

DISCOVER THE

MONEY BLOCKS

That Are Holding You Back!



EVA GREGORY



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Discover The Money Blocks That Are Holding You Back

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* Congratulations and Welcome!

Congratulations on making the decision to register for this exclusive ebook! I highly recommend you find a time when you won't be interrupted for the next 20 minutes, pour yourself your favorite beverage, print out this book, and take good notes... Because what you are about to learn may very well be the turning point for you and your business!

By the end of this ebook, you'll have learned...

1

How negative self-talk can ruin your financial future



2

The self-sabotaging behaviors that keep you from earning what you're worth



3

Three smart business investments you probably aren't making!



4

Money mistakes that keep your business broke, and



5

The importance of finding the WHY behind what you do



Before we get started, I want to talk to you about the very challenges you are facing in spite of your desire to get your message out into the world in a big way!

If you are a heart-centered entrepreneur whose greatest desire is to make a difference in the lives of others and you find yourself struggling in your business, I'm speaking directly to you. Money stress is common in life and in business. After all, without money, you'll have a hard time just keeping the lights on, let alone paying for college or going on vacation or financing that conference trip you're dying to take. But stress begets stress, and you can quickly find yourself in a downward spiral that—rather than helping you bring in more money—actually hurts your finances even more.

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* Congratulations and Welcome!

And so, for most of us, the story we tell ourselves about money is the root of all our issues. It takes more than just a little self-talk to change these long-held beliefs. The stories we tell ourselves about money are powerful and they live deep in our psyche but once you've learned to recognize them for what they are, your world will change! Learning to love money is really the ultimate goal. Rather than feeling shame or guilt about having it, when you can instead love money and what it can do for you and others, you'll finally be able to enjoy the financial freedom you've worked so hard to achieve. And best of all, you'll be a lot less likely to revert back to the negative beliefs that held you back for so long.

Learning to love and appreciate money is really the ultimate goal. Rather than feeling shame or guilt about having it, when you can instead love money and what it can do for you and others, you'll finally be able to enjoy the financial freedom you've worked so hard to achieve. And best of all, you'll be a lot less likely to revert back to the negative beliefs that held you back for so long.



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* Who is Eva Gregory and Why Should I Listen?

My name is Eva Gregory and I've been helping spiritual entrepreneurs—coaches, healers, trainers, and holistic practitioners - combine step-by-step training with Law of Attraction, Intuitive Spiritual Guidance and Mindset to create healthy sustainable businesses for many years now.

I feel very fortunate. I am doing work that I love...helping spiritual entrepreneurs learn how to shift their mindset, tap into their own Inner Guidance and combine that with the practical aspects of growing a highly successful business. I get to positively impact thousands of people worldwide. I get to work with some of the most amazing heart-centered people from around the world. Life is good and I feel incredibly blessed.

It sure didn't start out that way, though. Back in what seems like another lifetime now, I worked for IBM. I had a cushy job with lots of perks, a healthy salary and amazing benefits...**BUT I WASN'T HAPPY.**



* Who is Eva Gregory and **Why Should I Listen?**



One morning I walked in and gave my resignation. I decided I'd much rather be an entrepreneur, set my own hours, and command my own level of income. But when I first transitioned from a corporate job to being a solo entrepreneur, I crashed and burned. I was lucky to get one client or maybe two. I tried different tactics and strategies and nothing was working. I couldn't find a way to market myself that felt good. I was throwing spaghetti against the wall to see what would stick. With every week that went by I was getting deeper and deeper into debt. Within two years, I was near bankruptcy. I was making zero money, all my savings were gone and I had a mountain of debt.

I began to think something was wrong with me. In my corporate job, I won awards. On my own, I couldn't do anything right.

At the time, my mate, Robin, was running a startup software company, and brought me in to work with him until I could figure out what I wanted to do next. At least now we were both focused on making a go of just one business. But that wasn't enough. In many ways, it was more of the same, only amplified. I felt shattered, saddened and disillusioned.

During that time I learned about the **Law of Attraction and the power of Mindset**. I started researching everything I could about Mindset and Law of Attraction. **I realized it was my mindset and belief system that held me back...** all it had afforded me was long working hours, a huge amount of debt and no income, leaving me overworked, overwhelmed and pulled in a million directions.

* Who is Eva Gregory and Why Should I Listen?



When I discovered what was needed to shift that, I took what I was learning into the software company and within nine months, Robin and I went from living practically no paycheck to no paycheck (since we weren't paying ourselves most of the time in order to pay the others in the company) to successfully selling the company for a hefty sum of money. And at the time the company legally changed hands, Robin and I were in the Grenadine Islands on a 42-foot catamaran, island hopping with friends!

THAT is the power of Mindset and Law of Attraction!

Once I understood that, I was led to the people, places, situations, circumstances, ideas and solutions I needed. I knew that sharing what I had learned with others was part of the work I was meant to be doing. I kept saying, "I want to get out of high tech and into high people!" and that burning desire led me to this profession called coaching.

When I discovered the power of coaching, I never looked back. This time around, I was crystal clear that to be successful, I needed to learn from those who were already massively successful, who had traversed the trail I was on. I didn't have to do this alone. I became a voracious student of everything to do with being a successful entrepreneur, but in a way that was aligned with my values and my spirit. By taking everything I was learning about mindset, plus my understanding of Law of Attraction along with my connection to Spirit, my business began to soar!

* Who is Eva Gregory and Why Should I Listen?

The experience was nothing short of phenomenal, and I took my business to a healthy multi-six figure income. Since then, my business has consistently grown in terms of the number of people I've been able to help and revenues earned every year. As a result...

- I completely repositioned my business - leading with spirituality merged with the practical aspects of growing a business that feels easy, authentic and fun!
- I've created five-figure work weeks doing what I love with clients I adore.
- I've had the honor of sharing the virtual stage with some of the world's most respected thought-leaders including John Assaraf, Jack Canfield, Dr. Michael Beckwith and Neale Donald Walsch, among others.
- I've helped thousands worldwide deliberately create a life by design by shifting their mindset - and have helped change agents of the world create healthy sustainable businesses while making a greater impact.
- And I did it through the combination of practical training, Mindset and Law of Attraction, along with intuitive spiritual awareness, which is what sets my work apart from others.

What I've come to know is this: **If you have the desire to succeed, you have the ability to succeed!** And I am eternally grateful to be living my purpose and able to help others do the same!



[**Register For The Free MONEY BLOCKS Master Class Here**](#)

* Chapter One



HOW NEGATIVE SELF-TALK CAN DESTROY YOUR FINANCIAL FUTURE

"I've never been good with money."

"I hate budgets."

"I'll never be a six-figure earner."

"My market won't pay premium prices."

If you've ever heard these statements come out of your mouth—or even in your head—then you're engaging in a damaging habit known as negative self-talk. By telling yourself these lies (and yes, they are lies), you're reinforcing the beliefs that go along with them.

What you visualize and believe is what becomes true.

Tell yourself that you're not good with money, and you won't be.

Believe that budgets are horrible chores to be reviled, and you'll resist creating one. Convince yourself that you can't earn a six-figure income, and you won't. It's not "the secret." It's a scientific fact. Known as a self-fulfilling prophecy, this kind of self-talk results in poor performance simply because we act as if it's already true.

* Chapter One



If you tell yourself that you'll never be a 6-figure earner, you will not do the things that 6-figure business owners do.

- *You won't work to grow your mailing list ("No one reads my emails anyway")*
- *You won't increase your coaching rates ("It's not like I'm some top-earning coach")*
- *You won't build a brand worthy of a six-figure income ("A beautiful brand isn't necessary at this income level").*

But, if you think and act as if you already are a 6-figure earner, your confidence level will increase. You'll go out of your way to connect with those who can & will pay your higher rates.

How to combat negative self-talk:

The first step toward changing your negative self-talk is to simply acknowledge that you do it. Tick a mental checkbox every time you catch yourself making negative statements, whether out loud or in your head. Make a note of the ones that come up most often for you, and identify their origin if you can. For example, if your ex-husband continually berated you for your spending habits, chances are your "I'm no good with money" mantra can be laid right at his feet. It's time to turn that thinking around.

The next time you catch yourself saying "I'm no good with money," take a minute to recall five instances where you were good with money. Maybe you paid off your credit cards or saved for a house or built an emergency fund. Rephrase your self-talk to: "I used to be bad with money [if that's true], but now I make smart choices to achieve my goals." Just as negative self-talk becomes a self-fulfilling prophecy, so does positive self-talk. Reframe your thinking, and your business finances will certainly improve.

* Chapter Two

SELF-SABOTAGING BEHAVIORS THAT KEEP YOU FROM EARNING WHAT YOU'RE WORTH

We all do it. No matter how successful you are, at one time or another you'll fall into the self-sabotage trap, and the price of admission is high.

Your income will suffer.
Your self-esteem will plummet.
Your confidence will find new lows.

The end result?

Frustration.
Burnout.
Resentment (of your clients or your business).
And yes, even more self-sabotaging behaviors.

This downward spiral can quickly turn devastating, but stopping it is easy when you learn to recognize the symptoms.



* Chapter Two



PROCRASTINATION

Did you mean to apply for that high-end coaching program but missed the deadline? Or maybe you were going to send a proposal to a potential new client, but waited too long? These and other missed opportunities can often be blamed on simple procrastination, one of the most destructive habits we suffer from. Procrastination is what keeps us working late at night to make a deadline, costs us money in late fees, and even costs us business.

If you're prone to procrastination, try these techniques to put an end to it:

- 1. Recognize your fear.** What often keeps us stuck is simple fear. We're afraid that even with that amazing coach we still won't reach our goals, so we put off applying. We're afraid we'll look bad when compared to other proposals, so we just don't send one. But if you want to be successful in business, you must learn to recognize and face your fears, then do the work anyway.
- 2. Visualize the life and business you desire.** Imagine what it will be like to have that amazing business you've been dreaming about. Picture your ideal workday, daydream about that fabulous vacation you'll take, and imagine VIP days with your ideal client.
- 3. Reward yourself.** It's okay to give yourself a little incentive for getting things done. Take yourself out to lunch; buy a new pair of shoes; take an afternoon off. Do what's most likely to motivate you to power through your fears and take the next step.

* Chapter Two

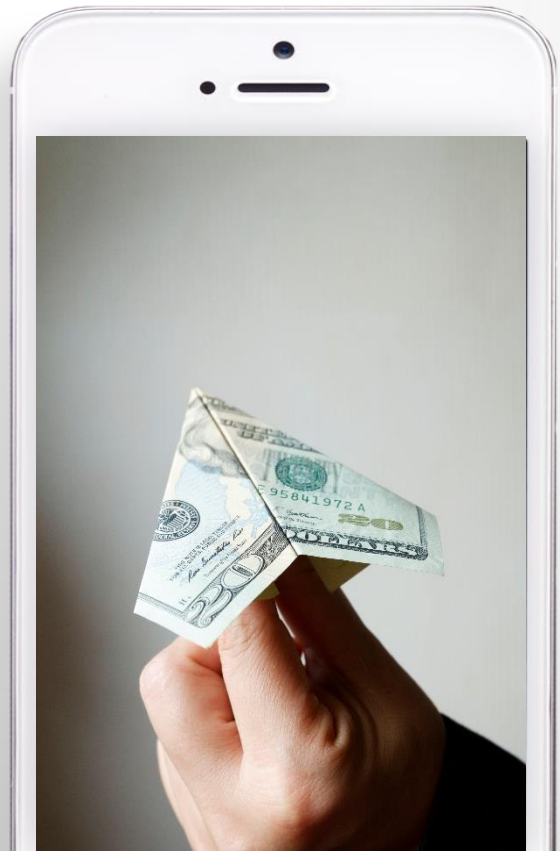
FAILING TO COMPLETE YOUR PROJECTS

Be honest.

How many half-written books, partially-planned programs, and unfinished products are cluttering up your hard drive right now?

If you're like a lot of entrepreneurs, the answer is probably several. You started all of them with great enthusiasm. You planned out the modules or chapters, created the slide decks, and maybe even outlined the sales page. And then...you just stopped working on it.

Maybe you tell yourself that you're too busy. Maybe you "need to do some more research." Or maybe you simply lost interest. But the truth is, none of those are the real reason. For a lot of coaches, this self-sabotaging habit is actually a symptom of a lack of confidence, and it's keeping you from the success you deserve.



* Chapter Three

WHAT'S YOUR WHY?

When you first hung out your virtual shingle, you likely were thinking:

"I can't wait to get away from this awful job."

"I just want to be home with my kids."

"This dead-end job is going nowhere."

"I'm tired of working crazy hours and holidays."

"I know I'm worth more than they're paying me."

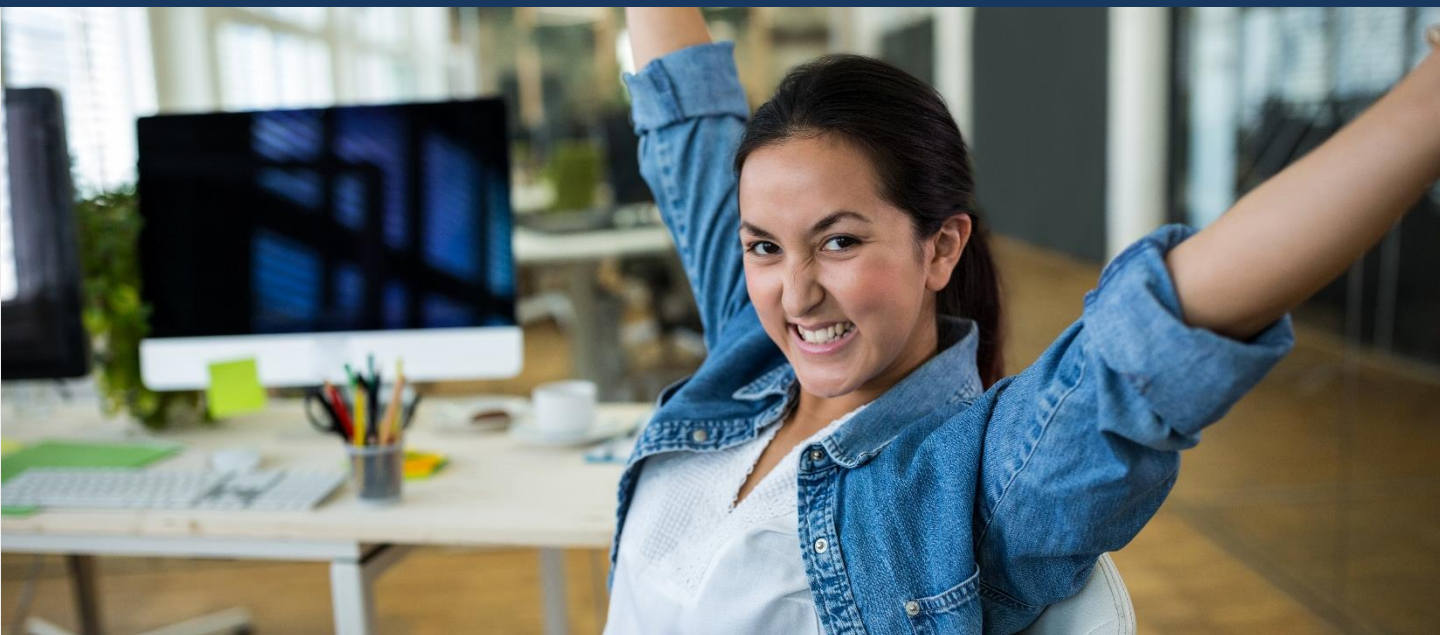
These and many, many other thoughts go through the heads of every would-be business owner, and are often the driving force behind that final "I quit." But while they're great for lighting a fire and inspiring you to make a scary jump to business ownership, they're not so fabulous at motivating you to grow and improve.

They won't inspire you to increase your skills, raise your rates and be brave and authentic in your marketing. They won't help you find the courage to hire a new coach or launch a brand-new program.

To find the inspiration to make your business thrive, you have to identify the real WHY behind what you do.



* Chapter Three



Passionate Why's

“Passion-based” is a phrase that seems to be the holy grail of entrepreneurial adventures. For those with a true passion for their field, it can be a strong motivator. Some are passionate about a subject, spending all their waking hours learning about it. Some are passionate about a market, and would do anything to help their ideal client achieve his or her goals. Whichever type of passion-based business owner you are, learning to harness that passion will help take your business to the next level.



Financial Why's

Maybe you want to retire at 40 to travel the world, or send your kids to an elite private school. Maybe you dream of driving a brand-new Ferrari. Whatever your big dream, you knew you'd never make it while putting in time at your day job. While everyone seems to go on and on about those passion-based dreams, the truth is there's nothing wrong with wanting financial fulfillment. We need money and the more we have, the easier life is. Wanting more of it is nothing to be ashamed of, as long as you maintain your integrity and authenticity in pursuit of it.



Philanthropic Why's

Plenty of business owners go into business so they can have more to give. You've no doubt heard of—or maybe even know—marketers who use their earnings to fund mission trips, build schools in war-torn third-world countries, and support a variety of charities at home and abroad. Others use the time freedom they've built into their business to volunteer with animal shelters and children's organizations. If you have a heart for a cause, a philanthropic why might be the driving force that takes your business to the next level. If money were no object, what would you be doing?

* Chapter Four

THREE MONEY MISTAKES THAT KEEP YOUR BUSINESS BROKE

Poor money management has been the cause of more business failures than any other single issue. And it's no wonder—we aren't born knowing how to manage money. Most of us aren't taught how to handle it either. We figure it out along the way, through much trial and error.

Those same mindset issues and bad habits that wreak havoc in our personal finances can plague our businesses as well if we're not careful.

CATCHING SHINY OBJECT SYNDROME

Some things are just hard to resist—especially when your friends and colleagues are all jumping on board! New tools, trainings, group coaching programs and even business models can all have a strong pull, and if you aren't careful, these shiny objects can quickly distract you from your current goals.

If you find yourself catching shiny object syndrome frequently, try this two-step plan instead:

1. For “too-good-to-refuse” offers, make a plan for achieving a positive ROI before you purchase. If you cannot find a (realistic) way to make the purchase pay for itself, don't buy it.
2. For exciting new business ideas, create a “someday” list. Jot down your idea and a basic outline, then get back to the task at hand. Now that great idea won't be lost, but it also won't join the ranks of half-finished business plans that litter the internet.

FALLING FOR THE SUNK COST FALLACY

If you've ever said to yourself, “I'm not using this subscription, but I can't give it up! I'm still paying a reduced price and now it's much more expensive!” - you've fallen for the sunk cost fallacy.

We all fall victim to this common mistake from time to time.

Simply put, the sunk cost fallacy is what makes us justify investing more money or time in something— even though we're not seeing results—because we've already spent so much. It's what encourages us to repair the car one more time (after all, you just put new tires on it), eat a meal we don't enjoy (simply because you've paid for it), and yes, continue to pay for tools and resources you're not using.

Take a few minutes and examine your current business expenses. What are you paying for month after month that you're not using? Either make a plan to put it to work for you, or cancel it. Stop falling for the sunk cost fallacy.

* Chapter Four

TOO MUCH PENNY PINCHING

You thought this was all going to be about overspending, didn't you? Here's the kicker: Spending too little is just as bad for business.

When you're constantly on the lookout for free and low-cost tools or working 16-hour days because you "can't afford to outsource," you're not doing your business any favors. Sure, it looks like you're bootstrapping and working really hard to make something from nothing, but what you're really doing is digging yourself a rut it will be nearly impossible to climb out of. Not only that, but you're reinforcing a scarcity mindset that will continue to plague you for years if you let it.

Rather than pinching pennies, learn to spend money strategically. Buy what you need, when you need it. Invest in top-quality products and programs rather than settling for the low-ticket, half-baked plans. Just like quality clothes, cars and furniture, quality services and software last longer and work better. And unlike that car, good quality business tools will pay for themselves.



* Chapter Five

SMART BUSINESS INVESTMENTS YOU'RE PROBABLY NOT MAKING

I get it. You're a solo-preneur. You're proud of the fact that you've bootstrapped your business from the ground up. You built your first website, learned how to edit and upload videos to YouTube, figured out how to format your email newsletter, and even wrestled your shopping cart into submission. But that feeling of pride that comes from doing the work yourself comes with a price. Too many small business owners are working too many hours, suffering from burnout and frustration—not because they're not good at what they do, but simply because they're unwilling to truly invest in their business.

They're letting a scarcity mindset prevent them from taking the steps—and making the investments—that will have a massive impact on their business. And maybe you are, too.

OUTSOURCING

By far the biggest objection to outsourcing you'll hear is "I can't afford it." Perhaps you've heard this—or even said it. But the fact is, if you're a serious business owner, you can't afford not to outsource.

The time you free up by not doing those mundane, everyday tasks is time you'll spend more profitably, by:



Creating new programs and services.



Connecting with your audience through email and blogging.



Upping your content marketing game.



Working with clients either one-on-one or in a group setting.



Recording video and audio content.



Or just enjoying your life!

Outsourcing should never be looked at as an expense. In fact, if you're not getting a return on your outsourcing investment, take a hard look at what you're outsourcing and to whom, because there is likely plenty of room for improvement.

AUTOMATION

Most entrepreneurs start out using low-cost tools with limited features. For example, you might be using PayPal to take payments and then manually adding buyers to your mailing list. While that's an acceptable solution when time is easier to come by than money, you'll quickly outgrow it. The problem is that too many entrepreneurs fail to recognize the benefits of true automation.

* Chapter Five

Not only is trying to “make do” with a pieced-together system costing you sales, but it costs actual dollars, too. You (or your assistant) will spend extra time simply getting it all to work, rather than letting the tools do the heavy lifting.

Recognize when it’s time to take your marketing tools to the next level to include true funnel automation, and watch your income increase dramatically!

COACHING AND MENTORING

It is possible to build your business solely on your own. You can pay attention to what others are doing and reverse engineer their systems. You can read books and blogs and maybe invest in a few carefully chosen training programs.

But there will come a time when your growth will flat line, and you’ll struggle to reach that next level. That’s when it’s time to invest in coaching. And yes, even coaches have (and need) coaches. A coach can help you see past your own blind spots, work through the blocks that are holding you back, and build a business you love—on your own terms.



* Chapter Six



FREE MASTER CLASS!

TURN YOUR MONEY BLOCKS AROUND - AND GROW YOUR BUSINESS AND YOUR INCOME!

I hope you got huge value from this ebook and can begin to see what's possible for you and your business when you align your Money Mindset and Law of Attraction with your desire to make a difference and be highly successful!

If that's the case, then I'm eager to help you do that!

There is absolutely no reason for any spiritual entrepreneur to not be making a healthy sustainable income. You're changing lives! And you deserve to be paid well for the results and transformations you're creating!

I'm on a mission—a mission to transform the lives of 1,000,000 individuals—and I can't do it alone. I need the help of amazing folks like you who want to join me in that mission. That's why I've created a free master class called "Discover The Money Blocks That Are Holding You Back!" where I go into the concepts in this book in even greater detail and cover several other important topics not included in this book that will help you turn your money blocks around and grow your business and your income.

THAT'S HOW WE TRANSFORM LIVES!

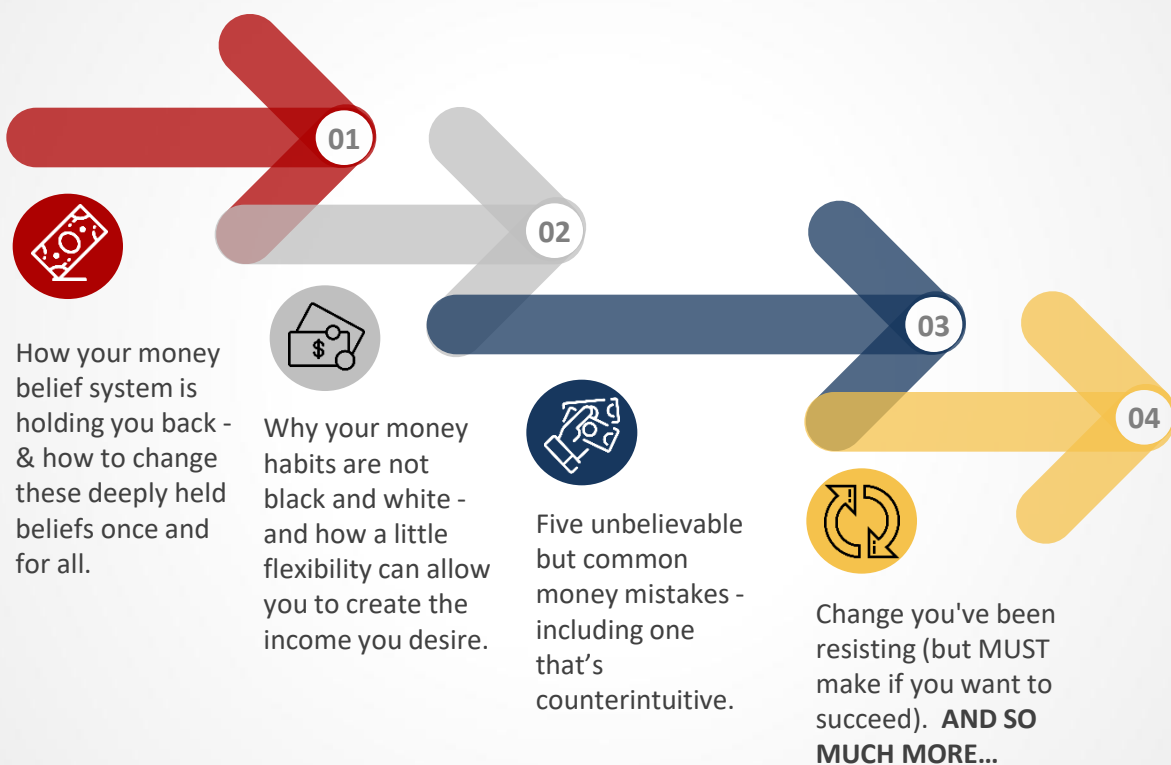
I highly recommend you attend for maximum results.

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* Reserve Your Spot Now!

In this free Master Class,

we'll dig into the money mindset issues that are holding you and your business back. You'll discover...



REGISTER HERE:

Be sure to join us live and receive a valuable Live Attendance Gift... my way of saying thank you for joining me live!

RESERVE YOUR SPOT NOW