



abundance
mindset



for the inspired
social seller and
entrepreneur

HAVE YOU EVER FELT LIKE...

- You never have “enough” money (no matter how much you actually have)
- You can’t relax when it comes to your finances – you’re always worried the clients are going to dry up or the last client you signed will be your last client ever
- You’re going to wake up one morning + discover a completely empty bank account and/or all your clients have fired you
- Nice and/or luxurious things just “aren’t for you” (or certain things are, but not the things you truly want)
- You should probably be more practical – because who are you to turn the creative ideas in your head into actual (large amounts of) cash?
- You can’t create money consistently and will probably always ride the “feast-or-famine” rollercoaster (so better buckle up!)
- If you do have a high income month, it was “just a fluke” & you doubt whether you can do it again
- You don’t even know if you want to be rich because rich people are [insert-negative-adjective-here] (words like “greedy” or “selfish” are common)
- Or any other negative emotion about money and abundance?

Yeah? You’re in the right place.

Here's the deal: Abundance is all around us, all the time.

...But we're not always tapped into it.

The universe IS energy and the truth is money is also energy - which means money has a frequency. But thanks to subconscious blocks, fears and limiting beliefs around what money is or means to us, we're not always on the same frequency as money...and therefore, it's not always showing up in our lives the way we'd like it to.

The good news?

There are ways to actively challenge your limiting beliefs around money and raise your frequency to attract & make yourself available for more abundance. And one of the best ways is through a regular abundance journaling practice!

How do the rich stay rich while the rest of us suffer: Well, most people aren't blessed with an abundance mindset from birth. The wealthy have a secret, they simply think of money differently. The rest of us have to actively work to open ourselves up to more. Many of us have lots of old (read: outdated) beliefs around money, including what having money means and whether we're even worthy of it in the first place.

Abundance journaling can help with all of that.

So, if you're ready to...

- Let go of your "money stuff" for good
- Attract (rather than desperately chase after) ready, eager clients
- Finally relax about + feel supported by your finances
- Start being, doing and having what you truly desire (regardless of the price tags involved!)

...let's do this.

How does this journal work?

Most of our money beliefs were unconsciously formed very early in life (usually before age 7!). So, first up? You're going to examine the past and clarify exactly what thoughts, memories & emotions you're holding onto around abundance. Where did your abundance blocks, stories, fears and limiting beliefs come from (usually not you!)? Why do you think rich people are jerks? Why do you feel terrified to raise your rates? Why when you discuss your product or opportunity are you hesitant to talk about the cost? You're about to find out!

Next, we'll move onto a very important and often overlooked piece of the abundance puzzle: appreciating what you already have.

Finally, we'll tie things up with awe-inspiring & eye-opening prompts designed to open you up to the infinite possibilities that truly exist for you—once we get all the other “stuff” out of the way, that is!

Before we dive in, though, know this: It's okay and totally normal to feel resistance to these prompts. Most of us have spent our entire lives being told not to talk about money, or to feel shameful for having (or not having) money or to ignore money all together.

That said, abundance journaling can feel uncomfortable.

But it's also a deeply healing tool that can provide striking clarity around what's been holding you back from earning copious amounts of cash AND help you picture and eventually embody and live out the abundant future you desire.

Basically? It's an incredible catalyst for transformative changes in your life (and wallet). Let's dive in.

XOXO

A handwritten signature in black ink that reads "Joni". The letter "J" is large and loops around the "oni".



READY TO WRITE YOUR WAY TO WEALTH?

Option 1: Use the prompts once. Go through them in one big marathon session and answer every question. Then, decide when you'll revisit them to either reflect on your answers or re-answer them. You can do this once or regularly (i.e. the first of the month or once a quarter). This is a wonderful way to track your growth over time, and uncover new layers to the "abundance onion" to work on and heal so you can experience more and more overflow. Save these to reflect back on later. You'll be amazed at how your mind will transform!

Option 2 (recommended): Use the prompts daily for 30 days. Write your answers to each prompt every morning or evening for one month. Watch as your mindset incrementally shifts.

Do not underestimate your mind! This is powerful work! Your brain is always looking for confirmation to prove the things you believe.

For example: If you believe that your kids are a pain in the ass, guess what, your brain is looking for ways to prove that they are, in fact, a pain in the ass. They whine in the grocery store. They never pick up their dirty clothes. They are really a pain in the ass!

If, however, you believe that your kids are vibrant, energetic, creative, determined human beings, your brain will scan the environment to prove this! Look at how your son helped put away groceries without being asked (this just happened in my house!). Notice how your daughter so lovingly cares for your pets.

What you seek. YOU WILL FIND.



your money

part



I am abundant!

What might you believe about people with wealth? This might be painful to admit! Many of us have been taught that wealth = greed or selfishness or that capitalism is inherently evil.

My experience with wealth is this, it's not so much what you want to do with MONEY as what you want money to do for you.

For example, if having money meant you could travel more, thing you want isn't money, per se, it's freedom and adventure. Money is just the vehicle. Sometimes we vilify money just for the sake of it. When, if we dug a little deeper we'd find that money isn't the root of all evil, it's what evil people DO with money.

What do you believe about wealth?

What do you want your money to do for you?

I am abundant!

Choose 3-5 of the above beliefs (at minimum).

Then, answer the following questions:

1. Where did this belief come from?
2. Is it ultimately true?
3. Do you want to keep this belief or change it?
4. If you want to change it, is there anyone you need to forgive (including yourself) that might have contributed to you forming this thought?
5. How can you reframe this belief into a positive affirmation?
6. Write out your new positive belief. Feel into it.
7. Bonus: Re-read your new positive money affirmations daily for maximum effect.



your money

present





your money

future



I am abundant!

A series of horizontal lines for writing.

I am abundant!

For your large goal, journal on:

- 1.What beliefs pop up when you think about achieving this goal?
- 2.Can you reframe the negative beliefs?
- 3.What good you would do in the world if you actually hit this goal. How would you use it to be of service—to yourself, your clients, your family + friends, causes you care about, and the world at large?
- 4.How would it FEEL to actually achieve this goal?

I am abundant!

One way we hold ourselves back from experiencing abundance is by not letting ourselves dream in the first place.

1. Is there something you secretly wish you were working on or creating? If so, what is it? What's one step you can take toward making it a reality?

2. What have you been wanting to create to have more abundance in your life, but felt like you didn't have the time or energy to build or do?



additional

questions



WRAP UP

And you're done!

Congratulate yourself! You've just done more work on your money mindset than most people will do in a lifetime. And whether you plan to revisit these prompts tomorrow, next month or never again, you've still done super powerful work.

Enjoy the abundance!

EXTRA PROMPTS:

1. Create an ideal budget and spend it. For example: If your income goal is \$50k a month, write down exactly what you'd spend every single dollar on.
2. You have \$50,000 to spend in 24 hours. What are you going to buy? (don't you dare pay bills!)
3. How would it feel if you could depend on money? If it felt safe & reliable? Who would you BE? What would you DO? What would you HAVE?

in business, badassery, and bursting bank accounts,

XOXO

A handwritten signature in black ink that reads "Joni". The letter "J" is large and loops down, while "oni" is written in a cursive, flowing style.

