



5 steps to expand your wealth as a female entrepreneur

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1. Own Your Stuckness

Before you can even begin to formulate a foundation for your definition of success, you must first legitimize the reason for your perceived stuckness. That means it's necessary for you to identify the chief complaint that you have, and then consider that there's a damn good reason that things are exactly the way you think you don't want them to be. Maybe you're a struggling single mom that feels trapped by your 9-5, or maybe you feel like you're constantly juggling too many balls as a one woman show, or maybe you just can't seem to book clients as a therapist, or you hire the world's most under qualified assistant, every time.

Take a moment to pause here and ask yourself:

What is my chief complaint right now?

From there, identify what it is that you "get to say" as a result of this chief complaint?

"Everybody else gets to have what they want but me"

"I never get to feel what it's like for someone to have my back"

"I have to do everything alone so it's harder for me"

Consider that there is a part of you inside that needs this problem in order to feel seen. When you can see and listen to this part and her victim story, the need to play it out diminishes, and new horizons become available.

Remember that there is always a good reason that things are the way they are for you...even if you think that you don't like it.

2. Own Your Importance

Imposter syndrome plagues every expert, novice, and traveler on the road of self-expression. For many people in business, it's not easy to recognize their innate uniqueness because they imagine it's the content that matters, rather than the energy of its creation and delivery. That's why it can feel so empowering to understand why it has to be you that is offering what you're selling: you as the totality of all of your challenges, insights, growth, and experience. Imposter syndrome resolves when you grow a strong spine and trust the solution that is channeled through your vessel. Whatever you do, just know that what you have to offer is important, and if you believe that, so will everyone else.

3. Love Your Money

Because of our enculturation, it can feel too risky to admit that there is undoubtedly a part of you that wants money for the sake of money. The virtuous parts that say I will do good with the money I get, I promise and I only want the money I need often take the mic, but another quietly whispers but it sure would be nice to have lots of it just to have it. This permission slip is all about owning the part of you that actually loves wealth and the pleasure that comes with it. The part that translates wanting to having, whether it's a dress or a singing lesson or a dinner with friends. Get to know that part of you. Love that part of you, and give her permission to play.

It's also helpful to know how you will receive the money and feel its fullness. What do you get when you have it? How will it make you feel? And how will you know when you've actually met that marker of success within yourself? Will it be because of the number in your bank account? Will it be because you can buy yourself fresh roses by the dozen every day of the week? Or finally afford to fly all your besties to the Outlander tour in Scotland? Get curious around the apologetic desire for money and how, in the light of day, that desire transforms into true creative potential.

4. Barely Work

There is a pre-programmed shame-based belief that says, “if you work really hard, then you get to have it. If you don’t, then you don’t, because other people are.” This is such a deep program, one that you might not even know is operating until you start to dive into this work. It’s also one that’s so imperative to debunk so you can land in the deliciousness of softpreneurship.

What if you decide that you want your monthly bare minimum revenue to be \$50,000, and you are only working two hours a week for that? It’s probable that alarm bells sound off inside you that shout Oh no, that’s not possible, and I couldn’t handle what people will say about me?! This is why I often say “your haters are your gurus.” The negative commentary you might receive around your capacity to earn effortlessly will showcase what you so deeply need to reclaim within yourself.

Notice the reflexive part of you that feels pressured to “explain” and legitimize your work through how “hard” you worked to receive the reward. Work smarter, not harder, woman! And own that you’re smart enough to earn your own leisure. The next time someone makes a snide comment dressed as a compliment, recognize it as jealousy and observe your ability to sit with it. Notice what comes up, and see if you can simply say “thank you.”

5. Be a bad wrong, broke failure that no one likes (aka love your parts)

Let’s revisit all the beautiful work you’ve done around wearing your inner Villain Crown. This permission slip is about getting comfortable with people thinking, saying, and feeling all kinds of potentially displeasing things about you. Become comfortable with doing it wrong, fucking it up, even embarrassing yourself in public. You could accidentally say something the wrong way, or otherwise be a failure that nobody likes. Big whoop! Because as you know by now, there are parts of you that are protecting you from social abandonment, rejection, and betrayal, but now, you’ve got you, and those parts can be reassigned to new duties.

If there are parts of you that already believe these things, you can shortcut your process, drain the drama, and alchemize the shame into lightness and humor. Can you let that narrative live? Can you own the part of you that agrees with your worst critic? Consciously and intentionally visiting with the absolute most feared condemnation can liberate you from the vigilant brace against it. Try it on, consider it, and see what happens if you let it be true, inside yourself, for just a few moments. You might find that the part of you holding that belief exhales some eros back into your system.

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