

9 LIMITING BELIEFS THAT KEEP YOU FROM REACHING YOUR GOALS... AND HOW TO SHIFT THEM!

1. I have to make sure this is perfect before I can share it.

Being a perfectionist keeps in your comfort zone and nothing great comes from staying in your comfort zone. Having everything absolutely perfect just isn't natural - nature is the greatest proof that perfect isn't real.

Flaws actually connect better for people. That video training you want to release where you stumble over name in the intro, or your cat walked into the frame - put it out there! Own it! There is a reason people love seeing the blooper roles in movies - it shows viewers that the actors are just people too. If you are in the business of people, put it out regardless of minor flaws. Do your due diligence to proof read but limit the number of edits and just get it out there. *Done* is better than *perfect*.

2. I'll do it tomorrow.

Procrastination is the sister of perfectionism. When you push something off it's usually either a) You don't "feel" like doing it, or b) You're afraid you won't do it well. The way you do anything is the way you do everything, so if you are procrastinating on the little things, you are likely procrastinating on the bigger things too.

When you know there is something that you want to push off, make that the exact thing you do *right now*. The sooner you get it off your to-do list, the sooner you can focus on the things you love to do.

3. I am here to help everyone!

It's an ambitious and pious thought, but it is totally unrealistic to try to help everyone. The idea that you are here to "change the world" is a starting point. We change the world through our work on an individual basis. For instance, I am changing the world by helping awakened women to build freedom-based lifestyles. I know that that this work has a ripple effect. So you want to think more granular.

Think about your gifts and talents, think about who specifically needs those gifts and talents. Dial it in! The more clear and concise you are with who you want to work with or work for, the better your clients will be suited to you and the better you'll be able to market to them.

4. Discounting my prices will help me get more clients.

Discounts devalue the worth of a good or service. If you discount your rates, you show your potential clients that you agree that your services are not really worth \$X. If you feel like you **need** to discount your offerings, it's more likely that you are not valuing your own worth and therefore, you are not showing your potential client your value.

Next time someone says, "That's expensive," you are being told that you have not established your value properly. So you need to show them, very clearly, how your service will take them from their pain point *now* to their desired destination - map it out for them and show how your services are the missing link.

If someone asks, "Do you offer discounts?", reply by saying, "I don't offer discounts because it would not be an equal exchange of energy - my prices are based on a number of different factors and are set at a rate that I feel very comfortable."

Most people will immediately have some sort of objection to the price, it's natural. But if you see this, not as a reflection of *you* and *your* prices, but rather as their reaction based on their personal financial situation, you can be of service and guide them through the process.

5. There are so many other people out there that are better at this than me. No one is going to hire me.

Compare and despair! Everyone has to start somewhere, even your greatest inspirations were just getting started once too. Also, the fabulous life you see through social media is a highly edited version and doesn't show much of "real life" stuff that's happening behind the scenes. And funny enough, you probably have a few people who are seeing what you are up to and are thinking the same thing about you.

This pattern has to stop! If you find you are spending too much time focusing on what others are doing, you are likely not doing what you need to be doing in your own business or life. Turn off social media, do your work and commit to showing up as your best self, you WILL attract your people and they will adore you. Look to others for inspirations on how to be better and integrate what you like into your own special sauce. The more you step into YOU, the more you will attract your people.

6. I'm not inspired anymore. I guess this path just isn't for me.

Inspiration is always strong in the beginning. Eventually the shine wears off and it's just business as usual. This isn't a sign to stop! "Commitment starts when the fun stops," is one of my favorite quotes. Anything worth having is worth working for. If it was easy, everyone would do it!

When you are feeling uninspired, take a break, go for a walk, integrate a daily practice like yoga, running or dancing, and just keep showing up. Inspiration and creativity come in waves, so ride them and soak it up when the getting is good - save some of it for the times when you need the extra push to stay at it. It will pay off well!

7. Marketing and sales are “not my thing”.

Marketing is equal to connection. Sales is equal to service. If you want to have a freedom-based business, you're going to have to get good at both of these things. But don't fear! If you are coming from a space of authenticity, it won't feel icky or salesy.

Don't sell yourself in your marketing; educate and engage. Connect with your tribe as if you were speaking to each person individually, that they were your best friend. Come from the heart. Same thing with sales, when you know that what you've got WILL help this person in front of you, come from the heart and show them your offering will help them live a better life. Don't be afraid of selling, embrace it. It's how you will change lives.

8. Self-care and time off is a luxury. If I want to be successful, I have to just work a lot. I'll do that stuff when I make more money.

Self-care is a foundation of a successful entrepreneur. By taking time for your body, mind and soul, you allow time to replenish your valuable resources: inspiration, energy, and joy.

Splurge on a massage mid-day on Tuesday and see how much better you perform this week. Turn off your electronics and go camping this weekend - I guarantee you'll have a breakthrough in the next few days after returning, if not while you are away.

You solve problems in your business when you take your mind off your business. The more space you have in your schedule, the more space you have in your heart and mind to put it back into your business.

9. I'm not making enough money to hire a business coach right now.

Hiring *the right* coach is a money-making decision. Most often those who need a coach are the ones who are not making enough money. That was most certainly the case for me! When I hired my first coach, the monthly investment was more than half of my income, but I did it anyway. In 4 month's time, I quadrupled my income. It's about stepping outside of your self-imposed limitations and stepping into a bigger version of yourself.

To find the right coach, look for someone who is where you want to be. Don't make your decision to hire her based off of her rates but by her ability to help you get where you want to go. Having a second set of eyes on your business and a mentor who's been where you are and is where you want to be is invaluable! Listen to your heart and your gut, not the tiny voice of "reason" screaming from inside of your wallet.

ACTION STEP

Re-write your inner dialogue by creating your Empowerment Journal. Your Empowerment Journal is a space for you to push against your fears, doubts, and worries.

The first thing you will do is write down one of your limiting – or negative – beliefs. Then below it, write a counter statement, known as a power statement, that turns that limiting belief around.

Example:

Limiting Statement I don't know enough to coach people.

Power Statement I have a lot of value to offer people because I have come a long way in my own life, I know I am ready to guide others to create the same shifts.

You want to continue doing this for any limiting beliefs or negative statements you find yourself thinking, saying, or buying into.

Use these **Power Statements** as affirmations. You can integrate them into your daily morning ritual by reading them aloud every day. If you don't currently have a daily ritual, use this to start one!

ABOUT MEAGAN RUPPERT



Meagan is an agent for transformation.

Her first adventure into entrepreneurship began when she founded one of the first East Coast Transformational Festivals, [Return to Roots Gathering](#). This event has shifted the lives of thousands of people, empowering them to step through their limitations and create a life they love through workshops, celebration and community.

As a visionary business coach for conscious, magical and divine entrepreneurs, Meagan guides her clients to package and sell their natural born gifts and talents to create highly successful lifestyle businesses, so that they can have financial abundance and time freedom to live in their authenticity and to be the agents of change that our world needs right now.

Meagan has inspired thousands of people to take bold action in their lives, to question the status quo and create change in the world around them. She encourages individuals to be ambassadors of the evolving consciousness on planet earth, all while creating an epic life.

Learn more: <http://www.ascendingcircles.com/>



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