



#signaturelife
COACHING ACADEMY
STAND OUT. MAKE MONEY. IMPACT THE WORLD.

HOW ANYONE (FROM ANYWHERE)
CAN START A COACHING BUSINESS
& LIVE THEIR BIG DREAMS

The Money Secret



SECTION 1: INTRODUCTION



Hi Gorgeous!

I'm Dara Zest, success coach for female coaches, business mentor and founder of the #signaturelife Coaching Academy. Here's what you should know about me: In just 18 months, I grew my business from zero to half a million dollars. Today, I feel like the luckiest girl in the world: I get to impact the world, help those in need, travel when and where I want, buy what I want and do the heart-filled work of serving women I was born to do, whenever I want.



BUT THIS WASN'T ALWAYS MY STORY.

Behind the bold red lips and bright smile, I also know what it's like not to have the life you desire. From growing up in communist Ukraine (where “dreaming big” was NOT a thing), to struggling to book a single client for the first 9 months of my biz, to charging so little (\$27/session!) for my services and stressing SO much over money that I almost sold my engagement ring, I've felt stuck, frustrated and overwhelmed by this whole “building a coaching biz” thing more than once.

The good news?

It's so much easier to transform your business – and your entire lifestyle – than you think. Inside this workbook (and the entire video series), I'm sharing my juiciest little secrets and proven methods for completely revamping your relationship with money (and yourself!), so you can start magnetizing more moolah right now and wake up to multiple PayPal notifications from new coaching clients into your #newnormal.



Throughout the following pages, you'll find exercises for getting crystal-clear on your life vision, your money story and your relationships with money and yourself.



(And if you're like, "Huh?", here's my first little secret for you: Your success in business—including the size of your bank account - ALL starts with how you feel about and treat yourself!)

BUT HERE'S THE DEAL:

You can't just read this workbook and expect transformation, ladylove. Breakthroughs don't happen by skimming over a few pretty pages and going back to your DVR. You've got to give it your all and fill out every box.

I'm gifting you this workbook because I truly want to invite you to dig deeper. And I promise that if you do the exercises over the next few pages, the results (read: consistently booking clients who love you and pay you well!) will come.





You're here on this planet at this very exciting time for a reason.

I wholeheartedly believe now is THE time for women to thrive, shine and come into power – and I'm looking at you, too, gorgeous!

You have a responsibility to step into your fullest potential just because you have breath in your lungs. All you have to do is decide that right here right now is your edge of glory, Lady Gaga-style.



SO WHAT DO YOU SAY, GORGEOUS?

Are you ready to learn the secrets of highly-successful coaches – and do the work to make it happen for you, too? Then it's time to start at the very beginning and get super real about your relationships—with money and with yourself.



BUT FIRST:

Let's start with something I always love to do before diving into anything new: Set some intentions! What are your intentions for this workbook? What do you want to get from it, or how do you want to approach it?

Write your intention here:



SECTION 2: YOUR LIFE VISION

“

*MAKE YOUR DREAMS
A PRIORITY UNTIL
THEY BECOME
YOUR REALITY.*

- DARIA ZEST

”



WHAT DOES YOUR IDEAL LIFE LOOK LIKE?

No, really. Have you ever thought about it?

Like, if you could wave a magic wand and #allthethings you desire in life would just – poof! – appear, what would you ask for? Now, we might not have magic wands here, but there’s actually tons of room for us to have more power and control over our lives. You don’t have to just ‘let’ things happen to you or ‘default’ to old stories like, *“That’s just not how my family is”* or *“Things that incredible don’t happen to people like me.”*

You get to decide if you want to go through life on autopilot or if you’d rather take the reins and consciously create a better reality and future. (The second option might take a bit more work, but I can tell you it’s oh-so-worth it!)

Creating a reality filled with everything you desire starts with getting clear on exactly what you want your life to look like (which is actually pretty fun!).





Ready?

Now, answer the following questions:

What's your life vision? What does your life look like in a perfect world?

What has been stopping you from moving forward and experiencing your vision?



Why haven't you allowed yourself to live your vision until now?

Who do you need to be to fulfill your life's vision? What do you need to change in order for your vision to become a reality? What kind of human being do you need to 'be' to make this happen?



Eye-opening questions, right?

You should now have a much clearer picture of your ‘ideal life’ – no matter if it involves a sandy beach in the South of France or a trendy apartment in NYC (or maybe your ‘ideal life’ actually allows you to have both – hey, this is YOUR dream, lady!)

NOW, LET’S SWITCH GEARS A BIT:

How do you go from where you are now, to where you want to be (or that ‘ideal life’)?

Well, here’s how you won’t get there: By doing the same things over & over! The truth is, if you keep doing what you’ve always done, you’ll keep getting what you’ve always got. If you want to experience true change and bigger, better things, you’ve got to do something different, to get something different.





I want to share a simple technique that can show you how. I've dubbed it the "Disruption of Routines," and it's basically exactly that!

HERE'S WHAT I WANT YOU TO DO:

For the next 7 days, commit to asking yourself this 1 simple Q every time you're about to make a decision: *What's the opposite of what I'd normally do here/now?*

And then, I want you to do THAT thing instead.

Now, you don't have to do anything crazy or over-the-top. For example, if you normally wake up around 7am everyday, decide to wake up at 5am for the next 7 days. Or, if you normally check your phone first thing in the a.m. (you know, before you even slither out of bed) decide to write your goals in a journal while in bed instead. Even small changes can add up to big transformation over time.





Disrupting your automatic behaviors and the way you “usually” do things with fresh, unexpected choices opens doors to an entirely new state of being – and I guarantee you’ll be amazed at the results!

Ready to do something different - and get something different in return?

Keep yourself accountable and use the table below to track your progress.

HABITUAL ACTION	OPPOSITE ACTION



CHOOSING NEW STORIES

Another way we turn our 'ideal life' into our '#newnormal' is through the stories we tell ourselves - or stop telling ourselves.

Seriously: The stories on repeat inside our heads are SO powerful. I'd even go as far as to say they run our entire lives!

Here's my example: For a looong time, I told myself the same boring and sad story: *"I'm just a girl from a communist country. English isn't my native language. I'll never be as successful as all the U.S. coaches I see all over Instagram."*

But once I learned to consciously change my story and rewrite it in a more empowering way, I was able to embrace and love my quirks, flaws – and even my accent! Now, it didn't happen overnight, but eventually my new story became my new reality and I built a wildly successful business, despite all the odds I always thought were stacked against me!

The good news is NO story is universal and no story is ultimately true - unless you allow it to be true!

You have the power to change your old stories forever and choose new, better stories, **starting right now.**



Use the table below to identify the current stories running the show on the left. On the right, re-write each story with a new, empowering twist. For example: If one of your current stories is, “*Building a successful business is hard*” you ‘new story’ could be, “*Building a business is fun and easy.*”

Make sense?

Try it! Use the table below to record your old and new stories.

OLD STORY	NEW STORY



SECTION 3: YOUR MONEY STORY

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*THERE IS A NATURAL
LAW OF ABUNDANCE
WHICH PERVADES THE
ENTIRE UNIVERSE, BUT
IT WILL NOT FLOW
THROUGH A DOORWAY
OF BELIEF IN LACK AND
LIMITATION.*

- PAUL ZAITER

”



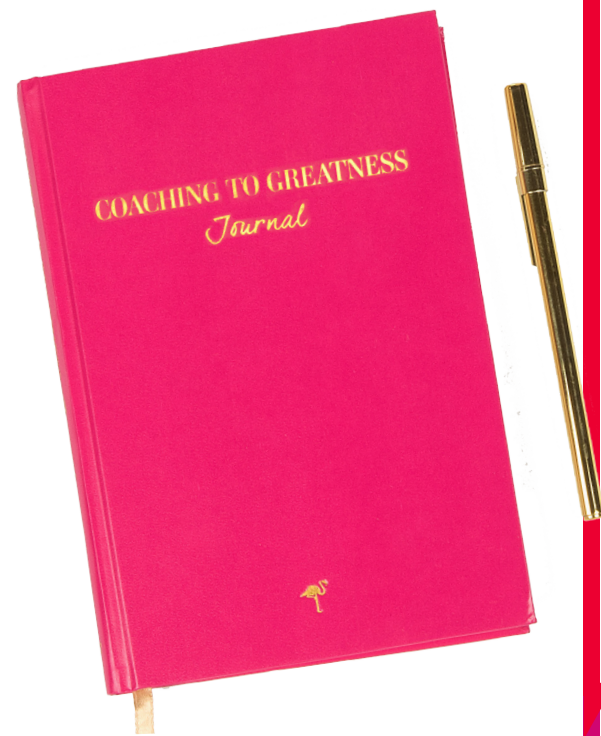
Now we're talking money, honey!

Do you ever catch yourself thinking thoughts like, “There’s not enough”? If so, you’re definitely not alone! The sad truth is, most of us think some variation of this crazy-toxic thought every single day (sometimes multiple times!) without realizing it.

Unfortunately, when “*there’s not enough*” becomes our unintentional mantra like that, it kinda starts to take over. And before we even know what’s happening, “*there’s not enough*” becomes our go-to reason as to why we can’t accomplish goals, love our lives or experience pleasure and #allthethings we desire. It stuns us in many ways!

See, the conversations we have in our heads create the context for our lives.

When we give scarcity thoughts and fears attention (unconsciously or not), we reinforce them and over time, they become our default setting. Our chronic sense of scarcity then becomes the lense through which we experience every little thing in life, which means no matter how much money (or love, or anything else!) we have, it doesn’t – and won’t – ever ‘feel’ like enough.





The good news?

Most of our beliefs and stories around money (including “there’s not enough”) aren’t really ours.

We inherit ‘money stories’ just like we inherit brilliant blue eyes, high cheekbones or lush, brown locks – which means most of our beliefs are absolutely absurd, because they’re just old stories passed from one generation to another!

In this section, we’re going to take a close look at your unique money stories. What did you learn about money growing up in your particular home, family or environment? Are you living out the same relationship your family had with money, or are you consciously choosing a different, more empowering relationship? (I’m hoping for the second!)

Use the exercises below to get clear on your current money story:

Describe your strongest memory about money:





How has this memory impacted your current relationship with money?

What beliefs around money do you have? Your beliefs about money make up your money story. Examples include: “*You have to work really hard*”, “*Money doesn’t grow on trees*”, “*Rich people are evil*”, etc.



How does your money story make you feel? Does it FEEL true?

What beliefs about money – aka your money story – do you think you've borrowed from your parents, family, or the environment you grew up in?

Remember:

What you've written above is technically your money story, but it's also laced with tons of old beliefs formed by your parents, grandparents and other past generations. Your money story is kinda like an old, hand-me-down sweater you've clung to because it's cozy and feels 'safe' (and normal), but you don't have to keep carrying it! You can let it go! I give you full permission.



SECTION 4: FALL IN LOVE WITH YOURSELF

“

*YOUR BANK ACCOUNT IS
A REFLECTION OF YOUR
RELATIONSHIP WITH
YOURSELF.*

- DARIA ZEST

”



HERE'S THE TRUTH ABOUT MONEY AND (SELF) LOVE, LADYLOVE:

Your net worth can never be higher than your self worth.

Your relationship with money will always mirror your relationship with yourself. What do I mean by that? I mean that if you don't value, cherish and love yourself at a high level, you'll never feel ready, able or 'deserving' of the infinite abundance that's truly available to you. For example: If you ever feel like "there's not enough" money, you might feel like YOU are not enough. See how it works?

Oh, and that's not all:

Money also treats us exactly the way we treat ourselves. So, if you're kind, loving & generous to yourself, money will mirror that back to you. But if you neglect yourself, feel 'bad' fulfilling your basic needs or can't get yourself to spend on things you desire, well...you get the idea!





Below, you'll find some exercises that will help you start to change your relationship with yourself and love yourself into a higher state of being – and a higher bank balance!

It's time to transform the way you feel about yourself so you can fall madly in love with yourself - and money can fall madly in love with you back.

Look back at the money story you wrote down in the previous section. Rewrite the story below, swapping out the word “money” for your name. (Yes, the whole thing!)



How does it feel to say that about yourself?

How is the way you speak about your relationship with money similar to the way you speak to yourself?

Where are you being cheap with yourself? (Think about things like: How often do you say I can't afford it? How often do you worry whether you'll have the money for that trip? How often are you splitting the bill?)



Being cheap with yourself leads to an unlived life. What does your unlived life look like?

Where don't you 'choose yourself'?





Where are you not accepting yourself now?

Where don't you honor and respect yourself?

Where do you feel like you don't deserve better?



Where do you feel like you are not worthy?

You get in life what you DARE to ask for. Where don't you DARE to ask for more?

How can you raise the bar and raise your own standards, right now?



DECIDE HERE AND NOW THAT YOU DESERVE BETTER THAN YOU'VE EVER HAD!

*Here's the truth: It's not selfish to want
more for yourself.*



It's not selfish to want the upgraded apartment with the cute light wood floors, or to grab happy hour cocktails in swanky hotel lobbies instead of the local dive bar, or to simply want more money in the bank so you don't have to argue with your lover over rent. In fact, if you want to start your own coaching business and serve others, you have to start by giving yourself the very best life has to offer. You can't help anyone until you give to yourself fully. Giving from an empty cup is not service, it's sacrifice and will eventually lead to resentment and self-destruction!

*Basically? If you want to empower other women - you've
got to **EMPOWER YOURSELF** first.*

I know this is true, because I spent the first nine months of my biz selling \$27 coaching sessions, worrying about paying my bills every month and even thought about selling my engagement ring to get by. Today, I run a half a million dollar business. What do you think changed? Well – spoiler alert! – it wasn't anything outside myself. I simply had to decide I deserved more. I couldn't book a single client back then – because a part of me clearly still didn't believe I deserved it!



HERE'S HOW YOU CAN START TO CHANGE YOUR MIND AROUND WHAT YOU DESERVE:

Every single day, ask yourself: “If I deserved better, what would it look like?” and then repeat – out loud! – “I do deserve better.”

Over time, you'll start to reprogram your mind and truly believe that you do actually deserve better.

(And the most delish part? With every ‘better’ choice you make for yourself, you give 10 other women out there permission to deserve better, too. #empowermentALLaround)





Use the exercises below to continue to reprogram your brain around what you deserve. What are your true soulful desires? If you were to take your soul on a date, what would she tell you? What does she really want?

What is it from your soul's desires that you want to do, but keep yourself from doing it because of fear of being judged by others?



How do you make your truest desires wrong? For example: Do you tell yourself things like, “Flying business class is unnecessary because there are so many people who can’t afford a plane ticket”?

The rules in your mind are like psychological electric fences that keep you from living your dream life.

Let's break the fence, shall we?

Complete the following sentences.

If I didn't care what people thought, I would...



If I were sure I'd succeed, I would...

If I had the nerve, I would...

If I could be certain it was the right choice, I would...

If I weren't worried about the future, I would...

If I had the freedom, I would...

*"If you don't risk anything, you risk even more."
- Erica Jong*



Now, imagine that your life absolutely depended on how much you loved yourself and how much you dared to deserve better. (Yep – we’re going there!) Then, complete the sentences below:

I choose to:

I deserve:

I’m worthy:

I’m letting go of:

My #newnormal is:

Finish this section by repeating "I am enough" ten times.



SECTION 5: FALL IN LOVE WITH MONEY

“

*WHEN YOU EXPAND
YOUR LOVE FOR MONEY -
YOUR MONEY EXPANDS.*

- DARIA ZEST

”



DO YOU LOVE MONEY?

Like, really, truly, madly, deeply?

I assume you've got your answer. But before we go there...let's talk more about why we need to love money, anyway.

I always say that money has eyes and ears. Think for a second: If money could hear and see the way you wrote about it in your money story, do you think it'd want to hang around you?

Probably not!

The thing is, what you appreciate appreciates. If you love money and feel and express gratitude and love for it (no matter how 'much' or 'little' you have in a given moment), you'll attract MORE of it – because who wouldn't want to be around someone who's doting on you every second of every day?





However, when you focus on what's lacking or scarce, then that becomes what you're all about. Lack and scarcity become the song you sing and the vision you generate.

If you're constantly complaining about your lack of money, you'll attract more lack of money. And just like nobody wants to be around a partner who's constantly belittling them or putting them down, money won't want to be around you if you're constantly complaining about it!



This is why it's SO important to be awake and conscious of your emotional relationship with money!

Make sense?

Below, you'll find my top techniques for falling for money, including writing a straight up love letter to the green (or whatever other color) stuff.

Now, answer the following questions:

Our legacy is the life we live now, not the life we lived.

What legacy do you choose to create: a legacy of abundance or scarcity?



Think about the opportunities money gives you in life that make you a better person. For example, money makes me kinder, because when I have money, I have less stress in life.

Money makes me more caring, because when I have money I can make meaningful donations to those in need. Complete the sentences below and you'll start to see that you can grow your love for money – and not feel one bit bad about it!

love money because money makes me...

And repeat: "I love money, money loves me back."





Now, you're ready to write your love letter to money. Tell it how much you deeply care for it, how grateful you are every single time it shows up in your life, all the reasons you love it and want more of it and don't forget to apologize for how you've been speaking about it lately!

Now I want you to imagine that money is your partner! Seriously: Imagine that you've got an amazing relationship with money where you feel loved, supported and heard. You know that money is your true partner in crime and will always, always be there for you no matter what.

Now fill out the information below imagining that money is your partner you can count on 100%. Imagine that money is unlimited, and you have access to it whenever you want. Imagine that money is enough because you are enough, remember?

The decisions I make today are:



The investments I make today are:

The conversations I have today are:

The people I surround myself with are:

The destinations I'm traveling to are:

The courses I participate in are:



Now you're ready to flip the switch on your old money story. Just like we rewrote our own stories earlier in more empowering ways, let's do the same with our money stories specifically.

OLD MONEY STOP	FLIP THE SWITCH	NEW MONEY STORY





SECTION 6: FINAL NOTE

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*YOU HAVE TO
PARTICIPATE
RELENTLESSLY IN THE
MANIFESTATIONS OF
YOUR OWN BLESSINGS.*

- ELIZABETH GILBERT

”



You did it, girlfriend!

I couldn't be more over-the-moon that you've made it this far. You've done a TON of work here and I truly want to applaud you for that!



THE TRUTH IS:

Money is a dignified conversation we – especially women—should engage in more often.

I hope this workbook has helped you see the REAL truth about money and abundance: **There is ALWAYS enough. Our Universe is INFINITELY abundant.** And you deserve a big, fat piece of that abundance – because honestly, a life without ‘enough’ money is a life unlived! (And it's not one bit greedy, selfish or ‘bad’ to desire a fully lived life!)

BUT TRULY, THIS IS ABOUT SO MUCH MORE THAN MONEY, OR EVEN BUSINESS.

I want you to know that you are your own hero. Your own opportunity. Your own "knight in shining armour".



And the only thing that ever has or ever will stop you from having every little thing you desire is what's going on between your ears.

I hope this workbook has shown you it is possible to reprogram that place between your ears and rewrite the old stories that have held you back from your desires.

“Without doing your part of the work, the Universe will not do its part. Part of working with Universal Intelligence is doing everything you know how to do but staying open to ideas and opportunities that ‘come out of nowhere’.

Your job is to get your energy aligned, be dead serious about bringing this money in, and take all the action you know how to take. Universal Intelligence’s job is to move what you desire toward you in whatever way you see it.” – Jen Sincero

You’ve made quite the step forward today, ladylove.

XO

Daria



“

*IF YOU DON'T GO AFTER
WHAT YOU WANT, YOU'LL
NEVER HAVE IT. IF YOU
DON'T ASK, THE ANSWER
IS ALWAYS NO. IF YOU
DON'T STEP FORWARD,
YOU'RE ALWAYS IN THE
SAME PLACE.*

- NORA ROBERTS

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