

Entre-Talk: Abundance Breeds Abundance



Full Episode Transcript

With Your Host

Jody Moore

[Better Than Happy](#) with Jody Moore

Entre-Talk: Abundance Breeds Abundance

I'm Jody Moore and this is *Better Than Happy, Entre-Talk: Abundance Breeds Abundance*.

Did you know that you can live a life that's even better than happy? My name is Jody Moore. I'm a master-certified life coach and a member of the Church of Jesus Christ of Latter-Day Saints. And if you're willing to go with me I can show you how. Let's go.

Hey there everybody. I know you already know that abundance breeds abundance, that we reap what we sow. But I want to spend just a few minutes diving into it today and kind of proving to your brain more or less the value of abundance. Because the reason we get stuck in scarcity is because our brains think that that is useful. Our brains think that it's somehow protective or preventative or preparatory. And as an entrepreneur and business owner, it is going to limit you at some point.

It might be useful to plan and to be conscious with your money but that doesn't have to be even coming from a scarcity mindset. And beyond planning and paying attention to your money, scarcity really has no upside that I have experienced anyway for entrepreneurs. So most people when we think about abundance, and I'm going to talk about it financially here, abundance with money.

Most people think about it in terms of I need to believe that I have enough money or whatever resources, that I'm capable of making money, that my offer, my products or services or my coaching package or whatever is worth money. They think of it in terms of themselves at the center, that's what's natural for us, to put ourselves in the center, but I want you to think beyond that. I want you to think of the world as an abundant place. I want you to think of your potential customers and clients as having the same capacity for abundance as anyone else.

One of the ways that I see scarcity really limit entrepreneurs is they believe that their clients or customers can't afford their offer or they feel bad charging for an offer. It's sort of transferring that same scarcity mentality onto your potential client or customer. I think that that is first of all, not

Entre-Talk: Abundance Breeds Abundance

serving your client or customer, but remember, your brain thinks it is. Your brain thinks it's being kind and generous and aware of the reality of the world, if you will. And I don't very often find that to be the case.

So here's what I want to offer you for you to consider. What if you believed, if you believed that people are capable of achieving what they want to, that people are capable of creating what they want to and not with judgment. I don't mean that you should start judging people who don't create or achieve what they want to. I mean for all of us it takes a lot of trial and error and sometimes we think we want something but the truth is we're actually just interested in it. We're not really committed to it and that's okay. There can be a lot of reasons for that.

But if you put faith in your potential client or customer as someone who is capable of accessing the resources and creating what they want in their lives, I promise you, you would be of more service to those people you're trying to help than less. People want to believe that what they want is possible for them. And if you are the one who's going to provide potentially something that they might want and you don't believe it's possible for them, do you see how you're doing them a huge disservice?

You believing in them gives them sometimes permission to believe in themselves. Now, I am not talking about that you should convince people to put themselves in financial harm. I never tell my clients, "Why don't you go get a credit card and put it on a credit card." I don't actually advise them financially at all. But I'm saying, I'm not talking about recommending to people that they make financial decisions that could be detrimental. I am just talking about your overall belief in their ability to have what they want and achieve what they want.

That belief is going to go both ways. When you believe in others, it becomes easier to believe in yourself or vice versa. Start by believing in yourself, because I'll tell you, I have achieved some extraordinary things in my life and I am not special. I'm well aware of all my weaknesses, shortcomings and faults. And because I chose to just believe in myself

Entre-Talk: Abundance Breeds Abundance

anyway and then I achieved some things, now it's so much easier for me to believe in other people.

I seriously look at so many of you and I think you are so much smarter than me. You're more focused than me. You have your act more together in so many ways. If I can do this, I promise you can do this. So that belief is going to go both ways. Now, here's the other thing that really helps when it comes to staying in financial abundance because again, I still hear this over and over with entrepreneurs, "I feel bad charging people. I feel bad taking money from friends", etc.

And I love what Garrett Gunderson teaches in his book, *Killing Sacred Cows*. If you haven't read that book, it's amazing. It will help you so much, get into abundance in terms of money. And what Garrett Gunderson teaches is this reminder that a dollar bill, if I give you a dollar bill for something that I value or a \$100 bill, whatever it is, you can take that money and then you can go give it to someone else for something that you value, that they're offering.

And then they can go give it to someone else for something that they value and on and on and on, an infinite number of times. That is why there is more than enough money for everybody in the world to have everything they want because money can be exchanged an infinite amount of times. And as you create value that is how you attract money. So if that's true for you, that's true for every other person on planet Earth. So I know scarcity sometimes feels like the kind thing, it feels like the useful thing. It is not.

It will prevent you from creating value and demonstrating that value. That's what we do, we hold back the demonstration of the value in the name of scarcity. And I'm not saying again that I want you to trick anyone. I don't want you to manipulate anyone. I don't even want you to be pushy. I just want you to not be shy about the value of what you offer. And I want you to believe in your customer or client, they need you to especially if you are a coach. They are looking to you to decide what to believe.

Entre-Talk: Abundance Breeds Abundance

I'll give a quick example here. I worked with Brad Jensen a couple of years ago and he helped me understand food and understand how to count macronutrients and eat in a way that really serves me and my body and I loved it so much. And when I first hired him, he's asking me the questions that you might ask someone if you're potentially going to be their nutrition coach. And so he asked me questions about what have I tried before and what are my current eating habits and my current weight and how much do I exercise and my age and all of that. And then what were my goals, what did I want to achieve.

And I really, as I was telling him my goals, I was sort of apologetic about it. I was like, "I'd like to do this but I know, I mean I'm 48 years old." I think at the time I was 46. "That's probably not really possible for me. I'll be realistic." And he was like, "No, that's totally possible for you, yeah, for sure, easy. You can do that. I can help you do that." And just him choosing to believe in me, and not having scarcity around it and also not being like, "Well, maybe you can't afford it." And not that you would ever say that but sometimes we come from that energy.

Gave me permission to believe in myself. And then I borrowed his belief until I could take it on, on my own. That is one of the gifts we get to offer as coaches. And it begins in the marketing and sales process in your business, it really does. Scarcity feels important, it is not, it is not serving you. Abundance is the way that you are able to be generous. Abundance is the way that you're able to not be pushy in your sales.

I don't have to be pushy when I'm selling something if I'm in abundance because I have the thought, if this person doesn't want it, that's okay, there's plenty of others out there that will. But I am not only abundant about myself and my own business, I stay in abundance about my clients, about their abilities both to achieve the result they want and to find the money to pay for it. Try on abundance, it will serve everyone.

Thanks for joining me for this quick little Entre-Talk episode. I'll see you next week. Take care.

Entre-Talk: Abundance Breeds Abundance

Hey there, if you enjoy this podcast or even if you just find that it sort of piques your curiosity, or it makes you think, you're going to love the book that I wrote. It's called *Better Than Happy: Connecting with Divinity Through Conscious Thinking*. And it's available now at Amazon in print or kindle version. Or if you want me to read it to you, head over to audible and grab the audio version. And why not grab a copy for your sister, your best friend, or your mom while you're there too. Just saying.