

MONEY SCRIPTS

CONFIDENTLY AND EASILY
TALK ABOUT MONEY



with BELINDA ROSENBLUM

Part I: It's OK to Talk About Money

In these days of the “share all” social media world we live in, you would think people would be more open to talk about their finances as they are about so many other things in their life.

And yet, money remains a hot button – a taboo topic in our culture and often within our personal and business relationships – a place where we really need to be having the conversations.

So I say – if you're ready to create different (and better!) results out there than everyone else, let's help you to confidently and easily talk about money.

Because what happens when you don't have the conversation? As a wealth and money expert, I have watched so many people:

- **Lose money because their credit card interest remains way too high.** Let's say you borrowed \$10,000 at 25% and could drop that to 14.9%, you would save \$1,000 in interest! Imagine what you could do with that extra money - all the incredible ways you could use it rather than wasting it each year as you pay it to a credit card company.
- **Suffer stress from the lack of communication about money with their partners.** If you are the one handling the money – there may be things you need to tell your partner and you haven't been able to do it. Are they spending more than you want them to, given your current income level? Or perhaps you have never had the real conversation at all that looms as the elephant in the room? Meanwhile, this feeling of isolation can quickly be replaced with a new sense of partnership and instead serve to transform and strengthen your relationship – but only when you finally decide to get on the same team and talk about money with your partner.
- **Struggle to run their business effectively.** It can be hard to talk about money with future or existing clients, but it's essential that you develop this muscle to talk about money – at least if you want them to pay you for your valuable services. Every business owner has a real challenge in that they need to ask for every dollar that's brought in. So you have to be set up for success and ready to have the conversation – grounded in the confidence and worth of what you bring to the table.

What I want you to know – most of all – is that you have a voice. The longer you stay silent, and put off your money, the more stress it puts on your life and all the incredible things you could be focusing on instead. There's no better time than right now. I know because I have been there...

Part II: My Story

Talking about money wasn't always easy for me either. When I was only 21, my father had a stroke. Being the family CFO at 21 was not a job I had wanted or was prepared for.

Over the next several years, I either barely kept it together or was completely overwhelmed. And so by the time I was 28, my destructive “avoider” pattern had taken over and I was worried my father would get kicked out of his nursing home from non-payment, or doctors would stop seeing him since the medical reimbursements were so hard to keep track of.

Finally, I had my “come-to-Jesus moment” (especially interesting considering I'm a Jewish girl from New York) and decided that my money and bills were no longer going to own and overwhelm me – I was going to take control.

And over the next 6 months, I created a money management system and new mindset about wealth. **I moved into action and stayed there. Most importantly, I asked for help.**

This is hard to admit, but ... **I'd still be stuck, frustrated, and overwhelmed if I hadn't started to talk about money.**

Although I did money as a career, I had so much emotion around it in my own life. **I was always talking about the company's money – never my own.** You may be able to relate if you find it much easier to talk about other people's money but notice you clam up or a wave of anxiety washes over you when you have to talk about your own money. It really creates a whole different level of stress.

So I had to acknowledge the challenge and decide to move forward. And move forward I did. I not only changed my finances – I changed my life, strengthening my relationships and gaining a financial confidence that radiates my whole life.

And now I help other people do the same...

Part III: 3 General Do's and Don'ts When Talking About Money

Start to easily and powerfully talk about money. Your language has power and energy – know how to turn it on to help you become the empowered communicator you are meant to be.

Here are 3 general guidelines to help you get started:

1. **Be empowered, not entitled.** – This is especially important when you are speaking with someone about something you want. I used to load my “money conversations” with expectations.

I felt like people had to help me, so when I asked only 1 or 2 out of the 10 times I actually needed help, I felt entitled that the person HAD to help me that 1 time. (And then even if they did help me, no one really felt good about it.) Instead, I recognized my pattern, and tried on a new approach. **I decided to ground myself in the ASK, my own worthiness (whether I got the Yes or No), and not be as concerned with the outcome.** I learned to ask for help more times than not. Once I decided to start asking closer to 8 or 10 out of the 10 times I needed help, asking for help became more of an open invitation and a win-win for me and the person stepping up to help me.

2. **Consider your audience,** and what they may be bringing to the table with their own objectives and their own relationship to money. **Let's be honest, for couples – you BOTH are bringing not only your own feelings, but also your own history and environments with money** (for example, how your parents dealt with money and how they were raised around money). It's more like there are 6-14 people contributing to your conversation, right? (The 6-14 people includes you and your partner, your parents, and likely all of your grandparents too.) These challenges can push and separate couples, remaining a big reason for divorce. So you have to be able to focus on the other point of view a bit more – a lot more, actually.

As Manisha Thakor, author of *Get Financially Naked: How to Talk Money with Your Honey*, says “If you're willing to take your clothes off together one way, you should be prepared to take them off financially speaking as well.” Her advice: “Go for it. Do the thing that these days are even more intimate than sex – talk about money together. Get the pink elephant of money out into the center of the room and demystify it. Otherwise, like termites eating away at the foundation of your relationship, little nagging doubts or questions about each other's finances could end up destroying what is currently a beautiful home life.” **Creating open communication**

and a safe space is so important – for you personally and for your relationship.

- 3. In business/career, make it about value, payoff, benefits, and speed to results not price/cost.** For example, I helped my client, Kate, specifically identify the benefits of her services. At first, she struggled with how to talk about her rates with potential clients, as she was trying to explain the value of an individual photograph. In her business of presenting quality photos for retailers, once she better understood the impact beautiful images could have for this retailer, they were better able to sell their products, which brought in more revenue and soon less stress with more confidence about how their products looked to the consumer.

Kate's trusted eye was valuable and not something just anyone can provide for a business. **And so, together, we shifted the conversation from dollar amounts to the value she was bringing to the businesses that could or were hiring her.** This laser focus and grounded self-assurance made talking rates easier for Kate and her business continues to blossom.

Most importantly, don't take it personally. You may have heard this before, but perhaps not in relation to talking about money. Taking it personally is an indulgence that doesn't actually serve you. Separate the topic you are bringing up (even if the topic seems so close to home like your services/ business/ skills) from who you are as a person.

You start thinking, "Maybe I didn't say it the right way." Or "They don't like me. There must be something wrong with me." But usually it has nothing to do with you. So begin to practice making conversations about money separate from emotions and more of a black and white topic.

This is especially crucial for network marketers and coaches, because they are often sharing personal stories and may literally feel like they are offering their hearts in the process. So they may want to consider the person's response as a reflection of who they are. But please hear me... this does not work! When you do this, it takes a lot more time to recover from each person who is not interested, it holds you back from asking/ offering as freely, and it makes growing your business nearly impossible. However, once you recognize that it is NOT about you personally, then you are open to attract, share, and engage in a whole new productive way.

Part IV: Money Scripts Made Easy

Let's break it down, shall we?

8 Easy Steps to Get Talking:

1. **What is the conversation you want/need to have?** List multiple conversations. Then order them with #1 having the most impact (emotionally, financially, and otherwise) on you.
2. **What is in your way to having the conversation?** For the #1 conversation you'd like to have, what has been getting in your way and why? List any non-supportive "B.S." (Belief Systems), as well. (More on your Belief Systems in our Money Makeover Kit at: www.OwnYourMoney.com/Gift.)
3. **What is the upside to having this conversation?** Most people know a lot more about the possible (not even probable) downside of having the conversation. Instead, let's turn that around. Detail all of the possible UPSIDES that can come from having this conversation (for you and the person you are speaking with, as well as your family, community, etc.).
4. **What do you want to express and say in this conversation?** Bullet point out what you want to communicate in the conversation.
5. **What is your over-arching context to having this conversation?** It is quite helpful to have a context or theme, carrying how you want to "be" in the conversation. Some of my favorites: Curiosity, Partnership, Love, Confidence, and Ease.
6. **When are you going to have this conversation by?** It is essential to set a timeframe for when you want to have this conversation, or you likely won't follow-through.
7. **Have the conversation.** Focus on your context, the upside possibilities, and the bullet points you'd like to convey. Be sure to BREATHE before, during, and after the conversation.
8. **CELEBRATE!** Once you have the conversation, pat yourself on the back and enjoy that you stepped out of your comfort cone, knowing that each conversation moving forward will keep getting easier and easier.

Your Super Power Scripts:

Here are 3 specific examples where I have provided you Super Power scripts:

- 1) Credit Card Companies
- 2) Couples and Money
- 3) In Business – Talking with Potential Clients

1) Credit Card Companies:

If you are carrying ANY credit card debt over each month, then pay careful attention to this section and set a time to contact each company to attempt to lower their interest rate.

You *can* reduce your current interest rates, especially if you have a balance and, even if you don't, you might have one in the future, so it's always beneficial to have the best and lowest possible rate.

Be sure to have a recent bill clearly stating your current interest rate. This will be on the current bill, either at the top or underneath the table listing your monthly activity.

Call the main number for your specific credit card. Once you reach a representative, begin your super power script:

"Hi, I've been a customer with your bank/credit card for awhile now and have generally been in good standing. I see my interest rate is currently at [x%]. That seems quite high given other offers I've been receiving in the mail. Are you able to lower my interest rate?"

IMPORTANT: You are not giving them a NEW interest rate. You want them to offer the number first, and then no matter what they come back with, you ask for more, and say:

"Is that the best I can get?"

If they say that's the best they can do, ask to speak to a supervisor. If they then come down significantly where you would be thrilled with the new rate, say:

"Thank you! I appreciate your help today."

If you have been carrying a balance on this last statement, then you can also follow-up with:

"Is there a possibility that lower rate could be applied retroactively to my last bill?"

If the original customer service representative you spoke with puts you through to a supervisor – repeat the same script.

For example, I supported my client, Karen, to contact her credit card company as she was carrying a significant balance at 24.9%. She went through the same script outlined above and they reduced her rate down to 14.9%. Karen saved thousands of dollars this year in that single phone call!

What kind of reduction can you expect? This is a great question that I get a lot. Look to achieve a rate of 10% to 15%, depending on how high your interest is currently. In general, they won't lower your rate below 7.9% to 9.9%.

2) Couples and Money:

When talking about money with your partner, you have to remember that although – physically – it is actually a conversation between just the two of you, both sides bring not only their own current feelings surrounding money, but their unique financial past, their family's history and environment around money. It can feel more like 6 or more people are influencing your conversation, right?

So to be successful, you have to really know how to communicate more effectively than most couples.

The 5 Steps to Build a Healthy and Wealthy Foundation for Your Family

1. **Understand who each of you are around money and start to talk about it.** It is all about communication – early and often. To start the conversation, ask each other *“What does money mean to you?”* and *“What did your parents tell you about money?”*

When you have this conversation, mutually agree to create a safe space and listen to each other fully in this very vulnerable time. **Couples need to understand that they are not bad people because of poor money decisions they may have made in the past.**

Couples also bring a lot of “shoulds” into their marriage. “He “should” be earning more money.” or “She “should” be spending less.” Each has expectations that are there but not talked about. **So, you have to understand the specific beliefs and stories each of you are coming to the table with.** In addition, it is important to ask the questions and not judge the answers, or you lose the valuable safe space essential to these conversations.

Consider this a real opportunity to develop deeper compassion and understanding for each other. **This first step is crucial to a successful partnership.**

2. **Choose to “own your money” as a team.** It is a two-person job to own the success of your family finances. Money management is all about choices. Choices start with choosing a mindset that puts you in control rather than playing the victim.

Owning your money as a couple means you take responsibility for your financial situation, transform your relationship to money, and learn money smarts to spend better and stress less. Couples recognize that whatever situation they are in, there are positive and profitable actions they can take. (Not just romantic couples – consider how you “team” with friends, family, etc.)

3. **Evaluate and align on values, inspiration and your combined purpose for money.** Recognize what you have in common, and not just where you seem to differ. Often couples agree on a lot more that they realize, so you need to acknowledge that. Say: *“I guess we have a lot more in common than we realize around money.”*

And then to begin getting crystal clear on the your money values as a family, say: “What’s the dream or vision you have for your life that makes having money a priority?”

When couples each understand their money personalities and their partner’s, then they can help each other by compensating for what the other person may not be as good at. Remember to recognize that you are playing on the same team, which needs both an offense and a defense (and often a coach).

For example, I worked with a couple where the husband was an avoider and the wife would tend to just nag him to be more timely on paying their bills. He was good at the spreadsheets but just couldn’t get past opening the mail. She was not very savvy with computers or banking, so we talked about a role she could take on. She offered to be the “mail manager” and she opens and organizes the mail. He then pays the bills and everyone is happier.

4. **Get a plan-** Track actual spending, set a savings and spending plan/ budget, and set up your own process – get into action! Prioritize and create an action plan to build your healthy and wealthy financial foundation. Start by reviewing all of your actual activity for a one-month period. (See additional bonus Money-Making Tracking Templates available.) For many this is a “frightening” or scary experience, but once completed, clients say it is “eye-opening” and “empowering.”

Create a budget, or call it a spending plan if the idea of a “budget” is unthinkable. Everything then starts to become easier as you are in it together and can be more strategic and thoughtful with your spending.

Create weekly “money dates” when you manage your money together.

To get started, say: *“Hey honey, what about setting up a regular time each week – say 15- 30 minutes to talk about money in our family. Could we make that happen?”* Be sure to add fun before, during, and after each session. Whether you play your favorite song or have a nice dinner afterward, making it fun will help bring you back week after week.

5. **Choose fun instead of fear.** Be willing to ask for help. This helps eliminate the fear. Being financially independent does NOT mean doing it alone. Plain and simple. End any “financial infidelity” and hiding financial matters from your partner. Choose financial security *together*.

When your partner agrees to hop on board with you, be sure to acknowledge it. Tell them: *“I know this is different than we’ve been doing in the past, but I appreciate you giving it a shot. It means so much to me.”* This can only strengthen your relationship and help your partner be seen and recognized.

Remember, couples who save together stay together – and as a bonus, have better sex lives too. And who doesn’t want all that, right?

3) Running a Business – Speaking with Potential Clients

I often find money is the hardest to talk about for business owners. Essentially, in business, the main block is based in what you are deciding the “yes” or “no” response means to you. Does it mean rejection? That you aren’t likeable? That you don’t have a good service? Emotion often loads the whole conversation, but it doesn’t have to.

Instead, you want to make sure you are:

- Secure in what you are delivering.
- Clear on the benefits available to your prospect/ soon-to-be-client.
- Can articulate the outcomes you’ll help them get that they can’t get to on their own (or not nearly as fast as they can *with* your help).

A Better Kind of Sales Call:

When you are having a conversation with a potential client, be sure to thoroughly go over and create a script in your own words with the exact benefits that are worth an investment from this potential client.

In order to be secure in what you are offering, take time to listen to their specific needs and plug in exactly where you can help.

When you get to the talking about money part, consider saying this:

“So what I hear you saying is that [insert 3 things. Let’s call them A, B, and C] are really are important to you and until you achieve [A, B, and C] you’ll stay [current impact] and stuck, stress, and not exploring your fullest potential.”

Then, offer them EVEN MORE of an impact of what is possible after they achieve A, B, and C – I call this a “D and E.”

“When we work together – you can adopt [A, B, and C] with my help, - PLUS [D and E] which will [insert EXTRA benefits that they didn’t even mention that you know you’ll be able to do and they would especially value].”

Remember, it has to be meaningful to them. Then, after honing in on all of the benefits important to them, say:

“Does this sound worth it to you to go after – and why?”

Then, let them tell you why. Allow them to connect to the outcomes both personally and emotionally.

“What would be the best part of achieving that for you?”

Now, you not only have confidently and securely owned what you bring to the table, you have also made the benefits personal to them. You are now ready to talk about the investment.

“Based on what you want to make happen and the additional areas we will cover together, I have some thoughts on what would help get you there fast and have a lot of fun at the same time. Would you like to hear about it?”

This is important. Remember to always get permission. Then once they agree, you walk them through the benefits and features of the program. Tell them your rate. Offer them options, first in full or with a payment plan (and the payment plan usually amounts to ~10-15% higher than the payment-in-full option).

IMPORTANT: You want to know what you are charging BEFORE the call. If not, it's best to have a rate sheet or create one and keep it next to the phone at all times. If you need to develop a special program for them, then set up a follow-up phone call once you have mapped out the plan (but before you agree to preparing a formal proposal).

Remember, with this approach, once you bring up the investment, you've already secured the VALUE. You are essentially making it so much easier for them to say YES, and you want working with you to be an easy YES answer.

It's also important to mention how valuable your help will be in terms of time and energy. When I speak to potential clients, I often say, *"You could do it on your own...but how long will it take, likely in 3-6 months with me or 3-6 years on your own? The latter will cost MORE money and hardship, stress, and struggle."* This hits home for many people, and I'll bet it's the same way for you and your business.

Part V: This Is Just The Beginning

Effectively and easily communicating about money is the first step, and it's a big one – so I applaud you and want you to celebrate yourself. So many people are not talking about such a crucial component to their overall happiness and well-being.

Once you follow the outlines steps above, you are one huge step closer to “doing” money more effectively than most.

The biggest thing to remember is you never have to do money alone. When I decided to leave my “avoider” self behind, it was hard for me at first, but then I sought out a mentor to help me make sense of it all – create a game plan, make informed decisions. I moved into action and stayed there – and so can you!

This is just the beginning. If you would like to take your entire relationship and approach to money to the next level (both emotionally and practically), take advantage of the complimentary 30-minute laser session also included. You can claim your session now at www.ownyourmoney/talk.

It is my mission to help people live empowered with their money – to own their money and get on the road to the rich life that awaits them. Let us help you get started – today. You CAN do this!