really not to think of the mechanism through which income actually comes to a business. Don't give yourself a hard time about this. I came up with examples of activities you can be doing during this time. I like to call it the money-making happy hour activities. But instead of being at the end of the day you put it at the beginning of the day. I guarantee if you put this off until the end of the day your energy won't be as high and other things will take over. Mine is blocked between 9am and 10 am. You can choose to dedicate more time to this

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but what is important is that it is regular and early. These should be joyful activities. We should consider them stepping stones to achieving the vision we want. We should bring a joyful attitude to these activities. The ultimate goal is that you will benefit so the attitude should be lighthearted so it becomes easier to perform these activities. Sure, there may be some resistance and you may find yourself distracted by other things, this is part of the process. That saboteur monster will creep in, distractions will come up, but it is key to recognize those things competing for your attention so that you can keep focused on what you know you should be doing.

You'll see that in the 50 Money Making Happy Hour Activities the very first activity is blocking that happy hour. You may want to think about setting some goals. You can set financial goals for the next 30 days. Then set goals for the happy hour itself. What do you want to accomplish during that time? What would I feel very proud of achieving during this time?

Some of the examples of activities you can do, which will give you an edge and make you more competitive, during this time are checking your bank balance, seeing where things are and recognizing when things shift. You might dread this activity early on but you might identify areas that need attention or growth and, eventually, recognizing when you bust through that financial set point.

This is about proactively growing your business. This could mean creating an event, hosting a seminar or workshop, teaming up with someone who shares a similar audience to you. It can be a few people, a small gathering, sharing valuable content and making an offer as to how they can work with you. These are strategies we have used that can generate thousands of dollars in a very simple, small, but lucrative way. One of my favorite things is to invite someone to enjoy a latte. It helps me determine if I can help them and how I can help them.

There are a bunch of activities here. You can decide which activities you will focus on. I really suggest is to write them down on your calendar the day before so that you don't get to your happy hour and don't know what to do. For example,

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reaching out to former clients and see how their doing. I love to hear their success stories but equally, sometimes, they've hit a new roadblock. They might be embarrassed to admit they've gotten side tracked or aren't doing as well anymore. It's a wonderful way of reconnecting and helping them to get back on track.

You have plenty of choices here. Work through the list. Take each day and calendar what you are going to do specifically. I want you to enjoy it. I want you to see the correlation between calendaring that time, doing the actions and seeing how that translates into results. We have to do it consistently because some of these are not going to yield immediate results. Yes we want to see instant results and instant cash flow into the business but we must think strategically as well. It's about getting it on the calendar and filling those gaps for yourself.

As you begin to work on these activities, it is important to track your progress. We've put together a tracking tool here. I'm sharing with you what we give our clients and what we use ourselves. I'm no different from you, I have to use these tools myself to keep on track. So now you can start taking those activities and track them here on what we call the Marketing Bold Money Focus Template. It's a tracking tool so you can start to see the proactive strategies that you're employing in your business and what the numbers are. I've included a way to track your income each and every day. It gets exciting when it really adds up. It's also a case if there are too many zeros with no money coming in, it's a sign to do something differently. These are the things we use in this business to generate new leads and new clients because that's really what this is going to boil down to. Some of those things might be networking events, getting yourself into a room full of people that you could be helping. When I came to the States I didn't have a business card or a cell phone or fancy flyers but within 2 weeks of my arrival I was at my first networking event. I had to figure out how to connect with different people and have conversations so I did lots of networking sometimes from one to the next and sometimes 3 events in a single day. It can be a great way to

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generate new leads and interest in your business. It's important to track how many events you attend in a month. Often people ask, "How much is enough?" The answer is, "It depends." It depends on your starting point. If you are looking to add just a few new clients you may not have to attend many. But if you're starting out it could become a full time activity. It is not just a matter of collecting business cards it's about having meaningful conversations about how you can help people and what their goals and if it's a potential match. You can then move on to the next steps of making an offer of working with you.

You also want to look at how many speaking events you want to get booked. That can be when you are brought in as a speaker or, if you are struggling with getting that scheduled or it's months down the road, you can host your own event. You can invite people into a small gathering, business party, cocktail hour or something fun. You can be creative there where you can speak to a group of people and invite them in yourself. So you get creative as to what that looks like whether you host your own or get yourself booked. And again you want to plot the numbers here.

The phone calls I talked about earlier, people that have expressed an interest and people you know you can help, prospects. Pick up the phone and check in with them. Record how many calls you are making, how many people you are actually speaking to. Without those conversations and connections, you will not grow your business. We do grow our business through conversations. That's how it happens. Sometimes those conversations happen on line, they can be virtual conversations. I've talked about putting an email campaign together where you're announcing a new program or opportunity for a strategy session with you. We use strategy sessions to really explore more about a prospects business their goals and vision and where they're getting stuck. What needs to be improved and how important is that to them. If I know I can help somebody and they really are a great client for me I will make an offer to work with me. We are not leaving this to guesswork. We're not leaving it to the client to come back to us and say, "I really enjoyed that conversation, now I'd love to work with you." That rarely

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happens. So these strategy sessions are very strategic. You're assessing if you can help that person and if they're a really good fit for you and then making that offer to work with you. You can offer those through an email campaign, you can offer those if you go to a speaking event, and through networking. It's a way to help people and get them on your calendar. That's why we have strategy sessions that are booked. You want to mark how many of those conversations do you have on your calendar. When you look at these things on a very granular level you begin to see where the gaps are and it paints a very clear picture for you. You might look out a week and see you don't have any of these things planned, and that is a good thing because now you know what to do. And then strategy sessions delivered, because sometimes they go on the calendar and sometimes people cancel and you might end up with a different number.

Another great way to build your business and get some visibility is to be an exhibitor or sponsor an event. You might want to look at some of the local events that are also serving your ideal clients where, perhaps, you could have an exhibition booth. We do this quite a bit. It's a great way to get visibility and, frankly, I find it easier than networking a room. You can get some really good deals at local events, some low level investments to really get you started. Or sponsoring an event where you get the opportunity to speak at the event or talk about what you do.

So these are the key income generating activities that we use in our business. That really took me from zero to multiple six figures in a very short period of time. So these things work but you have to work them. It doesn't just miraculously all happen by itself. You want to look at now translating this into how many new clients do these activities actually generate and what does that translate to in income.

I think when you go through this, what's going to be exciting is that you're going to start to see what you need to do in order to grow your business. Because I know what it's like when we sometimes think, "Wow, we're just so busy but nothing seems to be working. We're not getting results." That can be really

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frustrating and it ultimately keeps you from Winning at Wealth. When you start to look at these activities and see the relationship between them and your income, it's an exciting place because you know now what you need to be doing more of.

So that brings us to the end of Winning at Wealth. And I'm so delighted that you've been on this journey with me and I'm really excited about what's possible for you. This is your opportunity, it's your time to be bold and play bigger. To serve more people. To do the work that you feel called to do in the world. To really make a bigger impact. Also, that you can Win at Wealth so you can pay it forward. Whether that is to yourself, to your loved ones, to causes and charities close to your own heart. I truly believe, fundamentally, that Winning at Wealth is about creating greater success for everybody. We sometimes call this enlightened self-interest. Where we start to win at wealth for ourselves so that we can pay it forwards in the world.

So thank you for joining me in this program. I look forward to continuing the conversation with you in our Facebook community and to also hearing your success stories along the way.

This is Vanessa Shaw, bye bye now.

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