



## The Limitless Women Podcast Overflowing Abundance

### [Stop the Spinning: Moving From Surviving to Thriving](#)

#### Chapter 2

In this chapter, I challenge you to make a mind-set shift. I want you to stop equating wealth with cash and start seeing it as the value you bring to those around you. Once you let go of the notion that wealth is solely impacted by your income, your life will feel more abundant and healthier on all levels.

#### Want to skip head? Episode Highlights

- [6:08] Learn how you can keep more of your money in your pocket instead of going somewhere else.
- [16:50] Discover a mindset shift you need to make to reach your goals of financial stability and independence.
- [22:11] Find out what may be preventing you from keeping your money or abundance.

#### Episode Transcript

*[MC]* Welcome to the Limitless Women Podcast. Our mission is to help women business owners, like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Here's your host, the founder of Limitless Women, Laura Gisborne.

*[Laura Gisborne]* Today's episode is chapter from my book 'Stop the Spinning: Move From Surviving to Thriving'. If you'd like more strategies on how to manage your time, grow your revenue, and improve you mindset, you may download a complimentary copy of the entire book at [www.LauraFreeBook.com](http://www.LauraFreeBook.com). Enjoy the show!

Have you ever heard of a man named Napoleon Hill? His life is inspiring and can teach us a lot about honoring the self, developing our own personal value system, setting goals, and learning how to create happiness and abundance in our lives. Born in a one-room cabin in the Appalachian coal mining region of southwestern Virginia in 1883, Hill went on to write one of the best-selling books of all time, *Think and Grow Rich*.



He became personal friends with the steel magnate and great philanthropist Andrew Carnegie after the newspaper he wrote for assigned him to interview many rich and famous men. He became an advisor to two presidents, Woodrow Wilson and Franklin Delano Roosevelt. Hill believed that fear and selfishness were the two major obstacles to personal abundance and success. His idea of “definite major purpose” is part of the foundation of his book, and it begins with an examination of your values and pursuit of the knowledge of what you really want.

I would like to share with you my own discovery about money and abundance. Like many people, I grew up with the idea that money was scarce and that I would never have any. I viewed wealthy people as different or special. While I was growing up, my family always struggled financially and not having enough money was a constant stressor for us all.

When I was twenty, I took out a student loan for \$2500 to study at Cambridge University in England. This was the first student loan I ever took, and I was terrified. I had this idea that I would be a more valuable person if I “worked my way through college,” and didn’t take on any debt. Because I was usually working two jobs and attending classes in the evening, I might have been physically present, but I was rarely ever consciously present in my classes. No one in my family had ever been to college, and certainly not to Europe. When I learned of the opportunity to study abroad, I decided to go for it.

I was nervous and excited and didn’t know what to expect, but I knew that I might not have this opportunity again. My mother told me it was a big mistake because so much could go wrong. Again we didn’t even know anyone who had traveled overseas, so it seemed like a pretty scary idea. I decided to take the loan anyway and go for it. I went to England, had an amazing few weeks studying at Cambridge, and then I ran out of money. I was flat broke. I called my mother and asked her to loan me \$100. Her answer was that I had foolishly taken this trip against her advice, and she was not interested in bailing me out. She told me I was on my own, I was getting what I deserved and then she hung up the telephone.

I finished my time at the university in the dorm that was included in the trip, and then I had a few days left in England until my return plane flight. I knew I had a ticket home, so I would just have to figure out what to do in the meantime. I asked about changing the ticket, but I didn’t have the cash or the credit for the change fee. For three days I slept in the airport in London. I didn’t take a shower, had only a loaf of bread to eat, and nowhere else to go. Oddly enough, I didn’t feel out of place.



There were a lot of other kids there who were wearing jeans and carrying backpacks. Rather than feeling that I was in a dangerous place, I started to feel supported by complete strangers. Someone would come up to me and give me a newspaper. Then another person would come by and offer me a cup of coffee. I actually had a man say to me, “I haven’t eaten this whole sandwich, would you like half of it?” The world that had appeared so scary and scarce to me started to shift.

When I returned to the United States, I stayed at a friend’s house for a while. I had given up the lease on my apartment and the job I had counted on having when I returned was no longer available. There was something that shifted for me intellectually and emotionally when I realized that I was going to be alright even though I had none of the resources that I had grown to depend on. Being without money allowed me to see that money wasn’t the object. I found another job, rented another apartment, and carried on with life, but I never saw or experienced money the same way again. The gift of being safe and sound without money, was a huge eye-opener for me. Many of my previous fears slipped away.

I believe this realization applies to all of us. We use money as a measure of our worth. For me, realizing that I was a valuable person without cash opened up a whole new world. Money became a tool to serve me and to help me get what I needed instead of the object of my work. My life began to feel more abundant and healthier on all levels, and money began to flow to me and through me with very little struggle.

I certainly have not always been financially successful. Like many people, I have made a lot of money and then lost it. When going through my divorce, I lost most of my financial worth. This was a great opportunity to look at what was working for me financially and what was not. I decided I needed some training and assistance to gain financial competence and decided to get some help from people who were wiser and more experienced than I. I quickly learned the habits I needed to adopt to begin the journey to financial stability.

How did I learn to let my money stay in my pocket, instead of going somewhere else? The most important factor, I quickly discovered, is believing you deserve to have wealth. So many of us have voices in our heads—old messages that are not even ours—telling us that we don’t deserve to be comfortable financially. Many of us also struggle with old paradigms that tell us that there is something wrong with being wealthy. Like me, many of you grew up without an abundance of extra cash. Statistically this is where the majority of us stand.



What I learned from my experiences, and from studying the experiences and behaviors of others, is that people who have money and people who do not have money have a big thing in common: they are all people! The huge difference is mind-set and habits. Each and every one of us can learn new mind-set distinctions and adopt new habits around money and wealth. We must first see ourselves as deserving beings and then realize that there is no lack of cash on the planet.

Adopting a new mind-set and habits requires clarification on how you're spending your time and what you truly value. In order to create and sustain a life that is fulfilling, dynamic, and purposeful, we must focus on our core values and learn to let go of the things that are not in alignment with them. When we are willing to do this, abundance shifts toward us. Abundance is what we are truly seeking—not cash. Money is simply a means to assist us with having the experiences we seek. Like most things, when you have money, it is no big deal. When you do not have it, it seems to be the most important thing in the world. Think about how this is true for most things in your life. When your relationship is good and things are going smoothly, there is not much to think about. When you have a relationship that is in trouble, it is all you can think about.

Now consider the logistics. People always want to know, “How do you make money?” Unfortunately, we keep looking for that magic bullet or magic wand. In reality, what works is not too surprising. In fact, you may have heard and read these distinctions many times in your life, but you must be in a frame of mind that calls you into action before you can implement the habits that will support you in being free from financial burdens.

First, you must learn to pay yourself first. If you are in business for yourself, it is easy to pay all of the other expenses first and leave yourself for last. This is not a path to wealth. If you are working for someone else and you are fortunate enough to bring home a steady paycheck, you must set aside funds for yourself (the form of savings is one option) before you pay your expenses. You've probably heard this before, and you've probably even read it, but try doing it. It will change your life and your relationship to money. This concept was revealed to me in reading Napoleon Hill's book, but the wisdom probably is much older. The challenge is not in the concept. The challenge is in the implementation.



A lot of people are afraid to perform this simple task for fear that a bill will come up that month when they least expect it. If your power bill went up \$40 next month, would you still be able to pay it? For some of you that may be a tough question, and I understand. Many of us, myself included, have struggled so much financially, that a \$40 increase in a bill would cause sleepless nights. However, I am proposing that paying that bill probably won't be impossible. You probably would still be able to eat and have a roof over your head, even if you had to pay the extra \$40. So what if you shifted your perspective and took that money to pay yourself. If you set yourself up with a savings account that is attached to your checking account, the money is still easily accessible.

If the need arises, you can still use it to pay that additional bill. But what if you don't need it to pay unforeseen bills. What if you began putting away \$10 a week, \$40 a month, and your money began to earn interest? The habit of paying yourself begins an amazing opportunity for financial growth, no matter what your initial dollar amount is. I have met many people who are financially independent who did not earn large incomes in their lives, but they did adopt good financial habits that supported them in achieving freedom.

Financial advisers will tell you that we need to save a full 10 percent. Now that abundance is flowing in my life, I actually put away much more than that, and I also make a practice of putting it in different places. When you get to that point, there is a whole structured philosophy about how to arrange your money, but you have to start somewhere. The practice of paying yourself is so powerful because it teaches you to value yourself, to initiate your own abundance, and to honor yourself. This is how you create your little nest egg that will grow bigger and bigger.

So how do you do it? I don't know what your actual numbers are, but let's say you have a paycheck coming in and you plan to start taking out 10 percent to pay yourself. After that, you must learn to live on 90 percent of your money by budgeting as if the 10 percent you put away doesn't exist. If you begin small, you can very quickly learn to live on even less than that 90 percent.

Finally there's that dirty word: budget. One of my personal financial mentors says that budgets don't work because people don't stick to them. If you can take the dirty part out of budget and understand that you must honor your time and your money, it will work.



There's something extremely important about putting away that first 10 percent. When you start, know that if you do have an emergency, or you have something come up, it's not like the money is gone. It's now in your savings account making money because it is compounding interest. No matter how small your investment is, the lesson and the benefits begin. It is a big step to learn to honor yourself. This is the secret that most people don't understand. We are still looking for the answer to be more complicated, but it is actually rather simple. If I can leave you with one gift, my request is that you try it. You have nothing to lose and everything to gain. You'll know whether or not it works. It doesn't require a tremendous amount of money, but it does require a commitment. It cannot work if you don't do it.

If it doesn't work for you, now what? You can always go back to the way it was before, but what if it does work for you? You now have a whole new way of thinking about your personal worth, a new way to honor yourself, and you've got some money in the bank. Later, when your finances become more secure, then you can save in several places.

For example, I have money going into my children's college fund. I have money going into my husband's retirement account, and into my own retirement fund. I am saving other money for things I want now, things that are really fun, like traveling. Traveling is one of my great passions because I love to meet and be with people in other places in the world, and the more that I travel, the more that I find that we truly are all the same. Travel is a gift to myself, one of the things that aligns with my core values. Paying yourself makes realizing your dreams a reality. It is truly a crucial step in allowing real abundance to flow into your life.

After you adopt the habit of paying yourself, you must get rid of your consumer debt. This is a hard one for most of us, especially those of us who grew up in the United States with borrowing beyond our means as a habit. We are so fortunate to live in the United States, but I have friends in other countries that structure consumer debt differently. In the United States, we have for many, many years bought stuff on credit that we could not afford. We are currently experiencing a painful recession brought on in part by these habits.

The good news is that you can set yourself free if you take responsibility for your actions and adopt new habits that support you. I won't tell you that I am so disciplined that I don't flip out the credit cards sometimes because I have and I do. I have several credit cards, and one of them is a business credit card that I pay off every month. I don't use my business card for things like jeans at Saks Fifth Avenue, as much as I'd like to. It is for business purposes only.



Business credit is directly related to business expense. However, there are subtle problems with business credit cards. As an entrepreneur, it is all too easy to justify personal expenses as business expenses. For example, I love to treat my employees to dinners and gifts; however, to make budgeting work, I treat that as a personal expense, not a business expense, since it doesn't bring in any profit. Whatever doesn't directly increase your profit or is not legitimately attached to your business belongs on your personal card. Your business expenses should live, breathe, and eat inside your business. If you have found yourself, like so many Americans, knee-deep in credit card debt, you are paying way too much interest. You must put a stop to this. No one can do it for you. One option, although it may seem painful at the time, is to start to eliminate your credit cards.

Literally take them one at a time and decide which one you are going to pay off first. It is amazing how quickly balances begin to diminish when the spending stops and you commit to pay more than the minimum balance each month. Begin with one – get it paid off – then put it away. Don't carry it in your wallet waiting to be used. If there is a purchase you need, the card will be there.

Once the first card is paid off, choose the second lucky card that will be cleared. Take the payments you were paying on card number one and now apply them to card number two – along with the usual payment you make to card number two. This takes tremendous discipline, but I know you can do it. The reward of no longer having this pressing debt hanging over your head will be worth it.

Having more than one credit card, all with balances going up at the same time, will gnaw at you, waking you up in the middle of the night to ask yourself how you are going to pay the bills. It's those little bills, the \$100 here and \$100 there that eat up your time and your budget. One way to bring this issue into focus is to get very clear about where you're spending your money. Always look at your statement. Some credit cards will break down the percentages of what you've spent according to categories like restaurants, grocery stores, and so on. But you can do this for yourself. Try checking the percentages for a couple of months.

One of the ways you can make more money is to stop giving your money away by paying interest on credit cards. You gain absolutely nothing from that, and there's no long-term value in it. I am not proposing that you should have no credit cards, just that you choose to take back your power and really be responsible about your credit the same way you are responsible with cash. It is all too easy to think of credit cards as money that we own, but it is lent to us at a very high cost.



Credit cards do serve their purpose, once you take back your responsibility. Once I was traveling in San Diego and somebody ran into my rental car. The insurance provided by the credit card company was a great blessing. Likewise, online business often requires a credit card. In short, credit cards can be useful at times, but you must pay them off every month to avoid paying interest. Never use them like income because that's not what they are. Reigning in your credit card debt is my second major recommendation when developing a plan to achieve financial independence.

Another recommendation to help you reach your goal of financial independence has to do with cash flow. Adopting the idea of multiple streams of income is a large mindset shift for many of us who grew up in working class families. We only knew of getting a job, and if we were lucky, getting a good job. If you have only one source of income, maybe one job and a one paycheck, this can be a scary way to live. Many people have no choice about this, and many other people have no job at all. If you are able, I highly recommend that you find more than one income source so that if your primary source goes away or begins to dwindle, you will have another source. One of the reasons that I have learned to develop multiple businesses simultaneously is so that I can have more than one stream of income.

I know I have given you a lot to think about, but I really want to support you in getting a handle on financial self-sufficiency once and for all. We need to have a real look at self-denial. I promise you that you have the tools to make this happen for yourself, but if you are like most of us, the old voices and experiences may creep back in and you may sabotage your own progress. People fear structure and systems around finances, but the secret to success here is to embrace structure so that you can actually gain freedom. I know it sounds peculiar, but if you have ever adopted a habit around increase – a habit of working out to gain health, a habit of focus in an area of business to increase productivity, etc. – you will know what I mean. Structure around your spending will set you free. If you are worried about having to give up too much, focus on specifically what you are afraid of having to give up, like your shopping habit, smoking cigarettes, or eating out. Take an honest look and own that fear. For example, I love to eat out even though I also like to cook, and I like very good quality food. So if I have to give that up that might be scary, right?



This means that I must change that from something fearful into something that I can celebrate and reward myself with. Instead of eating out three days a week, I now think about eating out less. For example once every two weeks I go out and have a fabulous dinner, and rather than spending \$20 three days a week, or \$120 in two weeks, I go out for an amazing \$60 dinner once every two weeks and get dressed up. I put makeup on, do my hair, and then drive into the city. I make it a big to-do, and I celebrate this reward of treating myself. If you go into this with the idea that now you're going to have to live like a monk and that you're going to be on a budget for the rest of your life and never have any fun, it won't work for you. I know I can't get excited about that. Like most people, I want to have a great time. So if I'm sitting here being smart about money, but then I think that to do so I can't have fun anymore, it's not going to stick. Changing that and making the fear into something that's actually fun and a reward will be worthwhile.

For those of you who are reading this book for support in your business, your answer to financial success is much of the same. I truly believe that professional growth and success follows personal growth. When considering a business expense, ask yourself, "Does my business really need this?" followed by "What is the return on this investment?" When somebody tries to sell me something for one of my businesses, my response is always, "Show me where that will make me money. I don't care if you're trying to sell me something for \$1,000, or \$20,000. Show me where the return is." If they can show me the value right up front, not in the distant future, then am I willing to consider their offer. It is always a surprise to me how many people are unable to do this. Business is about numbers. Period.

Deal with your business the same way that you take care of yourself and look for the payoff. Too often we spend before we look rather than focus and honor our hard-earned money. Honor the time, energy and labor that went into creating the revenue that you are reinvesting and then ask yourself if the funds would be better spent reducing debt. If the debt in your business is in any way related to you personally, get rid of it. If the debt is business-related, then before you take it on, ask about the return before you agree to invest. This extends to marketing or creation of new products or services, or web design. Before I spend money on anything, I ask myself, where is the return? Before I buy a company car, I ask myself which revenue stream is paying for it. You need to know how it's coming back before you buy it; if you honor that practice, you'll reduce your debt. Debt is only positive when you can see the return.



In our wine business, we often make large purchases for wine production. Contracts can range from \$10,000 to \$100,000. Before we sign the contract, we have to know what the return is going to be on that wine, and we have to figure in all of our costs, both seen and unforeseen, such as breakage, tasting samples for customers, promotional costs, overhead for the venue selling the wine, payroll, taxes, insurance, and so on. We have to know where the return is coming from before we write the check for the initial investment, and we want to see big margins, that is, a potentially big return, before we make any investment.

You've probably heard stories of people who won the lottery and within a very short time spent it all. In your own life perhaps you have experienced something like this too, a time perhaps when you've received some unexpected cash, won a settlement, received a large tax refund or inherited something, and suddenly you feel rich. Then a short time passes and you are feeling broke again. Maybe you couldn't understand why this happened or how the money seemed to disappear. Is there an underlying feeling or belief that you have about money that is preventing you from keeping it? When we get clear and focused on our beliefs around money and then adopt practices and habits that support us in attracting money and building wealth, it is much easier to maintain your financial worth. Having money and being comfortable financially becomes a natural experience instead of something we have to struggle around.

When we give up making money for money's sake, abundance flows to us and through us in a way that's empowering, inspiring, and, in my opinion, even a lot of fun! Remember that honoring your time is the first piece of the puzzle, and the second piece is letting go of habits and attitudes that don't serve you. If you find yourself in a business or a personal situation that's not in alignment with your core value and your core goals, it's okay to say, "No."

Similarly, if you find yourself in a professional situation with people who are not working with you in the same way or with the same passion that you work, maybe they're not in alignment with your values or your structure, and continuing with them might not be the highest and best use of your time and energy. Remember that there are many people who are in alignment with you and you will find them, or they will find you. You have to give yourself permission to let go of the people who don't share your goals. Understanding this and making it work in your life takes nurturing yourself, and it takes having other people teach and mentor you.



You also have to believe that you deserve an abundant life. I certainly did not always feel this way. At age twenty, I weighed only ninety-eight pounds. I was severely anorexic. When I look back at pictures of me, I find it shocking. I was a young woman who didn't believe that she deserved to be here or that anybody wanted me here. The reason I share that with you is that wherever you are currently, the voice inside you may not be your voice. It may be somebody else's voice from the past telling you that you're not good enough or that you don't deserve to have the life that you love, but it's not true. Each one of us is a child of God, and we all have the amazing potential to make a marvelous contribution to this planet and to each other. I encourage you to learn to support yourself, learn to let go of the things that are not in alignment with what is serving you, and begin to take those baby steps toward living a more abundant life.

One of the most important things that I now know is that money is a form of energy. When I started letting go of money for money's sake, my finances improved. Imagine sitting with me right now at a kitchen table with a big pile of cash on it. If I set the cash on fire, it might freak you out a little bit, but it would not change your life. Most of us attach so much meaning to money. We all desire to be comfortable financially and some of us desire to have financial abundance, yet when real prosperity and abundance start flowing into your life, you must get clear about what it is underneath that you truly value.

When I host my three-day Passion, Purpose, and Profits Conference, attendees frequently want to know the secrets for getting rich. They want to find out immediately how to make a million dollars. I have to explain to them that if you don't understand the value of your time, experiences, and your contribution to the world, the money will quickly seep away. Money comes and goes; it flows to us and through us. It is simply a form of energy. It shows up in our lives in direct proportion to the number of people we are serving. When the outward flow starts to slow down, and you become comfortable financially, that is when you start getting very clear about why you want to have this money. Cash isn't the goal, even though we might think that it is.

Perhaps when you were growing up you thought having more money would prevent bad things from happening in your life. However, when you start making lots of money, it's the same game but with more zeroes. Now there's a mortgage, other bills, and bigger things you want, places where you want to travel, and things that you want to do. There are still contributions you want to make to those around you and the world, but now you can see bigger opportunities available. It becomes a matter of playing a bigger game, but, remember, you're still playing the same game, only with more zeroes.



Today my relationship to money is one of overflowing abundance, even though it didn't begin that way. I feel honored and grateful that there is always more than enough. Each and every one of us has a relationship to money. Discovering that relationship is not always easy because we're not always honest with ourselves. Coming clean with yourself and getting your values clear is a great place to begin. It is possible to live an abundant life without struggle and fear around hunger or homelessness. There's always enough. Each morning when I wake up, I give thanks for the abundance that I have in my life. I am grateful for my family, my health, and my community. I love where I live and who I live with. Starting my day with that focus attracts abundance into my life on multiple levels. I believe that the more you focus on something, the more of that "thing" you attract into your life. If you can give yourself a shift in perspective and focus from a place of gratitude and truly count your blessings, things begin to change. Try practicing gratitude and see how you feel and how life starts supporting you differently.

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