Building Your Business

Through *Belief*

Workshop

Before we begin, list out every action you’ve taken to build your business this week. (Think: anything that would go on a To Do list plus anything that’s been filling your brain.) We will come back to this later.

**Physical action:**

**Mental/Emotional action:**

**In my years as a business owner and business coach, I’ve consistently seen three main ways we stifle our business growth with our thoughts:**

1. We constantly think that what we’re doing isn’t working. Thoughts: *This isn’t working, I have to try harder, I have to make this work, I need to get this right, this should have happened by now.*
2. We constantly try to reach goals to heal a core inner wound and to validate ourselves (e.g. to feel more worthy, more loved, more whole): Thoughts: *When I get ‘there’, then I will be… better/happier/more successful/more loved. Then, everything will be okay. When I sign a new client, then I’ll be a good coach. When I make more money, then I can relax in my business.*
3. We constantly try to prove ourselves (to ourselves or others) and get stuck in comparison along the way. Thoughts: *I am only worthy when I get this ‘right’. What is wrong with me that I can’t do this like other people can?*

These beliefs become our default, and our mind becomes wired to look for evidence that these thoughts are true.

**Where have you been thinking ‘This isn’t working’?**

**What’s the main emotion/feeling that this thought produces?**

**Where have you been trying to reach a goal to heal yourself?**

**What’s the main emotion/feeling that this thought produces?**

**What have you been trying to prove through your business?**

**What’s the main emotion/feeling that this thought produces?**

**List those three core emotions/feelings below:**

**1.**

**2.**

**3.**

Your thoughts 🡪 Your feelings = What you’re radiating out

What we think creates feelings, emotions and vibrations in our bodies.

Let’s say you consistently think ‘This isn’t working’. This could be a ‘new’ thought because you don’t yet have tangible evidence of the result/goal you’re working towards, or it could stem from an old wound, perhaps a past failure or an experience that created some trauma, disappointment or fear in your body.

The thought ‘This isn’t working, I have to make this work’ may create a feeling of scarcity or lack in your body.

From the energy of lack, you attempt to ‘make this work’.

So you work harder, you work longer, you keep going through fatigue, your mind swirling and your wheels spinning.

You keep telling yourself ‘This needs to work, what am I doing wrong?’

The thought ‘What am I doing wrong?’ then creates a feeling of anger in your body. Perhaps that anger is directed at yourself, or someone else. Perhaps it’s even directed at your business.

From the energy and vibration of anger, you then try to show up in your business and sell coaching or a workshop.

And what’s radiated out to your clients?

Scarcity.

Lack.

Fatigue.

Anger.

You may also be unconsciously trying to prove yourself through signing clients up to your coaching or workshop.

*When I sign a new client, then I’ll be a successful coach.*

*When I make more money, I’ll know I’m a good healer.*

*When I reach this goal, I’ll be more worthy.*

*I need this to work so this person will approve of me.*

From these thoughts, you show up to market on social media or via your newsletter.

**And when you think you’re writing/saying…**

‘Hey! Come work with me, I can help you!’ what’s really coming out is…

‘Hey! Come work with me so I can love myself! Sign up with me so I can feel more worthy, successful and on track. Sure, I can help you, but also I deserve this because I work so hard in my business and I need to make this work so just come work with me already, please?!’

Can you *feel* the difference?

Your clients will feel, sense and smell the difference too.

So the result you created from the thought ‘this isn’t working’ is more of the same… more of what you have.

The effect of this is that you consistently think you’re missing something.

**You may seek and search for the One Right Step and find yourself:**

* Overwhelmed by overworking
* Hit with Shiny Object Syndrome
* Stuck in a cycle of ‘compare and despair’
* Constantly thinking you need to ‘fix’ yourself or your business
* Always reinventing yourself, your work and your brand
* Feeling burnt out and resentful
* Looking for more external validation

**Now, let’s say you do some belief change work…**

(Like… in this workshop!)

Let’s say you show up with the belief ‘Everything I’m doing in my business is leading my next client to me’, and you gently and lovingly believe this more and more deeply every day.

What energy, emotion or vibration is created in your body?

Let’s go with…

Relief.

Or joy.

Or lightness.

Or openness.

NOW you show up to sell and serve.

And that’s what’s radiated out.

Your clients will feel, sense and smell your joy. And you will call in incredible results, from your natural state.

This is the beauty of belief change work.

Sneaky Beliefs

Now let’s find the sneaky beliefs sitting underneath your next goal.

**What is a goal you’re working on right now?**

**On a scale of 1-10 (1 being not certain at all, 10 being very certain), how certain are you that you’ll achieve this goal?**

**If it’s not a 10, why? (You can write whatever comes through, and/or you can ask your brain for reasons why, and your body for reasons why. You will get different responses with a different energy.)**

These are your unconscious beliefs that are being radiated out in your marketing *even if* you also have beautiful, positive, expansive thoughts about yourself, your offer and your clients.

**What is the main emotion/feeling that’s created from those reasons above?**

Can you see how any one of these thoughts (or thoughts like them) and the emotion/s they’ve created, have been underpinning all the weekly business-building actions you wrote down?

Such is the power of understanding how your *beliefs* build your business, no matter how packed full your action plan is.

So what do you do now…?

1. Offer yourself compassion for whatever comes through. As much as you can, as often as you can, try to drop the self-judgment.
2. Process this and shift it/sit in it as necessary. You can do this however you like; movement, breath work, thought work, energy balancing, singing, writing, crying, contemplation, talking it out, being in nature… whatever works for you.
3. Decide to choose differently, with curiosity and love. You are not here to fix yourself, and… there’s nothing wrong.
4. Believe slowly, and on purpose with expansive new beliefs that are light on your system.

Creating new beliefs in your business—and then lovingly, slowly and gently becoming more and more congruent with them—will support you to build your business, without actually having to heavily focus on more strategy, think you need to fix yourself, or burn yourself to prove your worth.

**No business plan or strategy in the entire world can do what true confidence, joy and radiance can do;** call in the best-fit clients you’re here to serve, help you create more income, profit and revenue, and deeply, deeply love your work and how you’re showing up, serving and selling.

Here are some beliefs to get you started, and there’s space coming up for you to create your own. You don’t need to be at 100% belief here either; even believing a new belief 1% more today than you did yesterday can create powerful shifts and ripple effects in your energy and what you’re beaming out into the world, through the vessel of your business.

* *I am an incredible coach who changes my clients’ lives*
* *Exactly how I coach is exactly what my clients need*
* *My next client is always talking themselves into working with me, and I sign clients one at a time*
* *For every client who books in with me, there are 10 more who haven’t gotten in touch with me yet*
* *My work and how I deliver it is powerful*
* *I have so much time to create the results I want; I never have to rush because I’m working and showing up with and from sufficiency*
* *I’ve created an incredible, successful business from my natural state, and this is only the beginning*
* *Nothing is wrong in my business if things aren’t going to (my) plan. Even if my brain tells me something isn’t working, I know that everything is a lesson and provides me more information for my next step*
* *I am so grateful for all the gifts I have and how I combine these in my work*
* *The vibration in my body isn’t a reflection of anything having gone wrong and I can get used to this and sit in it, to process it and heal*
* *I know I don’t need to believe a thought at 100%, to create incredible results in my business; I can incrementally believe more, and that is enough*
* *I love myself through the process of growing my business*
* *Everything that’s happening around me is feeding my business in so many ways*
* *I don’t charge what I’m worth, because I am priceless. I charge a price that feels good in my body and to my nervous system*
* *I am becoming a channel for bigger and bigger amounts of money to flow through me*

**After finding the emotion that your unconscious beliefs are creating (page 7), how would you prefer to feel in your business, in relation to your goals?**

**What is a thought/belief that creates this emotion/feeling for you?**

**This is your work;** believing this belief, more deeply, on purpose, and with love, curious and compassion, to create the results you desire (or something better…) in your business.

**Add some of your own new beliefs below:**

Honouring What Is

Building your business through belief isn’t just about looking ahead to what you want to create in the future…  
  
… it’s also about looking backwards to heal and forgive past versions of yourself (this creates waves of relief that rush through time to land in your heart and body today), looking at what is existing and showing up in your business today, and importantly, honouring and acknowledging that you created this.  
  
(Whether you like what you created or not!)  
  
Knowing both that you created your past and current results and how you did this, allows you to see everything in a clear light, no more cloudy confusion.  
  
You're not left wondering what happened... because you can see what happened.  
  
And in the space where doubt once lived, there now blooms clarity and a newfound love for the power of your thoughts, and how they can help you create more of what you really want.  
  
This new perspective shifts and heals old trauma, and takes the pressure off yourself too.  
  
You get to see how your beliefs have impacted everything to date, which supports you to do things differently moving forward, if that’s what you want, or to deepen everything you’re doing if you're loving what's flowing into your biz.  
 **Belief work is what lightens your load, your to do list, and the heavy weight of pressure, expectations and perfectionism.**

**It’s what connects the dots you’re drawing, and pulls them into the picture you’re envisioning.**  
It means that the next time you start daydreaming about what you want to call into your biz, you'll also know how to start bringing this into form, no perfectionism, comparison or wheel-spinning mind drama needed.

To create more though, you first need to understand how you’ve created what you have right now.

**How is right now the perfect number of clients? The perfect income level?**

**How have you created this number?**

**How have you left money on the table? E.g. Saying no to clients to rest or because you were managing a big life transition.**

**How is it true you’re already creating the business you dream about?**

**Your biggest takeaways from this workshop:**

Thank You

Thank you for joining me for this beautiful work.

If you’d love to learn more about working together in my coaching and mastermind offerings, please head to the links below, or email me at [cassie@cassiemendozajones.com](mailto:cassie@cassiemendozajones.com) and we can chat.

**1:1 Coaching:** [www.cassiemendozajones.com/1-1-coaching](http://www.cassiemendozajones.com/1-1-coaching)

**Aligned & Unstoppable Mastermind:** [www.cassiemendozajones.com/mastermind](http://www.cassiemendozajones.com/mastermind)

I’ll see you around soon (maybe on Insta! I’m [@cassiemendozajones](https://www.instagram.com/cassiemendozajones/)).

Love,

Cass xxx

[www.cassiemendozajones.com](http://www.cassiemendozajones.com)