



7 KEYS TO FINANCIAL FREEDOM

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These days we live in a fear driven world where financial calculations and predictions are based on outdated paradigms and modes of thinking. You may ask how can State of the Art mind technologies like NLP and hypnosis help you to get financially ahead? What are the techniques that you are not aware of that will allow you to drive the autobahn freeway at high speed in a Mercedes instead of an old beat up Volkswagen? Interesting question..... Also a very accurate metaphor because when you work with outdated modes of thinking and old paradigms, you may find yourself living at a fraction of your potential in your financial life. There are keys based on the latest mind technologies that can allow you to become incredibly prosperous and fulfilled. Attracting abundance can be a learned behavior once you uncover the underlying patterns that may be blocking you from achieving your full financial potential. Once you understand the techniques you are really onto something that is truly worth its weight in gold.

So often I hear both experienced and new entrepreneurs talk about moving away from lack and scarcity. There is a deep rooted core belief that there is not enough to go around. Also it does not help to know that many of the most successful giants in the business world were themselves fear driven. Often you hear stories about what compelled them not to fail. Notice I said "not to fail" instead of "how to succeed?" Too often the emotional intensity of fear and lack has become a driving force behind our behaviors while pursuing financial success. If we make the subconscious shift to a different mindset we can start to chose instead the idea of "knowing that we are financially provided for." This knowingness can easily become a self fulfilling prophesy when we let go of limiting decisions and beliefs that may be stopping us from getting what we want. These limiting decisions, thoughts and beliefs may be beyond our conscious mind's awareness and the patterns can easily repeat themselves and sabotage our business success if left unchecked.

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So let's explore some ideas that can pave the road to lasting financial success.

Financial abundance can seem like such a foreign concept to many modern day entrepreneurs. And to other entrepreneurs and business people the desire for incredible financial success may actually be the only *raison d'être* without contributing back to society. Hypocrisy abounds when some of the biggest professors of "Givers Gain" may actually be takers in disguise. What allows you to pull the man from behind the curtain and expose the fundamental truth that you are the true Wizard of your own destiny? When you learn to integrate trust and acceptance into the abundance equation, the game becomes a whole lot more meaningful and winning takes on a whole new paradigm shift. It doesn't involve outdoing your competition as much as competing fiercely with your own inner blockages.

If you take into account the dualistic nature of the mind from an analytical standpoint, you see that in normal business life comparisons are being made and lines are being drawn between the "competition" and yourself. You may find yourself comparing and even coveting the "opposition's stance." This endless mind dance will lead to more worry and the motivation level will be high to outdo the competition.

What if you were to use a different strategy in your aim to be the best? What if you were able to acknowledge your true self worth without the endless comparisons and worries?

What if you were able to create a life that is both financially rewarding and self-fulfilling? Would you be willing to give back to the world for the sake of giving? Would you be able to consider teaching and mentoring others to achieve the same success?

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Let's start putting these ideas to work by using concepts drawn from NLP, Hypnosis and Martial Arts training. In NLP there is a list of presuppositions or truths that can empower clients to take responsibility for their success with confidence and grace. Let's take three of these presuppositions and put them in the "Seven Keys to Financial Freedom.

Key # 1:

"Embrace that you are in charge of your mind and therefore your results."

When you truly understand this concept you are able to let go of the past and be more present in your current life. This can be a liberating and transformative experience because you are taking responsibility for your results. It can be a time for developing incredible resiliency. When you are at "cause", you recognize that you have created your current financial and business reality. You start to notice patterns that may be empowering or disempowering your life and how to change those patterns wisely. For what does the "p" stand for in NLP but "programming" and all programs have a discernible pattern. We determine the pattern on both an analytical level and a much more subtle "subconscious level" to see what scripts from the past may be running in your mind that no longer serve the higher purpose of your business. It is one thing to talk through problems and patterns analytically and another to allow the subconscious mind to let go of the undesirable behavior permanently.

You see the subconscious mind is the seat of all behavioral and lasting generative change. Most of the ideas in the subconscious mind were formed in early imprinting or between the ages of 1-7 or earlier. We can access these subconscious patterns during our Executive Coaching session by speaking to your subconscious mind with both

hypnosis and NLP. Your subconscious mind is the storehouse of all memories and beliefs (both good and bad). These memories and ideas can be brought to the surface for resolution in the right environment.

These techniques can save years of talk therapy and rehashing of the “problem” because at Susan Coach Executive Coaching, we create an environment in which your subconscious mind can let go of the unwanted behaviors and outdated beliefs that may be holding you back. We live in a complex world and these days our goals and dreams can be fraught with uncertainty unless we have the right environment in which our talents can flourish.

Key # 2:

“Understand that you have all the ability you need to succeed. Recognize that you are not an unresourceful person, you are only in unresourceful states. “

When you understand this concept from NLP, you can virtually achieve any goal you set your mind on. You become an energy generator that is self-perpetuating because you understand the connection between your “states” and your outcome. So what exactly is a “state”? Your standard definition is: “the particular condition that someone or something is in at a specific time.” Interesting that this definition also adds: “the state of the company’s finances, etc.” So how do you manage your states and how do your states direct your outcomes? A state in NLP can be measured by observing a client’s behavior when certain questions are asked that evoke emotional responses. A state has a beginning, a middle and an end. It can be triggered by touch, by the words we use and in many more ways. Do you know that feeling you get when you visit a place that brings back pleasant memories?

You feel good when you see the place because it evokes that state in you. Your eyes light up, your skin tone is clear and you are thinking about the memories you had there. It is very easy to evoke a state. In another situation bad news can easily evoke a sad state or a state of helplessness. The news on social media or TV is generally focusing on all the sad stuff. This can easily evoke states in us that we did not want. When you become more aware of your states you can manage them and also create them at your own volition. When you start managing your states you can gauge your behavioral responses to what happens in your life and this is a very crucial key to success and desirable outcomes. You may find that things are not happening “to you” but “by you”. In NLP training you will learn to anchor desirable states in clients and teach them how to do it for themselves. This becomes a powerful resource tool and can give you the edge in just about anything you do.

As Trainers of NLP at Susan Coach we offer courses in which you learn how to chain anchors, collapse anchors and fire off anchors when you need them. You also learn how to create resource anchors that can be used for endurance, peak performance, public speaking and business meetings.

Learning how to manage states and how to anchor them is only one of the exciting techniques we teach clients at Susan Coach. We also explore business and relational problems with a whole array of effective techniques that include the “Meta Model” and “Keys to an Achievable Outcome”. When we use the “Meta Model”, the client starts to become aware of resources in the most challenging of situations. This becomes very empowering for the client as we are using the client’s own words to allow the client to actually create their own resources in every situation. When you have access to a vast array of resources that are self initiated, you become unstoppable.

Key # 3

“Understand the fleeting nature of the mind and that perception is projection.”

This is a very powerful key that, when used wisely can unlock the mysteries of communication mishaps. Have you ever felt that you were not being understood in a business context? Have you ever felt that there was something wrong with the people you were presenting to or that they were at fault? Be careful what you project because it may not be the truth. Truth is we are projecting all the time, especially when we judge other's behaviors or motives. There are bound to be misunderstandings when we start projecting onto another person or situation. When you understand that these are fleeting moments you have a chance to stop the projection and engage in active listening. You have a chance to perceive the situation through more neutral eyes and this is crucial if you want to be fair and honorable as a person. When you recognize the perceptual game that is taking place you can be free to stop taking other's projections on you so seriously. We live in a culture where there is a lot of concern about “being liked” and also about saying and doing the right thing. We are all concerned with what others think of us but when we understand the fleeting nature of “perception is projection” we can let the movie run without having to be so engaged in it. If a projection doesn't match who you are then you can let it go without worry and fear.

As long as we are human we will be projecting onto each other but the only thing that we can transformationally control is our response to the projection. Then you can truly not be concerned what others think and be free to enjoy lasting freedom and self-expression in your life.

Key #4

“Allow your self-expression the right environment in which to thrive.”

Perhaps this is similar to getting out of your own way as it seems challenging to have true freedom and self-expression when you believe you need to be more like everyone else than yourself. Now think about that for a moment. Are you truly expressing your creativity? Are you using all your available resources to create the life you want? Do you have a fear of success or a fear of failure? Do you truly believe that you can create an extraordinary life? Or have you resolved to follow the herd and “try” to fit in and “try” to be like everyone else. So where do you begin? How does the process start?

First come up with an idea for how you would like to craft your business. Create such an extraordinary business goal that, should you accomplish it your life would be completely transformed. Here the S.M.A.R.T goals come into play and you start tapping into the powers of your subconscious mind. The goals we set are Specific, Measurable, Achievable, Realistic and Time-based. The most successful minds are those that know how to utilize the whole brain. Here conscious/subconscious goals become congruent and complement each other. You open up new neural networks through NLP that allow you to access creative resources you may never have noticed before. Asking the right questions is the key to stimulating the brain to create solutions to the most complex or simple problems in business. Creative problem solving becomes much easier when you are accessing the resources of your subconscious mind.

Whole brain functioning (left/right hemispheres) can be enhanced when you have the right balance of physical conditioning and mental stimulation. If there is not a healthy balance between your physical and your intellectual lives, you may feel exhausted and at wit's end. Enter modern lifestyle and the modern day entrepreneur and business person. How can you have two jobs and incredible relationships and a fun life when you are only firing on 2 pistons? An engine overhaul is needed and we at Susan Coach have just the right mind technology for the job.

Key #5

Understand that "The meaning of communication is the response that you get."

Emails, texting, business meetings, Google Hangouts, conferences, social media comments and likes are all methods of modern day communication. One of the most important keys to a successful business relationship is communicating effectively. When you communicate in a way that produces the results you desire, you are calibrating your communication to establish effective rapport with the person or group that you are talking to. What does silence mean in communication? Silence speaks volumes except the most challenging aspect of identifying what silence means could easily involve projection and we don't want that. You do not want to be a mind reader in communication. Ever been in a relationship where the other party engages in silence to communicate to you? What does the silence mean? Well it could mean they don't like you. It could also be a power play to show you that you are not as important as they are. It could be a strategy to get you mad. It could be a simple lack of awareness, an innocent mistake and on and on..... The only thing you can control is your response to the silence. So much is happening when nothing is being said yet maybe a lot less than what you were projecting that it meant.

So if we are engaging with a silent communicator there are ways to stimulate responses so that we can continue a dialogue with that person or organization. When you learn to recognize the subtleties in effective communication, you can evoke responses and dialogue in just about any situation. How valuable a business tool is that?

When you are communicating with an organization your goals and objectives should be crystal clear so that you are putting out the right “voice” in your emails, letters, presentations and business meetings. We once again have many resources that will pave the road for a clear communication highway. Again are you in the beat up Volkswagen or the latest Mercedes? Are you on a old dirt road or a modern super highway? You may be on the dirt road if you use outdated communication models. The choice is yours.

Key # 6

“Apply Peak Performance Strategies by Acknowledging Your Body’s Innate Intelligence.”

How many super achievers do you know who have been burned out or who are currently burning the candle at both ends? Do you know people in sales who are dealing with so much simultaneous rejection and ambition that they cannot slow themselves down to re-group? When you are operating at a high level, you may not even notice stress and anxiety as much as you should. The stress and anxiety may even be motivators for you. This will not work because eventually your health will be compromised and the once strong engine of ambition will be humbled and stopped in its tracks. You do not want that. If you don’t slow down eventually your adrenal glands, your brain or your body will quit without 2 weeks notice. Then what?

Peak performance is a true performance art and involves peak nutrition and a honoring of your body as a temple and also as a vehicle for

change. Whole brain functioning needs your body to be in a committed relationship and not a part time fling, so it is time to allow your body to get the attention it deserves. There are many Superfoods that can enhance performance agility and flexibility that do not involve a big “time” commitment to implement. Did you know that branched chain amino acids taken sublingually can help digestion and mental clarity instantaneously? At Susan Coach we recognize the pillars of health that allow peak performance the right environment in which to shine: sleep, the right nutrients and water, breathing techniques and exercises drawn from both martial arts and calisthenic exercises.

Compare this to all the information overload from the advertising industry that encourages us to worry, take pills and eat fattening foods. Our brains are getting “hypnotized” by modern media into thinking that there is something wrong with us and that we have little control over our health. When the health paradigm shifts at the subconscious level, you start to put your innate intelligence to work in your body. Then when you sleep, your body will be rejuvenating itself instead of worrying or being restless.

Key #7

“Establish Appropriate Boundaries in Both Your Business and Your Personal Relationships”

We live in a fast paced need it now environment and information overload can lead to poor choices in master mind alliances, business partnerships and mates. So we want to choose wisely. Just as we are being screened for a job interview and vetted, we may wish to do the same with our business and personal associates. However this does not involve giving them a questionnaire to fill out (unless you are hiring

them). What are the most effective questions you can ask in a short amount of time that can save you both time and money in order to know that you have a compatible partner or business associate? How can you determine if that person's values and personality are the right fit for your organization? When you understand the right questions and how to interpret the responses, you are truly on the road to financial freedom and success.

We all have filters through which we see the world. I can guarantee you that your filters are different than mine and that there are many different filters or "programs" through which we view the world. When you learn the different filters and strategies that exist you can discover more about a person's underlying beliefs and motivations. This can be an invaluable resource when hiring or choosing a business partner. Choose wisely.

Recognize that "No" is "On" spelled backwards. When you learn to say "No!" this can be a valuable tool to being "On!" in life and living life on your terms. When you align your goals and values with your business model and best practices, you become unstoppable.