

Money Fix

Cathy Heller 00:00

We're just going to get the energy going, you guys. And we're going to start three minutes after because it usually takes a few minutes for everybody to get here. So we're going to start with some fierce, sexy energy. Let it move through your body, which is so much about what this is actually all about. Because what you think is one thing is actually always something else. So check this out. I love this song. Do you know this song? Are you a fan? Hang on. Let me turn it on. This is so good. Guys have this song? You

00:54

got the feeling you're doing already.

01:10

Is I want to get married In I want to get out

02:12

bye, guys, come on in. We're gonna get started in two minutes

02:21

later you can go in my eyes.

02:28

I always let her you can come over my place.

03:16

Listen to your body. I want to get on it,

Cathy Heller 03:26

move. So, you guys, we just listened to a song called move. You guys, maybe know that song. I have to thank my 13 year old daughter who introduced me to that song. She always shows me the hottest jams we're going to get in today. The name of this conversation is money fix. Ooh, so good, because we need that fix, and we also need to fix it. And the reason I started with that song is because you are going to so see clearly that the same conversation we're going to have about money, which is so overdue. It's a lot like the conversation about your sex life. It's actually very similar, although it's going to seem like it's different at first glance, it's not. And this conversation is so important because we're often believing that everything is separate which it's not, and how we do one thing is affecting how we do everything else. And we can't keep ignoring the pink elephant in the room, right? We can't just keep pretending that we have an unhealthy relationship with money. Many of us at this point in our life know that if we want to change our relationship to food, we want to have a healthy body we have at this point, realized that the way that we are treating our body, the way that we're eating, there's a something that has. Do very much with the way we care for ourselves, right? There's a lot of self love that is reflected in our relationship to food, and so we can't just unconsciously be sort of eating, or we can't just unconsciously be ignoring, neglecting our body, and then just think it's just going to somehow work for

us, because we we sign up for some diet, right? It doesn't work until we change what's underlying. And so what I've come to understand is that there is a serious problem where women have blocked their capacity to receive in so many ways, but there is so much that is blocked around the energy of receiving money and abundance, and it's really fascinating, because it feels dirty, like just even diving in and naming it and looking at it. It feels like there is something wrong to even acknowledge and to even really own and honor and create healthiness around our relationship to money. Type of one in the chat, if you are aware that you have some relationship with money that deserves some fixing. And how do you know that? Is it because no matter what year after year you you always come out the same. You're like, sort of stagnant. Is it because you feel like there's no real reciprocity in your life? Do you feel like you're over giving over functioning? Do you feel like you just don't have enough means to do things that would really allow you to thrive? Do you feel like you're in debt? What are the reasons that you know there's something unhealthy, and on a scale of one to five, five being the most is there even a whisper of shame that you have around the money that's in your life on a scale of one to five. So we are going to go over today some really important, juicy things, and you're going to walk away with curriculum and some tools and some concrete ways that you're going to change this. So we're going to dive in right now. And I think this is really fascinating, that we're even acknowledging it, that we're even coming to the table right because that, in and of itself, is powerful when you stop hiding and you stop burying your head in the sand and you say, Hang on a minute, I'm going to love myself enough to actually look right. It's like those beautiful, brave people that did the Marie Kondo show, and she goes into their house, and they think it's just clutter, and there is a level of shame, and they don't want to look at it. And then they do. And then there's so much buried inside why they haven't looked and then they get healthy, and then that one act of cleaning out their home cleans everything out, and all of a sudden, their relationships are in alignment. Their boundaries are set. They're taking care of their health. Whoa, holy crap. How is that all related? It's the same thing with money. In some ways, we're all walking around, and there's like, a level of being a fraud, because Jen and I were talking about it this morning, this community, the community I have been so blessed to walk beside and walk with since I started my podcast eight years ago. The most loving people in the world show up here, the kindest people, the people who care the most about really being the biggest light in the world. And that is really, truly not okay that the people who I meet day after day after day who have such good hearts are secretly struggling in this one department, over and over and over and over again, and to not address it and to not really focus on it is really, truly the act of being unconscious, and it's not healthy, and it's generational, and it has to stop, and we have to understand that there are no secrets in a family system. And. And our children are absorbing this, and there isn't a good reason, because it is fixable. So we're going to go through a few of the things today that are going to help you to unblock and it starts with being empowered to to move from the woman, not the little girl, not the broken part, but the woman within you, who has the capacity to face it all, because she knows she holds within her the medicine for it, type of one, if you know that. So we have been listening to the community, and we are drawing a hard line in the sand that as much as everybody wants to focus on all of the ways that we want to be incredible creators and manifesters in our lives, and create a tremendous amount of significance and purpose that is our destiny. But the very first thing that has to happen is the oxygen mask goes on. First you have to be in overflow. You cannot be struggling financially, because your struggle financially is not a separate thing from your energetic current and from the moment I left my house at 18, and you'll start to see why, based upon everything that I'm going to lay out for you in today's curriculum, from the moment I left my house, it was game on, and so many people don't know all the details of my life, but in college, I made a million dollars. In college, I was in an accident. In college, I was sitting behind the driver, and we flipped over in a jeep, and I had the gumption and the Moxie to not take the initial payout from the insurance company, and I went to trial by myself, and I found out, I did my own research and found out that you could stack

the uninsured motorist policies of everybody who was connected to your insurance policy. And so I presented the judge with giving me the maximum amount of uninsured motorist policy that was on my account, my mom's account, my sister's account and my father's account, which were still connected at the time, even though my parents were divorced, it was all still connected. And the judge said the way I spoke on the stand, he had never heard an 18 year old speak like that, and he awarded me the entire policy limits, which was one of the biggest cases that had ever happened, and the guy from State Farm who was working against me, that was a bad day for him. Then I became editor of my college paper, and I made a ton of money because it was a privately owned newspaper, even though it was a public college, and that was huge for me. And because I was editor of the paper, I got a tremendous amount of gifts from the sponsors who would put ads in the paper. So all the sushi restaurants would give me free dining, right? All of the things that were advertised, I would get, for free, be able to go to these things and on and on, you know. And then when I moved to Los Angeles, I got a I got a job working for a billionaire in commercial real estate. From there, I worked in music. I wound up making half a million dollars a year selling songs, which nobody around me could do because songwriters were quote, unquote starving, and that was their identity, and it wasn't mine. And then I started a podcast that made multiple millions of dollars. I started teaching different courses, songwriters to entrepreneurs. Every single thing turned to millions of dollars. There's a reason why, and it requires our courage, and you're going to see today, sort of what's going on behind the scenes, that you have the power to change, and you're going to change it. And this is the year you're not looking back. So type a one in the chat if you're excited about it. Manifesting money, and once you get this, this is like level one of the video game most people think like becoming a millionaire is like the top of the heap. No, no, that's level one. Because these are the hierarchy of Maslow's needs, right? Once we are ourselves right, in full flow and fulfillment and we have our needs met, then we do the thing that we really came to do, which is to serve the world. That's the real top of the heap, right? Is to be in purpose and to be in contribution. But we've got to make sure that our cup is full and we've got to take care of that. That's nobody else's job. Nobody else is coming to do that. Okay? So I'm going to move through this quickly, and I'll leave some time for questions. So I'm going to start with this. I'm going to start with a few affirmations, and I'm going to end with some affirmations. The first three that I pulled, actually, one of our students made this deck, which is so gorgeous, I freaking love it, but I'm just, I just pulled these three at random, and the deck has hundreds of cards. So I'm just going to say this to you. First, the past way of being will not be coming with me. Can we all agree to that? Yes, go Leanne. She made this deck. We'll, we'll, we'll find a link so you guys can buy it if you want. The money goes to her. The past way of being will not be coming with me. Look at that. We're leaving that part of us behind. Okay. Number two, you ready for this one? Some of it's going to be uncomfortable, which is so good. I hope that you get really uncomfortable throughout. I hope you're already uncomfortable, because I got to get you to move the second one says, I choose my standards, and they are unabashedly high. Write that down. I choose my standards, and they are unabashedly high. And the last one that we're going to start with, and then we're going to dive into the curriculum, is out of nowhere, unexpected money comes right to me. Write that down. Jen, how you feeling over there? Are you feeling stoked right now? I love it. Things are so good. It's so good. It's so good. Okay, so we're beginning with that little cleanse the palette that's like, you know, we'll smell those coffee beans and we'll dive in, right? Okay, so I created for you eight steps that are going to be crucial for you to unblock, rewire your subconscious, take the right action and bring some money straight into your life. And I'm going to read through these eight steps, and then I'm going to go back and I'm going to pull them apart in more detail. Okay, now, first of all, we can a send you the replay. I can be send you the curriculum that I created, and see what's even more important than taking notes? Is you making notes? Right? Taking notes? Is you repeating to yourself on paper what I said, but making notes? Is you writing down what you know you need to do based on what I said, reminders to yourself. So more

than I'm interested in you taking notes, I'm interested in you making notes, because I can send you the transcript of the zoom so you don't have to spend your time on that. We can also send this to you, okay? But do whatever you want. I'm just going to read through these, and then we're going to go back and unpack them. So here we go. These are your eight steps, okay? And I love the number eight because it is infinity, which is the abundance. Okay, so here we go. Number one is the mindset piece, but this is just number one, right? It's not all going to be about mindset, right, but it's all going to be related to the ways in which you show up. It is all going to be related to how you resonate, how you lead, how you live, your life, your behavior, your habits, what actions you take. Number one, we're going to talk about mindset. So let's go. Number one, we're going to let go of scarcity thinking. We're going to train ourselves to focus on what's possible and what is abundant around you, and we will believe the truth, which is that there is more than enough for everyone in the universe, including you. This is the beginning to rewiring your subconscious mind, which has to happen. That has to happen. We're going to identify, this is still part of step one. We're going to identify the negative beliefs that you hold. And if you feel unworthy of wealth, or you think that money is inherently evil, these beliefs have to be addressed. You're going to replace that with empowering beliefs such as, I deserve financial freedom and money is a tool to help me live my best life. This is all still part of step one. The other part of this mindset is forgiveness. You're going to forgive yourself for all your past financial shit and all the financial mistakes and the fears, and you're going to let go of holding on to the resentment or the guilt so that we can actually allow the abundance to flow. That's step one. That's all mindset. Okay. Step two, we're going to go back through these. I'm just rattling them off so you have a sense of where the map between where you are and where you need to go is, and then we're gonna go back through them. Step two, you're gonna start to do a daily visualization where you spend time every day, imagining what does it feel like when you have the financial freedom you desire? You're gonna visualize yourself paying off debt, enjoying luxuries, giving generously to the world, and you're going to feel the emotions of having financial abundance in your life. You might want to create a vision board, only because by looking at the image, it will make you feel it again, what it is that it feels like to live abundantly. Okay, so. Step three, you are going to be grateful for everything you have, even if it's not much. You're going to practice gratitude for the money you already have, and you're going to be focusing on how abundant you are. And the more grateful you are, the more you're going to be given to be grateful for. You're going to keep a gratitude journal, and you're going to write down three things every single day that are specific that you are grateful for, including one or two of those has to be money related, whether it's unexpected income or simply the fact that you have enough resources to get through the day number four, you guys with me? Yes, okay, number four, you are going to act as if you already have it, because you already actually are abundant. It is already an escrow. It's already yours. You're going to align your behavior with it, you're going to act in a way that reflects someone who has achieved the financial abundance that you say that you want. This is the habits that equal really smart financial investing, generosity and self care, and part of this is dressing for success, even the small, tiny changes of how you show up every day and decorate yourself to feel like the person that you are and who you want to be, is going to change your subconscious wiring and help you know that you deserve it. Type of one, if you're with me, so far, we're going on to Step five. Step five, self investment. Wealthy people prioritize their self improvement, their education, their health, their personal development, over and over again, they know that investing in themselves leads to the greater opportunities and rewards. They don't neglect their self investment. They don't stay stuck in unfulfilling jobs, and they don't stay stuck in unfulfilling lifestyles. Number six is confidence. People who accumulate wealth exude confidence because they trust themselves, they trust their ability, and they take initiative. The energy of this confidence is what attracts all the opportunity. A lack of confidence or self doubt is what holds us back. And when we attract abundance in when we receive the resonance of

abundance, this confidence, this energy, it lines up with the law of resonance. So it leads to a focus. Your focus is on abundance and positivity and possibility, which is what leads to all that flows into your life being abundant. Okay, we're doing seven and eight. You guys ready? Seven is physical. It's a physical thing. It's clearing out the clutter, but here's how it looks. You have to physically remove the energetic block also. So you're going to organize your space, especially as it relates to money, such as your wallet, your office and your bank account, you have to go look. You have to clear it up. You have to be awake and aware of what little things you've subscribed to on your phone, that your daughter subscribed to that you don't want to pay 1499 for. You cannot be unconscious. You got to clean it all up. You got to unclutter it when the environment, your wallet, your bank statements, your desk, your office, when that is clear, you're clearing your mind. You're also clearing the energy to receiving and sometimes to go further, with the energetic unblocking you need. Practices that move the energy in you physically, like Reiki or meditation or smudging with sage or Santo, which is going to help move old stagnant energy that is blocking you. Okay, last one, you're going to make it an imperative that every single day, you are surrounded by people who are wealth conscious Period End of story. You will not go to sleep at night until you've texted the person or been in some Zoom Room or done something that has put you in the consciousness with a human being who's already living it, already in. It so you're going to spend time with people who have a positive outlook on money, who have success in their life, their energy and mindset is going to inspire and motivate you to adopt the similar belief you're going to this is part of the same one number eight, you're going to consume every day this uplifting content as well. Not only will you actually interact with someone who has wealth consciousness, literally, but you're also going to read books, listen to podcasts and watch videos that promote that promote a healthy and abundant mindset around money Period. End of story. This is not up for discussion anymore. So these are the eight things. So now we're going to go into these even more. First of all, before we do How does it feel to even hear these? What's happening in your ears, what's happening in your heart, what's happening in your body, what's happening in your view of possibility, what is happening as you hear this? What? What knowledge? What, what connections are being made? Okay. Just want to read this for a second. I feel liberating,

26:11

excited, hopeful, liberated, fabulous, awakening. Hope, expansive, opening up, smiling, happy

Cathy Heller 26:22

with without amazing, great, without you looking at your notes. Which one of these hits you the hardest? Like that, for some reason I don't even have to look at my notes. I'm remembering that that that's a wake up call. Which one of these eight things so far cleaning up your desk. Step eight, which is being around wealth conscious people cleaning up the clutter. Someone said number five, which is Cathy

26:47

list. Them all go through, 12345678,

Cathy Heller 26:51

okay, so number one is the mindset. Number two is visualizing. Number three is gratitude. Number four is acting as if you already have it. Number five is your self investment. Six is confidence. Seven is clearing clutter, and eight is surrounding ourselves with wealth conscious people. Which one hits you hard? We're going to dive into it now. More. Jen, which one or not only which one, but what comes to you as you're hearing me say, all of this, what's being activated for you.

27:30

It's just so what I love so much about this, it's so clear that these are all of the things that we can be doing. It's all of the things that you teach and live out in every way. And it's like, oh my gosh, yes. But the one, I mean, I'll just say for me, it's like clearing the clutter and physically, really looking at things. You know, we all have, like, the one that stands out for us. And I'm like, oh yes. It's like, it's the clutter, it's the physical clutter, and that's also the willingness to look at the clutter. So we all have that one. So I can relate to all of all of those who put seven

Cathy Heller 28:04

so I have a full class on each of these. That's a full hour. So we're not going to do the entire thing. Obviously we're not going to be here for eight hours, but we're going to move a little bit deeper into each thing. And I want to start before we go further by making you more uncomfortable. Okay, I'm going to read to you right now a very uncomfortable list of judgments that whether you are aware of them or not, have been embedded into your subconscious mind around wealth and around wealthy people. And we're going to make the decision that this stops happening today, because it is not serving us, whether we are aware of it or not. And you could do a whole research paper for me and come back next week and show me the evidence of how you have been programmed to judge people with money. It's everywhere. It's in every movie. It's in every book. It's all around you. It's also constantly, like, I saw this today because we got back from vacation, and there's, like, all this stuff, right? You know, piled up and I'm like looking through this like Bloomingdale's like catalog right here. Here's the mind F of all of it, while you're constantly being told to judge that you're constantly being told that you're nothing without it, you can then see. Why you would judge it, because this idea that you would can only be enough if you have it is a lie, okay, creates a really unhealthy relationship with money. How many of you either experience this yourself or have friends who experienced something where love in their household. And it could be you could be a friend of yours, where a girl that you know either you or someone else was given the message that she would be loved if she was thin. Now, how does she do with her food? Pretty, pretty horribly right, because her soul resists that, rebels against that, and says I should be accepted as I am. And if I was told by my mother or my father or anybody that I would be loved as long as I was the skinny, pretty girl that on some level, I'm going to sabotage that, because you're going to love me, you're going to accept me as I am, right? So on one level, you're being told you need to buy the next pair of Christian Dior sunglasses, or else, you know, you're still nothing, right? And on the other hand, you're being told constantly that these are the people that are deserving of your hatred, right? Think about any movie, the mean girls in the movies. These are not the girls that don't have the money, right? And every single novel and every single book and every single billboard and every single caricature of humanity, it's very consistent, and so is this other piece about knowing that the only way that you could possibly feel like you're enough is the more piles of things you have, which, on some level, you know that both of those things are a lie, and now you're just in between it all unconsciously, right? So what happens is we get taught to have disdain for the people who have so much, because we believe that if this is what we need to be enough, then they're keeping us from having what we need to be enough, because there's only so much to go around, and they have it and we don't, and therefore we judge them because we're jealous that they have it and we don't, as if that's what makes a person have the flow of their soul and being enough. Do you see how that all goes together? And if you're not aware of it, you're going to get sucked into that over and over and over and over and over again, and you will be disempowered, and you will not be able to be unblocked. So part of it is we don't fully thrive. We don't fully enjoy ourselves because we're afraid of being judged. You guys have gotten to know me, whether you've been here listening to my podcast for a week, for eight weeks, for eight years, whatever

it is, I think that you have a decent sense of intuition. And you probably can make the you could probably make the assessment that I am somebody who you feel has a good heart, and I fly first class. Always do ever since I was able to afford it. That's it. That's the standard. That's what happens. And I have lots of nice things, and I have three homes that I own. And even when I say it, it's like jarring, and yet, you kind of know, Cathy is a really nice person. In fact, the more money I've made, if anything, I've just continued to grow as a nice person and a good person. It has nothing to do with the money, although it's a beautiful gift, right? Because it allows me to give and share and show that as a model to my kids. And I said to Jen the other day, every woman needs to know that you can be the person sitting in first class, and you could also simultaneously be the most loving person on the plane. And I've never met every single person who's ever been on a flight with me, but I can tell you, I'm probably a strong contender for the most loving person on the flight, if not equal to right? And I always sit in the first row because I used to have anxiety about flying and Anyway, okay, so let me read through some of these really nasty things, because the more we, Marie Kondo out these judgments, and you show them to yourself and let them see the Light of Day, we can take away their power. So here are some of the judgments that have been embedded and coded into you, whether you know it or not. Number one, being seen as greedy or materialistic. You're afraid of that you. You are afraid that if you were to let yourself make a million dollars or more, you would be seen as greedy or materialistic. Number two, you're afraid of being judged as being superficial. Number three, you're afraid this is a really good one. You're afraid of facing criticism for your ambition. How many of us have had that I had very well meaning people in my own family get in my face before I moved to Los Angeles at the age of 21 to tell me that I was a dreamer and I was insane because it was so triggering to them that they had not pursued their most ambitious dreams. So by me saying in very clear English that I was going to go do all of these things, they were like, Oh, my God, you're completely out to like. It was just so unbelievable how dysregulated people became by me saying these things, okay? Number four, you you fear that people will make assumptions about your character. Number five, you fear being alienated. People will just drop you. Number six, you fear publicly failing and the scrutiny of that. Number seven, you fear being criticized for having luck, that it was all luck, and the eighth one, because I did it in eight again, is people judging you that you must be morally corrupt because you have money. So let's just really take that in for a second. That is so dark, that is so dark, and I'm going to make it even darker, because we've got to get clean, right? Because we want to, once and for all, be done with this, right? The reason that this lands with you, well, let's, let me say this before we go even further, which one of those lands with you the most, being seen as greedy, fear of being judged as superficial, fear of faith and criticism for ambition, fear of being having assumptions made about you, about your character, fear of alienation, fear of public failure, fear of criticism that you've just been lucky, fear of moral judgment. Which one you what does it feel like to name this out loud? Because this is really important, and what I want to say is what's really uncomfortable and also really beautiful, because it starts to repair it all, is that we only worry that we will be judged in this way because of the ways we judge other people, because it's only A hologram. And so we want to start to become conscious that there are ways in which we do this, and it's because you've been programmed to do it, because your parents might have said that, because the TV might have said that. And the more you begin to become conscious of it, and you stop doing it, and you replace it with, oh, wow, I'm so inspired by that there's room for all of us to have that. What a beautiful gift it is. And I bet I'm going to give that person, the better the doubt. I bet that just as financially abundant they are, they are spiritually abundant. Because I'm telling you that every friend of mine is every one of my friends makes multiple millions of dollars. I'm just talking about like my friend group. Over the last eight years, I still have friends from childhood, and a few of them don't make over a million dollars, and they're still very much my friends. But my friend group, since I started to have this life and write books and podcasts, all of those people, that's just kind of what it is, we're all running

businesses, and we all have our own ways of making lots of money, and these are the most beautiful souls with the most deep spiritual insights. And it's like a non thing. Nobody even notices who has more or what's happening. Is, it's just part of the background, right? And it's just part of what's happened. So let's go back into these eight pieces. Okay, this is critical that we start to really get all of this, because once we release it, we can move forward. So let's go back to let's just do a few of these. We're going to go back. So the first one we talked about in the in the eight key steps, we talked about the mindset, and in this we talked about training ourselves to focus and rewiring our subconscious right, so that we we see and we believe that there is enough. So I told you that we're going to start with three affirmations. I also want to give you eight more affirmations. Okay, so I'm going to give you eight affirmations, and you're going to pick the one that you just feel the most buzzed by. Okay? Number one, money flows to me effortlessly, and I attract it with ease and joy. Number two, I am a magnet for abundance, and I welcome prosperity in my life every day. Number three, it is safe for me to be wealthy, and I trust my ability to manage money with grace. Number four, I am powerful, and my wealth allows me to live life on my own terms. Number five, my financial success is sexy, and I celebrate my achievements with pride. Number six, I attract money with confidence, beauty and intelligence. Number seven, I am unapologetically rich, and I love the freedom it brings into my life. Number eight, the more money I have, the more money I give, create and experience how good did those feel? These weren't, by the way, cards. These were affirmations that I wrote for you. How good do those feel? How right do those feel? Which one of those feels the most on point for you. I'm gonna pause for a second. Jen, I'm curious what's coming up for you right now, as we are kind of really letting all of this sink in.

42:52

Yeah, I'm looking to see which one is standing out to people. And I was curious about this one, about the sexy one, if that was one that kind of made a lot of people go because you started this call talking about how, you know, money can be, it can be a turn on, and it is directly related to some of that. And so I was just really curious if that made anybody kind of go me, and I do see a few people who were saying, Yep, that was one. But it's kind of all across the board. You know, so Cathy, what would you say in terms of, like each of these affirmations with the one that's kind of landing with us, does that identify something for us? Is there something that we can see in that? Is there something revealing in terms of the fear that we might unconsciously hold about money? Because one of the things that you shared is that there's these unconscious fears that we're not conscious. And if there's an unconscious fear running, that's the unconscious is running the program. So we have to become conscious of it. So how can this help us?

Cathy Heller 43:50

Well, it helps because each of the ones that you choose, it's activating, right? There's a language there, there's a word there, there's a portal that's you're starting to feel open for whatever reason around that language. So you're going to hold that for a moment, right? And you're going to live into it. We're going to live into it, and it starts to rewire the subconscious mind. And remember, the mind is not separate from the body, right? We know that we have the science to know. It's not enough anymore to know and not to do. That's like real stupidity. When we know what we know, it's time to implement what we know, right? We're going to rewire it. And I told Jen this morning, this money fix curriculum, this is so essential, it is so time that we stop lying to ourselves and having conversations about everything other than money, because we are afraid to address it and we fix this, so that we can create a wave like in a stadium of women who are empowered, who are sexy, who are loving, who are kind. Who are spiritually abundant and financially abundant, once and for all, and it has to stop. Otherwise we will just continue to pass it on. And so I told Jim this morning, like this is what we are going to be focusing on,

and these deep dives on each of these pieces, we are going to be doing this inside this abundant life period, end of story. So that you will make the change. You will change your relationship with money. This has to be done. You cannot just keep putting your head in the sand. This has to stop. And I'm so excited to see you do it. And it's a very, very real thing. I want you to understand how real it is when we just went through those judgments and we uncovered that there is a fear of being alienated. There is a fear of people judging you. There is a fear of people making accusations about you. You have to decide for yourself that you are willing to be disliked by people who project period they're unhappy and they're projecting. So you're going to free yourself of needing the people who are projecting and unhappy to be in your inner circle. And you would rather be judged and thriving than pleasing your way into popularity and struggling all the time. And it is going to feel so liberating and so good when you begin to live out loud and you begin to dance out loud, and you begin to literally feel encouraged to show and tell other people how financially literate you have become, how awake, how generous, how smart, how savvy, how sexy, how alive, how willing You are to receive you are gonna ruffle feathers, because people aren't all sitting in the Zoom Room, because this work is not being done, because people are so stuck, right? But you're free. Now, I remember I told you guys, and some of you know this, some of you don't but my friend Alex benayan, who's a gem, wrote this book called The third door. In this book, he interviewed Lady Gaga, Steven Spielberg, Warren Buffett, all these people, Maya Angelou, all these people. And my favorite part of this book, my favorite part of this book, is about what I just said. My favorite part of this book is about how he says that all of these people created lives that they were loving, living right, successful lives where they were happy, living in purpose, living in flow, and had lots of money, okay? And in the end, when he interviewed all these people, he decided to name the book The third door, because he said, I realized Life is like a nightclub, and most people are waiting in line at the first door. They just wait for the door to open. They just stand there and stand there and stand there and stand there and there. There's the people that just wait in lines, people that just wait in lines. And he goes, but these people all found a third way in because there's a second door. There's a second line right, which is the VIP line, if your last name is Kardashian, and somebody gets you in because you have the name, right, you're on the list. He goes. But all these people, Maya, Angelou, Steven Spielberg, lady, got they weren't on the list and they still got in. How did they get into the world called success? Have because they found a third way in. They all found the third door. So he's like, that's what I love about it, because that means it's available for everybody, because you don't have to be on the VIP list. It's not, well, you got the lucky cards or you didn't. It's like there is always a third door to a building. It always exists. There's always a side door, always on every building ever made, right? And you can always walk through that door. And this is my favorite part of the book. He said what he realized in every interview with each of these people is that the hardest part was not walking through the third door, because it's right there. You can see it. He said the hardest part of each of their journeys was leaving the line for the first door. That was the crucible, because on their way to leave, the line, the people around them said, Who are you to think you're leaving? You stay here. If we're suffering, you're suffering, we're going to stand here and hate all those people that got in. Who are you to leave? Who are you to think you're better than us to leave or don't you dare leave the line? You'll get killed out there, right? What happens to Moana? She's like, I'm gonna go beyond the reef. Her parents are like, we love you so much. It'll never work out. Stay here. Don't go. Don't dream so big. Don't dream so far. Like, this is literally the hero's journey in everybody's story. Right? And Alex is so brilliant that he says in the book, the hardest part is not entering the third door. The third door is always there for the taking. For all of us. The hardest part is choosing to leave the line right. Once Moana leaves the island, as hard as it is, right, and she goes through all these different tests, and I have three daughters, so I have seen that movie a million times, and I've even seen the second one. The hardest part of that is I'm going to disappoint my family. I'm going to have to risk the love of the people that I want most to approve of me.

I'm going to have to decide, as Elphaba says, if that's love that comes at way too high a cost, and maybe, though, just maybe, that by leaving the island and going beyond the reef, maybe you actually set them free. But there comes a point in the hero's journey where you have to go alone, you have to and I can tell you that part of the reason why I have had this Midas Touch is because when I was growing up and my mom was struggling, depressed, suicidal, suicidal ideation, not wanting to live. My father left us right. There was a there was a moment after so much pain, so much abandonment, so much struggle, we didn't have money for the electricity bills, so much awful, so much just complete and total darkness. There was a moment where I chose to walk the plank by myself. There was a moment of I am not this story, and this in spite of it, because of it, it will help me rise like a phoenix. And so it was like the amount of resistance, it was like shooting something out of a cannon, right? And so in a way, as screwed up as my childhood was, and I wouldn't wish it on my children, it was such a gift, because in those situations, you make one of two choices, and I made this choice early in my life. I made it early, and it was hard, and that was a huge it was a when I left, and my mom knows this, when I left home, knowing that she I would I wasn't knowing her mental health, and you know, we had gone through so much with her and her life, and is she going to make it? When I left, it was so much to leave, because as a little being, I believe that it was on me to keep somebody else alive. It was on me, right? And so many people stay in that. And eventually I was like, No. And the truth is that when people hit rock bottom, they usually actually find their way out. And that's actually what happened, is as soon as I left, within a couple years, my mom went so totally into the bottom, and I no longer was there to help it or save it or call an ambulance, and she resurrected herself. And it was also just such a gift to set myself free from all of the things that had been communicated to me in my father's leaving and choosing a new family and completely abandoning us. And there was just so much, but it was such a gift, too. It was such a gift. And when I went to Jerusalem after college, my North Star was God. It was like the divine, like there is no limit, it's only the sky and beyond, right? And so when I got to Los Angeles, my sense of self, my sense of confidence, knowing that I am a soul. I am someone, some of the one, the worthiness, like no one was going to come at me, like it was just like, oh no no. Like, I've so Been there, done that, like I've had the dark night of the soul, like, no, like, it's, it's, it's not, it's not a thing. And so I want you to consider that maybe, just maybe, the greatest feeling of abundance you'll ever have is realizing that you are so rich without the love and approval of those around you who you are keeping yourself small in order to please. And sometimes the people that you're keeping yourself small for, they're not even in your inner inner circle. I know women who won't thrive and won't share their life with anyone because of what they've. Received, they'll be judged by right. Um, so maybe also there is an ocean to cross, and there are people waiting to watch, watch you cross, because by you having the courage to cross, they will go too, and it's time. Um, so I want to just hit on a couple of the things that we talked about. I think it's really huge, the forgiveness piece of the mindset. You have got to have tea with yourself and invite the parts of you that are broken and dysfunctional and self sabotaging. Because guess what, everyone has that side, and it doesn't help you to not accept whatever the financial decisions you've made in the past, whether you stayed at a job too long, that you didn't get paid well for or whether you went into debt, we have to begin with. I'm in can accept the beauty and the brokenness and the goodness and the fierceness like once and for all, right? Because you've always been doing the best that you can do while the program in your subconscious mind has been running the show, right? Okay, so we're going to let go of that. We're going to forgive ourself for financial mistakes, for fear, for resentment, for guilt, for blocking the flow of abundance. This idea of visualizing is really important. This, by the way, is going to be we're going to be doing the money fix every single time we meet inside of this abundant life. But one thing we're going to do every day as a challenge in there is a daily visualization starting February 1. And you're going to be visualizing yourself having financial freedom, paying off debt, enjoying luxury and giving generously. And you're going to feel the emotions

of that and what it feels like. And this, this visualizing of it, will draw that identity into your life, the gratitude piece is really, really important. You know, it's really, really important because it's a both and like, while I felt so empowered and so ultimately deserving and worthy and ready, and it didn't matter to me who would choose me or who wouldn't, because when you lose your family, like when your parents abandon you, you've got nothing to lose, right? Everyone can go and it's okay. So because I was it was okay with me if people didn't like me, right? All of a sudden I could be free to just be my most abundant, confident self, right? And I chose to give myself the permission slip to be successful, wealthy, enjoy my life like, in every way, like, I give myself the permission slip. And you think about, like, why would you not right? Like, I want my 13 year old daughter to not do that for herself. Like, what am I joking? Like, I'm just going to say one thing, but do another. Like, I have three girls. That must be for a reason, right? And while all of that's true, I also deeply felt the gratitude for every single thing that I have. I was very, very blessed. Because even though my family life was what it was, my grandmother always, always, always, always, lived a block away from us, and she was the most grateful person I've ever met. And she used to talk about how rich she was because of her grandchildren or because she would listen to the radio up until the day she died, listened. She would listen to baseball games rather than watch them, and she loved it. And she'd go to the library and take out the maximum amount of books and go back and say how rich she was. And so the gratitude for your breath, the gratitude for God's goodness, the gratitude for the trees, for the birds, for life, for getting to be you, forgetting to have the heart you have, the personality you have. It's like I have so much gratitude all of the time that I've always felt so rich and so grateful, and every time I have anything, I feel like it's Palace, right? So it just leads to more, and having that gratitude practice is really, really key. The next thing we talked about was acting as if, what the hell like? I don't understand why you're not making this decision right now, like my daughters know that there is a way that they need to treat themselves, right? Like my daughters are, like interested in putting lotion on their hands, right? Like we all have that next to our beds like they know to drink water, they know to blow dry their hair, they know to wear. By the way, really good fabrics, like synthetic fabrics, are so bad for you. Actually, they turn off your vibration in so many ways, and there's so much data that supports that. So they appreciate that they already know they can feel. The difference between something that's made of cotton and something that's made of polyester, like act as if do yourself a favor. Choose the things that make you feel so alive, even if you have to whittle down your closet to 14 items, use those 14 items. Don't put on a t shirt that has a hole in it. Don't make yourself just tolerate something that doesn't actually align with you. Don't put sugar into your body all of the time. Like, how would you treat yourself? How would you start to take care of yourself? And self investment is really important. Wealthy people prioritize personal development. It's essential. You're only going to grow this way outwardly as far as you've risen inwardly. So this has to happen. The confidence, right? The confidence and the taking action. We didn't get into this too much, but we would get into this more later, which is confidence leads to risk taking, right? There are certain risks that people are willing to take. When you're in the abundance mindset, you are betting on yourself. You're betting on your ideas, right? Clearing the clutter, really getting conscious, really taking a hard look at it. Right? Don't just if you're if you're wanting to lose weight. You don't just unconsciously go through the day. You start noticing what am I eating. You start auditing it. Like, oh my God, I didn't even recognize that. I ate like, three bags of chips a week. Like, no. Start to be aware. Start to clean it out and get rid of all the stuff that's going to tempt you to eat those chocolate covered almonds. Like, get rid of them. They shouldn't be in your kitchen, right? Put it. Put what's the right. Same thing with this, like, clear the clutter. What is your wallet look like? What is your office space look like? What is your bank statement look like? Do you even know? Are you aware. Are you excited about it? Does it turn you on? It should turn you on, right? And we talked about spending time with people who have wealth consciousness and being around it. So this is literally the tip of the iceberg, and we have to recognize that if we don't

practice and exercise and go deeper with all of this, then it all remains the same, right? What we don't change, we're choosing. And so it's the same way with your physical health, right? You can just hear someone speak about how to be in shape. But then it requires to really understand what really is happening in my body, if I don't drink that much water, go deeper with the knowledge so that you'll do it. Because if you don't make the connection to the why you won't do it. So really, really, really knowing it. And then also all of the practices, we have to do all of the practices, and we have to really start going even beyond it. And so what we are doing together, just so that we're clear, because I really feel like this is such a critical it's such a critical thing for us to keep avoiding. And so just so you're clear, this is what we will be doing month by month in this abundant life. Is we will be fixing, giving you the money fix, and fixing the money, changing your relationship with money, so that you can be abundant. And we'll be going through it together, one thing at a time, and everybody will keep themselves accountable to getting all of this done and doing all of these exercises and being around all of this wealth consciousness. And this is going to take the lead as uncomfortable as it is, this is what we are going to put on the main stage until it's fixed, and we are going to start keeping a an accounting of what people are manifesting and how their money is changing, and what it's it's gotta happen. And once this is starting to move, we can start moving into all the other things that we can manifest. Once we ourselves are not a fraud, and we ourselves are moving into worthiness, because our net worth is going to reflect our self worth. And this, all of this, if it's not in play right now, that is happening because on some level you are punishing yourself, because on some level you're denying yourself and judging yourself for having the sexiest, most alive, most beautiful, most flowing life. The word currency comes from the word current, and I really want you to hear this. Your job is to provide for the collective. You are not meant to be in isolation, and therefore you are meant to allow this current, this currency, flows through you and from you, and you start allowing other people who are around you. To set it all down so they can start to thrive. This is a fixable issue, so it's no longer going to happen. And once you have rerouted and changed your subconscious wiring, and you've changed your habits, and you've changed the way you perceive, and you're actually starting to clean up the clutter and do the things that start putting you in this flow, then you might be ready to build a business, and that adds multiples to it. But the first thing that's gotta happen doesn't matter how much action you're taking in the business. If what's happening is there is just a deprivation of flow, and there's all this judgment around receiving, and this is literally the tip of the iceberg, but I wanted to give you a piece of this, and what I want to do is answer some questions, and then I have another song that I want to play, that I selected, that I want you To embody and feel. So start to put your questions in the chat. If you have questions. And I want to dance it out with you guys to the song, because I want you to feel what we just talked about, sort of coming to life. So let's listen to this for one second. Let's see if I play. I might just play the first verse, But I want you to just feel this for a second. Okay, since we just talked about it, just feel into this for a second with me. Just let it drop in. Let it move from here into here. Okay, let's get into it a little bit. I love this song, and you'll know why for all the reasons we just talked about, this is Your new mantra. This is the new job.

1:07:02

Pulls that sexy thing I see over there. That's me sending in the mirror, put that I sit down, hanging around my neck. That's gold. Show my songs back. Oh, I thank God every day that I hold every day that I woke up feeling

1:07:25

as well, and I can't help loving myself, and I don't need

1:07:31

nobody else. No, if I was you, I'd wanna be me too. I'd wanna be me too. I'd wanna be me too. If I was you, I'd want a baby too. I'd want a baby too. I'd want a baby too.

1:07:52

I walk in like a time piece. I go straight to VIP. I never pay for my drinks. My entourage behind me. My life's a movie Tom Cruise. So that's me, baby. I true, and even if they tried to, they can't do it like I do need nobody

1:08:20

else. No, only nobody else. I was you, I'd wanna be me too. I'd wanna be me too. I'd wanna be me I was you, I'd wanna be me too. I'd wanna be me too.

1:08:46

Oh, thank God every day

1:08:59

and die, feeling this way,

1:09:02

and I can't help

1:09:10

myself, if I was you, I'd wanna be me too. I'd wanna be me too. I'd wanna be me if I was you, I'd wanna win me so I'd wanna win me so,

Cathy Heller 1:09:41

that's the jam, my friends. Does that not embody everything that we just talked about, and I'm telling you that when you see this Meghan Trainor, right, when you see Megan trainer living her best life, do you judge her? No, you're like, Please girl, get it. Get it again. Get it again. Because every time you see her, and every time you see her feeling that way, that if I was you, I'd want to be me also, yeah, Damn straight, right? And there's a part of you that says to yourself, that's okay for her, but not for me, because if I were to live that way and treat myself right and shake my ass and enjoy my life and take myself to lunch, that would make me bad, that would make me selfish, and then all of those judgments come up. And just just as soon as you were about to have the fierceness to live your life as you were intended to and to thrive, which is how everything in nature was meant to be. You slam the door shut, and you say, why on earth do I do this to myself? Because I would be selfish, because I would be greedy, because that would make me a horrible person. Why? Because everyone around you subscribes to that which is garbage, right? So no, I want you to think about the women who you've seen through history, who you bless you love that they slay. You're excited for them, right? And once in a while, you get yourself to a Beyonce concert, and for three hours, for the whole three hours, you give yourself permission to feel like a queen. And then as you're driving home, it starts to fall away, and you go, well, good for her, but not for me, right? And I'm not going to wake up tomorrow and feel myself. I'm not going to wake up tomorrow and be proud of myself or declare that I want to be the wealthiest person that I want to be the richest, most badass, most in love with life, person who is just fully in flow. Now, why on earth would you think that this is going to change when there is literally piles of resistance? We spent an hour and 10 minutes going through this, and you can feel you're not alone. You can feel energy, energy has always felt in the room. And you can feel that there wasn't a single

thing that we went over that was completely and totally clean. It was all effective. It was all there, right? And then you say, I wonder why, right? I wonder why I have this same old, same old net worth that doesn't seem to move money. Is energy. It's an energetic current, just like attraction, just like sexual attraction, it's gotta be tapped in turned on. You gotta be in on it yourself. First. You go first, right? You go to the club and you feel like you're a vibe. Everyone thinks you're a vibe because you subscribe to yourself, right? Money needs a place to enter. It needs a match. It needs electricity. It needs confidence. It needs power. You have to come to a place where you trust yourself and you trust yourself being powerful and you are you get to a place where you're so sick of being disempowered. Now, will it ruffle the feathers of people around you to see you in your power? Will you outgrow certain relationships 100% but what gets to happen? The relationship will grow. Everything around you will expand, because that's what happens. And certain things will vibrate out of your alignment. Certain things will vibrate in but it has to begin with. This gets cleaned up. This gets into play, your abundance, your beingness, your visualizing what is already yours in escrow, and you allowing yourself to have that which is yours. So I'm going to stay on for a few more minutes and answer questions. If you want to do this, work with me. Come do it. If you feel like you're going to do this with somebody else, do it with somebody else and get it done, right? Get it done. But we do this, and the enrollment is still right now till Friday, it's \$50 off a month, or if you join for the year, it's like \$800 off. It seems like a good investment to me. It seems like it makes a lot of sense. And this is what my my commitment is to make sure that we get this done this year, and as uncomfortable as it is, we're going to spend a lot of time talking about the money and fixing the piece of the money, and making sure that we go deeper and understanding how to be financially awake and literate and excited and make it feel like a turn on every time we get clear about decluttering and getting excited to allow ourselves to be the richest possible, most alive, most sexy people. I'm going to pause for a second, Jen if you have any comments, and then if you want to ask me any questions, I'm here. To answer those,

1:15:00

yeah, it's just it's so powerful when we it's powerful when we step into the most powerful version of ourselves, but we're so afraid of it, all of those fears that Cathy listed, those are real, and that's okay. It's okay. It's not your fault that we hold these fears. And you can empower yourself. You can choose to step into your power, to do the work that needs to be done in order to welcome the wealth into your life so that you can be that version of you that you know is she's in there. So I'm just, I'm so excited for all those of you who have said yes to it, and we get to do this work together, because it's going to be so much fun, and it's it's causing, it's impacting your life. It's impacting the lives of other people around you. It will impact your children, your children's children like this is the work, the generosity that we can put into the world when we allow ourselves to welcome more wealth into our lives is just incredible. So Cathy. This leads to a question that I saw in the chat from somebody, somebody said, I love wealth, and however, what about the other people in my life? Like I'm doing this work and I'm loving it. How do I shift the story when I feel like there's other people in my life that aren't in that place too well. First

Cathy Heller 1:16:23

of all, it's none of our business. Everybody is in control of how they perceive, which means they are in control of how they feel. And we cannot change the dial for somebody, we cannot vibrate for someone we can't perceive for them, the more that we get into alignment, that's our greatest act of possibly being able to serve and help people to change their channel. I want to also say that some of the things we haven't even gotten to there's so much more in this. And the reason why, in my book, I said tools for creating a life of prosperity and ease is because there is a belief that the more money gets earned, the harder you work. That is backwards, the greatest amount of money that gets made is on a golf course.

Just so you know, really, you gotta listen. You gotta hear me. Ease. It's ease, it's flow, it's authenticity that actually leads to the money. It's not pushing, it's not impressing, it's not hustling, it's not working harder. It's being dropped in and it's moving toward you. It actually follows fun money follows fun money follows ease. Money Follows relationships. Money Follows you having great energy, which leads you to opportunities. It's in the ease, it's not in the heart. It's not in the sacrifice. This is so much stuff that we have to clean up, and we have to start employing what actually brings it into our life. By the way, we said this yesterday, but I'm going to say this again, because there's many of you on this call who weren't here yesterday. If you have bought this book, or you plan to buy this book in the next week, you can use the code to get back a rebate for the money you spend to use towards your first month. So the month would then be even less than it is on the discounted price. And what's the code, Jen, best life. So if you've either bought this book or you plan to buy the book in the next week, we can use the honor system. You can go buy it, you can then use the code best life as a rebate for the money you spend on this book to apply, because this book is really also very, very helpful to you while you are going through this program. At the end of the day, it's not a choice about the practice or the exercise. The choice you're making is who you're choosing to be, and it is scary, because it's going to cost you who you've been. You can no longer be that person, and it's got to be clean. It's like when people get sober, you're making a big choice. It means you can't just do it here and there. You're done, you're clean, or you're not clean, right? It means that, no, you're not just going to casually have a drink, right? So making the choice to say, like, I am going to be abundant, right? Means that this work, which is only the beginning of the eight steps, and we're going to go into the details of the eight steps, but this, this beginning of it means, across the board, I'm no longer unconscious, right? It means I'm going to be the person now when you realize that your future self is not anywhere in the future, but it's your daily choice. Life starts to get really interesting, right? So I want you to choose to be the wealthy badass version who is always waiting for you to choose that destiny. Jen, are there any questions we can answer? A few. Questions and then hop off. Yeah, somebody

1:20:01

asked a really good question, because it's not something you hit on today, because this is a workshop specifically focused on money. She said, is abundance only about money, or is it also about feeling good in the now, which is a fun a fun clue there? Well,

Cathy Heller 1:20:16

abundance is abundance, which means it's infinite, which means it's a 360 all inclusive way of living your life. And so, no, I mean, that's like, literally what I discuss in chapter one. Money is part of it, right? But if you look at nature, right, nature is so abundant. There's a there's so many different species, and there's so much different diversity, and there's the there's all that goes into the abundance of nature, right? Look at an ocean, how deep it goes, how vast it is. It's so abundant, it's so abundant. And also, there needs to be sustenance, right? In order for the redwood tree to grow, there needs to be the bees and the pollination. Like, it's a really interesting mathematical equation that people have decided that they are going to change the world and focus on being abundant and somehow skip over the financial abundance. No, you, you, you've been given. You have a soul that's been given a body. The body has to thrive, right? And it has to be equals all around, right? That's like saying I'm going to crush it in my work and be totally empowered, but allow myself to be in an abusive relationship and over here. No, no, they're all connected. It's a relationship to worthiness, to self, love, to the oneness of the world. It's a relationship to fully allowing ourselves to open the aperture and see abundance is available in every facet of my life, and I am allowing myself to receive it Period End of story. And truly, abundance is always, always, always energy. And everything we talked about today is where you've blocked the

energy, right? And you're literally just cutting off the valve. And so when we actually move into the abundance of all these beautiful knowings and all this, you change your whole body. Your whole body starts to change, physiologically, your world start to change, because you are literally putting your entire self into the energy of abundance, and it affects everything.

1:22:28

Cathy. Somebody asked, for those of us who are early in the journey, what are the most important action steps to master right away?

Cathy Heller 1:22:36

I think that the most important thing to master is to become conscious that of what's unconscious, and to choose a different identity and be congruent with it. Who you say who you are, means you have to follow suit. If you say you're a healthy person, you can't sit on the couch and eat a bag of sour patch, kids, that's a lie. You have to come correct with yourself. You have to be congruent with who you've told yourself you are, and the best way to do that is to surround yourself with people who are living the identity of who you tell yourself you want to be, because you will become exactly like the people you're around is there another question? Does anyone also have a question about this abundant life or business class? Because the doors closed tomorrow for enrollment at this discounted price, normally the monthly is 147 it's now 97 a month, which you get to keep for the monthly, monthly all year, and the yearly is also discounted.

1:23:45

Yeah, Cathy, there's a really good question here. I was on mute there for a second. Somebody asked, I don't know how to make money. I appreciate the honesty of this question so much. Like I don't know how to make money, I only know how to have a job which pays me a low wage. Where do I start creating wealth?

Cathy Heller 1:24:00

Well, first of all, all of this that we talked about is going to affect you everywhere. So once all of this is different, on the inside of who you are, your boss is going to relate to you differently. Things are going to pop into your experience. People are going to offer you opportunities. Things are going to start to happen because of who you are and that energy, that resonance, is going to open and open other doors. There's also the reason why I also teach business class is because there is so much in the entrepreneurial spirit that comes to life when all the things we talked about today are in alignment, because our greatest resource is our resourcefulness. Jonathan Haidt, who wrote this book about the anxious, the people who you know he's talking about getting kids off cell phones, he said the greatest problem with kids being on cell phones is we're losing human capital, because instead of kids using their creativity and imagination, they're scrolling on screen. Okay, the. Reason why, at some point, once you've mastered the energy and you are abundant, it is who you are. It's not just a breath away. It is what is, and you see it and you feel it, and you can taste it. Once that happens, you will be excited about going into business, because the greatest piece of human capital is creativity and problem solving and imagination. And it is so fun to go ahead and put things in the world, or collaborate with somebody else, or get involved in how you can start making income right from different ways of using your mind and your creativity. And it's very, very exciting, and it's something that we should all be familiar with, but it starts to really move once we get this in alignment. And part of what we do in business class is help you really nail down what is the offer, what is the zone of genius? Where should

you be investing your energy? Because this is the thing that you'll be able to do, and it makes time stand still. It's really where you're meant to show up.

1:26:08

Cathy, somebody's asking a program question. She said, Is it a month in a month to month membership? Can one cancel the membership after a few months? It's month to month.

Cathy Heller 1:26:17

You can cancel whenever you want. That's why it's ridiculous. Like, if you enjoyed this hour and you felt like this is valuable, you get to have these conversations throughout the month, and you can do it for a month and then cancel. You can cancel whenever you want. We've made it so easy for you to do it and not do it that it really doesn't seem like it makes sense. Unless you say, I don't get anything out of this, then don't do it right? Find the people who let you up. Do not waste your time, because there's all different kinds of teachers. There are some people who teach and they just don't speak to me. So if I don't speak to you, that's a good reason not to do it. You don't do that to yourself. Go find the person who does speak to you. But if it speaks to you and you get something out of it, you get to do it for a month. You can cancel after a month. You can cancel after three months. You can do it as long as you can do it as long as you want. You can cancel whenever you want. And then it's like, how would you not invest in that if it does speak to you, what mathematical equation do you decide it does speak to you, but therefore you're not going to do it? Why? What's the commitment? What's What's the loss, what's the cost benefit of being around people who are committing to fixing and getting the fix and changing the dial, like, why would you not do that for a month or two or three or whenever? Don't know, don't have the answer to that question. And you can also join for a year, which saves you a couple months. And you can also join business class. For those of you who are entrepreneurial and spiritual entrepreneurs and want to dive into building and scaling businesses, you can do that as well, and that is also month to month. It's whatever you want. It's super, super non attached. It's whatever feels best to

1:27:52

you. Yeah, we've got some of our we've got people who've been in there for a long time here with us today, and we've got people who might have just jumped in brand new as well. We're really excited.

Cathy Heller 1:28:02

It's really so much fun. It's very thrilling to see people start to change the channel and walk down the street, and the song that's playing, and everybody sees it and hears it is that Megan trainer song like I want you to not hold back one more day. I want you to wake up, live your life as crazy as it sounds, and be having a dance party, putting lotion on your hands, getting excited being turned on, just to be you and so ready to live out loud and be bold and start seeing what gets attracted and what starts to happen when you move The needle on the identity story. You become this abundant woman today, and that's why we're going to be doing daily challenges in there, so that you have an accountability person. And you will visualize every single day, and you will make the affirmations every single day. And this gets to be the insurance statement. And what I want to know, which is really kind of sexy too, is I want to know what you have the audacity to call in this year financially. And if you say it out loud, I want you to commit energetically to bringing it in. So what are you going to bring in this year? Is it 100 grand? Is it a million dollars? Because I will tell you, it's the same energy. It's a decision of energy, and you can feel it right. It's confronting. It's like, what needs to get cleaned up so that you can actually bring that in? We had this conversation in the business. It was like, in order for the business to scale. What do we need to

do behind the scenes on our team so we can actually support and provide for as much expansion has been happening right? Apple just asked me to start a podcast network. We have all these things going on. My book, it's like we needed to scale in support in order. It's like it's. Fronting. It's good. What needs to change underneath? To change as above so below. If you're going to call in a million dollars, why not say 5 million? If you're going to call in 20 million, what amount of energy needs to be congruent? How much needs to be exuding from you, if it's an energetic exchange, if money is literally like an outlet, and the light bulb has to be as big as it can be to expand to receive the light. Are you there? Are you there? Are you full tilt boogie? Are you net positive? Do you walk through the door and you give people energy? Because that's what's got to happen. And if that is happening, it's all the time. It's everywhere, right? The amount of diversity in how I make money. It's, it's, it's so many different ways that like, it's, it's, it's endless. It's like the book makes money the podcast is now making money and turning into a network that will make other people's podcasts make money. It's just like on and on and on, and it starts with you making a decision. Nobody came and tapped me on the shoulder and gave me information. Someone said, Cathy, you're worthy. Now I gave it to myself. And boom, the door opens and boom, there's a book deal, there's a this, there's it doesn't matter. It's like there's so many different lanes of how I make the money and what shows up that at a certain point I realize I don't even need to make the money, because you get to a place where people just give you shit for free. This is truth. It's like there's an opening of this. They send me a thing, come to have dinner on us. There's a this. They're like, come be a member of this hotel on us. Come to it's like, that's what energy does. It's incredible. It's amazing. It doesn't even require effort. The effort is in letting go of everything we talked about today and becoming a lightning rod where you are fierce and sexy and passionate and authentic and alive and grateful and in purpose and in flow and awake and conscious and feel safe to be powerful and feel safe for people to come on and come off the train wherever they want, and you can God bless and release them. That's it. So to the extent that you write a number, right, it's gotta be a match vibrationally. And you have to ask yourself, well, I've been at a certain place, so if you've been at a place, we have to start to feel for where does there need to be a release so that I can allow myself to receive more, and this has to get cleaned up. So we are really, really excited about it more. I said, What's your favorite hand lotion? Oh, my God, that's such a fun question. So in my first I have diptique Hand lotion, the rose kind that's the smell delicious. Think it's like \$97 for, like, the tiniest tube. I love it on my desk. This is, like lavender locate on next to my bed. There's like, epicurean lotion. I mean, I have lotion out, coming out of my ears, and I love it because it's such a great felt sense experience. And it's like my mother never did this. I never saw her take care of herself like this. But my kids see something else, so they do it right? I didn't see her love herself. I didn't see her. I take a bath and put flowers in it. Can you believe it? I do a flower bath and let it soak into me, cuz I give myself that gift. And my kids now know that, and they do that. Talk about changing the generation. If there's ever anything like a T shirt or something, it has a hole in it, it's gone. Don't wear it. We're done with that. I have 1t shirt that has a hole in it. The only reason I keep it is because I gave birth in that T shirt. But otherwise, my kids know there's a towel and it's free. It's like, we just don't tolerate it. There's a standard. If there's a glass and it's shipped, it's gone, right? And if there's something that's made of, something that's not, that's not a high vibe, it's like, it's not, we're going to raise the standard right, and we're going to find that the energy that you expand within you will begin to change your life. You'll just have totally different instances and occurrences happen because you're a different person. What you've been manifesting is coming off of the energy that you have been tuned to, and it has to change, and we have to focus it all on the money for a while, until that gets healthy. And once that's healthy, we can start manifesting all this incredible beauty in our life. Jen, I think we're going to sign off. I really. Love today. I cannot wait to go into more of this with you guys. It's time to fix it. It's time to be this badass, bold, rich woman who treats yourself and feels sexy and alive every single day. If you want to join us, just so you guys know the schedule. Those of you in

business class, we have a class on Tuesday. Those of you who are going to be in this abundant life, we have a class. Life, we have a class on Wednesday, and we're really excited for it. And you can use this code. If you buy this book or you intend to buy it in the next week, you can use the code, is it best

1:35:36

life? It was actually best year. I said best life, but both of them will work. So Best Year, Best Year,

Cathy Heller 1:35:42

and you can get a rebate for the book. Um, Jen, thank you so much, you guys. This is it. No turning back. We're going to fix it, change our relationship with money, and make it flow in. We're really excited. I hope that this served you today. There's so much more that we need to, kind of like dive into, but I think this is a good start, and I had so much fun, and I hope that you did, too. Yeah.