

TURNING POINTS



How the Heart of Your Business is
Formed in the Toughest of Times

JASE SOUDER

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THE GIFT THAT CHANGED IT ALL

Lorena Arnold

Have you ever wondered just how great and deeply fulfilled you could be if only you had the inspiration, strategies, and support to live up to your life's highest calling?

I went from being a struggling mom with no money, working two jobs, and raising my two sons to having cashflow properties and a \$2M network in less than five years—but it wasn't always this way. Would you like to know how I did it?

Imagine if you could improve your financial condition, move out of lack and limitation, overcome obstacles, and become magnetic to abundance. Creating abundance is about much more than creating money in your life.

In this chapter, I'm going to share with you my pivotal story—the story that changed the course of my life and allowed me to find the freedom and flexibility to pursue my true calling.

Financial Independence is not about drinking cocktails on a beach for the rest of your life. It's about spending your precious years on earth doing something other than sitting behind a desk, counting the minutes to 5:00 p.m. and wishing you were somewhere else.

I am not here as a real estate investor to tell you how to use your money, nor I am a financial planner to tell you where to put your money. My mission is to share with you WHY and HOW you can have a new conversation with money—a conversation that can guide you to mastering your mindset about money and financial freedom.

I believe a woman should not be dependent on a spouse (partner), corporate America, social security, or a pension.

I believe financial stability gets rid of shame, helplessness, and guilt.

I believe in abundance, not scarcity.

I believe that life is too short to take the slow route to wealth.

My Story

There I was, on my first blind date after a devastating divorce that ended my eighteen-year marriage. My friends from the divorce group had set me up with this very handsome guy. He was a Realtor by profession and a very dedicated Tony Robbins follower. He asked me in—a very blunt way—several questions many people need to ask themselves:

- What do you really want?
- What is next for your life?
- What are your priorities?

Tears started following down my cheeks. “I don’t know,” I responded. I just knew deep inside my heart that something had to change. I could not continue living with two jobs, no goals, no vision, and nothing to strive for.

Like many women, I had grown up with the belief that if I held on to a marriage, everything would be OK. Yet I was drowning in despair, drowning in bills, and my only way out was to literally stop the world and get a divorce.

I cried in that restaurant like a lost little girl; I needed to find my path again.

Needless to say, it was not the greatest impression for a first blind date. But a couple of days later, he left a book on my doorstep—a gift that would dramatically change my life—and I never saw him again. People come into your life for a reason, a season, and a lifetime, and I believe he came into mine for a reason: to give me hope. The book was *Rich Woman* by Kim Kiyosaki, and it taught me to have courage and confidence and take inspired action so I would never lose sleep over money again. It taught me to take control of my financial future, stop looking for some rich Prince

Charming, and achieve true financial independence. This was the first of many other books I read and seminars I attended about money, independence, and entrepreneurship. That gift changed it all.

I made a decision for my life; I made a promise before God and the universe that I would never again be poor again.

The first step I took was my personal development. There are only three ways to create wealth and abundance: 1) start your own business, 2) invest in real estate, or 3) invest in the stock market. I dove into real estate, learning all I could about buying and holding and growing a rental portfolio. I followed the stepping-stones for the wealth formula of 3 -2 -1: wholesale three, buy one flip; flip two and buy a rental property; do that five times and voila! My portfolio grew, and so did my net worth. The next step I took was to start a personal coaching business to teach other women the stepping-stones for wealth and help them learn to create, invest, and manifest money. I realized that a lot of women (and men) need a better understanding of the flow of money and time. I started providing value by sharing my contributions and knowledge with the purpose of sharing the wealth and abundance. The most transformational work is to help other women find their life's work—so they get paid what they are worth and create a new money story with fast-track success and unstoppable confidence. I love coaching women entrepreneurs, using a proven framework, strategy, and intuition.

Lessons Learned

As I began to study money, business, and entrepreneurship in the school of life, I learned the most important concept for creating all the wealth I would ever need: women have more money—and power—than ever before.

Then I asked myself, “If women have more money and power than ever before, why are they still so conflicted and unsure of how to deal with it?” Even women who are making more money than ever are still not comfortable with or confident about their money.

Lesson #1: The answer came in the form of another question: “What do you want from your money?”

So I asked myself, “What do I really want?” I wanted independence. Choices. The knowledge that money will last as long—if not longer—than I will. And, oh yes, less stress—much less stress. I found that most women don’t openly discuss their income, net worth, and level of debt.

Lesson #2: I learned to conquer my fears so I would never have to look back and say that I regretted not pursuing what might have made me happy.

I am a firm believer that you cannot allow past negative experiences to cripple you or prevent future happiness. It is a natural human emotion to protect yourself against pain. But playing it safe keeps you stuck in a place you don’t want to be. Then you look up one day and realize your life has passed you by, and you never got to do what you really wanted to do.

Lesson #3: Before I could attract the abundance I really wanted, I had to shift my perception of myself and my beliefs about deserving to have it.

Lesson #4: Time stops for no one. You can have all the money in the world, and if you lose the money, you can get it back. But you can never get back time. Once it’s gone, it’s gone. Our lives are precious, and how we spend our time is critical. Nobody else is responsible for our happiness.

I am not a financial planner or an accountant or a CPA. I understand the spiritual laws of money along with the human-made laws of money. Financial independence means freedom. *You* can achieve financial independence.

Yes, *you*. I know your story because I’ve lived it. Yes! I journeyed through tough times and many painful situations. I hit rock bottom! There is an infinite moment when you know you can fix it. You realize you got this. Your happiness is not up to anyone else to provide . . . it is up to YOU. Be true, be strong, and be aware of your happiness—because not everyone has a Prince Charming.

And besides, once you realize the fact that no one is going to be responsible for you, it's an awesome feeling! It means that personal joy and happiness can be created with courage and confidence-inspired action. You are suddenly in complete control of your own destiny.

A woman's financial independence is complete freedom; it's dependence on your own self. How amazing is that? You have the luxury of paying for your own happiness without depending on a spouse, a partner, corporate America, social security, or a pension. I know you can do this—because I did. I'm passionate about transforming women's lives emotionally, professionally, spiritually, and financially. Using these Four Quadrants for an Abundant Life, you too can achieve financial independence.

Erin Athene

Erin Athene is the co-founder of Mint CRO. Erin co-founded a \$20 million software company and has advised hundreds of startups. She now trains entrepreneurs and marketers on an engineering approach to marketing that delivers 2X to 10X repeatable growth. Erin lives with her family in Kelowna, British Columbia.

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