

LIMITLESS Coaching Call Transcript

JULY 10th, 2023
PERSONAL DEVELOPMENT COACHING CALL
RELATIONSHIPS TO MONEY

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00:18:05.460 --> 00:18:15.309

Stephanie Bogan: all right. Are you all ready to talk about your relationship to money?

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00:18:17.160 --> 00:18:21.650

Stephanie Bogan: This is where you go. Yes, we' all this amazing things.

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00:18:21.830 --> 00:18:46.600

Stephanie Bogan: Our relationship with money is the single biggest determining factor in how much money we have, how much of it we keep and how much of it we enjoy. If I enjoy. I mean personally, professionally, and have impact to buy anything whatever have to be achieved. Have an experience whatever you want. There's just one tiny little problem when it comes to our relationship with money

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00:18:47.270 --> 00:18:54.929

Stephanie Bogan: for the vast majority of it us, it is not overflowing in abundance and billionaireism, because if it were, guess what would happen

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00:18:55.150 --> 00:19:18.940

Stephanie Bogan: we'd be wildly abundant in billionaires. Now, I'm not saying we should be. We need to be or want to be. There's obviously a time that goes into that. But when I even have that conversation, notice how little part of your brain like chirps in with can't don't want to, don't know how. I don't want to be a billion, or I don't need to be a billionaire. It's really hard to be a billionaire. If you're a billionaire, you have to give up your whole life and be a horrible human being.

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00:19:19.110 --> 00:19:27.469

Stephanie Bogan: I don't know what your stories were. I just know that the second that I say, you could be a billionaire. You have stories that insert themselves. Because if you didn't, you'd be a billionaire.

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00:19:28.900 --> 00:19:32.440

Stephanie Bogan: So our relationship with money

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00:19:32.520 --> 00:19:51.720

Stephanie Bogan: is a function of our belief system. What is the unconscious conversation that we're having with ours, between our brains and our inner selves about what's possible and available to us when it comes to our economic experience. So today's call is really all about, can we access keyword here

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00:19:51.910 --> 00:20:06.080

Stephanie Bogan: a new level of financial possibility, one that we can really see and believe in and execute around, so that we're in a position to create greater abundance for ourselves. And you know what I've learned about creating a but better abundance for yourselves.

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00:20:06.380 --> 00:20:14.480

Stephanie Bogan: This is gonna sound so cheeky like. It's so easy when you sold a company and you' some money. Of course everyone says that, but it's actually true for a bunch of people.

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00:20:14.940 --> 00:20:37.530

Stephanie Bogan: You cannot give what you do not have. Your cup must be overflowing, and the coolest thing that I can share with you about having an overflowing cup. is it? It puts you in a position of being free of not worrying, I being able to think. I want to pursue that idea or invest in this company, and you can do it without hesitation or reservation, because you feel safe and secure.

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00:20:38.000 --> 00:20:51.769

Stephanie Bogan: The really interesting thing is, no matter how much money some people have that level of con comfort and confidence around your relationship with money, isn't there. How many people win the lottery and then get rid of all their money?

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00:20:52.570 --> 00:21:00.099

Stephanie Bogan: Why is that most people that win the lottery are not living on such a high lifestyle that they should ever be able to run out of money.

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00:21:00.180 --> 00:21:11.180

That is because people's thought processes, their behaviors and their actions are banked, and right brokenness, or poverty, or something else. And so those are the behaviors that we take with us.

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00:21:11.280 --> 00:21:22.750

Stephanie Bogan: So it's not about making more money to fix everything. It's about reframing our relationship with money, so that more money and abundance can flow to us with greater ease. Does that make sense?

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00:21:23.830 --> 00:21:50.849

Stephanie Bogan: Anyone not on board with that conversation, because it's a pretty cool conversation to have. So let's talk about what that actually look like. So we're gonna kind of go through this and do some breakouts. Because I really want you guys to steep into this and get really clear on what your relationship with money is. So I want you to look at the things that are on this slide, and there's a bunch of them, and it does not by any chance by any measure reflect all of the limiting beliefs that we can have around money. But I want to invite you to think about

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00:21:50.990 --> 00:22:18.070

Stephanie Bogan: anything that resonates with you, or different. So this is really about. If I said to you, you could have 10 x, or 100 x, your lifestyle, your income, your wealth, you, some part of you would go who put on the breaks? That's not possible. I don't know if that's at 2 x or 5 x or 10 x for you. I just know that for all of us there is a point in which our brains go. No, that's not available to you. It's too hard. It's too long. It's to this. It's to that. You don't really want to mess with that.

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00:22:20.250 --> 00:22:30.260

Stephanie Bogan: And that's what stops us and slows and center tracks. Now, I'm not saying money at all costs, because we can all see that when people write access on money for the sake of you can make a ton of money.

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00:22:30.450 --> 00:22:50.580

Stephanie Bogan: because quite honestly, your brain and your subconscious and the universe and energy like there's Switzerland. They're not making judgments. If you believe that you can. It's available to you, and if you believe that you can, it's not because your brain is going to be executing behind the scenes, but how many times when you've thought about having being achieving more particularly



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00:22:51.180 --> 00:22:59.250

Stephanie Bogan: when it comes to money. Has some part of your brain right? The crazy voices running free around the corridors of your mind say things like

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00:22:59.510 --> 00:23:18.600

Stephanie Bogan: too much. Money is bad. If you have too much money, you're not a good person. More money, no problems. Why do you need all that money, you can't take it with you. Oh, you gotta work harder and longer. The only way to make the early bird gets the worm. Oh, yeah, more in the Jones I live down with the Jones. I got the Jones on the left. They got the Jones on the right more and more and more

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00:23:19.330 --> 00:23:33.290

Stephanie Bogan: right where you are. The other person where you see that story of like people with money or bad. You know, my dad said that all those guys that weren't at the at the Boy Scout meetings were not there because they just cared about their job, and they didn't care about their families. So I baked that idea in

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00:23:34.420 --> 00:23:38.150

Stephanie Bogan: the flip side of that more money means I'm okay.

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00:23:39.480 --> 00:23:48.050

Stephanie Bogan: A certain number in my bank account says that I'm worth it. Money equals power, money equals safety, money, equals security.

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00:23:48.600 --> 00:23:57.940

Stephanie Bogan: We all have a story around money. We can't help it. We are hardwired as humans to develop those stories and guess where we develop those stories

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00:23:58.630 --> 00:24:20.340

Stephanie Bogan: in our most clear and conscious state is informed adults who have absolute agency over their mindset, or is 0 to 7 year olds who are just being pounded by life with no ego to protect us. And all those stories just go in and we go. I have to be perfect. I have to be pleasing, or I have to make more. I can't be that person that works all the time, or I don't care about my family, because those are the stories that we're fed

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00:24:20.830 --> 00:24:41.129

Stephanie Bogan: and everyone, by the way, their intentions are good. Everyone's doing the best that they can. It doesn't mean that your parents are bad or evil, or meant to hurt you, or that the teacher or the person that said or did the thing that influence you meant to. But what we have to understand is that our brains are an amalgamation of all the stories that we were fed, and that we tend to believe.

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00:24:41.700 --> 00:24:57.140

Stephanie Bogan: So if you want to be. have, achieve experience, earn more to make all of that possible. It fundamentally means that you have to stop playing the levers in your business because we're get really busy executing on those

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00:24:57.590 --> 00:25:22.110

Stephanie Bogan: and reframe your relationship with money so that you can in a much more open way, expand the possibilities about what's available to you, so they can get clear and conscious, so that you are then empowered to make the choices that align with the goals that you have, without feeling like you have to sacrifice something, diminish yourself, or otherwise set yourself aside to be more successful and abundant.

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00:25:22.160 --> 00:25:28.160

Stephanie Bogan: There is no sacrifice required. It simply means you need to decide

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00:25:28.170 --> 00:25:35.799

Stephanie Bogan: that abundance is your birth right, and you deserve it, and then you need to convince your brain that you're right, and you know what happens when you do that

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00:25:36.120 --> 00:25:41.360

Stephanie Bogan: he's crazy. Kismet. You tend to make a lot more money.

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00:25:41.430 --> 00:25:47.199

Stephanie Bogan: Ask me how I know this. I grew up in a trailer park. My relationship with money was, there's not enough.

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00:25:47.220 --> 00:25:58.860

Stephanie Bogan: It's scarce. You have to manage every single penny. My mother, I kid you not had a shoe box filled with envelopes. and I'll never forget

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00:25:58.950 --> 00:26:03.369

Stephanie Bogan: that I would go into her room, where she spent a lot of time

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00:26:03.510 --> 00:26:18.070

Stephanie Bogan: and ask her about something, and she would open the shoe box and pull out the envelope that said groceries or clothes or housing. and she would be like, the envelope is empty, or there's \$42 in the envelope. And so what was my relationship with money?

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00:26:18.490 --> 00:26:19.890

Stephanie Bogan: It's limited.

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00:26:19.940 --> 00:26:29.369

Stephanie Bogan: It lives in an envelope. That envelope has to be protected and guarded, because if that envelope is empty, there is no replenishment. There was no.

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00:26:29.430 --> 00:26:39.869

Stephanie Bogan: you know, funds that we like. It was literally what we had to live on. My mom would send my down to the grocery store, being the loving but crazy person that she was, and he would come back with groceries.

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00:26:40.500 --> 00:26:53.669

Stephanie Bogan: This is interesting, and she would go through the receipt line item by line item, and send my dad back to the grocery store if he had paid 97 cents too much for tomatoes, and I remember being like 13 or 14

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00:26:54.010 --> 00:27:04.610

Stephanie Bogan: and watching this, and I don't know where I had the awareness, but I remember thinking it will cost more in gas. Then we will save by sending him back to the grocery store.

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00:27:04.770 --> 00:27:14.899

Stephanie Bogan: But guess what? He went to the grocery store every single time to get the 97 cents for the so what is the belief system that I am a child. I'm going to form in that environment.



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00:27:15.340 --> 00:27:26.579

Stephanie Bogan: Every penny is scarce. You gotta make the most of it. You can't waste it if you do, bad things are gonna happen. And so, as I've gone through life, what I've noticed is every single time

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00:27:26.610 --> 00:27:30.099

Stephanie Bogan: that I up level my relationship with money. Do you know what happened?

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00:27:30.780 --> 00:27:33.910

Stephanie Bogan: Wildly. Get up, love with my bank account?

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00:27:34.230 --> 00:27:39.550

Stephanie Bogan: So it's not about, you know, hey? I just want to make more money, at least not from my view.

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00:27:40.060 --> 00:27:49.779

Stephanie Bogan: It's about what's the feeling that more money is going to give you, and we get so caught up in the execution that we forget about the experience that we're trying to have.

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00:27:50.190 --> 00:27:52.480

Stephanie Bogan: You've all heard the story of the fishermen

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00:27:52.500 --> 00:28:07.280

Stephanie Bogan: right where he's on the beach every morning, and he goes out to fish, and he brings fish back for his family, and then by, like 10 or 11 o'clock, he's done, and he spends the day with his family, and then I don't know. Capitalists show up on a boat. They're probably American, undoubtedly.

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00:28:07.280 --> 00:28:23.559

Stephanie Bogan: and they're like, Hey, you know, you could work a little bit harder, and then you could buy another boat, and then you could buy another boat, and you could buy another boat. And the cat. The fisherman said, Well, why would I want to do that? They said so that you had all the money that you needed, and you could spend time with my family

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00:28:27.790 --> 00:28:38.760

Stephanie Bogan: more isn't better, better, is better. But and want you to fundamentally believe that money is available to you, and it's here to help you create the experience that you want to create.

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00:28:39.140 --> 00:28:57.070

Stephanie Bogan: So I want everyone to just pause right now, this is actually something really interesting that I'm working on right? Because money is great. I love money, I love. The money flows to me in abundance. And then one day I realized, why can't more of it flow to me like, why did I hit this point of success? And then, like level out for a bit?

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00:28:57.520 --> 00:29:10.420

Stephanie Bogan: And then I was like, Oh, because I grew up in a trailer park, and this was literally the best thing that I could imagine. And then, the second that I start lived living it. There was not a new vision. And I was like, Oh, interesting.

103

00:29:11.520 --> 00:29:21.930



Stephanie Bogan: So now I've got this cool, fine vision because it's a cool fun vision. I don't know if it'll happen or not. But I love the idea of the experience like, what if I could do this, or what if I could do that?

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00:29:22.180 --> 00:29:29.969

Stephanie Bogan: So I want you to pause for just a moment, and I want you to think about the amount of money that you currently have in your life experience

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00:29:31.710 --> 00:29:37.429

Stephanie Bogan: and your your economic experience. And then I want you to think about the life experience that you have as a result of that.

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00:29:39.010 --> 00:29:47.010

Stephanie Bogan: What is that relationship? Is it wildly abundant money flows to me easily. I have all the money that I need. I have all the time that I need.

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00:29:47.090 --> 00:30:16.269

Stephanie Bogan: is it? I've got to work harder and longer. If I could just dig in, and if I could, just this, and if I could just that, then I will make X, and everything will be okay, is it? Hey? If I make any more than this, somehow some parent or authority figure is going to be standing over my little invisible shoulder, telling me what a bad human eye is like. How? Who am I to have this level of success in abundance? And shouldn't I be like throwing myself on my sword and spending every free penny to feed the poppers and the masses like.

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00:30:16.470 --> 00:30:18.949

Stephanie Bogan: I've heard all the stories in coaching.

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00:30:19.760 --> 00:30:26.510

Stephanie Bogan: and they are almost all baked in guilt, shame, uncertainty, doubt, right limiting beliefs.

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00:30:27.310 --> 00:30:31.880

Stephanie Bogan: So if I said to you that you could 3 x, or 5 x, or 10 extra income

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00:30:32.650 --> 00:30:37.899

Stephanie Bogan: and live a fully abundant life, and whatever that means to you, what shows up for you?

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00:30:38.960 --> 00:30:52.110

Stephanie Bogan: Are you like you, Steph Williams, like, Go, girl, we got this? No problem. I got a vision, or is it like, Oh, oh, wow! Does your brain go? I don't have enough clients for that. I'm gonna have to triple the size of my clients. I don't know. How am I gonna do that? I don't know.

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00:30:52.850 --> 00:31:14.529

Stephanie Bogan: I just want you to notice the state that you're in when I talk about creating a next level of success. Not like a little bit, not like 10 or 20%, Patrick, but when I'm like. Then I don't mean triple or quadruple it, because I know you guys take me literally. Sometimes when I say double it. You're like I have to double my goal and achieve that. I don't really mean that. I mean, I want to give you permission

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00:31:14.800 --> 00:31:26.450

Stephanie Bogan: to be so blissfully abundant and deserving that you're like. Of course, I could do that amazing thing that sits on the side of my head if I were constantly diminishing myself and discounting it.



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00:31:29.150 --> 00:31:44.379

Stephanie Bogan: What would your economic vision be, and what would the experience be in terms of your work and your wealth, and your well-being, and your impact, and your family and your charity and your churches in your community. If you were so overwhelmingly abundant, you never worried about your safety and your security

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00:31:44.560 --> 00:31:47.879

Stephanie Bogan: that all you had the need to do was be of service.

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00:31:50.850 --> 00:31:52.280

Stephanie Bogan: That's the fun part.

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00:31:52.870 --> 00:32:03.530

Stephanie Bogan: When you get to sit around and be like, well, I could do that. But I just want to do this, and if they come they come, and if they don't, it's okay. I'm fine. There's a level of freedom in that. It's like wildly awesome.

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00:32:03.580 --> 00:32:08.050

Stephanie Bogan: And then, even when you get there. By the way, do you know what happens along the way sometimes, Jim?

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00:32:08.260 --> 00:32:17.689

Stephanie Bogan: Even when you've got it, your little brain is like, no, you don't know. You don't got to be careful. Get a couch yourself. Get be really cautious. You gotta do this. You might go back to the envelope.

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00:32:18.210 --> 00:32:21.590

Stephanie Bogan: And then you're like, Oh, I really don't want to go back to the envelope that sucked.

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00:32:23.520 --> 00:32:41.750

Stephanie Bogan: I lived in a world where literally my parents would like like be in, knock down, drag out fights over the bills, or whether we could pay the rent on the Mobile home like gnarly staff. So what's my is my relationship with money abundant and peaceful and free? Or was it filled with anxiety and scarcity and doubt and trauma?

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00:32:43.780 --> 00:32:55.109

Stephanie Bogan: You're not going to create abundance. From that you just can't like. I've learned that. And so the whole point of this conversation is, can you just check in with your state around money. We're going to talk more about it and and do some breakouts.

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00:32:55.600 --> 00:33:00.440

Stephanie Bogan: Is your energy around money positive, abundant, empowered? Of course I can.

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00:33:00.860 --> 00:33:15.329

Stephanie Bogan: Where is your energy around money intellectual? Are you in that? I call it being a head right like, are you in that heart space of abundance? And it's flowing, and I'll just follow the flow and figure it out, whereas your head like got to do this, you gotta do this, and you can't do this. And what about that? And

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00:33:15.430 --> 00:33:17.430

Stephanie Bogan: did you know the voices?

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00:33:17.590 --> 00:33:29.790

Stephanie Bogan: I know I'm not the only one. Check your energy state. Is it above the line or below the line. If you're below the line, it means we have to elevate your belief systems around money to make it more accessible to you.

128

00:33:29.850 --> 00:33:39.390

Stephanie Bogan: and if it's above the line. Then we just have to help you expand your vision of what's possible so that all that energy can be aligned with impact and the reach and the experience that you want to have in your life.

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00:33:39.620 --> 00:33:46.739

Stephanie Bogan: So just to check in on your individual relationship with money and some of the things that might be slowing you down.

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00:33:46.780 --> 00:33:52.650

Stephanie Bogan: What is the number? One reason we have hang ups around money wildly printed on the screen in front of you.

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00:33:54.150 --> 00:33:55.050

Stephanie Bogan: Anyone.

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00:33:59.800 --> 00:34:13.909

Stephanie Bogan: Someone just has to unmute and actually read the slides awesome. See interactive part. And how many of you resonate with that feeling? If I just had X amount of money, then everything would be okay.

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00:34:14.460 --> 00:34:16.659

Stephanie Bogan: Guess what happens when you get to X amount of money.

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00:34:17.909 --> 00:34:32.739

Stephanie Bogan: The belief system, whatever it is, it's not enough. I have to. I've got clients that are running 1 billion dollar firms. And you know what they're like. But when we get to the next 1 billion it'll all be okay. And I'm like, no, it actually won't, because you're gonna take you with you

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00:34:33.330 --> 00:34:50.569

Stephanie Bogan: when we reconcile our relationship with money, and we recognize that. Yes, it does give us safety, it does give us security. but if we're not careful, the need for that keeps us in the status quo, because anything at the next level requires that we give up what?

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00:34:50.770 --> 00:34:52.929

Stephanie Bogan: Some modicum of what

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00:34:55.350 --> 00:35:07.140

Stephanie Bogan: that safety and security. If I'm going to raise my fees or pick a niche, or, you know, market more effectively, or do a podcast or hire someone and invest in them? And what if they leave and I lose all that money.

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00:35:07.270 --> 00:35:17.350

Stephanie Bogan: We are hardwired to couch our decisions and sit in that place of crisis of confidence because our number one job is to be safe, secure, and stay alive.

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00:35:18.380 --> 00:35:29.179



Stephanie Bogan: So just understand? Like sometimes we have to sit in the place we have the opportunity to sit in the place of how is this in service of me.

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00:35:29.600 --> 00:35:44.390

Stephanie Bogan: but also, how is it not in service of me? How is it costing me so? Our relationship with my money is fundamental to our experience with safety, and if we don't feel safe, what mode do we go in success, mode, or survival mode

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00:35:49.520 --> 00:36:09.809

Stephanie Bogan: anybody we do, and do our best work from survival mode? Are we of service? Do we have abundant ideas? Do we have? No, we don't. So the issue is that we are constantly evaluating and measuring ourselves relative to a Standard society is really good at giving us another standard, and so we constantly measure ourselves by the amount of money

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00:36:10.050 --> 00:36:14.000

Stephanie Bogan: or the watch, or the car or the house that we're, you know.

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00:36:14.020 --> 00:36:21.520

Stephanie Bogan: wrapping ourselves in, and they're cool. I love money. Money buys you awesome things, but it's also for not careful just to shield any uniform

144

00:36:21.560 --> 00:36:40.130

Stephanie Bogan: that we put on the same way that warriors put on shields and uniforms to guard them as they go into battle. and I, just at 1 point, was like, I don't really think I want to go into battle on a daily basis. I think I would have like, find my groove and let awesome stuff, and people come to me. I don't know why you make that shift.

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00:36:40.300 --> 00:36:59.650

Stephanie Bogan: So without awareness, we are fundamentally subject to the effects of our programming. That's why we keep having these conversations at limitless to raise the awareness so that we can get a tune to what's happening so that we can take corrective action and put ourselves in the best possible opportunity to succeed.

146

00:36:59.660 --> 00:37:10.479

Stephanie Bogan: It's almost always, by the way, not about safety in the moment. Like most of you aren't dying. Most of you are past rent and ramen, but it really becomes some flavor of a future trip.

147

00:37:10.720 --> 00:37:23.569

Stephanie Bogan: If I do this, then what if I lose this? Or what if my clients leave me here? And 97% of the time? This is actually statistically validated 97% of the time that we worry about stuff.

148

00:37:23.660 --> 00:37:26.230

Stephanie Bogan: It doesn't happen literally.

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00:37:26.430 --> 00:37:38.429

Stephanie Bogan: How many of you, by the way, I've already picked a niche done a fee increase told your client something different that you thought when we started you were going to be like, oh, I can't do that, and now you've done it. You're like, Oh, my God! It was like a blip. Anyone

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00:37:39.010 --> 00:37:53.289

Stephanie Bogan: like it, like a bunch of you should actually be raising your lance right now. Yes. in that moment



every survival thing we had around money, and what would happen if was kicking in? And when we get to the other side of it. We're like, Oh, my gosh! It was just not that big a deal.

151

00:37:53.990 --> 00:38:07.999

Stephanie Bogan: That's how powerful the stories in our head are. It's never about what's happening right now, unless you literally cannot pay your rent. It's some version of that future trip. and that future trip is measuring you against. How am I doing

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00:38:08.190 --> 00:38:18.030

Stephanie Bogan: relative to what I think I should be doing. Oh, Joseph, like I'm supposed to be so much farther ahead by now. I've been watching Adam, and he's such a rock star as a rock star.

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00:38:18.280 --> 00:38:30.860

Stephanie Bogan: But when Adam started he was struggling, and then he did the work, and then he hit the hockey stick right? Like we're. We're always trying to tell you the stories of like where we broke down so that you understand it's not always this shiny, perfect version.

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00:38:31.060 --> 00:38:42.739

Stephanie Bogan: even for us. Now there's still work that we do. So humans are hardwired to ask constantly a thousand, 90 times a day without you even realizing it. Am I safe? Am I okay?

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00:38:43.000 --> 00:39:01.669

Stephanie Bogan: When you look at your task list and you see more work than you can do? Do you know what your brain is saying, Jacob. am I safe? Am I okay? And your brain goes no dude, you're not. You've got 29 h with the work and 8 h, and your family needs you, and you gotta make more money. And how are the hell are you going to get out of this

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00:39:01.730 --> 00:39:06.240

Stephanie Bogan: that happens in a fifth of a second. And then what happens to Jacob's tone? He's like.

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00:39:08.190 --> 00:39:30.629

Stephanie Bogan: so if we're subject to those forces, it shrinks us. It compounds us. We talk about this. And if we can just create awareness in that awareness, we can get a tune to what do I want my relationship with money to be. I do feel like I'm survival mode. I do feel like I have to work really hard. I do have to feel like I'm constantly striving, improving, and protecting, defending against bad things happening.

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00:39:31.030 --> 00:39:40.260

Stephanie Bogan: But I want to reframe that relationship, and I believe that I'm empowered to do it. What it fundamentally requires is that you understand that you.

159

00:39:40.710 --> 00:39:59.639

Stephanie Bogan: not your past or in charge of the radio dial? And what's the radio dial? How many of you have ever been in space. Laura, Don Jim, William, where you're like, I'm on this. I'm a rock star. I feel great. And then amazing things happen. And you were like told me, anybody. You guys had this moments.

160

00:40:00.950 --> 00:40:15.959

Stephanie Bogan: Yes. I know. Don just kind of you like picked on you because you've had loads of them. And then because you're human. What other moments do we have? Oh, and then we hit her head on the ceiling of some limiting belief. This is so important



161

00:40:16.110 --> 00:40:22.280

Stephanie Bogan: you will only be as successful. Happiness, health? Well, well, being, we're talking money today

162

00:40:22.480 --> 00:40:28.729

Stephanie Bogan: as your brain believes is available to you. How many of you can see yourselves as a billionaire.

163

00:40:32.720 --> 00:40:43.120

Stephanie Bogan: That's not gonna make like, I'm not saying you should be a billionaire. I'm just saying that you should recognize that like everyone else, it's available to you, and I'm not saying there's work, and you want to do all of that.

164

00:40:43.230 --> 00:40:49.400

Stephanie Bogan: But most people who, by the way, set out to be billionaires like don't set out to be billionaires. It just happens because they're following an idea

165

00:40:49.670 --> 00:40:54.070

Stephanie Bogan: with a lot of passion. Sometimes good, sometimes bad. Make your judgment calls.

166

00:40:55.270 --> 00:41:07.880

Stephanie Bogan: but they believe that they're deserving the wording. I could give you some very specific examples of people in the public eye who have a ton of money, who believe that they're worthy and deserving, even though most of us would watch them. It'd be like

167

00:41:07.900 --> 00:41:10.820

Stephanie Bogan: you are in no position to be in that position of power.

168

00:41:11.540 --> 00:41:25.539

Stephanie Bogan: the universe, your energy, your subconscious, does not sit around going your worthy Patrick, or you're not, except like it's going to pick that. But if you are a narcissist and you think it's it's available to you, it won't stop you. Your brain will get in the way.

169

00:41:26.260 --> 00:41:38.239

Stephanie Bogan: So we need to be like, just as powerful as people with negative beliefs on the narcissistic like, we've got to do that on the do good side. And so if you're if you're if you're on the dial listening to country music and 89 point Twanger.

170

00:41:38.540 --> 00:41:44.040

Stephanie Bogan: and you're like, oh, it's a classic hard rock. What do you have to do to get there.

171

00:41:45.860 --> 00:41:52.470

Stephanie Bogan: Joseph. you can turn the dial. You actually have to change the frequency.

172

00:41:53.470 --> 00:41:58.179

Stephanie Bogan: People are humans. Humans are vibration vibrations or energy. It's a frequency.

173

00:41:58.690 --> 00:42:18.770

Stephanie Bogan: If your frequency is not enoughness, you're gonna always struggle to create abundance, and if



your frequency is abundance, whether you deserve it or not, that's the really crappy part of the honest message. Your brain is switching and it doesn't go. Oh, you're deserving in that legitimate besides that, based on your experience.

174

00:42:19.870 --> 00:42:39.939

Stephanie Bogan: So when we look at people who are really successful and make a bunch of money, and some of them use their powers for good. But some of them. Don't some of them use your powers for evil? And we're like, how does that work out? And it's because our belief systems and the energy out there is Switzerland. It's what we bring to it. You can't get there from here. You can't get to abundance overflowing

175

00:42:39.940 --> 00:42:54.709

Stephanie Bogan: if you don't think you deserve it, or you're not going to be able to convince clients that you're worth it, or you can't possibly raise your fees. \$500. There's no way to get to overflowing. Awesome. Just the but it's an impact from the I can't. I don't want to. I shouldn't. I don't know. How

176

00:42:55.740 --> 00:42:57.580

Stephanie Bogan: does that make sense to everybody.

177

00:42:59.540 --> 00:43:04.710

Stephanie Bogan: So if I were to say to you right now, you have all the money and freedom that you could ever want.

178

00:43:05.220 --> 00:43:09.350

Stephanie Bogan: what dial would you be on. And what dial are you on right now?

179

00:43:09.660 --> 00:43:20.189

Stephanie Bogan: Are you on like a thousand megahertz of awesome? Are you on like 89.7 twice, and you're trying to work your way up the dial. And, by the way, we're all trying to work our way up to dial all the time

180

00:43:20.230 --> 00:43:32.079

Stephanie Bogan: period. There's a point where, like a certain amount of money is cool, but then you want to feel good about it and give it an abundance, and never worry about it again. And, by the way, that's work when you make it, what's the number one fear that you have

181

00:43:32.690 --> 00:43:37.600

Stephanie Bogan: everyone here? You've all worked with business owners. They've made millions of dollars. What's the first thing they say to you?

182

00:43:37.820 --> 00:43:49.540

Stephanie Bogan: So there's a whole marketing thing I do with business on like here. I call it fear of falling like I built for sure, for people are hanging on the rock by their finger tips right like.

183

00:43:50.030 --> 00:43:55.099

Stephanie Bogan: I don't need to double or triple my money. I need you to not lose it. Make sure everything stays safe and secure

184

00:43:56.740 --> 00:44:03.270

Stephanie Bogan: right? And then you've got people who are the opposite where they're like, throw cost into the win. And you know they have a very different money story.



185

00:44:03.520 --> 00:44:13.669

Stephanie Bogan: and there's not a right or a wrong. It's just is our story aligned with the success, level, and experience of satisfaction that we want to have as humans and founders. And for most of us there's usually a gap.

186

00:44:14.090 --> 00:44:24.479

Stephanie Bogan: So when you're sitting in the space feeling negative, and it's hard to just understand, like, I gotta change my dial, my frequency on the radio dial. Because if I don't, I can't get there from here.

187

00:44:24.800 --> 00:44:38.259

Stephanie Bogan: And that's the actual work that comes with reframing our relationship with money. So as you think about this. Where do you sit? You have that relationship with money. Where? Where is it? Currently right? Like.

188

00:44:38.280 --> 00:44:50.760

Stephanie Bogan: I have to work hard and long to earn it. And you, by the way, if you believe that you can work hard and long, and you can earn it, there's not a ton of leverage in that. By the way, there's not a huge amount of lift, but you will be successful. I know that was the first leg of my career.

189

00:44:50.830 --> 00:44:55.500

Stephanie Bogan: I just do this, and I work hard and I dig in. Everything will be okay. And it one of it is really cool.

190

00:44:56.120 --> 00:45:14.090

Stephanie Bogan: But it was consuming like it was kind of crushing to my soul. There's the mother, Teresa approach I've discovered I'm not that person like they don't really need any of it. If I have money. It means bad things. Nope, I grew up in a trailer park. Having money doesn't mean bad things. It means safety and security to me.

191

00:45:14.280 --> 00:45:29.400

Stephanie Bogan: But some of you grew up in different environments where, you know, I had a client whose dad really literally ran the Boy Scouts, and he was like when that those dads didn't come to the weekend meetings. He was like, Yeah, they're too busy working. They're just. They're not as invest in their family as we are

192

00:45:29.780 --> 00:45:40.509

Stephanie Bogan: intentions. Good. But what was the story that that person picked up? Hey? If you are working and you're not in everything like that's gotta be the number one thing, but and I'm not saying it's a bad thing.

193

00:45:40.860 --> 00:45:48.060

Stephanie Bogan: But then we hear the story of like the people not here, and the people being successful in the people driving nice cars. They're bad because they're not here.

194

00:45:49.480 --> 00:46:07.410

Stephanie Bogan: And that really is a child kind of creates a story that right making too much money is bad. It means that you don't care. You're not invested. So we've got to be really careful about this Mother Theresa stories, and then, you know, there's the whole Jerry Mcguire which we love, which is, you know. Everybody remembers the famous Jerry with wire line. What is it?

195

00:46:08.320 --> 00:46:18.330

Stephanie Bogan: Show me the hey? But the really cool thing about that particular moment in that movie at that time, for anybody that remembers it is. Where was he coming from?



196

00:46:21.000 --> 00:46:41.529

Stephanie Bogan: Was he coming from a for survival state or an abundant? I'm going to hang it out there, and you know, like I'm just so into it. And I really hope people come along. And they were obviously some really crushing moments in the movie. But he was coming at it from a success state like, it's abundant. It's here I'm on fire. I'm passionate. I'm going to tell people what I really think. It's probably going to go really badly, and I just don't care.

197

00:46:41.790 --> 00:46:47.790

Stephanie Bogan: The whole point of the movie is right. Follow your passion, and the profit will follow. That's literally the point of the entire moving.

198

00:46:48.470 --> 00:47:13.000

Stephanie Bogan: And we're trying to do that every day. But all these things happen in the middle that say, actually, Patrick, that was a bad idea, Todd, that client said, no. What were you thinking, holding your ground like that, Edwin? If you make that decision, I don't know. It might not go. Okay, and here's the truth. It might not it literally might not. But that decision leads you to the learning that takes you to the next decision that gets you there.

199

00:47:13.490 --> 00:47:26.249

Stephanie Bogan: If we're not willing to go down that path. If everything's got to be perfect and right all the time for us to be successful and happy. then we either don't do it, or we're miserable when we could really be enjoying the ride a lot more.

200

00:47:26.760 --> 00:47:34.589

Stephanie Bogan: So really, as you think about that framing, what's your attitude around money? And how might you reframe it as we move forward?

201

00:47:35.510 --> 00:47:45.769

Stephanie Bogan: So what are you above the line stories we're going to do? This is a group in a little bit. But I want to prime you up. I want you guys to interact with me here, because you know I love looking at you. But

202

00:47:46.040 --> 00:47:47.200

Stephanie Bogan: team sport.

203

00:47:47.540 --> 00:48:01.159

Stephanie Bogan: Give me some ideas. What are your above the line stories for money? So one of the things that my team hears me say all the time is like dude when I'm in my Mojo Lane like I can print money. Money just like follows from the sky, man from heaven. It just gotta be in the lane

204

00:48:01.480 --> 00:48:11.319

Stephanie Bogan: like I can make money anytime I want. Allison will tell you. I say it then I'm like, Oh, wait! I'm not in the lane that explains it. I gotta get back in the lane. Keep me in the lane. Everything is golden around here.

205

00:48:11.510 --> 00:48:27.849

Stephanie Bogan: We literally have that conversation. My work is to remember when I'm not Malay, and I'm like, Oh, wait! I'm not in the lane. Good things don't happen from here. right? So I ultimately believe right. Money flows to me easily and effortlessly. I can make it in abundance. I'm totally deserving.

206

00:48:28.100 --> 00:48:32.120

Stephanie Bogan: That's a belief I have to work on sometimes, but that's my above long belief.



207

00:48:33.320 --> 00:48:36.540

Stephanie Bogan: What about you, Joseph? Do you have an above the line belief around money?

208

00:48:37.940 --> 00:48:42.679

Joseph Eck: you know, I was just trying to think about what that would be. I mean, I I feel like I don't have.

209

00:48:42.790 --> 00:49:09.869

Joseph Eck: when I think about doubling my business and thinking about like my major limitless goal of having a practice that generates personal income of, let's say, half a million dollars, even though it's a lot more than I make right now. It's not. It's not a terrifying thing to me. It's like it. I totally believe that I can do that. How I get from point A to point B. Not sure yet, but I will figure it out if you believe it. This is so backed by science and research. If your brain believes that it's possible to you

210

00:49:09.920 --> 00:49:29.039

Stephanie Bogan: all that subconscious stuff starts to work in your favor, the ideas, the people, the situations, the opportunities, the confidence emerges incrementally, and it builds over time. So what are the opposite of that like? Who has a negative belief around money like? What are some of those voices that show up below the line? Anyone want to be honest and share one

211

00:49:31.530 --> 00:49:35.399

Kevin Murray: circle of trust? Money is money is control.

212

00:49:35.430 --> 00:49:40.779

Stephanie Bogan: Yeah, right? If I as long as they have money I'm in control of things. Is that ultimately true? By the way.

213

00:49:42.470 --> 00:49:53.830

Kevin Murray: no, it's not true for me. But I I guess that's how other people have behaved. So yeah, so how do we reframe that belief into an above the line? Success, state belief.

214

00:49:56.980 --> 00:50:17.249

Stephanie Bogan: When I have money I'll be able to do good with it.

215

00:50:17.270 --> 00:50:29.630

Stephanie Bogan: Money makes it okay. Money never makes it. Okay. Do you know what makes it? Okay? The person behind the money. We've all seen people with money not being okay. And we've all seen people without that much money being really awesome.

216

00:50:30.180 --> 00:50:36.939

Stephanie Bogan: So money is a tool. It's cool tool. We like it. But is money ever the answer in and of itself.

217

00:50:38.490 --> 00:50:47.920

Stephanie Bogan: right? Because it comes and it goes right. Money. It's just energy, right thoughts, things right as we think about ideas, we execute on them, and they actually become real things. And that becomes real money.

218

00:50:48.350 --> 00:51:07.850

Stephanie Bogan: So what we focus on tends to be what we get more of it. We? It's an opportunity. And money's flowing to us. And so we're the people in situations, opportunities that are going to bring us great things. That's what



flows to us, and if we shut down we say it can. I shouldn't. I don't. It's going to be hard. Our brains like absolutely. That's a great way to stay alive and protect ourselves.

219

00:51:08.530 --> 00:51:25.179

Stephanie Bogan: So it's really important that we get really clear on what our actual subconscious like when I sit around thinking about what's next get my sitting there from a place of inspiration, abundance, and opportunity, like, yeah, how am I going to make this happen.

220

00:51:25.270 --> 00:51:40.619

Stephanie Bogan: or are we sitting there thinking. Hmm! I don't know. How am I gonna do that? I might be available to Adam or to Patrick, but it's not available to me, or it's gonna be so hard, or I have this like, just be so mindful of those stories because they either serve you

221

00:51:40.630 --> 00:51:45.179

Stephanie Bogan: or they shrink you when it comes to creating that next level of abundance.

222

00:51:45.610 --> 00:51:51.640

Stephanie Bogan: If you think the people with money or bad, Jeff, are you going to become a person with more money at some level.

223

00:51:52.150 --> 00:51:55.669

Stephanie Bogan: No, your brain is just simply not going to let you do that.

224

00:51:55.770 --> 00:52:08.740

Stephanie Bogan: And if you think you came from a trailer park, and you're just not good enough right to be that level of influence, or to have that level of impact and the income that comes with it. Where is your inspiration going to be on a given day.

225

00:52:09.810 --> 00:52:25.410

Stephanie Bogan: and if you do the work and you get out and you walk the dog, and you do your meditation, and you remind yourself how worthy you are, and you wake up. And you're like, Wow. I have the ability to influence and impact people in crazy, awesome ways. I think I would love to do more of that today. What's probable.

226

00:52:27.690 --> 00:52:32.689

Stephanie Bogan: So I'm obviously sharing like I deal with this stuff all the time.

227

00:52:33.120 --> 00:52:48.060

Stephanie Bogan: It's a constant like how my up leveling my relationship with money so that I can up level my experience, which for me means not just up leveling my economics and having a whole, another level of freedom and fun and coolness. Just because why? The heck not.

228

00:52:48.330 --> 00:53:09.749

Stephanie Bogan: and that's the work I've been doing over the last couple of years is, do you know that you can, just as some crazy, bigger goal? And you don't even need a reason to do it. You can just say I would like to experience that without justification, and it will come to you if you focus on it. We like it struck, and I deserve, or I believe, or what do people? What does it mean? And what if I did that? And I was like, Oh, my gosh!

229

00:53:10.260 --> 00:53:18.849

Stephanie Bogan: So I was listening to this thing this morning. It was really cool, and it was like, what if you took a



hundred dollars, Bill? I was getting in the zone for today's call, obviously.

230

00:53:19.250 --> 00:53:44.869

Stephanie Bogan: And I want you to think about like just the scarcity and the limitations we have around money. And so the exercise I was listening to on Youtube, which is really fun. And it was just all about right money and abundance. And it was, I want you to. Most people won't do this by way, but I want you to take a hundred dollars, Bill, and I mean this with all coolness.

231

00:53:45.320 --> 00:54:10.320

Stephanie Bogan: like most of us can just do that on a given day. So I was like, What if I pretended it was a hundred \$1,000 bill? And what if I just went through every day like. Oh, I would love to rent that G for a week for \$25,000! Of course I could do that. It would be so much fun. Oh, my God! I would love to you in breast to my friends company that's doing this amazing work, and just pass them off 75 grand, and be like no problem. Man, you just roll with it. I would love to be like, actually, I'm gonna start a whole huge community.

232

00:54:10.320 --> 00:54:16.309

Stephanie Bogan: and it's going to be free for everybody around mindset, because I don't think anyone should actually have to pay for it like, yes.

233

00:54:17.090 --> 00:54:28.619

Stephanie Bogan: what happens in my brain and my energy when I get in that zone. Now, I'm constantly focus on what cool ways I could spend a hundred grand, which, by the way, is wildly different than sitting around thinking about how hard you have to work for it.

234

00:54:30.110 --> 00:54:32.740

Stephanie Bogan: Which one do you think puts me in a better state in place?

235

00:54:34.730 --> 00:54:47.110

Stephanie Bogan: So that was just my little Pr. I was. Listen to that this morning. I was like a hundred dollar bill is cool, but for most of us like that's, you know, like I could spend a hundred bucks. It's not game changing. And then I thought, Tam, what if I added 3 zeros to that?

236

00:54:47.370 --> 00:55:03.599

Stephanie Bogan: And I just started walking around. Think that's literally my exercise. I'm like, I'm just gonna walk around. I'm taking a hundred dollar bill. I have literally an appointment on my calendar with my husband today at 50'clock. So so it was like, this is going to be so much fun. He started this whole new business thing, and I was like, I want to get him in the Zone.

237

00:55:03.660 --> 00:55:13.580

Stephanie Bogan: and I was like, what if we take \$200 bills and we just add those zeros, and we put them in our wallet, and every day we start talking about the things we'd love to spend a hundred \$1,000 on without blinking

238

00:55:15.320 --> 00:55:16.790

Stephanie Bogan: without blinking.

239

00:55:17.490 --> 00:55:30.289

Stephanie Bogan: Now I can spend a hundred grand on stuff that doesn't mean I'm gonna get a blink. But then I was like, what would the next level of money. Freedom be for me, and I was like well, the way that I spend 10 grand now, like I could spend a hundred grand, but I would like think about it.



240

00:55:30.360 --> 00:55:42.500

Stephanie Bogan: I was like I could spend 10 grand now on something. It'd be like, Okay, cool, whatever. And I was like, what if I could do that abundantly all the time with a hundred grand? How much money would I need for that? So I just up my number in. That's my game.

241

00:55:43.320 --> 00:56:00.599

Stephanie Bogan: I'm not saying I have to have it to be wildly happy, but I'm just coming at it from a place of abundance, and can, and why are and I deserving? And when I do good, when I feel abundant and free, you know what I know I do in the world, I go out and I help other people create it in a multiplier effect. So actually, I feel super deserving.

242

00:56:03.810 --> 00:56:08.180

Stephanie Bogan: And then I was like, what if everybody in this group felt that way. What would we accomplish?

243

00:56:09.450 --> 00:56:12.180

Stephanie Bogan: Does anyone like really excited by that want to join me?

244

00:56:14.420 --> 00:56:16.579

Stephanie Bogan: Thank you, Kevin. Oh, yeah.

245

00:56:16.960 --> 00:56:24.420

Stephanie Bogan: that's the opportunity. And, by the way, you don't have to be billionaire to be wildly happy. You even have to millions of dollars. But money does make life easier.

246

00:56:24.850 --> 00:56:31.810

Stephanie Bogan: and it certainly makes it possible to have scale reach of impact, which I think pretty much everyone in this community is on board with

247

00:56:32.220 --> 00:56:52.650

Stephanie Bogan: whether that's your church, your clients, your charities, your community, like. You're all here because you believe in a version of yourself and your business that is more and better than what you're experiencing, which tells me that you're kind of the people that want to elevate and uplift yourself and others. I can't think of a more worthy group to have this conversation with.

248

00:56:52.860 --> 00:56:58.190

Stephanie Bogan: I just need you to believe you're as worthy as I believe you are.

249

00:56:59.350 --> 00:57:05.929

Stephanie Bogan: That's the goal. Today. If you do that, you will execute on the ideas and the strategies. That's what I'm working on like.

250

00:57:06.530 --> 00:57:20.439

Stephanie Bogan: Ha! Like, what's that next little impact to belief? And I'm not gonna lie there like little stories that hit my head, and they're like, Well, you shouldn't this, or you can't be on that biggest stage, or you and I'm like. No, thank you. You may exit the building. You're not paying rent.

251

00:57:20.890 --> 00:57:22.019

Stephanie Bogan: I evict you



252

00:57:23.350 --> 00:57:33.889

Stephanie Bogan: because it's all about our energy and the experience that we create with and through our economics. So we've got to get really aligned about what we want to do and why we want to do it and feel good about it.

253

00:57:34.110 --> 00:57:38.899

Stephanie Bogan: and if we do that the economics and my humble experience always follow.

254

00:57:39.870 --> 00:57:49.710

Stephanie Bogan: So a couple of fun exercises. Put that \$100, draw 10,000 on it. Draw 100,000 on it. I'm wasting a hundred dollar bill by drawing on it. Can't spend it. After that I was like, I don't even care. I'm gonna do it

255

00:57:49.860 --> 00:58:03.900

Stephanie Bogan: just like I just want to have fun with it. What are the limiting things? So one of the things I always tell people when they get hung up on money is every dollar you spend. You got to feel good about it, whether you're paying a bill you don't want to pay, or I just to pay like \$8,000 in doctor bills. I was like what?

256

00:58:04.320 --> 00:58:17.660

Stephanie Bogan: And I was like, I'm so happy that they were there for us. Thank you. Medical system. There you go, because I can always be like, Oh, my God! This cost so much, and blah! Blah blah blah. And then what's my relationship with money? I went happy, and it scares.

257

00:58:18.270 --> 00:58:29.919

Stephanie Bogan: So it's really a cool thing to fundamentally re-examine. How do I show up in my relationship with money do I feel deserving and abundant and overflowing, and like things are just flown to me

258

00:58:30.110 --> 00:58:40.159

Stephanie Bogan: because I'm here, and I'm worthy. And I'm doing who work on the planet, or I do it. Feel some version of not that. And if you feel some version of not that the opportunity is to reframe that relationship.

259

00:58:40.480 --> 00:58:44.699

Stephanie Bogan: Right? My mental money is already spent, hey? Just at 600 million. I love it, man.

260

00:58:45.990 --> 00:59:14.410

Stephanie Bogan: literally. Can you guys take a hundred 1 million dollars like, what would you spend it on? So we were in Greece this last, not this summer, but last summer. I told you guys we're like making us on this like crazy private island like we, it rented this. It wasn't that expensive. We rented this airbnb that just happened to share a beach with the most exclusive resort and all of Greece, and we had the special path where we could go down which all the Ballers on their yachts do all this cool stuff. And I remember thinking, God, this is such a big thing, and I know I've done okay. But

261

00:59:15.100 --> 00:59:19.840

Stephanie Bogan: but and then I was sitting on this a couple of months ago, and then I was like, why in the but

262

00:59:20.870 --> 00:59:31.299

Stephanie Bogan: so there's really cool yak that pulled up. I know we looked it up. It was like, I don't know 100 million or something. It's crazy like 50 million dollars. Yeah. But I had like a little pool on the back. and I thought that would be so cool.



263

00:59:31.330 --> 00:59:45.690

Stephanie Bogan: Just tool around the ocean. I love the ocean right, dive in and jump in your pool and do all that. And I was like, I think I want one of those. And then I was like, Do I want one? And I was like, no, I really don't want to. Yeah, they're paying the button you gonna like. It'd be so rare. I was like, I really not saying I couldn't change my mind about that.

264

00:59:45.730 --> 00:59:54.890

Stephanie Bogan: But you know what I did decide. I wanted, Patrick. I was like, I want the ability to rent one of those without hesitation anytime. And I was like, that's about \$250,000.

265

00:59:55.230 --> 00:59:57.780

Stephanie Bogan: I was like, All right. cool.

266

00:59:57.930 --> 01:00:21.360

Stephanie Bogan: So I just didn't. I'm like, gonna be, I'm just gonna be in a place where I could just be like Bush. We're going gonna do the odd. I don't know if it's this week or next week or next year, but I'm not coming it from a place of like. Oh, my God! I was just like that would be fun! And how much money. Would that take? What kind of person and what kind of impact could I have if I actually had that kind of money I was like? Oh, my God, I could do so much cool stuff with that much money.

267

01:00:22.430 --> 01:00:36.839

Stephanie Bogan: I noticed how I went from like, who am I? And that's gonna be so hard to. Oh, my God, how awesome would it be if I got there like? Yes, let's so. I'm like, let's just try. Let's see what happens. I have no idea, like halfway there would still be really crazy, awesome right?

268

01:00:37.420 --> 01:00:51.260

Stephanie Bogan: And that's the fun. It's not a half to. It's not an oh, my God! It's just a well. How cool would that be? And I don't know. But why don't we give it a go like I'm just playing now with my brain like, how far can I push it past the trailer park?

269

01:00:51.980 --> 01:01:01.540

Stephanie Bogan: That's the whole goal for me at this point, like, let's have fun and see how far I can expand myself, because what I know is when I expand myself, what do I tend to do?

270

01:01:02.360 --> 01:01:16.109

Stephanie Bogan: I could feel really good because I tend to take people with me. So I just reconcile. There's really no downside. I've never used money except to help myself and other people. So I was like, all right, let's do this game on. Let's see what happens. So you know, pay attention to the next 5 years. I have no idea.

271

01:01:16.770 --> 01:01:30.549

Stephanie Bogan: but I know that I had to post Covid post a lot of stuff like really reframe once again for that. Next, like, I have a create promises level of success. And everything's okay. But I'm like, where's the next step level? I'm not excited about what's next.

272

01:01:30.670 --> 01:01:35.810

Stephanie Bogan: And then I had to really reframe it because so much of what's next for me requires more time and money.

273



01:01:36.810 --> 01:01:50.019

Stephanie Bogan: and then I had to go through the guild on the who am I? And do I deserve it. And what does it mean? And who am I leaving behind? And then I was like nobody. I'm gonna take everybody with me who's in it like. That's my whole attitude about it.

274

01:01:50.100 --> 01:01:58.779

Stephanie Bogan: So the other thing is. And this is really important to your work. If you and I have those relationship with money stories. Guess who else does

275

01:02:02.470 --> 01:02:04.120

Stephanie Bogan: your clients?

276

01:02:04.950 --> 01:02:18.840

Stephanie Bogan: How many clients have come in? And you've laid out a perfectly good plan, and they can't get on board with it. They're terrified, or the money is too much. How many clients, you know. You tell them they can't spend any more money, or it's gonna go bad, and they spend it, anyway. And you're like

277

01:02:18.940 --> 01:02:35.549

Stephanie Bogan: that. Were you thinking how about the clients that have plenty of money and they won't damn spend it? God. I've had so many conversations with those people right like, because in their mind, if they spend it, things the court could come undone, and everything goes from there, and they live in the trailer park, getting wet cat food when they die like.

278

01:02:35.600 --> 01:02:51.080

Stephanie Bogan: That's what happens in people's heads. If we don't have a clear and conscious relationship with our relationship with money, and we don't feel embed emboldened to our beholden, to our clients for their money, for our success.

279

01:02:51.090 --> 01:02:56.200

Stephanie Bogan: Are we in a better position to advise them and help them elevate their money experience?

280

01:02:59.610 --> 01:03:06.759

Stephanie Bogan: I'd argue, yes, I'd argue that if we sit there worrying about whether we get them because of what it means to our bottom line or our ability to pay the rent

281

01:03:06.770 --> 01:03:15.700

Stephanie Bogan: or send our kids to school or retire, that we? We have to by nature of our brain, start to put ourselves in the head space of thinking about us

282

01:03:15.710 --> 01:03:24.449

Stephanie Bogan: versus being in a place of pure service, and you've all been in that place where you were just like so honest and so clear. And you didn't even care what the other person thought.

283

01:03:24.650 --> 01:03:45.940

Stephanie Bogan: and no matter what happened, you felt good in your bones about it. That's how we want to sit in our relationship with clients, which means we have to be secure in our own relationship with money. So we don't let it influence that relationship either in terms of our economic relationship with them or our ability to sit in that space with them. We cannot give what we do not have

284



01:03:46.470 --> 01:04:00.620

Stephanie Bogan: when you are at peace with the amount of money that you have, and, more importantly, your ability to create more of it. You don't sit in a space of stuckness or suffering, or shrinking yourself, or lack. You sit in a place of energy and expansion.

285

01:04:00.680 --> 01:04:06.420

Stephanie Bogan: And then you ask yourself, what do I have to do to create that opportunity for myself, for the next person?

286

01:04:06.730 --> 01:04:21.899

Stephanie Bogan: So it's I think it's really valuable to ask ourselves, as we go into our meetings. what's our relationship there and then to be really tuning in and listening to our clients. Relationship with money. What are they seeing? What are they doing? How can we sit in that space with them and help them out?

287

01:04:23.000 --> 01:04:42.730

Stephanie Bogan: So they, too, have limiting beliefs around money. Listen for them when you ask them like, hey! What was your first memory of money? What kind of you know, when was the first time you made money, hey? When you guys think about retirement and money, what are the things that feel good? What are the things that don't feel good like. That's a very simple question. But you know what people will tell you

288

01:04:42.850 --> 01:04:47.230

Stephanie Bogan: all of their positive money stories and all of their negative money stories.

289

01:04:47.790 --> 01:05:12.759

Stephanie Bogan: When you think about going into retirement with the amount of money you have, what feels really good about that to you? What does. When you think about selling your business, anything about the money, you can make what feels good, what doesn't. And you're gonna get literally their pure stories about like. Well, I'm not sure. And I'm remember. My, you know, you guys have all heard my oranges on the street corner story. Yes, I'm glad I have millions of dollars in the bank. But what if the stock marks? Grass is 90%, and I'm standing in the or corner selling street, or or just the street.

290

01:05:12.860 --> 01:05:20.010

That was literally a conversation with my financial adviser, and they were like, Oh, my God, Stephanie, like if that happens, we're all in the sou playing together, and I was like fair point.

291

01:05:21.750 --> 01:05:34.639

Stephanie Bogan: and that literally the question they asked me was Stephanie if the great Depression happened again? Great insight on their part. what was the unemployment rate in the Great Depression? And I was like, Oh, it was 25%. Because I'm smart, I know, Stack, I was like, Oh, it's 25%.

292

01:05:35.060 --> 01:05:54.900

Stephanie Bogan: And they said, Great! What are the odds that you're going to be in that 25? And then my little brain was like, oh, no, I'm the 75. I swear to God I said these words, if I have to sell oranges on a street corner, I will be the best damn orange seller that there is, and my kids will eat. They will not be on the street. I'll like I will outsell everybody on oranges.

293

01:05:55.460 --> 01:05:59.690

Stephanie Bogan: ladies and gentlemen, I am not making that up. I actually said that to my financial planner.

294

01:06:01.040 --> 01:06:09.289



Stephanie Bogan: And they said. Okay, how much? How many years of savings do you need to feel like you could save your family from the street corner?

295

01:06:09.940 --> 01:06:11.979

Stephanie Bogan: And I said, 3 years.

296

01:06:12.140 --> 01:06:20.780

Stephanie Bogan: And they said, That's a lot of money that's almost a million dollars that we would park in this very low income account. And I was like. 2 years.

297

01:06:21.290 --> 01:06:29.009

Stephanie Bogan: And they were like, All right. And I was like, I get it. You can go double that money in 7 years, I was like, I don't care. Go double all the other money.

298

01:06:29.390 --> 01:06:36.340

Stephanie Bogan: This is my! I will never end up in a trailer park money, and you can't put an elf on that. And they were like Gotcha.

299

01:06:36.680 --> 01:06:39.909

Stephanie Bogan: and that makes me happy most days, because I'm like

300

01:06:40.490 --> 01:06:44.949

Stephanie Bogan: in 2 years. If all those pot I can figure it out, I'll figure it out.

301

01:06:45.730 --> 01:06:58.060

Stephanie Bogan: That's what I needed, based on my experience to get to. I can let you do your work. and you would all sit there and say I should not have 600,000 right like, obviously. And I'm like I don't care.

302

01:06:58.200 --> 01:06:59.250

Stephanie Bogan: Still care.

303

01:07:00.600 --> 01:07:03.580

Stephanie Bogan: because what do I care about way more than your Alpha?

304

01:07:07.220 --> 01:07:16.690

Stephanie Bogan: I never, ever kind of pull an envelope out for my kids. I'm never going to be, you know, in a drag out death down fight in the middle of the night

305

01:07:16.710 --> 01:07:23.739

Stephanie Bogan: because we're worried about living on the street like it would be the worst thing to me, and I had to just reconcile that. Maybe that could all happen. I'm not control.

306

01:07:25.570 --> 01:07:35.860

Stephanie Bogan: But for me and for a lot of you, money means our worst. Fears are not going to be realized, and we're all just always working against those constantly.

307

01:07:36.150 --> 01:07:56.620



Stephanie Bogan: So your ability, our ability to sit in the space for that is what elevates our ability to be the ability to be and what's elevates our ability to help other people understand. And again, it doesn't mean you have to go into a deep life coaching conversation, but it could just be like what feels good, what doesn't. Okay. Let's talk about how we can manage the stuff that doesn't feel good from a financial planning perspective.

308

01:07:57.240 --> 01:08:16.430

Stephanie Bogan: There's an opportunity for deeper conversation. Great! My coach and my advisors didn't get into like a giant headspace conversation. They said, what was the unemployment rate? How much time will you need. So they addressed it in a practical way, but it still notice how it's surface all the stuff that they need to know about. Why I was being so utterly irrational.

309

01:08:18.930 --> 01:08:32.109

Stephanie Bogan: That's the power of what you do. I can't do that for your clients. You can do that for your clients. I can just help. You understand the impact that your relationship with money has on you and the impact that it has on them and help you set in that space a little bit better

310

01:08:32.340 --> 01:08:50.600

Stephanie Bogan: if you can help them create an aligned story. That's why United Capital, and we built on his conversations. We had the wife do it, and the husband do it separately, so that they could then get together and reconcile those conversations. So when we have, as many of you do, spouses in those conversations. How do we elicit both sides of those conversations?

311

01:08:52.300 --> 01:09:03.470

Stephanie Bogan: Right? How do we create space for everyone in that relationship to share their relationship with money, so that they understand each other. which we can have a much deeper conversation about as we dig into this.

312

01:09:03.500 --> 01:09:23.109

Stephanie Bogan: So one clients and money can't should have to's could have. So you guys heard those words before? I should. I can't. What about what if know your clients all have money stories when you're tuning into them. It's about being on the lookout for those stories and being able to sit in that space of letting them express. The story doesn't mean you have to good all coaching deep.

313

01:09:23.560 --> 01:09:36.990

Stephanie Bogan: which is letting them express the story, hey? When you think about, you know, hey? I had a client who really wanted long-term care insurance. And we were like, we. You have millions of dollars. You're over funded. You don't need long-term care insurance. And do you know what she said.

314

01:09:37.790 --> 01:09:51.840

Stephanie Bogan: said, why is this so important to you? And she said, Well, when I was a girl, my mom my mom, my grandma got sick, and my mom had to take care of her mom. and it turns out that what that been if she wasn't there to take care of me.

315

01:09:52.640 --> 01:10:12.529

Stephanie Bogan: and while I understood what she was doing, I really resented it. So as a mom. what I want to make sure of is that no matter what happens to me. There is no chance that the market could go down, or this could happen. And I I just want to make 100% sure, if I need this kind of care, that my kids do not have to stop their lives

316

01:10:12.540 --> 01:10:18.690

Stephanie Bogan: to be in that space for me. And she was like crying. And I was like, Yeah, I'm not going to argue with that.



317

01:10:20.800 --> 01:10:40.540

Stephanie Bogan: Right? So money is meaning for us. What are the things that your clients really need and want when they come to you, and they're going to talk about their Rsus or their taxes, or they're this. But at the end of the day. It's about safety and security, and what that next level of peace and success and satisfaction looks like for them, and if we can tap into the fears

318

01:10:40.540 --> 01:10:54.409

and solve for that with the work that we do, it gives us permission to sit in the space of expanding into how do we elevate their experience through the work that we do. And that's a pretty powerful space to set in from where I'm setting, because I've seen you guys do some really great work

319

01:10:55.750 --> 01:10:58.869

Stephanie Bogan: all right here and respond.

320

01:11:00.420 --> 01:11:17.240

Stephanie Bogan: here are some things that you can use with clients, and we're gonna in a couple of minutes to a breakout for you guys. But I just want to really dive into this client piece. What the number one thing that I hear from you guys, anyone have any guesses. If I ask clients those kinds of questions, then what what if they answer me? And then I have to sit in the space of being like.

321

01:11:17.340 --> 01:11:40.689

Stephanie Bogan: I'm not Staff or Liz. I'm not like I am. You don't have to be. What you do need to do is you don't have to answer or solve the problems. It's how do we create space? So if a client says, Hey, I want to do X, y, or Z, you can sit in the space of saying, Hey, I noticed that, you know you're feeling a little more aggressive or a little less of a grout. This is really different than what we discuss when we started where you started the company or you got that plan.

322

01:11:41.620 --> 01:11:49.489

Stephanie Bogan: I really want to do whatever is in support of you guys in your plan. But I'm just curious. What changed. Patrick, if I ask that question, what are they going to tell me

323

01:11:51.750 --> 01:11:52.890

Stephanie Bogan: something

324

01:11:53.610 --> 01:12:07.419

Stephanie Bogan: right? And then I have the ability to be like, hey, I really appreciate your sharing that if we go back to the plan right? It's you know, we've baked that kind of risk factor in. But I can understand where you you know where you have that hesitation. many of our clients do right.

325

01:12:07.550 --> 01:12:18.400

Stephanie Bogan: You know everything we put on the paper is logical. Everything we feel about it, is it? That's my job is to help you reconcile what the papers say versus how it feels on an individual by on a daily basis.

326

01:12:18.660 --> 01:12:48.380

Stephanie Bogan: So it's just about, how do we get a little bit clearer about again? We don't have to be therapist or life coaches. But how do we just create space where people's relationship with money can actually sit at the table with us? Because when we do that, we are in so much more powerful. So a lot of times like when we think about our prospect process. Right? You guys have all gone through that, or you're working on it. Your priorities level 2 or 3 of that prospect process, when you've gotten really good at it, is to start embedding more of this behavioral conversation.



327

01:12:48.390 --> 01:12:54.089

Stephanie Bogan: Hey, money sometimes put this in a place where it comes with a lot of feelings. Sometimes those feelings are scary.

328

01:12:54.110 --> 01:13:14.919

Stephanie Bogan: If we work together for any period of time those moments are going to happen. Markets go up, markets go down, right, wars are started, whereas your ended, you might have a changing life circumstances I I can't predict when those situations and feelings will come. I just know that they will when they do. What I know is my job is to share the information with you in a way that you can hear it like

329

01:13:15.050 --> 01:13:19.929

Stephanie Bogan: when that's really hard, what would be helpful? How can I best help you when those moments happen.

330

01:13:20.670 --> 01:13:28.109

Stephanie Bogan: I've been like, remind me that I have 2 years of the safety fun, and I'm really good at something. Oranges, and you like, all right. Thanks. So much stuff like, all right.

331

01:13:29.270 --> 01:13:39.780

Stephanie Bogan: I don't know what everybody's answer is. I just know that most of us aren't asking those questions that it's new when it's uncomfortable. But when we realize that their relationship with money determines

332

01:13:39.920 --> 01:13:51.500

Stephanie Bogan: everything we do with it. If we can sit in that space a little bit more. Our ability, I hope we see to influence the outcome goes up exponentially. All right, you guys ready to break into this

333

01:13:52.680 --> 01:14:03.210

Stephanie Bogan: alright. So here's what we're gonna do. We have a relationship to money quiz which was sent out as pre-work. I'm quite certain that Allison has probably popped it into the chat for today. Already. There it is. I see it.

334

01:14:03.220 --> 01:14:07.419

Stephanie Bogan: If you don't have this already, download it I want you to take.

335

01:14:07.460 --> 01:14:18.250

Stephanie Bogan: We're going to take 3 to 5 min. So I'm going to go 3 min. I want you to go through this quickly while we're together. While we're doing that Allison is going to drop you into breakouts for 20 min.

336

01:14:18.760 --> 01:14:27.769

Stephanie Bogan: and I want you to share your biggest limiting belief around money. You're in a tribe circle of trust. This is where it gets real.

337

01:14:27.820 --> 01:14:44.590

Stephanie Bogan: is your biggest limiting belief that you it's gonna be hard, is your biggest limiting belief that you can upload for your clients, or that it's possible to focus on a niche. You'll lose everybody if you think about that next level success that you came here to limitless specifically to create.

338

01:14:44.610 --> 01:14:52.670



Stephanie Bogan: And we know with all the love in my heart that you have all the tools and resources you need to do it. Anything stopping you is resistance.

339

01:14:53.520 --> 01:15:09.790

Stephanie Bogan: resistance around your capability or your prom all of that. But today it's about, are you sitting in the space of absolute belief about what's possible for you. So, Patrick Christian, Adam, Leanna, Jeff Liz, I want you to really think about as you go through the next 3 to 5 min.

340

01:15:10.370 --> 01:15:23.190

Stephanie Bogan: What are the biggest beliefs around money that you have that are holding you back. And then, as the worksheet will take you through what's on the flip side of that that we can really start to invest and engage in. We're going to have you. So I'm going to give you a couple of minutes. We're going to break you out for 20

341

01:15:23.340 --> 01:15:30.059

Stephanie Bogan: into small groups. You're going to share the biggest limiting belief. And what I want the outcome of that to be

342

01:15:30.110 --> 01:15:43.870

Stephanie Bogan: is, how would you replace that survival belief or stress belief with a success belief? Right? I grew up in a trailer part. You got to work really hard you got to protect every dollar. There's never enough.

343

01:15:44.580 --> 01:15:47.660

Stephanie Bogan: The office of that is right

344

01:15:48.400 --> 01:16:05.889

Stephanie Bogan: abundance. I am totally deserving of abundance, so by I am so grateful that abundance flows to me easily and accurately every day, consistently, each and every day, like the people, situations, and opportunities that I need to live. The my, my dream are constantly flowing to me through main around me, like you can tell. I say, these things on a regular basis.

345

01:16:06.110 --> 01:16:18.340

Stephanie Bogan: So how do we supplant that limiting belief for something that really helps us lean in to creating that next level of financial success that we can create all this other levels of success that we know flow from it. You guys up for that.

346

01:16:19.490 --> 01:16:29.490

Stephanie Bogan: All right. You've got a couple of more minutes to do your worksheet, and then Allison is going to start breaking you into groups, and then she'll bring you back in 20 min, so we can share some of what we learned and wrap up. Today's call

347

01:16:32.330 --> 01:16:38.400

Allison Foulk: all righty. So I'll just set a 2 min timer in here, and then we will pop you into the room.

348

01:16:41.520 --> 01:16:44.719

Stephanie Bogan: Anyone have any questions as we send you in a breakout.

349

01:16:47.610 --> 01:16:53.529

Stephanie Bogan: Have I challenged all of your money beliefs? Okay, Stephan, I have a question. Yes, sir.



350

01:16:53.740 --> 01:16:57.590

Adam Scott: is the belief that I already have enough limiting a belief.

351

01:16:57.620 --> 01:17:00.170

Stephanie Bogan: not if you're totally comfortable with it.

352

01:17:01.260 --> 01:17:11.239

Stephanie Bogan: if you're like. I have enough, and everything's great, and I don't want more. Then you're in comfort zone. Remember that relationship to money we talked about at the beginning of the year. We start out in survival mode.

353

01:17:12.080 --> 01:17:23.499

Stephanie Bogan: Most people right unless you're trust Fund kid. Then we end up in relief mode, like, okay, I can pay rent and ROM, and I'm not sitting pretty. It's not cushy, but I don't have to worry about my rent right or eating

354

01:17:23.520 --> 01:17:28.929

Stephanie Bogan: comfort is, hey? We have some space we can breathe. We don't have to make it better.

355

01:17:29.320 --> 01:17:35.169

Stephanie Bogan: and then we tend to sit there for a bit, and then, depending on what happens, we move into what I call expansion mode.

356

01:17:35.600 --> 01:17:58.539

Stephanie Bogan: where something says, Hey, it's time for the more better. What we want to be really careful of for Adam and all of us is, the expansion is from a pure motivator, right? One of those success motivators. It'd be really cool to try out one of those yachts without thinking about it. No, judge, we're like, hey, whatever be awesome. And if I were doing that I must be having huge impact on the world to have that kind of money to have that kind of business. Yes, go me

357

01:17:58.670 --> 01:18:09.250

Stephanie Bogan: is very different than I. I have to do that, or I have to compare. I have to prove to everyone how awesome and worthy I am, which is what a lot of our money is. By the way. it's approving strategy.

358

01:18:09.370 --> 01:18:16.569

Stephanie Bogan: We're protecting strategy or a defending strategy. So we can let everybody know how. Okay we really are.

359

01:18:16.820 --> 01:18:25.990

Stephanie Bogan: because that's what our society teaches us. So Adam is totally okay. If you're at peace with it. And you feel like you're living the life you want to live, and everything's in alignment.

360

01:18:26.180 --> 01:18:46.770

Stephanie Bogan: If that's a story that you tell yourself like, hey, this much money should be okay, but I have some inkling of something more, but I can't quite reconcile like I can't quite step into it with that comfort. Then that's awesome. Because that is right. That's your brain telling you this is where your up level is. You need to create more possibility for yourself

361

01:18:46.800 --> 01:18:57.360



Stephanie Bogan: that you're comfortable with. So that's the different like you can be comfortable and fine. You'll probably hang out in that zone for a while, and then you'll get called to expansion if and when the time is ready.

362

01:18:57.890 --> 01:19:09.620

Stephanie Bogan: Sometimes we're in comfort zone, and we want to go to that next level because we just feel like we have to, because if we don't, bad things will happen right? So that whole like, how many entrepreneurs are like, you're like a shark. You swear where you die.

363

01:19:10.210 --> 01:19:22.770

Stephanie Bogan: and that's true to an extent like you've got right market forces, and you know, client withdrawals, etc. But it but it's not true to the extent that we tend to govern our daily behavior. Is that so, Adam? Are you in the comfort zone?

364

01:19:22.830 --> 01:19:31.539

Stephanie Bogan: And you just want to be okay hanging out here, or you in the, I told myself. This is okay, and I aspire for more. But I haven't convinced myself that I'm worthy yet.

365

01:19:32.380 --> 01:19:33.380

Adam Scott: Well.

366

01:19:33.650 --> 01:19:48.120

Stephanie Bogan: I guess that's my I'm an error. I will explore in the breakout room. What's your comfort? Level with where you are? And it's okay to not want more. More isn't better, better is better.

367

01:19:48.540 --> 01:19:55.270

Stephanie Bogan: But it's okay to want more without having a reason or justification, or having to prove it to somebody

368

01:19:55.610 --> 01:20:22.730

Stephanie Bogan: like, why would I be worthy of going out running a yacht without any good reason, except I want to like I don't know, but I know there are a lot of people out there who are less worthy doing it. So why not me? Is the conclusion that I came to like? If I've been through the trailer park, and I've gone through this crap, and I still tried really hard to be a good human and do all this good work on the planet like I don't know. I feel as deserving as anyone at this point. Now, I'm just trying to get every right, get my whole brain on board with that.

369

01:20:23.220 --> 01:20:33.410

Stephanie Bogan: And so there isn't a right or wrong. It is not about just making money for the sake of making money. It's just that we constantly tell ourselves that more somehow means something bad.

370

01:20:33.790 --> 01:20:43.120

Stephanie Bogan: and if more, it just means opportunity, expansion, inspiration, cool stuff. How could it ever be bad like? How do we just get in that space. More of the time is really the conversation.

389

01:36:26.940 --> 01:36:35.530

Stephanie Bogan: Patrick, you asked a question in chat that I missed as we clicked out. can you share that order again? survival is the first

390

01:36:35.990 --> 01:36:40.389

Stephanie Bogan: mode of money. Relief is the



391

01:36:41.520 --> 01:36:55.720

Stephanie Bogan: this is the main room. I can't. They'll make you. Alison, kick me out of the main room right relief. Like we're just. We're past survival. But we're not super comfy. Third is comfort like, Hey, we have enough. We have some breathing room and some cushion.

392

01:36:56.090 --> 01:37:08.390

Stephanie Bogan: And then we make decisions about whether we hang out there or hit expansion. And my experiences. We tend to kind of cycle back through all those phases with each up level. That's been my experience. Right? Like you get to a certain level of success.

393

01:37:08.600 --> 01:37:19.959

Stephanie Bogan: And then your survival brain kicks in again and you gotta find the next level of relief and the next level of comfort in the next level of expansion. So it really and I to me it was an interesting frame of like, Oh, which zone am I in right now?

394

01:37:20.190 --> 01:37:22.530

Stephanie Bogan: And what's my motivation behind it?

395

01:37:24.970 --> 01:37:26.529

Stephanie Bogan: So hopefully? That helps a little bit.

396

01:37:26.580 --> 01:37:38.089

Julie Betoni: So you're on those the stages of money, or is that what you call them, or I call them like the faces when I think about what I think about all the work I've done with successful people, and certainly in my own life, right? I started out in survival.

397

01:37:38.140 --> 01:37:51.779

Stephanie Bogan: And then it was relief, like, Okay, I can just like it's not like, Oh, my God, the lion's gonna get me today! But still not super comfortable. Comfort is like you've got some space and breathing room to really enjoy it and not feel like the world's coming to an end.

398

01:37:51.990 --> 01:38:02.140

Stephanie Bogan: And then expansion is we tend to want to right, not stay there forever. We like just as humans, we tend to want to create new levels of success. My experience has been.

399

01:38:02.250 --> 01:38:12.359

Stephanie Bogan: it's what motivates us into that next level of expansion that not determines how much money we make, but that determines how we feel while making it. There are a lot of really rich, unhappy people.

400

01:38:12.510 --> 01:38:21.199

Stephanie Bogan: Trust me, I know a few of them, and they're like, you know, a lot of people who are happy and do great things that are abundant. You just don't hear those stories as much.

401

01:38:21.240 --> 01:38:45.270

Stephanie Bogan: So the more we can reconcile what stage we're in and where our relationship with money is like, I can distinctly look back at times, not all of them far away, where I was really in a survival mode, not in a reality sense, but in a right where my brain was and what it was focused on and locked into. And that's the work we get to do is remind our brains that the stories we tell ourselves aren't always true.



402

01:38:46.500 --> 01:38:48.340

That's yeah.

403

01:38:48.730 --> 01:39:01.700

Stephanie Bogan: All right. Who had did anyone get really locked on Julie? Did you have something specific, Tod. Anyone like when you were like, wow! I had this limiting belief like what really surfaced around limiting beliefs around money.

404

01:39:03.390 --> 01:39:06.900

Adam Scott: Go ahead.

405

01:39:07.790 --> 01:39:10.690

Adam Scott: Oh, sorry! She asked. You, Julie.

406

01:39:10.750 --> 01:39:24.579

Julie Betoni: I just found my limiting belief was a very deep-seated personal one. I think similar to like what you've experienced, because in my situation, from a dysfunctional family. My parents were divorced early age, so money was used as a tool

407

01:39:24.640 --> 01:39:43.820

Julie Betoni: to beat each other up, and then the child was the, you know, if they took it away from me it was used. I was used to hurt the other parent, or to try to get money from them, so as a result to me, my limiting belief is, no matter how hard I work, somebody else is always in control. My money or someone or something, will happen to take it away.

408

01:39:44.740 --> 01:39:56.949

Stephanie Bogan: and if you believe that you can't count on safety and security, which is one of my big like, oh, things are great. And then the trauma kicks in. And it's like, Are you sure? And you're like, I don't know. It's really okay.

409

01:39:57.130 --> 01:40:09.699

Stephanie Bogan: like. But if I want also just invite you to think about something that you might not have like that that really struck out to me is, are we gonna make more money if we believe that money is a weapon to be used against people.

410

01:40:10.070 --> 01:40:10.730

Julie Betoni: Nope.

411

01:40:11.610 --> 01:40:21.019

Stephanie Bogan: man, so that's like the reframe, is it's not this. My mom was the same way like they would decide they were getting divorced. And then, you know, I'd be like, and I was like, Oh, my God!

412

01:40:21.430 --> 01:40:34.780

Stephanie Bogan: I can't believe that my Dad didn't figure out he made the very little money that we had. But like it was this massive, crazy person control dynamic. So for me, now, here's the really cool thing. Think about your marriages.

413

01:40:35.100 --> 01:40:39.700



I think about your clients, marriages. What is the number? One source of discontent and marriages?

414

01:40:39.760 --> 01:40:41.090

Julie Betoni: Almost always money?

415

01:40:41.110 --> 01:40:50.499

Stephanie Bogan: No, it is always like for every human. But it's basically out of other people. For, like 97 of them, it's money. Why?

416

01:40:51.450 --> 01:41:08.679

Stephanie Bogan: Because money hits our basic need for survival, safety and security. and if we literally are like I grew up in a trailer park. I remember we sat down, and we had that conversation with my our, my husband and our financial advisors. And my husband was like, Wow, I had no idea.

417

01:41:09.110 --> 01:41:23.269

Stephanie Bogan: And I was like, Yeah, you think money grows on trees. you know, just comes from wherever and I'm over here like it grows. You know. I'm the tree, and I was like, do back off the tree I like. Need you to stop. That's how I felt

418

01:41:23.420 --> 01:41:29.149

Stephanie Bogan: right, because his money story and my money story we're not like. We did not grow up in the same environments.

419

01:41:29.280 --> 01:41:39.850

Stephanie Bogan: And so your clients are sitting that same exact space. So, Julie, when you think about what if money wasn't a weapon, what it was. What if it was a way that you did wonderful things?

420

01:41:41.170 --> 01:41:48.619

Julie Betoni: That's exactly the story I tell myself, but I find that it like when you said, you keep going back through the stages.

421

01:41:48.900 --> 01:42:15.080

Julie Betoni: and it was given the story when we were talking about if we were going over our worksheet is even when we do things really really well and business going great, we're saving we're doing all the right things. And then, like my husband's job, got eliminated for a very 6 billion dollar company. I mean, we had no control over that. They made some bad decisions and the whole department got eliminated. But it impacted us. We didn't control that. Those are the kinds of things that I keep seeing, resurfacing in our lives over and over, that you. It

422

01:42:15.080 --> 01:42:22.480

Julie Betoni: demoralizes you like, no matter how hard I work, these external things keep happening. And it's like, How do you reframe that? How do you.

423

01:42:22.830 --> 01:42:34.309

Stephanie Bogan: when these things keep reaffirming that belief. So this is going to be wildly uncomfortable. And I want to acknowledge that openly, that it's going to challenge that entire belief system.

424

01:42:34.960 --> 01:42:45.480

Stephanie Bogan: What if you utterly and fundamentally believed that more and more abundance was available. Coming, and you deserved it. And then everything that happened along the way



425

01:42:45.550 --> 01:42:47.759

Stephanie Bogan: was just part of that working out for you.

426

01:42:47.870 --> 01:42:48.780

Julie Betoni: Hmm!

427

01:42:49.030 --> 01:42:57.530

Stephanie Bogan: What if the job that he has isn't utterly fulfilling or creating the opportunity or having the impact? And it's so uncomfortable in the moment.

428

01:42:58.380 --> 01:43:19.919

Stephanie Bogan: but most of the time the story is not done in the moment. Our stories tend to play out over a longer period of time, which is where our relationship with money and our vision of what we want to do with our time and energy. If we're really aligned. And we're like, Hey, genuinely believe I'm doing good work on the planet, what? It can be an account, and you can be an advisory vehicle. It doesn't matter. You can be a pipe layer.

429

01:43:20.430 --> 01:43:28.459

Stephanie Bogan: Right? Can you show up with good energy? Put a good vibe out of the universe? Can you believe, from a place of abundant expectancy that good things are flowing to you.

430

01:43:28.760 --> 01:43:42.399

Stephanie Bogan: There's a lot of science and neuroscience and physicists and epigenetics, and a lot of really cool, you know, quantum physics and 0 point field stuff. That kind of says our energy matters a lot more than we think it does.

431

01:43:42.600 --> 01:43:52.720

Stephanie Bogan: If I know that I have, mom is where I'm really, fundamentally challenged in that trauma survival state. And I literally am like, Hey, wait a minute. Things are always working out for me.

432

01:43:52.940 --> 01:44:03.500

Stephanie Bogan: And if I genuinely believe that I'm a good person doing good work on the planet, not perfect, but my intent is good, and I'm constantly trying to align my energy to be clear and conscious and make committed choices.

433

01:44:04.160 --> 01:44:13.229

Stephanie Bogan: Does that mean I have to understand it in every moment? Or do I have to trust that it's working out and moving me. And that's the hard part. I'm not gonna lie. That's where you're like out.

434

01:44:13.720 --> 01:44:23.309

Stephanie Bogan: But can you say like, Hey, control isn't to your point that everything out there we get we have the ability to to directly affect it.

435

01:44:23.470 --> 01:44:33.650

Stephanie Bogan: But what we know all intuitively, and all the research says it's it's not about what happens. It's about how we respond to what happens if we are like, hey?

436

01:44:33.670 --> 01:45:01.899



Stephanie Bogan: This was, you know, this was not what I expected, but I trust that it's working out, and there must be a greater opportunity for me on the other side of this, when I do the learning and the growing and the expanding that I need. It's just been my very humble experience that that tends to work out what we focus on tends to be what we get more at before, like, oh, I got kicked out of the job, and I got fired. And this always happens, you know, big companies always lay people off, and they don't care. And they take advantage, like

437

01:45:01.900 --> 01:45:25.970

Stephanie Bogan: we're just reinforcing that which, by the way, puts us in a really crappy position when we go looking for our next job. And if we're like, Wow! That was a really cool ride. And I loved all that income and security and the benefits. But I didn't really love my manager. I'd love to have that kind of a job. But with a really awesome human and a really impactful company that gave me more work life balance. And that's what I'm really gonna look for when, as this space is created for me.

438

01:45:26.270 --> 01:45:37.379

Stephanie Bogan: then our tendency is to be aligned with looking for and finding things to connect with that. And so that's the hardest work is we're all constantly faced with a reality.

439

01:45:37.890 --> 01:45:59.600

Stephanie Bogan: It says, this is where you are, and it doesn't feel perfect. And our job is to go like. And that's just part of the lesson. It's just part of the learning. It's part of what I need to figure out. In order to create our next up level. We have to challenge our status quo it's required. We have to say to ourselves, What role am I playing? Not that it's my fault. It's not my fault. A group and a trailer, crazy people.

440

01:46:00.020 --> 01:46:11.869

Stephanie Bogan: What's my responsibility? Do I want to show up with a right small attitude around money? Do I want to bring that to my kids? Do I want? Is that how I want to show up in the world and dilute my gifts? No, it's really not.

441

01:46:12.250 --> 01:46:27.359

Stephanie Bogan: That's the work. So if Julie can reframe that right? Money is a tool that people use to control other people. Money is a weapon to, hey? Money is a resource that lets good people do wonderful and powerful things

442

01:46:27.460 --> 01:46:33.790

Stephanie Bogan: to be of service to themselves and others. Then guess what Julie's brain is going to do. Much more likely.

443

01:46:34.700 --> 01:46:43.470

Stephanie Bogan: Hey, Julia? I love the idea of doing things for good. Let's go do that because your brain is hardwired to not use money as a control to a love right to do those things.

444

01:46:43.480 --> 01:46:55.510

Stephanie Bogan: And so our job is to sit in the space getting really clear about what we're telling ourselves right behind the curtain. and then to ask ourselves the most powerful question. is it really true?

445

01:46:55.760 --> 01:47:06.620

Stephanie Bogan: Is it really true? Did I grow up in a trailer park, and do I deserve to spend the rest of my life counting money on envelopes. It goes. No, actually, it's gonna go down. It took a lot of work. By the way, a lot of work.

446

01:47:06.800 --> 01:47:21.769

Stephanie Bogan: No, actually deserve to be the kind of person that lived through that experience and uses those.



experiences to radically impact influence people and elevate their possibilities in man when I am believing that and on my game magic happens.

447

01:47:22.350 --> 01:47:28.179

Stephanie Bogan: Magic habits right and when I'm not I, you know I do a bunch of work, and I check things off my task list.

448

01:47:28.200 --> 01:47:30.319

Stephanie Bogan: It's great less than

449

01:47:30.770 --> 01:47:41.570

Stephanie Bogan: that's the chef. So hopefully, this conversation today, like anyone else, go through a belief that, like surfaced, and were you able to reframe it, does anyone have questions? Anyone stuck?

450

01:47:45.120 --> 01:47:56.969

Stephanie Bogan: I know some of you are in your quiet, anyway. And that's okay. We have tribe. We have inbox. We have office hours. Here's my challenge to you. This is one of those conversations where I tend to do most of the talking because it's really sensitive.

451

01:47:57.940 --> 01:48:16.100

Stephanie Bogan: The invitation is really. Reflect on this conversation and ask yourself, where, in my economic experience. am I not a thousand above the line empowered, operating from a success state in the place of what's available. Impossible to me.

452

01:48:16.210 --> 01:48:19.679

Stephanie Bogan: And where am I stuck, shrinking?

453

01:48:19.850 --> 01:48:28.409

Stephanie Bogan: We're suffering in some way from a story that says I can't. I shouldn't. I don't deserve it. I don't know how I work to have to work harder. I have to work longer.

454

01:48:30.630 --> 01:48:41.749

Stephanie Bogan: How is that story served me because it has. My story served me really well. I worked really hard to make a bunch of money, so that I would never have to worry about selling oranges. And then you know what happened. I made that money and guess what

455

01:48:41.920 --> 01:48:48.190

Stephanie Bogan: I still worry about selling, or just I. Still, some days have to be like, okay.

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01:48:48.340 --> 01:49:02.089

Stephanie Bogan: this didn't go exactly the way that I wanted, but it's like, Yes, I can pull money from here and do that. Okay? And I have to stop and say, What's the worst thing? What are you super afraid of? And I'm like holy shit. What if I had to sell oranges? And I'm like, what are the likelihood of that like? It's not very likely.

457

01:49:02.660 --> 01:49:20.559

Stephanie Bogan: But we get tracked in that survival thinking. And that survival state is what shrinks us. We don't see clearly. We don't act consciously, and we don't make decisions that are really committed to being aligned with who we are and how we want to show up in the economic and life experience that we want to have.



458

01:49:20.890 --> 01:49:40.559

Stephanie Bogan: So the invitation today is to recognize that what you focus on is what you get more of what you focus on expands if you focus on expansion and possibility and what's available, and you do the work of getting your brain to catch up. More of that will come to you, and if we get trapped in the busyness and the day to day. This? Why, the things like vision and time matter.

459

01:49:40.780 --> 01:49:52.430

Stephanie Bogan: If you're not really clear what you want to create and why you want to create it. What your real motivators are, besides protecting for being hiding and defending. It'll be a lot more work, and when we get that clarity it becomes.

460

01:49:52.580 --> 01:50:05.310

Stephanie Bogan: I don't know. The lift. It's lighter, I guess, is the best way that I can explain it. So, as you're reflecting on this, please reach out on tribe, reach out in office hours. Coaches are here. I'm here. Liz is here. Not at least here I'm tipping Jared here

461

01:50:05.390 --> 01:50:16.719

Stephanie Bogan: to really help you get clear and conscious and committed to that up level, whatever it means to you and to solving any of the issues, mindset or otherwise, that get in your way. Was this call helpful to you guys today?

462

01:50:18.330 --> 01:50:28.969

Stephanie Bogan: All right. Next steps fill out your relationship to money, quiz, find your net your new belief go through like, go through the exercises that are in this lesson. They'll take you through it a lot more deeply

463

01:50:29.190 --> 01:50:53.549

Stephanie Bogan: every time those limiting stories pop up if you have a morning practice. This is so powerful right? I'm abundant. Money flows to me easily and effortlessly. I can envision myself. I'm on the yacht because I'm this morning. I kid you, not. I was in my loft on my pillow, and I was like, I'm on the yacht. I'm doing this. It's so awesome because I was like, I gotta have a really empowered conversation with people about the relationship to money. Today. I got to make sure mine is really good.

464

01:50:54.290 --> 01:50:58.349

Stephanie Bogan: and here's the cool thing. There's still a little bit of me. The

465

01:50:58.820 --> 01:51:16.360

Stephanie Bogan: they they like is a little stuck like I don't know like I can't even believe I'm having a conversation about billions in yachts with these people. They're gonna think I'm so greedy and bad. And I'm like, no, I'm just up leveling my sense of what's available. Impossible. And when I do that I help other people elevate theirs.

466

01:51:16.800 --> 01:51:20.270

Stephanie Bogan: That's our work. If we can elevate ourselves.

467

01:51:20.320 --> 01:51:50.139

Stephanie Bogan: Gravity kicks in, and we take the people that we care about with us. Our clients are families, right? The people that we're committed to. So I really hope that today's call helps you to do that. And you get really clear on what your real relationship to money is. Then you start to really do the work of up leveling that availability and possibility, because when you expand your thinking around money, the natural tendency is that money tends to expand itself around you. So with that, I hope you guys go forth and do really good things with this zoom perspective, you guys have a great day.

