



The Money Knot – your ka-ching newsletter from Sensible Coaching

Welcome to the May, 2010 **Money Knot**, a newsletter with articles that bring you to the ka-ching.

Bringing the Ka-ching: Ye Olde Money Thinking

I cannot stress enough how ancient your money thinking really is. Imagine this for a moment. Your parents acquired their money thinking from their parents, who received it from their parents who received it from theirs, and so on. It can go back for generations. Money thinking, ideas and perspective are old, ancient even. It is so taboo, so unspoken a topic that families hardly ever sit around and discuss it. And of course, no discussion means no exchange of new ideas. You don't learn about money by being taught, you learn by observing and interpreting, making things up as best you can. Developing your ideas about money based on what you see, and never adjusting or refining them. You've heard me talk about this before, many times, but this time I've got a slightly different view I'd like to present.

Money thinking is so fundamental, elemental to us that it has the power of an archetype. An archetype is an original pattern, or model, from which all other things of the same kind are made. They show up in fairy tales and myths quite frequently. We know who the Princess is, who the Witch is, who the Godmother is.

One of the intriguing things about these archetypes is that we don't have to think hard about them. We don't have to analyze them, we just know. We know what the job of the knight in shining armor is, and who the wizard is; we know. Sure, as children we read the stories and made the interpretations, but many people believe that we just "know" these archetypes. Carl Jung called them the collective unconscious and created a volume of thought around them. There are trends in mythology that cross cultures such as the Hero's journey that Joseph Campbell studied. These ideas are ghosts of the past that still resonate today. They seem to be things that we as humans just grok.

You might also be aware of several people today who talk about Money Archetypes, like "spender" or "saver". They are looking for a way for you to identify which category or type you fall into. I'll leave that to them. The part that intrigues me is where this thinking came from, and how you can use it to create new possibilities and choices for yourself.

The archetype model works so well for our money thinking, because our money thinking, until we examine it more closely, just feels "right". It feels like our perspective is just "the way it is". Something like those people who believed the earth was flat felt, until oops, wait a moment, it's round! These old archetypal-like money beliefs are one of the reasons that couples fight about money. My family was just "right" about money, and yours was just wrong, say each partner. We can't both be right, and we aren't. What we are right about is that we are loyal to and believe in the perspective our family had. And we believe it because it is an archetype.

Why does this happen with money and not other things, you might ask. It's that taboo thing. Other views our families have imparted get discussed, get brought up in public, get poked and prodded and examined. There is nothing more hidden from discussion and exploration than money views. It is so hidden that we literally hide it from ourselves. And again, with no discussions, the opportunities for new ideas, for revised thinking, is eliminated. This strengthens the archetypal nature of our money beliefs even further.

One way to start bringing our money thinking out into the light is to use an archetypal model for our exploration of money. I am a bit amazed that there aren't more "money" oriented fairy tale themes, but money and wealth do play a part in many a fairy tale. Ever notice how Kings and Princes may marry impoverished maidens, but it never works the other way. Although the root of that mythology may be a biological predilection to siring more children, the message for the women tends to lean more toward needing to be rescued from your life by someone more powerful, and possibly even something about not getting too successful. I've found it common for women to make sure they don't make more money than they perceive their dad did.

There is a tie in fairy tales to the woman being dutiful, sweet, diligent and perhaps even a bit naïve. If she can carry all that off, she will be rewarded with both the really wonderful man and with wealth (Cinderella, Beauty and the Beast, Snow White). It's all about symbols and metaphors, isn't it? And what is money, if not a symbol, a metaphor?

What other symbols are there around money in fairy tales? Avarice and greed come to mind. The heroines are never greedy, and greed often is the identifying characteristic of the villain. More wealth, more beauty, more everything. This leads us to that idea that it is nobler and somehow comely to be poor and self-effacing. Remember the bible quote: "For the **love** of money is the root of all evil" Timothy 6:10? The part that everyone seems to miss is the bolded word. The **LOVE** of money, not money itself. And the bad guys not only want to earn a bunch for themselves; they want to take it away from someone else. That's where it gets tangled. The knot happens when we think that money in any form is somehow bad. When we look deeper, even the fairy tales are clear that it's not the money itself. It's the compulsion, the excess, the avarice.

The classic fairy tales were all written in different economic times. Now, I'm not talking about a recession, I'm talking about a feudal system. When there was a lord and serfs, there was one guy who had it all, and the rest had whatever he

deemed their due. Now, there is plenty of money for everyone. Because Oprah and Donald have millions does not diminish my capacity to make or have money. It's time to reframe the myth. Let's keep the part where hurting others is villainous, and adopt a perspective where having plenty lets us make choices that include helping others. What would happen if we created new fairy tales? Could we set aside some of "ye olde" messages and create ones that work better for us?

Recently I gave a client the homework assignment of creating her Money Fairy Tale. With her permission, here's where the assignment lead her:

Once upon a time, in the kingdom of Just Enough, there lived a Tom-princess named Deborah. (A Tom-princess is a girl who plays outdoors with the boys and is quite good at it. Yet she also loves colorful clothes and sparkly jewelry, crayons, clothes and make-up.)

Since the King and Queen were always so busy barely managing their Kingdom, they placed Deborah in the care of the not-so-wise and very self-obsessed Sir Scarcity, Bishop of Lack. Sir Scarcity was a contradictory man. Although he strongly believed in the philosophy of lack, he dressed and behaved as if he had plenty. He wore bright green designer-brand clothes, lots of sparkly jewelry (for he loved things that glittered as much as Deborah did) and always had the latest model horse. Yet despite his luxurious dress and classy ride, he was a constant worrier. He worried night and day and day and night (mostly aloud and in the presence of the Tom-Princess) that there would never be enough. In spite of these worries, he spent enormous amounts of gold on clothes and jewelry and horses in an attempt to make himself feel better and earn the respect of others.

By the time Deborah was twelve, she knew all about scarcity and lack. She knew there were not enough crayons or clothes, sparkly things or makeup. She understood that there would never be enough time or love or people to hold her and tell her she was beautiful and perfect. She also believed that having pretty and sparkly things would help her to feel good and prove to the King and Queen that she was worthy of their time, love, and approval. Sir Scarcity had taught her well.

One day, Deborah was invited to visit her cousin, Joy, in the neighboring Kingdom of Abundance. She had never traveled beyond the borders of Just Enough, so Sir Scarcity was sent to accompany her. As they crossed the border into the next land, he began to worry about the effects that this adventure might have on Deborah. Were her beliefs in lack and scarcity strong enough to protect her from the false notions of enough and plenty that she would soon encounter?

What does this story bring up for you? How would you change it? What would you add or subtract?

Now that you have some idea of the power of the archetype and the fairy tale, how about you write your own? Here, let me give you a place to start:

“Once upon a time...

Upcoming Events:

Teleclass: *Can You Afford Your Dreams?*

How often do you say the word afford? What does that word do to you? What does the afford perspective do to your world? The word 'afford' peppers our vocabulary on a daily basis. On this call we will be exploring the scope of this word and its underlying implications, as well as how to change them.

- Can you afford to use the word 'afford'?
- How does that word rob you of your dreams?
- What does the word 'afford' do to you financially?

This teleclass is an examination of how the word 'afford' sabotages our dreams; how we use it, how it affects us, the results it creates. If you have ever said "I can't afford it", you will want to participate in this call.

Date: Wednesday, May 19th

Time: 10:15am to 11:15 p.m. Pacific (1:15 p.m. to 2:15 p.m. Eastern)

Registration: at www.sensiblecoaching.com on the contact page

Fee: FREE...your only cost for this teleclass is your regular long distance call charges.

Teleclass: *Can Artists Be Friends With Money?*

As creatives, you just want to be creative! You are passionate about your art, and you want to spend all of your time doing that. You do not want to spend time thinking about how to pay the rent, how to market yourself, and how to create more income. If you want to survive, thrive, and even prosper as an artist, you need to get clear about your relationship with money.

- Does it feel like money is some mysterious thing that no one ever really explained to you?
- Do you sometimes wish that you never had to think about money again?
- Does crunching numbers sound about as fun as a root canal?

Money coach, Shell Tain will be with us to point out the money related road blocks that keep us stuck in the mindset of being starving artists. Shell has a no-number-crunching approach to money that helps us see it in new ways. You'll

leave this call with some new perspectives and ideas about you, money and about your relationship with it.

Rebecca Coleman a freelance theatre publicist in Vancouver, BC, Canada, will co-host the call, stirring up questions and ideas. She is passionate about helping artists to become better business people, and writes about the subject frequently on her blog, The Art of the Business. <<http://www.artofthebiz.com>>

Together, these two will lead you towards untangling some of the money thinking that keeps road blocking you on your way to being both a creative and a prosperous artist.

Date: Tuesday, May 4th

Time: 10:15am to 11:15 p.m. Pacific (1:15 p.m. to 2:15 p.m. Eastern)

Registration: at www.sensiblecoaching.com on the contact page

Fee: FREE...your only cost for this teleclass is your regular long distance call charges.

The teleclass format is interactive. When you register, you will receive a phone number and a PIN. All you need to do is call the phone number at the time of the call. When directed, punch in the PIN number and you will be on a conference type call with the other participants. It's that easy.

Dreaming of ka-ching,

Shell Tain, pcc, cpcc

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The Money Knot Story:

In case you are wondering why this is called **The Money Knot**, here's the story. I've always been fond of Celtic knots, and you notice I use one as my logo. From my perspective, there are several things about these knots that relate to our money journey. One, you can see the whole knot; nothing is hidden, it's all revealed. Two, the knot has no beginning and no end; it's an ongoing, dynamic process. Three, the knot that I have chosen is a bit askew; our maneuvering is often out of the box.

Our money lives are like this knot. They are a visible maze that is intricate and sometimes challenging. Sometimes we get stuck in a corner;

sometimes money is confusing, embarrassing or even scary. And yet the knot is always there. It's a never ending relationship.

Together we go into your knot, and I help you to understand and maneuver through the knot. You will get familiar with the territory, know your way around, understand the twists and turns. Together we will make sense of where you are on your own personal money path and help you get to where you want to be.

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