



The Price Is Right

Money Mindset Workshop

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**Hi, my name is Austin.
I'm a recovering
money moron.**

You're in the right place if...

- You want more money but admitting that sounds selfish or greedy.
- You haven't thought much about your relationship with money.
- You know you're worth more than you're earning, but [*insert reasons*].
- The whole subject of money makes you feel uncomfortable.
- You know you need to raise your prices but keep putting it off.

What we're going to cover...

- Story
- 5 Money Scripts
- Q&A

Story

“What’s it like bastardizing your writing talent to make money?”



Proof

~~\$113,603~~

2 Record Years



We all need money to live.



We all have beliefs about money—aka, “money scripts.”



Those beliefs influence our thoughts, choices, and habits.



We cannot outperform our beliefs.



Those beliefs are true, sometimes true, or false.



"Wealthy people are _____ .

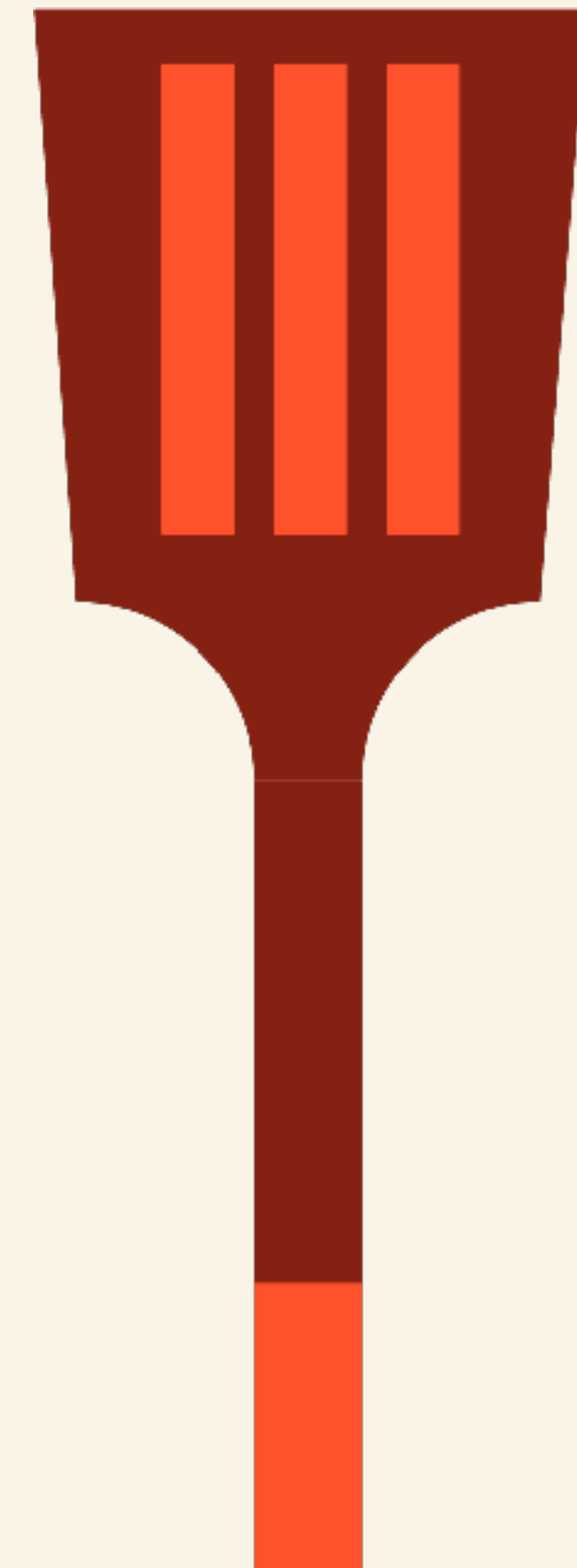


"Money is _____ .



"More money would make me _____ .

Those impressions become part of our operating system. Most of us make it to adulthood without upgrading them.



“Money scripts” are our invisible, often subconscious, beliefs and attitudes about money.

Optional Reading – “Money Beliefs and Financial Behaviors: Development of the Klontz Money Script Inventory” *The Journal of Financial Therapy*, Volume 2, Issue 1 (2011)

4 Belief Patterns



Money Avoidance

Money Worship

Money Status

Money Vigilance

If you believe you shouldn't want money or don't deserve it, you will...

Not ask for a raise.

Undercharge clients.

Overspend and rarely save.



**If you believe money will solve all
your problems, you will...**

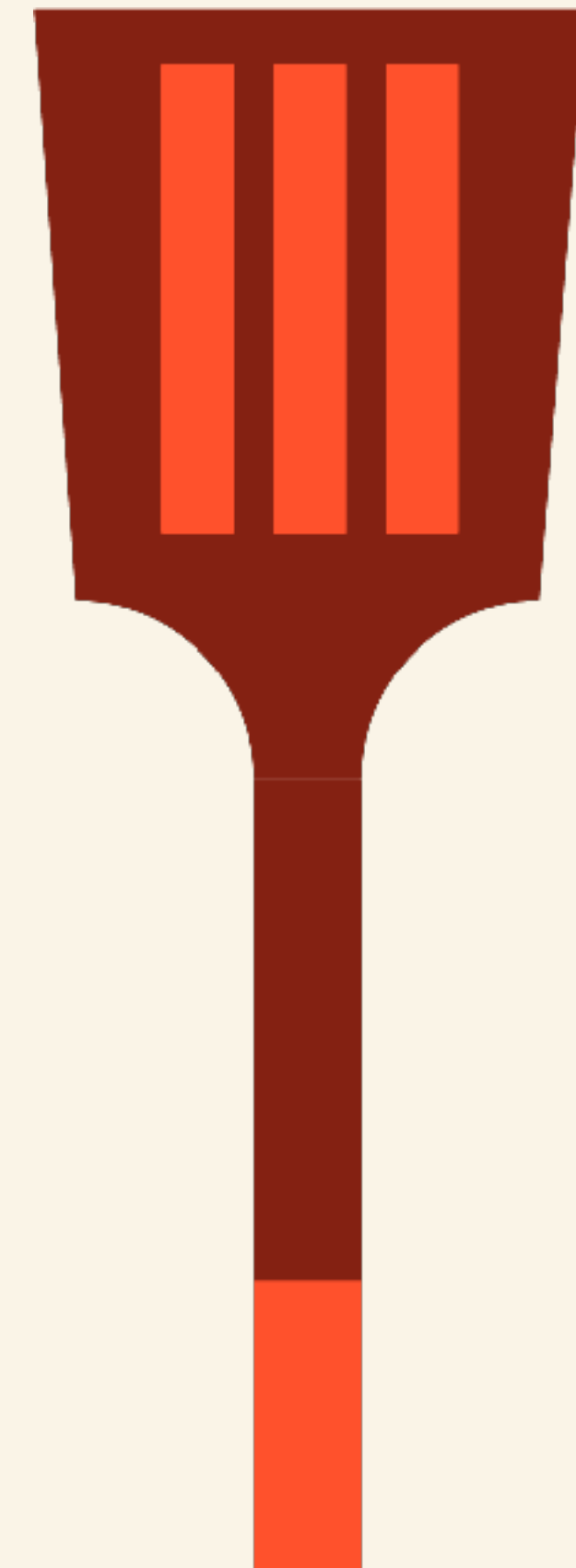
Make the wrong sacrifices for it.

Spend too much time in pursuit of it.

Prioritize it above family, friends, and
health and likely end up with more
problems, not less.



**See what I mean? We cannot
outperform our beliefs.**



**So let's
do this...**

- Put 5 money scripts on the table.
- Ask, "Is this true, partly true, or false?"
- Look at counterexamples.
- Upgrade scripts that don't serve you.

5 Money Scripts

01



**“People with my skill set don’t
make a lot of money.”**

(aka, Starving Artist Myth)

**“Is this true, partly
true, or false?”**

\$20,300 – Median Income of Full-Time Writer
(2018 Authors Guild’s survey)

\$52,744 – Median Income of U.S. Copywriter
(Indeed.com)

\$100,000+ – Freelance writers, Kindle authors,
Substack / ConvertKit premium newsletter buffs
... Any creator with **1,000 true fans**

Creative Skills \neq Making Money \neq Keeping Money

Is it realistic to believe you can earn a comfortable living making whatever you want, whenever you want? No.

Is it realistic to believe that you can get paid really well to do fulfilling work? Yes.

Keep attracting true fans, and who knows...



02 — **“Art and commerce don’t mix.”**

**“Is this true, partly
true, or false?”**

\$40m – Michelangelo (net work, circa 1564)

\$25.93b – U.S. book publishing (2019)

\$258.7b – Global book publishing

\$612m – *Hamilton*

\$390m / \$3.7b – *Gone with the Wind*

\$7.7b – *Harry Potter* book sales

We can turn up our noses at learning how to position, price, market, and sell our work, but that doesn't make us better artists or makers.

From Michelangelo to J.K. Rowling, art and commerce have *always* mixed. So learn the commerce side of things.

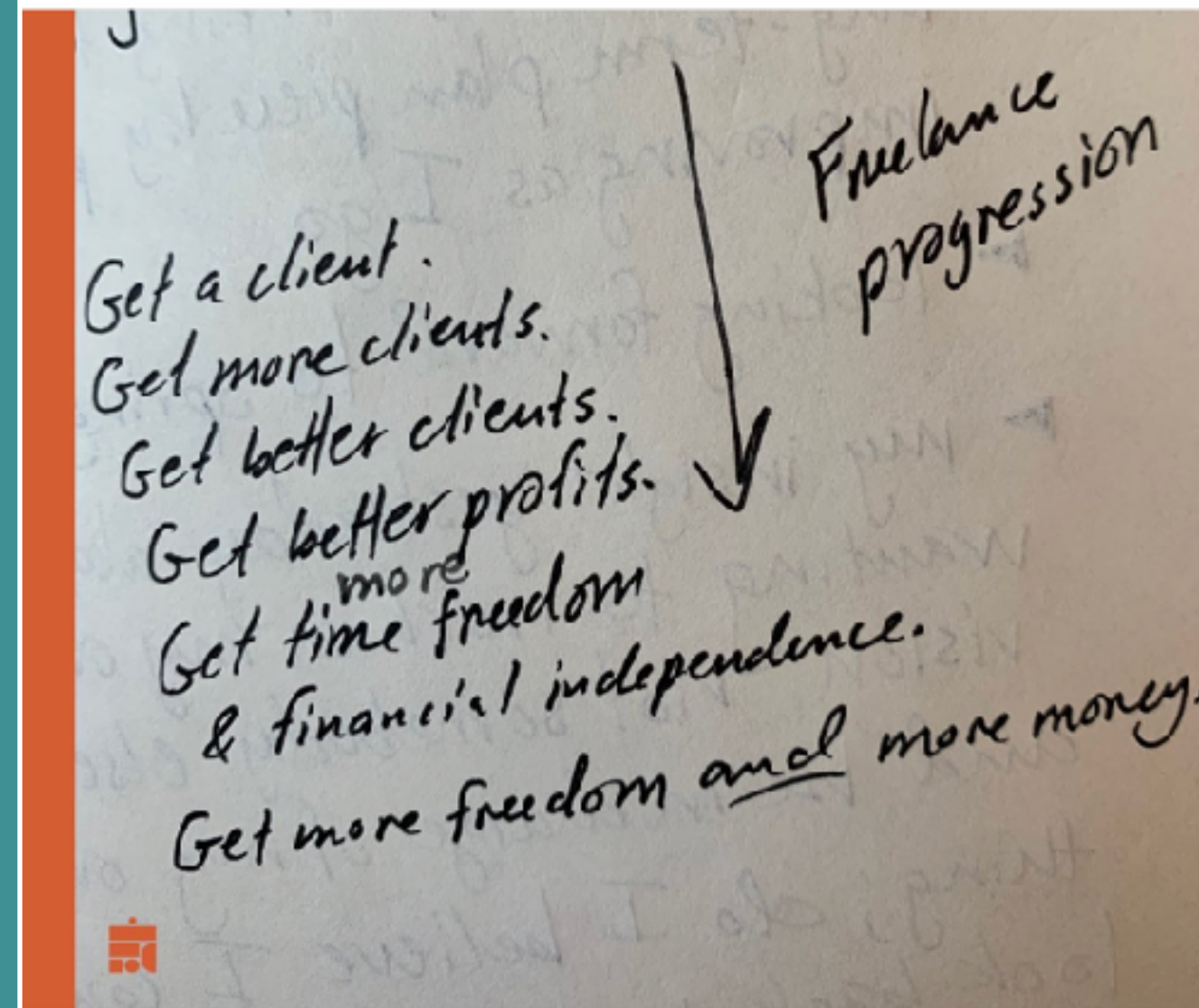


"All of us must master one skill that supersedes the others: making money. You can be the most creative [software designer] in the world. But if you don't know how to make money, you're never going to have much of a business or a whole lot of autonomy."

– Jason Fried, "How to Get Good at Making Money," *Inc.*, 2011




**03 — “Money just isn’t
that important.”**



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[freelancecake](#) Here's a snapshot of what it looks like to be a successful freelancer. The result? More freedom. More money... [more](#)

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[julpocreations](#) Money isn't that important. Love, art, freedom is. 

[freelancecake](#) [@julpocreations](#) Agreed! The money simply provides freedom to be present with your loved ones and live a life of creativity. 

March 25, 2020



**“Is this true, partly
true, or false?”**

This “not important” line is a red herring.

How many freelancers and makers short on cash do you know who are truly content to stay that way?

Money isn’t the most important thing, but it is important. It is a tool for paying bills and doing good.

“Money is not going to solve all of your problems; but it’s going to solve all of your money problems. ”

– Naval Ravikant, “How to Get Rich,” naval.al/rich



04 — “Making money is hard.”

**“Is this true, partly
true, or false?”**

Manual labor can be hard, and unskilled labor doesn't pay well.

Some skilled work comes more easily to some people than others.

When you enjoy the work, it doesn't feel hard.

What people are willing to pay depends on the perceived value.

If you learn how to position and package your work, you can get paid well to do work that doesn't feel hard.

Making money is easy when you get better leverage.

**05 — “I’m not good
with money.”**

**“Is this true, partly
true, or false?”**

Maybe you’re not good with money. I certainly wasn’t.

Nobody comes out of the womb being good with money.

If you want to raise your financial literacy, you can.

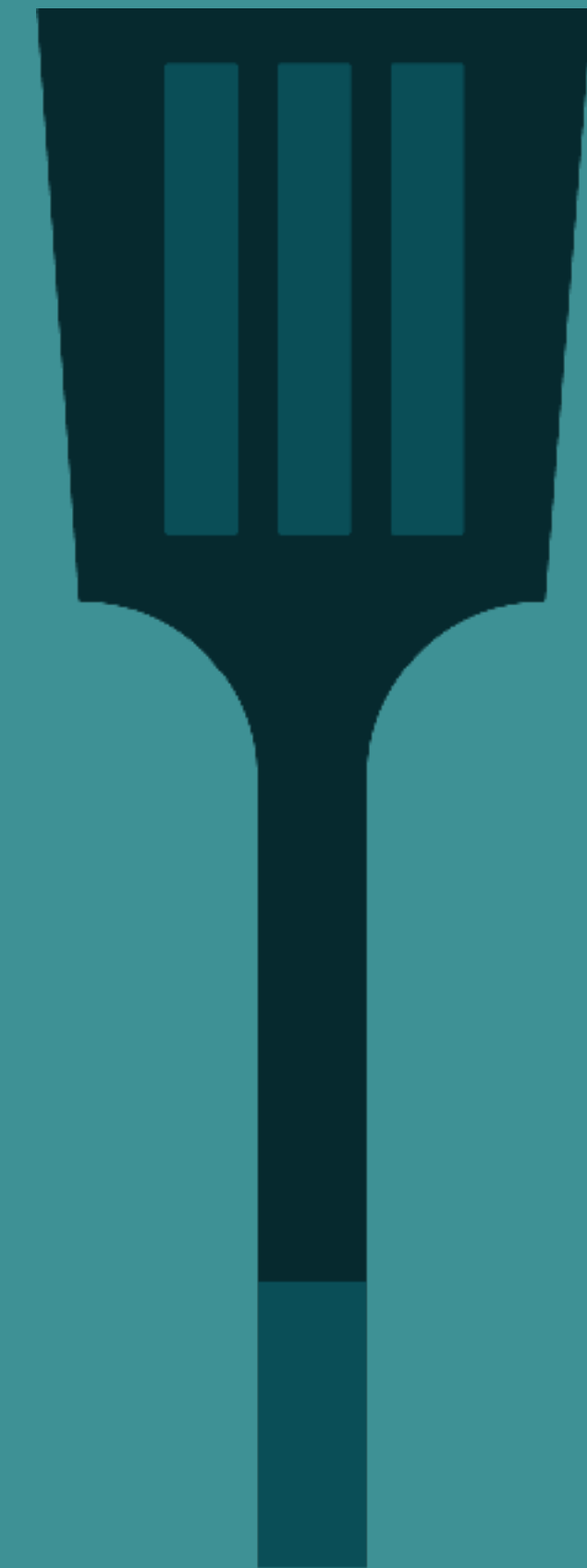
Think about it: You’ve already learned harder things.

“Ordinary folks with no financial education can be wealthy if they have a handful of behavioral skills that have nothing to do with formal measures of intelligence.”

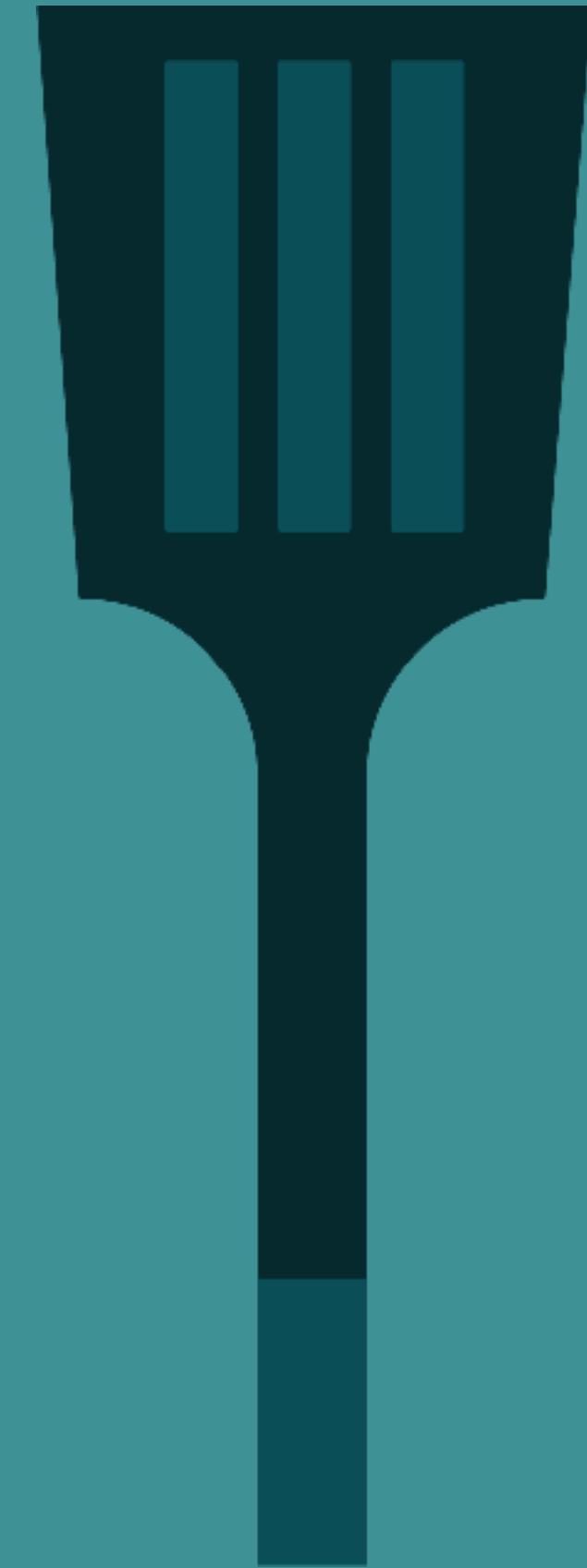
– Morgan Housel, *The Psychology of Money*



Money isn't the point. Money is a symbol of something else we want: experiences, freedoms, comforts, luxuries, and doodads.



If we learn how to make more money in less time, we can serve our customers better, have more freedom, and give more generously without burning out or becoming people we don't like."



Other Money Scripts

- "It's not ideal, but if I let it go, I might come up short this month. A bird in hand is worth two in the bush." ← **Scarcity Mindset**
- "I'm already so much better off than other people."
- "The economy is bad right now."
- "What if I raise prices, loses customers, and end up worse than before? People are counting on me to provide."
- "None of my customers can afford high prices."
- "I'm just not good at [business / sales / saying no / negotiation]."
- "I'm just too [old / young / nice / afraid / introverted / sensitive]."
- "I need to wait until I have more [experience / more clients / better skills / better results]."

Q&A