Here are a few negative beliefs about money and success that will start you thinking.

This is an excerpt from my book and there is a link on the blog to download the whole book

Money

- Money is the root of all evil
- Rich people are greedy
- It’s difficult to earn money
- People won’t want to pay me for my services
- I can only earn more by working hard
- As soon as I earn money, it will go again

Identity and self belief

- I’m never going to be good enough to earn money
- My friends won’t like me if I make money
- I don’t deserve money
- I might not like the person that I’ve become if I make money
- I can’t charge as much as others
- I’m never that lucky

Value Beliefs

- It’s fine to just survive every day
- I’m a realist and only dreamers think that they can get rich
- I can’t have money and a work life balance
- It’s more important to be liked as a person than be liked because I earn a lot of money
- Working hard will mean I will have more problems
- If I don’t work hard, I’ll lose it all

So, do any of the above apply to you? You may think of more as you read them through.

A limiting belief is something that you believe to be true for you and is holding you back from business success. A client of mine believed that she wasn’t as good as some of the people that she interacted with and she probably projected that. Changing that belief has
helped her to move her business forward and she now knows that she is as successful as those people (if not more so). Write down any limiting beliefs that you find.

Limiting beliefs that hold me back from success

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You may also think of empowering beliefs. Examples of empowering beliefs are:

- I am in charge of my success
- I can attract money into my life if I want to
- I can do whatever I want to do in life
- I can enjoy my life and be successful
- If I work effectively, success can be easy

My empowering beliefs that support my business success

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Now, if you go back to your list of limiting beliefs, you can think about where these beliefs may have come from. They could have been from your parents, your teachers, your experiences or other people’s judgments.
Choose a significant limiting belief from your list and do the following:

- Ask yourself where it has come from
- Ask yourself whether it supports your business success and does it help you get good results
- Ask yourself what else you could think that would be more positive
- Write down that positive belief and look at it and say to yourself on a regular basis
- Take time for it to embed and journal about the differences that you are noticing
- Use positive support that surrounds you

<table>
<thead>
<tr>
<th>Limiting Belief</th>
<th>Where has it come from?</th>
<th>Does it support your business succes?</th>
<th>What would be a more positive belief?</th>
<th>How will you embed this new belief (21 days)</th>
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Remember it takes at least 21 days to form a new habit, so say and read this new belief as much as you can in that time.