

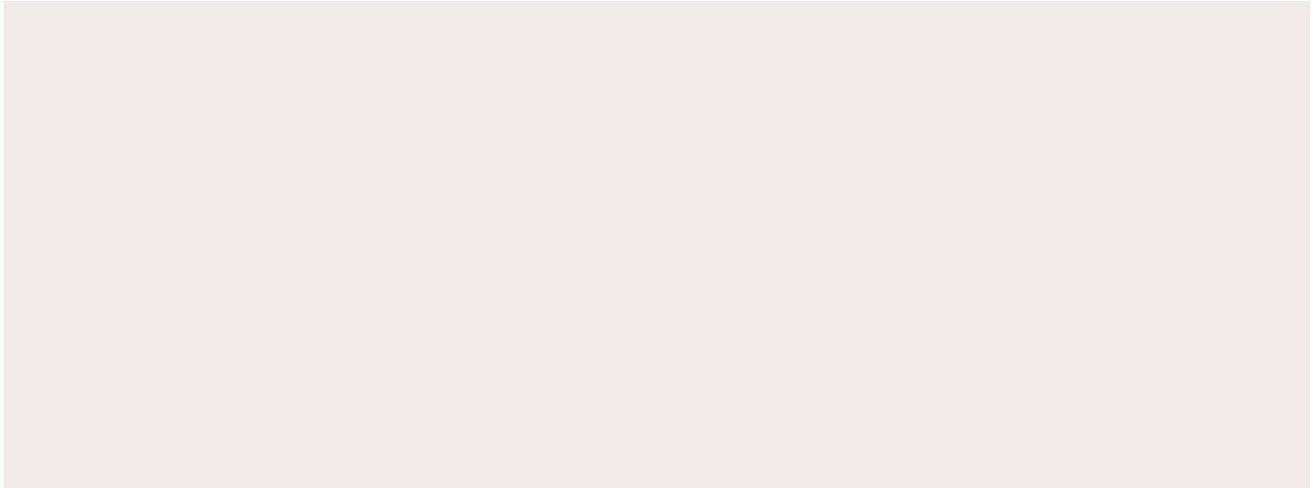
Rewiring Your Brain for Abundance

A Master Class with Angie Krenz

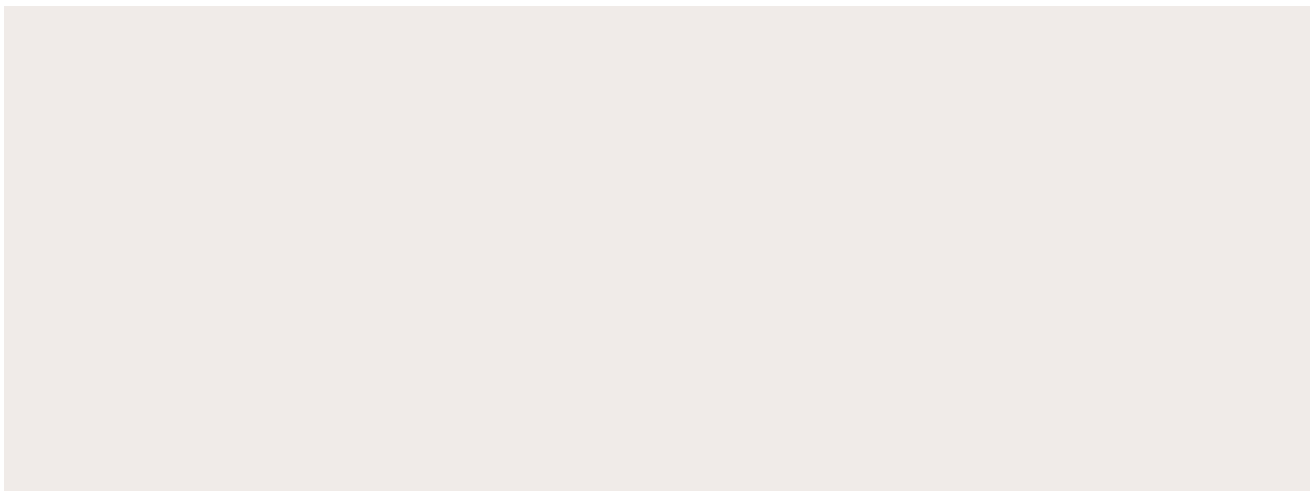
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What Abundance Is and Is Not

How do you define the concept of abundance? How do you see it? How do you feel it?



What is money?



Money represents VALUE, and to manifest the amount of money you want in your life, you need to be a match to VALUE.

Money Investigation Worksheet

The first step in creating financial abundance, is to become very clear on your current financial situation.

Describe your current financial situation. Honesty with yourself is important here...

How much money do you have in the bank?

How much money do you have on hand?

How much money do you have in investments?

How much money are you receiving each month?

Is your business your main source of income each month? If not, what is your main source of income?

What, if any, are your additional sources of income? How much income do they generate each month?

Which services and/or products are generating income for you now?

What is your business expenditure? (Use the Expense table to assist you.)

What is your net profit?

What are you paying yourself?

What are your personal expenses each month? (Use the Expense table to assist you.)

How much are you saving each month?

How much is left over each month?

When you think about your financial situation, how does it make you feel?

How would you like to feel when you think about your money one year from today?

What is stopping you from feeling the way you want to feel right now?

Are you on course to create the feelings you want, or do you need to make changes to what you do?

What changes do you need to make to create the feelings you desire?

I resist creating the money I know I am capable of creating because...

How much money have you left on the table over the past year?

How many more financial abundance opportunities do you think you will see and feel when you create a positive relationship with money?

Getting Emotional About Money

written by Danielle LaPorte — published 30 March 2012 (updated 20 November 2018)

The value you place on money is hugely driven by emotion. Behind every dollar you spend, there's an emotion attached to it. Get clear on the emotional driver, and you get clear on your relationship to prosperity.

I tend to think of money in the same way I regard time: It's a form of energy. It comes and goes according to my intentions. The clearer my intentions, the more the money flows. Before I decide if I'm going to spend my coin on something, I weigh out the potential for results and pleasure.

“Pleasure” has a great range. Sometimes delight is the measurable, but other times we're aiming for circuit-blowing ecstasy. And as we all know, in terms of commerce, circuit-blowing ecstasy can be achieved with something as indulgent as a piece of chocolate ganache or as noble as making a donation to your favorite cause.

Money Is a Tool

Before you reach for your wallet or click on “Buy,” ask yourself:

Is this going to make me feel fantastic in a way that it actually improves my well-being? If spending is about improving your well-being, that helps rule out impulse and stupid big-ego purchases that are mostly about looking cool.

Is this going to help me get the results that I'm aiming for? When you're focused on creating an amazing future, you tend to value the present more.

Is this going to help other people (including the people you're purchasing from)? Is this going to make things easier for me, and free me up so that I can pursue more . . . pleasure? If the pleasure potential matches your budget, then you've got full clearance to proceed.

When I spend, first I consider if something will energize me, and second, I consider the actual dollar cost. This means I can act like a wannabe baroness or a total cheapskate in the span of a minute. Like I did one afternoon in Vancouver International Airport.

Weighing Costs

I had missed my flight cutoff time by five minutes. For years I'd been dreaming of having an experience at a certain spa in New Mexico. My spa package was booked, and if I didn't arrive that day, my whole fantasy was going to be blown away like a tumbleweed in the Sangre de Cristo Mountains. I did some quick emotional math. I could book a new flight, toss the old one, charter from another hub. What was this experience worth to me? How much more was I willing to pay to prevent dream devastation?

I decided I'd go as high as two thousand bucks to rescue my plans — totally frivolous, and not something I'd ever tell my mother. I resolved to do whatever it took to get there, rationalizing that the euphoria of my mountain healing time would make me more productive and, therefore, I'd make that money back in a snap.

Luckily, I had to pay only a \$150 re-booking fee. I was elated that my fantasy holiday was about to come true, and I felt like I was \$2,000 ahead in the game. It felt sexy knowing that I was willing to go sugar mama on myself: “Damn, girl, you treat yourself fine.” I picked up my boarding pass, walked to the snack shop, and put some glazed almonds on the counter.

“That'll be fifteen dollars.”

“For these?” I asked.

“Uh-huh,” said the cashier.

“You're kidding. I'm not paying fifteen dollars for a bag of almonds.”

**Fantasies fulfilled: Worth it. Getting ripped off: Not going to happen.
Emotions: In check.**

Asking Questions

There are unlimited ways to create the positive feelings you want in every interaction you have with money. But some of us need to start by overcoming negative emotions tied to money. You can build awareness of how you feel about money by following these steps.

Step One

Answer the following questions as honestly as you can. How do you feel:

About your debt?

About your income?

**About your savings and assets?
About anyone who owes you money?
When you pay for experiences and outings?
When you go grocery shopping?
When you shop for gifts?When you shop for clothes?
When you shop for decor, art, or collectibles?**

Step Two

Identify what pure positivity with money would feel like. If you have negative feelings that showed up in some of the above answers, think of the positive feelings that counter those. For example, if how you feel about your debt is heavy, burdened, or resentful, perhaps the positive contrast would be promising, empowered, and grateful.

Step Three

Choose just one positive money emotion — the one that feels the most vital and exciting to you — and think of one action you can take in each of the money areas below that will help you feel that way:

**How you spend money
How you save money
How you give money
How you receive money
How you manage money**

For example, if the feeling you want the most around money is gratitude, what can you do when spending your money to feel grateful? Is it keeping a gratitude journal for the things you buy, or being extra-polite to sales clerks, or saying a quiet “Thanks for the ability to pay my bills,” when you're writing a check to the electric company?

Say your most positive feeling is security. What can you do in regard to how you manage your money to feel that way? Create monthly cash flow projections, join an investment group, write your will, start a new savings account?

All of us have an emotional relationship with money, for good or ill. But not everyone is conscious of why they feel the way they do. Recognizing how money influences your emotions can help you make smarter choices and lead to a more prosperous future. That's something all of us can be happy about.

Financial Abundance Affirmations

One of the most powerful tools you can use to rewire your brain for financial abundance is affirmations.

Tips:

Be consistent. Use your affirmations daily as part of your morning ritual, throughout the day, and right before you fall asleep at night to create a shift in your money consciousness.

Use your affirmations to lift you and align to your financial abundance desires. If your affirmation doesn't light you up don't use it. Make sure your statements FEEL true and possible to you.

Ask Money for a powerful affirmation you can purposefully use daily to lift you and align you to your money abundance desire and write it down...

Create a few more....

Earnings Plan Scenarios

Charging money for transformational work is your divine right.

SCENARIO #1: JULIE (PART-TIME DESIRE MAP FACILITATOR)

Julie is a multi-faceted entrepreneur with a full-time consulting career. She uses her Desire Map License to supplement her income and focus on her own CDFs. Since her time is limited, she only hosts two in-person weekend workshops a year and utilizes her savvy marketing skills to generate affiliate income.

Julie feels her CDF Empowered by hosting two Desire Map weekend workshops a year.

To generate interest in her weekend workshops, she hosts two intro sessions leading up to each workshop. Because Julie's target audience is busy career women and moms, she offers her intro sessions in two ways: in-person and virtual.

Julie has twenty people attend each of her intro sessions leading up to her two weekend events. For her virtual intro session, she charges \$25 per person, bringing in revenue of \$500 for each session. At \$40 per person for her in-person intro sessions, she generates \$800 of revenue for each session.

Every spring and fall, Julie hosts a weekend workshop as it fits nicely with the demands of her full-time career. Julie has twenty people attend each of her weekend workshops, which is half of the number of people who attended her intro sessions. At \$400 per person, the revenue generated for each workshop is \$8,000.

In order to maintain her CDF Balanced, she hosts informational calls for becoming a Desire Map Licensee twice a year, during the winter and summer. After each call, one person becomes a licensee, resulting in an annual revenue of \$1,000.

Julie leverages her marketing expertise and places her affiliate links on her website, embeds them on her workshop landing page, and all her social channels. She blogs regularly, which continuously grows her email list, and ensures her affiliate links are included on every email sent to her list. Her affiliate partner referral sales bring in revenue of \$1,500 each quarter.

Julie's annual revenue from two Desire Map revenue streams is: \$25,600.

SCENARIO #2: MARGOT (FULL-TIME DESIRE MAP DEVOTEE)

Margot loves The Desire Map so much, it inspired her to walk away from a lucrative corporate job to help others find their CDFs and live a soulful life. She utilizes her diverse professional skills to create a full-time, robust Desire Map business.

Margot hosts four monthly intro sessions, two in-person and two virtually, which allows Margot to feel her CDF Radiant. For her in-person sessions, she changes the venue, along with the day of the week and time of day, to accommodate her audience by rotating between her home, her local library, her favorite yoga studio, and a private room at a restaurant. Because these intro sessions are held frequently, Margot has a minimum of five people attend each session. At \$40 per person, this brings in a minimum revenue of \$200 for each session, for a minimum monthly revenue of \$400.

In addition, Margot hosts two virtual intro sessions every month to serve referrals living in a different area and those who are unable to attend her in-person sessions. Because Margot has carved out time for individual follow-ups, she consistently has at least four people attend each virtual intro session. At \$25 per person, this brings in revenue of \$125 for each session for a monthly revenue of \$250.

Margot flexes her “list building” muscles on the days she is not hosting an intro session by marketing her Desire Map business at various networking events, holding a pop-up shop at a yoga studio or coffee shop, and speaking at her local Rotary and chamber of commerce meetings. While the focus of these events is marketing and networking (and not revenue generation), they are critical activities for Margot to build and maintain a pipeline of clients. (She now has a waiting list for her events!)

Because her target audience is diverse, she offers three types of Desire Map events to meet their needs: monthly weekend retreats, ongoing six-week workshops (both in-person and virtual), and an in-person, two-day New Year retreat.

Almost every month, Margot conducts a weekend retreat that focuses primarily on women with full-time careers. Because Margot has strong marketing expertise and follow-up skills, she consistently has ten women attend her monthly retreats. These ten women attended one of her intro sessions from last month or met Margot at a Rotary meeting. At \$700 per person, the revenue generated from each monthly retreat is \$7,000. She treats herself to a break from these weekend retreats twice a year and therefore holds ten weekend retreats a year.

Margot celebrates the New Year by hosting a New Year-themed weekend retreat. Because

her past clients see the value in Desire Mapping, she is able to consistently have forty people attend this annual ritual. At \$800 per person, the revenue generated from this special retreat is \$32,000.

Because weekend retreats are not convenient for some of Margot's target audience, she offers a six-week Desire Map course, both in-person and virtually. She charges people \$600 for the in-person course and \$450 for the virtual course. Over the year, she facilitates six in-person and six virtual courses. Ten people attend each course. This generates \$6,000 for each in-person course and \$4,500 for each virtual course.

Margot's strengths are in facilitation and relationship building so she conducts informational calls for becoming a Desire Map Licensee only when requested by her tribe. She typically conducts two calls a year; after each call, one person becomes a licensee, resulting in annual revenue of \$1,000.

At her retreats and in-person workshops, Margot always has a display where she retails Desire Map products (the book, workbooks, planners, card decks, tattoos, etc.). Her retail sales bring in revenue of \$500 each quarter. Because her New Year retreat attendees know Margot will have daily and weekly planners on hand, her retail sales increase to \$1,000 during this quarter.

Margot leverages her marketing expertise and places her affiliate links on her website, embeds them on her workshop landing page, and all her social channels. She regularly keeps in touch with her clients and ensures her affiliate links are included on every email. Many of Margot's clients purchase products at her events, so her affiliate partner referral sales bring in \$250 of quarterly revenue. Margot's annual revenue from the three Desire Map revenue streams is: \$177,300.

SCENARIO #3: JENNIFER (YOGI & PART-TIME DESIRE MAPPER)

In her first year as a licensee, Jennifer focuses on her CDF Connected and hosts four Desire Map workshops, two in-person and two virtual.

Jennifer has twenty attendees at each of her in-person workshops. She charges \$400 per person, which brings in \$8,000 revenue for each workshop.

At her virtual workshops, Jennifer has thirty attendees and charges \$300 per person. Each virtual workshop generates revenue of \$9,000.

Every time she delivers an in-person workshop, there is at least one person who is inspired to follow in Jennifer's footsteps and signs up to become a licensee. She receives \$500 in affiliate commissions for each licensing purchase, resulting in \$1,000 for the year.

At her in-person workshops, she has a table where she sells physical Desire Map products (the book, workbooks, planner, CDs, card decks, tattoos, etc.). Her retail sales from each workshop bring in revenue of \$500.

Jennifer also strategically places her affiliate links on her website, registration page, and various social channels to purchase Desire Map products any time, day or night. Her affiliate referral sales bring in revenue of \$500 each quarter – regardless of the type of workshop she hosts.

Jennifer's annual income from the three Desire Map revenue streams is: \$38,000.

After a successful year, Jennifer is very much feeling her CDF Capable and decides to integrate The Desire Map into some of her existing yoga practice. She now focuses solely on in-person workshops and raises her prices since her events now include yoga. She decides to host four in-person workshops per year, and at the end of the year, she hosts a combined Desire Map Level 1 & 2 with Yoga four-day retreat. She uses her Desire Map workshops and yoga classes throughout the year to secure sign-ups for her end-of-year retreat.

Jennifer continues to have twenty attendees at her workshops. She now charges \$500 per person, which generates \$10,000 in revenue for every workshop.

Every time she delivers a workshop, there is at least one person who is inspired to follow in Jennifer's footsteps and signs up to become a licensee. Her four affiliate partner licensing sales now bring in an annual revenue of \$2,000.

At her workshops, she continues to have a table where she retails Desire Map products (the book, workbooks, journal, CDs, card decks, tattoos, etc.). She also hosts a pop-up shop at a yoga studio to sell additional products and market her events. Her retail sales now grow to \$1,000 in revenue every quarter.

Jennifer continues to strategically place her affiliate links on her website, registration page, and various social channels. As her focus this year has shifted to in-person facilitation, her affiliate referral sales diminish slightly, bringing in \$250 in quarterly revenue.

At the end of the year, twenty-five people sign up for her four-day Desire Map and yoga retreat at \$1,000 per person for a total revenue of \$25,000.

Jennifer's annual revenue from the three Desire Map revenue streams has now grown to: \$72,000.

SCENARIO #4: ELIZABETH (COACH & PART-TIME DESIRE MAPPER)

Elizabeth has an established coaching practice when she decides to become a Desire Map Licensee.

In her first year as a Desire Map Facilitator, Elizabeth integrates The Desire Map into her business by offering three sixty-minute calls a month to only two clients. She charges \$350 per call, which creates monthly revenue of \$2,100.

She purposefully schedules her sixty-minute Desire Map calls and other coaching calls to ensure she has one week every month free of calls. This allows her to offer an intensive, one-day Desire Map session dedicated to one client, every month. Elizabeth charges \$1,500 for this full-day service. She also decides not to offer this service in November and December.

Elizabeth's passion is her coaching practice so she devotes little attention to retailing and affiliate sales. She strategically places her affiliate links on her website and various social channels to purchase Desire Map products any time, day or night. Her affiliate referral sales bring in revenue of \$250 every quarter.

To maintain her CDF Empowered, Elizabeth hosts informational calls for becoming a Desire Map Licensee twice a year. After each call, one person becomes a licensee, resulting in annual revenue of \$1,000.

Elizabeth's annual revenue from two Desire Map revenue streams is: \$42,200.

After a successful year, Elizabeth now very much feels her CDF Rockstar and decides to integrate The Desire Map deeper into her coaching practice.

Elizabeth now offers her three sixty-minute calls a month to five clients. She raises her rates and now charges \$400 per call, which generates \$6,000 in monthly revenue.

She continues to schedule her sixty-minute calls to ensure she has one week a month free of calls. Feeling her CDF Confident, Elizabeth expands her offering of a full-day of Desire Mapping to two clients every month. Elizabeth also increases her rate to \$2,000 for this full-day service. She continues to offer this intense one-day offering ten months out of the year.

Elizabeth's passion remains her coaching practice so she devotes little attention to retailing and affiliate sales. She strategically places her affiliate links on her website and various social channels to purchase Desire Map products any time, day or night. Her affiliate referral sales continue to bring in revenue of \$250 every quarter.

To maintain her CDF Empowered, Elizabeth hosts informational calls for becoming a Desire Map Licensee twice a year. After each call, one person becomes a licensee, resulting in annual revenue of \$1,000.

Elizabeth's annual revenue from two Desire Map revenue streams is now: \$114,000.

EARNING DISCLAIMER. We want to be clear: These scenarios (and any future mentions of possible earnings) are just samples to illustrate potential earnings. This information is in no way a guarantee that you will earn this amount or that you should set up your business this way. We are sharing these hypothetical mockups to suggest what's possible only. None of the content in this guidebook includes a promise of your future earnings. We do not make any guarantees verbally or in writing about this.

Create Your Money Game Plan

Now it's time to create your money game plan so you can manifest your financial goals into reality.

Begin by breaking it down...

My financial goal for the next 12 months: \$

How much do I need to earn:

Per Quarter \$

Per Month \$

Per Week \$

Per Day (based on a 5 day week) \$

Which revenue streams do I want to include in my business? List all services, products, and price points:

Are there any additional services or products I could add?

How could I package my services and products to increase the price point of my offer or upsell into higher level services?

What are 3 or more things I could do over the next year to help me reach my financial goals? Affiliate sales? Referral programs? Joint ventures?

What do I need to learn more about to help me reach my goals? What steps will I take to learn more about this?

Who could I ask for support in helping me reach my goals? Mentors? Peers? Accountability Partners? Networking groups?

Sample Earnings Plan:

	QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4	TOTAL
Coaching	\$8,000	\$8,000	\$8,000	\$8,000	\$32,000
Workshops: 6 Week Course	\$6,000	\$6,000	\$6,000	\$6,000	\$24,000
Affiliate Merchandise	\$500	\$500	\$500	\$500	\$2,000
Physical Retail	\$500	\$500	\$500	\$500	\$2,000
TOTAL	\$15,000	\$15,000	\$15,000	\$15,000	\$60,000

Are my systems and strategies in place? If not, what do I need to get them in place?

Have I completed my business budget? If not, what will I do to prepare my budget in order to drive my business and reach my goals?

The biggest decision of all required to rewire your brain for financial abundance...the decision to COMMIT!

Commit to

- being 100% responsible for your money story,
- to be in loving relationship with money,
- to step into the fullness of all that you have become and all that you are becoming,
- to stay connected by completing daily mindset work through dreaming, affirmations, visualizations, scripting, and feeling your money CDFs,
- to creating a business, not a hobby,
- to your financial goals and staying on top of your money,
- to taking daily action to step up and make it happen,
- and commit to giving yourself a break...ask for help, seek support, be gentle and loving to yourself through the ever-changing, ever-growing process.

I know this much to be true:

You are WORTHY. You deserve financial abundance. You, my dear spark of the Divine, have what it takes...everything you need is already inside you. The world needs you, and the world is waiting for you. And, my favorite financial abundance affirmation I learned from Amanda Frances applies to each of you as well: **MY WORK IS OF HIGH SERVICE AND WORTHY OF MASSIVE COMPENSATION.** You can do it!

Money Manifesto

by Sarupa Shah:

FOCUS ON YOUR GIFTS

EVERYDAY, AFFIRM THE VALUE YOU HAVE FOR YOURSELF

CONNECT TO YOUR BIG VISION DAILY!

ACCEPT THAT YOU DO ALWAYS CREATE YOUR REALITY

BE IN A RELATIONSHIP WITH MONEY, LOVE IT & TREAT IT WELL

LIVE IN ALIGNMENT WITH ABUNDANCE. THERE IS NO LACK.