



Create Financial Breathing Room

The 7 Essential Principles To Begin A New Financial Future

Principle 6 :: **Deserve**

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Deserve - Oh boy does this get us into a tangle! Just saying the word can bring up a whole slew of internal responses...

Punishment or Reward. Are we deserving of one? The other? Both? We internalize a conditioned script as young children and then somewhere along the way we begin to act as our own parent: judging whether we “deserve” something or not.

“I work hard, therefore, I **deserve** ...”

“I didn’t solve that problem at work, so I don’t **deserve** to ask for a raise”

“I had a really hard day, I **deserve**...”

“There are people with so much less than I have, I don’t **deserve** more than my share”

Sound familiar?

It is in this thinking that we can get stuck in the trap – the thinking trap that prevents us from reaching our financial goals.

I don’t know you personally – what you have done, or haven’t done in your life – and it isn’t my place to cast judgment about your life anyway! What I do know is this: You **DESERVE** to not struggle financially. You **DESERVE** to enjoy your life and inspire others to thrive as well. Just think for a moment: what would the world look like if we all woke up and asked ourselves, “What do I need today to thrive and allow everyone around me to thrive as well?” Inherent in the question is the assumption that you indeed deserve to thrive, and so does everyone else.

So, take a moment to answer these questions around your 3 goals without thinking too hard about them...

I deserve to _____
when _____

I deserve to _____
when _____

I deserve to _____
when _____

Anything interesting show up? These are conditional beliefs you have. Just notice and be curious...

Now that you have a bit of clarity on your beliefs, you get to redefine your definition of deserving – within the context of your financial life. Take a moment to complete the following sentences with your 3 stated financial goals.

(example):

I believe that I deserve to thrive. For me to thrive financially, I have a \$1,000 buffer in my checking account.

I believe that I deserve to thrive. For me to thrive financially, I

I believe that I deserve to thrive. For me to thrive financially, I

I believe that I deserve to thrive. For me to thrive financially, I

Say these out loud!

Excellent. This is another subtle shift that can have profound results. The more you desire - and believe you deserve - to attain your financial goals, the easier it becomes. You are clearing the path of all the land mines and traps. It will be so much easier to travel!

Tomorrow I will introduce the final principle of this process. You are hanging in there with me beautifully, and I hope you are experiencing a bit more lightness, a bit more space between where you were and where you are today – even if that is “only” in your mind (arguably, this is the most significant place to experience that shifting). It has only been a few days, so it is likely that nothing earth shattering has happened yet to turn your financial ship around. But that is actually best because we do better when we can adjust slowly – rather than abruptly. Stay focused and connected, because even without evidence I want to assure you that you are laying the foundation for transformation.

See you tomorrow!

-Megan