

# Don't Just Do Something, *Sit There*

An Unusual Strategy for Greater  
Growth, Profit and Impact



**Teri Goetz, LAc, ACC, MS**

DON'T JUST DO SOMETHING, SIT THERE

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DON'T JUST DO SOMETHING, SIT THERE

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# DON'T JUST DO SOMETHING, SIT THERE

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DON'T JUST DO SOMETHING, SIT THERE

*"To a mind that is still, the whole universe surrenders."*

~ Chuang Tzu ~

## DON'T JUST DO SOMETHING, SIT THERE

Entrepreneurs are *very* busy people. Marketing, making sales, sale fulfillment, managing employees, dealing with financial responsibilities – all take monumental amounts of your precious time. You began your business with purpose and to have freedom, yet, you became a slave to it. In your business, you forget about the “why” of your business because sometimes it feels like all you do is push toward growth (or financial survival), work to increase sales, and spend a lot of time behind your computer all while still hoping to make an impact. Sometimes you might even feel like you’ve traded in your purpose for making more money – because you feel buried under the pressures of running your own business or out of desperation, self-worth issues, or fear you won’t succeed.

It’s tough out there, no doubt.

But, the “out there” can only change when the “in here” changes. The best way to change your bottom line, and your impact, is to start within.

Mindfulness (being present), meditation, or “sitting still” can bridge the gap between purpose and impact, your why and your success. It’s honestly the magic bullet of success because it can actually rewire your brain for both success and happiness. Mindfulness makes you a “cut-above” entrepreneur, smarter at business, better at doing your job (as well as *running* your business). It improves your relationships and

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teaches you how to listen and grow. It upgrades your energy levels and health, polishes your focus, and boosts creativity and decision making ability. It literally rewires your brain so that you can live and run your business from the state of being happy.

In this book you'll learn practical tips for incorporating mindfulness, meditation, and visualization into your life and business to make a bigger impact in the world. I'll also help you understand *why* this is such an important component in business, something we tend to forget as we function from the brain so much, and as you'll see, the brain can be limiting.

This may seem an unusual strategy for seeking improved financial condition or business growth, but I can promise you that without a sense of mindfulness, finding time to be still, and reducing your stress, you will end up spinning your wheels. Years down the road you will look back and wonder what the hell you were thinking having your nose to the grindstone instead of an ear to your heart and soul.

A beautiful by-product of sitting still (and all the mindfulness techniques) is that you will get a handle on the troublesome, perplexing, and often confusing states of being, which lead to or reflect stress, anxiety, relationship troubles, low mood, fearfulness, or anger. Not only are these states of being unpleasant to experience, but they also impact your business. By

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continually practicing mindfulness and meditation techniques, you will find that you are able to actually *create* and activate neural pathways to increased happiness, love, compassion, and success!

Although the words meditation, mindfulness, and visualization may conjure up images of yogis in ashrams or Buddhist monks, they are also solidly based in science – and the everyday person is commonly incorporating these practices in daily life. The bridging of science and spirituality is coming of age, and while I will leave out most of the scientific explanations (or give you just the basics in digestible terms), there is much written and studied in this field.

I am a doctor of Chinese medicine, a coach, teacher, speaker, serial entrepreneur, and life-long spiritual student who has a history of studying many mindfulness and meditation techniques, strategies, and theory. I won't list my resumé here, but suffice it to say that after 25 years in fields helping others, I have found these techniques to have the biggest and most impressive impact on clients and patients.

*One final note:* On occasion, these techniques might stir up emotions. Please take care of yourself and know that this book is not a substitute for professional care. If a great deal gets stirred up, and especially if you have a history of trauma, seek help from a professional therapist or coach, or even a friend. Don't go it alone. There is no shame in reaching



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out. In fact, it is highly recommended. We all need that now and again.

Feel free to disregard those practices that don't work for you. Just keep an open mind. Change is often uncomfortable and being uncomfortable is okay. You might have heard that if you're not uncomfortable, you're not growing. I heartily believe that it is normal for growth to bring discomfort, but it shouldn't be painful.

You don't need to be a monk or yogi to employ these techniques as they are pretty simple. You just need to have the desire to grow, tap into the soft murmurings of your soul, and build a life and business that is fulfilling and happy. It can be an extraordinarily beautiful transformation to awaken to the beauty of who you truly are, inside and out, and see that awakening manifest in the physical as a successful business with real impact – AND, a wiser, happier you.

*"Your vision will become clear only when you can look into your own heart. Who looks outside, dreams; who looks inside, awakes."*

*~ Carl Jung ~*

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**Brain Waves  
Different  
States of Mind**

Brainwaves are produced by synchronised electrical pulses from collections of neurons communicating with each other. They are measured in frequencies from the lowest "delta" waves to highest, "gamma" waves.

delta

theta

alpha

beta

gamma

<p><b>Delta</b> <math>\delta</math></p> <p>The state of deep, dreamless sleep and deepest meditation. A regenerative state of being.</p>	<p><b>Theta</b> <math>\theta</math></p> <p>Often thought of as the "twilight" state between sleeping and wakefulness, it is a deep meditative state. Intuition and information beyond our conscious state comes alive.</p>
<p><b>Alpha</b> <math>\alpha</math></p> <p>This is the imaginative, creative or resting brain state. Not quite meditative but flowing thoughts. It is the "be here now" state.</p>	<p><b>Beta</b> <math>\beta</math></p> <p>These are seen during conscious thought – our normal waking state. Higher range <math>\beta</math> show up during stressful times and produce fight or flight biochemicals in the body.</p>
<p><b>Gamma</b> <math>\gamma</math></p> <p>Highest frequency recorded. Thought to be most elevated state of consciousness. Information passes quickly to different parts of brain. Scientists recently discovered these waves active in states of love and altruism.</p>	

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### **What IS “sitting still”?**

It might seem ironic that we get more done by sitting still, yet it's true.

The pace at which we live our lives in this 24/7 world produces a lot of stress and burn-out and there are even studies that show that being constantly “on” changes our brain patterns. Arianna Huffington reports in her book, *Thrive*, that a study by researchers at Massachusetts General Hospital, Beth Israel Deaconess Medical Center, and Harvard Medical School found that “the relaxation response – the state of calm produced by meditation, yoga, and breathing exercises – actually switched on genes that are related to augmenting our immune system, reducing inflammation and fighting a range of conditions from arthritis to high blood pressure to diabetes.”

There has never been a more dire need for sitting still and reconnecting with our essential selves and inner knowing. Quieting the brain noise that blocks out inspiration and clear decision making opens the door to spiritual connection which contributes to the fulfillment of your life. You will learn that sitting still is an imperative addition to your daily life.

But what IS sitting still? I'm definitely *not* talking about sitting still and just dreaming of money or clients dropping in your lap just because you visualize they will. First of all, wishing something would happen comes from a state of lack. If you wish, you operate

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from the feeling that what you want isn't there – or even really available. “If only...” is a passive thought and comes from a state of “lack.” According to the Law of Attraction, you'll know that operating from the notion that you *don't* have something is like creating more of what you don't have!

Sitting still is really about clearing out the cobwebs, the false beliefs, fears, to-do lists, and day-to-day thoughts that muck up the works of being truly fulfilled and successful in your life and business. Sitting still is about giving your brain a break!

Controlled by the frontal and prefrontal parts of your brain, *executive functioning* is a term used to encompass your brain's ability to organize, strategize, make decisions, pay attention, manage your time, and plan, as well as remember the small details of daily life. The brain waves exhibited during executive functioning are called *beta* waves. If not given a rest, these waves can exhaust your brain and in fact limit your executive function. Makes sense, right? Shifting to the more receptive and creative states in which *theta* and *alpha* brain waves are present opens up your creativity, allows you to tap into your subconscious, and brings a sense of peace and therefore clarity.

When you close your eyes and remove most of the sensory input from your world, you will naturally move from a *beta* state into a light *alpha* state. (I am

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simplifying this.) In an *alpha* state, you are more relaxed. Once you are in that twilight of being half awake and half asleep, you are in *theta* state. Most people move into *delta* state when they are in deep sleep. Knowing the different brainwave states is important because it is during the *alpha* and *theta* states you are not continuously preoccupied with thoughts of your outer world but are experiencing your inner world. Importantly, it is in those states that your subconscious is most responsive to suggestion and change. *Theta* and *alpha* waves are exhibited during meditation and visualization.

So, while sitting still actually improves your executive functioning, it is also about listening to your heart and soul with an *open* mind. Your mind is a beautiful tool – when used properly. You have been trained to make all of your decisions only with your mind. Unfortunately, no one told you: the mind is flawed. It is imprisoned by subconscious notions of “*not good enough*,” fears, insecurities, and lack of confidence – no matter how good you are at what you do! These ideas and thoughts of who you are and what you are limited by reside in a place that you are not consciously aware of – and which basically calls the shots.

What is it that has all that power? The subconscious, often referred to as the unconscious. Your subconscious interrupts your progress, stops you from optimal functioning (physically, emotionally,

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spiritually and mentally), as well as prevents you from taking the risks necessary to grow in your business and life. It keeps you playing small. The mind is a place where ideas originate, that creates programs and products, and writes books. The mind ponders. As heretical as this might seem, it is not really a place from which to make decisions.

It's your *inner knowing* that tells you when you have a great idea and when the best time is to implement that idea. It's your *inner knowing* that tells you *yes* or *no*. In our ever changing world of technology, you too often feel a separation from self, favoring your mind over your inner knowing, your head over your heart. You've simply forgotten how to trust yourself. You are so busy trying to keep up, learning everything you have to learn, pushing yourself in your life and businesses, that the idea of sitting quietly, sad to say, might seem like a waste of time. Perhaps you believe that you don't have the time – and therefore, you don't cultivate that inner knowing.

*"The soul always knows what to do to heal itself. The challenge is to silence the mind."*

*~ Caroline Myss ~*

How do you begin to trust yourself again or more reliably? How do you start making better decisions and know what is right for *you*? How do you live a happier and more successful life? Sitting still. Getting quiet.

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Practicing mindfulness.

Sitting still might mean different things to different people. It could mean doing nothing. It could mean taking a break and sitting quietly. It might suggest meditation. It could simply be watching or day-dreaming. Sitting still might even call to mind being paralyzed by fear, unable to focus or act due to anxieties about feeling less than, the “what-if-I-fail syndrome,” or simply confusion. Yes, all of these are aspects of “sitting.”

Let me tell you what I’m talking about when I say “sitting still.” To be clear: I am not talking about taking an ancient practice of meditation and making it into something commercial. This book is both a how-to and a why of contemplative practices and mindfulness techniques which can not only help increase your bottom line (which is not a something to feel guilty about, even as a soulful entrepreneur) but will also, ultimately, improve the way you experience your life, your business or career, and even other people. And that ripple effect is huge.

And for those of you for whom the idea of “sitting still” feels like it would make you a bit crazy, there are techniques for you, as well. Not everyone believes they can sit in meditation for long periods of time, especially initially. For others, you can grow into it, yes, even crave it. For some it will be in smaller chunks – literally 5 minutes at a time. For yet others,

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increasing your mindfulness and doing a moving meditation might be right for you. I use the term sitting still and mindfulness as a catch-all for the techniques I'll be teaching you, but to clarify, mindfulness is really just about paying attention, being in the moment, and fully experiencing life.

*"Mindfulness is often spoken of as the heart of a Buddhist meditation. It's not about Buddhism, but about paying attention. That's what all meditation is, no matter what tradition or particular technique is used."*

*~ Jon Kabat-Zinn ~*



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### **GROWTH**

*"And whenever I'd complain or was upset about something in my own life, my mother had the same advice: 'Darling, just change the channel. You are in control of the clicker. Don't replay the bad, scary movie.'"*

*~ Arianna Huffington ~*

### **Your insidious subconscious and pervasive stress-response**

Now that there have been countless studies about meditation and mindfulness, it has become somewhat mainstream knowledge that being still quiets the mind and therefore increases productivity, creativity, and inspiration. It improves relationships, as well as reduces stress and chronic health problems. Of course all of these effects will contribute to increasing your bottom line.

*And sitting still also makes us better, happier people.* It also helps you align your thoughts with your heart.

While this is a book about using the sitting still principle to impact your soulful business in a way that blends money-making and heart-connection, it will also dive into why it's important to practice meditation and mindfulness techniques in general. And by the way, it is more than *very* possible for everyone to learn these techniques. It is, in fact, mandatory.

You *can* make money without losing (or burying)

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your heart and soul under a mountain of to-dos or getting the bills paid. You will find that when you stop, you actually are more efficient at your *to-dos* (and some even fall off the list!). You will *want* to look at your financial situation (instead of burying your head in the sand). Look at it as a waking up of your inner self – the self that knows you best and the one that ultimately wants your success and happiness. (That inner self, by the way, has some pretty spectacular connections to universal intelligence and can bring you all kinds of wonderful things!)

Generally, entrepreneurs go into business because they want to make a difference, but they also have dreams of an easier, fulfilling, and freedom-based life by making good money. How do you blend these two?

***First, you lose the guilt about making money. A lot of money.***

If you're a soulful entrepreneur, you may feel a lot of guilt around earning money. This goes without saying but *really hear this*: Of course, it's not the only thing, but *money is a big part of having a soulful business*. My mentor used to say if you're not making money in your business, then it's a hobby, not a business. You are in business to do good work *and* make money!

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*"Your conscious beliefs are what you think you believe. Your subconscious beliefs and deepest convictions are what you really believe."*

*~ Susan Shumsky ~*

### **Your Subconscious:**

Can't distinguish fact from fiction

If it's convinced that a false statement is true, it will act as if it were true

If you are convinced you won't succeed, you won't. And vice-versa

If you feel your business is an extension of yourself, and most conscious entrepreneurs do, and you want to do good in the world, it can be hard to accept that money-making is not only okay, but important. If you find yourself giving away too much, not charging enough, or feeling guilty about taking money from others, remember why you are in business. There are many reasons for feeling that guilt, or wanting to "give it away": not feeling good enough, being told at an early age that you *can't* do something, feeling guilt over accomplishments because pride in your accomplishments was "boastful" – any number of negative messages were sent your way.

These messages are not conveyed out of malevolence. Those who were important to us generally wanted what was best (or did the best they could). However, they taught us that work was hard, pride was boastful, or that the government will take it away when you make it so why bother. You might also

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have been told that you weren't good enough to be successful. Even if you were not told directly, you may have interpreted it in a certain way. Pick your message, but if you look closely at the messages you received as a kid around money, you will find where your guilt about financial success comes from.

You might not think you have guilt or negative associations with money, but I can promise you that if you don't have enough, you probably do have negative attitudes buried somewhere that you are not even aware of. Why? Because your subconscious continually calls the shots. You will always defer to your subconscious beliefs that were implanted when you were a little kid.

Your subconscious is the part of you that is on autopilot. It's the part that drives the car or puts the kettle on to boil without having to think about every little movement. It is fed by your experiences and those "lessons" I just wrote about, and which you've learned your whole life.

There is something that might help you understand this phenomenon in more detail. There's a little part of your brain called the reticular activating system (RAS) which is designed to look for things in your life to confirm your ideas, to confirm life as you know it. (It's very comforting on some level.) It's the part that suddenly notices the black BMW you want to buy everywhere on the streets. It's not that there are

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more black BMWs, it's that your brain is now wired to see them all. The RAS looks for things in your life to confirm whatever story your subconscious is telling you from the *not worthy* to the *I don't know how* story. When you feed your brain with all of these thoughts, you *really* believe that this is reality. Amazingly, you miss all the parts of life that confirm how talented, worthy, and loving you actually are because you're too busy backing up your other story. (It's a survival thing.)

### Reticular Activating System (RAS)

Scans surroundings for things that are problematic, familiar or "out of place"  
Searches to back up your story  
Primitive thinking – survival thinking  
"Why is everyone buying the same car?"

I could write a whole book on this subject, but simply understand this:

*You are more than worthy of making enough money in a career you love.* You might have picked up the message that you are not, or that you could only make so much (because more than that would be greedy, or people might be jealous and not love you anymore), but these are the false lessons! These are real fears, don't get me wrong, but they are not *reality*. We just experience them that way. And besides, the more money you have, the more good you can do in the

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world. Money is not evil!

I'm sure you have heard of the fight or flight response. When there's a true *or perceived* threat to your life, your body sends an alarm message via neural and hormonal signals which tell your adrenal glands (located atop your kidneys) to secrete stress hormones like adrenaline and cortisol. Adrenaline sets up a situation that enables your body to fight or run. Your heart rate, energy levels, and blood pressure all increase. Cortisol, that pesky stress hormone that wreaks havoc on your body, increases blood glucose levels, and creates a situation where your brain can use that glucose, among other things. Cortisol also suppresses non-essential functions, like digestive, reproductive, and growth functions and even immune responses.

Naturally, your brain, emotions, and mood are also affected.

*Here's the problem:* Your body can't discern a perceived threat from a real one. When you panic, even mildly, about getting a sale, making enough money, firing a client or employee, it sets up the same essential response in your body. The RAS part of your brain also kicks in, trying to prove that your worst fears *are* a reality. The story grows. Your hormones gush. Your body can't tolerate the sustained hormonal and neurological surges and, eventually, it starts to suffer because of them. And heaven knows you're not

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going to be thinking clearly.

This might sound kind of dramatic – especially because you’ve gotten so used to stress that you might not even notice it! But this is exactly what happens, whether you suppress your feelings, tell yourself you’re not worried when you are, or ignore the signs and symptoms of stress in your life and your body.

Some common problems that result from chronic stress like this include: heart disease, anxiety and/or depression, sleep problems, weight gain, concentration or memory problems. Think how each of these affect your ability to conduct business, make good decisions, have patience or compassion in relationships, or find joy in everyday life.

Interestingly, once a threat has passed, animals in the wild will quickly return their bodily systems to normal. For example, a deer will be found grazing in a field shortly after being chased by a wolf. Humans, however, continue perseverating on what just happened, obsess about what might happen, relive previous experiences, or all of the above. The human inability to move on from high stress situations means that our bodies are often under constant siege – from our own thoughts! We’ve set up a scenario where our stress-response system is always on, and all of our body systems suffer because of it.

Bottom line: you don’t use your well-designed executive functioning part of your brain so you think

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you are making good decisions when you're not, you can't prioritize, and don't live up to your highest potential. How could you when your brain and body are never given a break?

There's Good News!

With stress reduction and using the techniques and strategies in this book like meditation, mindfulness, visualizations and affirmations, the brain cells that have fired together can unwire! AND, can usually restore you body, mind and spirit back to its natural homeostatic state! (see box) The field of brain science is exploding with new information daily. It has been discovered that the brain is actually able to rewire itself, and create new connections based on our experience and what we "feed" it. This is called neuroplasticity.

It also fosters a greater sense of compassion, for yourself and others, and also altruism.

*"When I meditate, I go to that place where truth lives. I can see what reality really is, and it is so much easier to form good relationships then."*

*~ Dr. Mehmet Oz ~*

When you are not living up to your highest potential, it is because the fears, as well as your subconscious, all of which I mentioned above, are dictating your actions.



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### *How Stress Effects Our Brain/Body*

- Brain signals release of hormones like adrenaline and cortisol
- Too much cortisol works against you
- Causes weight gain
- Causes Burn-out, fatigue, exhaustion
- Decreases serotonin levels, changes drug uptakes
- Chromosome damage: mimics effects of aging

### *Chronic Stress:*

- Causes brain neurons to change shape and shrink and increases
  - ANXIETY
  - AGGRESSIVENESS
  - DEPRESSION

*AND*

- DECREASES MEMORY
- DEPRESSES IMMUNE SYSTEM
- SPEEDS UP AGING
- EFFECTS SLEEP PATTERNS

### *What Meditation Can Do for the Brain & Body*

- Decreases cholesterol - As good or better than meds
- Improves insulin resistance, glucose, insulin level
- Reduces Hypertension
- Reduces Stroke and heart disease
- Weight Loss
- Balance out toxic stress hormones, balances nervous system
- Improves your immune function

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Fears *seem* real. And, your fears might be different from your colleague's, but to the individual experiencing fear, it is paralyzing. It might be terrifying (because you feel very vulnerable and like you are a little child who is going to be annihilated) but you have to remember that the fears are in your mind, and that you *are* capable and worthy.

Eliminating the fear response (when you are not truly threatened) is fundamental to overall health and wellbeing. And it can be done through the techniques in this book and the benefit of the *neuroplasticity* that comes when you employ those techniques.

### **Affirmation to help move past false beliefs:**

*"Even though I've received negative messages and had false beliefs about myself and/or money in the past, I deeply and unconditionally love myself and know I am ultimately worthy of all that I want."*

## ***PROFIT***

### **Why is there so much guilt about making money?**

Most of us would like to earn a very decent living – an abundant living, even. Others actually like to say wanting that is wrong – but honestly, those are usually people who aren't happy with where they are financially. What could possibly be wrong with living an abundant life? It is limiting to think there's only so much in the world – and that includes money. It is your divine right to make whatever amount of money you want to make. Of course, there might be circumstances in your life you feel you can't overcome. If you feel that way, faith is the first step. Henry Ford said, "Whether you think you can or you think you can't, you're right." Staying mired in what's wrong produces more to be unhappy about. Work on having faith that things *can* change – because they can. Henry Ford refused to give up, after being told over and over again that what he wanted to create was impossible, eventually creating the Model T, the least expensive, most accessible automobile ever created at that point (and he paid his employees higher wages than most at the time.)

Not everyone wants or cares about making lots of money, increasing sales, or having enough money to do whatever they want (although, I venture to say these potential outcomes "wouldn't stink" or you

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wouldn't be reading this). But as we, as a culture, start to see "corporate greed" or politicians making choices based on PAC money, or over-priced training programs offering no return on investment as the downfall of our civilization, we rightfully become sensitized to business not being "all about the money." However, empowering people to earn money allows everyone more freedom, more personal power, and the ability to contribute to the good they wish to see in the world.

Why do so many people feel either not entitled to or unworthy of bringing in a healthy income? In every single one of the courses I've taught or attended or groups I've run, this is the most prevalent theme around money, especially among women business owners: *unworthiness*.

Sandra, a brilliant lawyer, remarked in one of my programs:

*As a baby, I spoke before I could walk and apparently, would get others to do things for me. My mother told me that I was lazy. I grew up thinking I was lazy and that being successful was manipulative. I realize that everything I did reinforced that I was a lazy person, including marrying a caretaker who did everything for me. Every time he did things for me, I felt lazy.*

As a result of this buried belief, Sandra wasn't billing people in her business, and it wasn't until we

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had this conversation and she did some of the “inner work” that she realized why and could change it.

You don't always need to know why, but sometimes it can be helpful. If you find yourself repeatedly spinning your wheels, self-sabotaging, or repeating old patterns, you might want to look at what might have triggered a certain belief you have about money.

If we feel our value comes from our income level, or we got the messages from an early age that we *can't* or are *unable* to be successful, we will unconsciously act on those feelings of unworthiness. As I mentioned above, these messages are deeply embedded in your subconscious minds as truth.

At times, I've fallen victim, on a very deep, unconscious level, to the thinking that my value comes from the amount of money I make. (These, interestingly, were the least financially successful times of my life.) And like most of us, I also occasionally battle with feeling unworthy. I know, consciously, of course, that neither of these beliefs is true. However, as an external point of validation, money can become something we push away to actually confirm our feelings of unworthiness. This sounds curious, right? Why would someone want to do that? Because it confirms life as we know it. It proves we were right all along. There is a natural inclination in us to continue believing what we believe. It's

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comfortable. It's oddly validating, though clearly not healthy for us. When we become still, we might find these truths revealed to us. If we are constantly busy, they will never move into our conscious awareness.

***Practicing money mindfulness as a soulful entrepreneur***

Money is just an exchange – you provide a product or service and in return are paid for it. When you make it more than that, or when greed wins over caring, when you trade materialism for relationships, honesty and compassion, *that's* when you tip the scales in the wrong direction.

So, you might want to ask yourself what is your spiritual relationship with money? There's a good chance it has a somewhat sordid tinge to it. Most of us are a bit ashamed to talk about how we really feel about it. We'd rather talk about details of our sexual intimacies than our real relationship with money. Our deep, intimate relationship with money is really just like any other relationship. Spiritual.

Like everything in life, money is a form of energy. It is used as a form of exchange. What we attach to money is what gets us in trouble. If we come from the premise that everything is energy, or spirit, delving into that pure energy, or metaphysical realm, we realize that money and abundance can come in an instant, defying "logic" or any linear approach. It can also be choked off when we move out of our comfort zones and into our divinity, and we need to question what money means to us.

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When we fail to share our gifts with the world by not gracefully allowing an energetic reciprocal exchange of money, we are saying no to spirit, as well as the people whose problems we could solve if we were out there doing our divine work— whether it's selling products that have real value or a service that fills a need. (Obviously, not everything comes with a price tag. I am talking about the work we do in our daily lives for which many of us feel unworthy to receive adequate payment.)

Maria Nemeth points out in her book *The Energy of Money* that it is when transitioning from the metaphysical realm to the physical realm that we are hit with the discomfort of actually implementing our ideas and creating the abundance most of us desire. At this point we can either go numb, ignore the discomfort, or “white knuckle” it by working really hard doing, instead of allowing. (I fall victim to this, myself).

We need the metaphysical experience of meditation techniques to calm our brains and soothe our nervous and hormonal systems, and then, of course, we need to act.

Implementing requires facing down our fears, doing the boring parts of everyday work, and not shooting ourselves in the foot! Getting your head wrapped around your financial responsibilities is part of pushing past the discomfort. It also means being in



## DON'T JUST DO SOMETHING, SIT THERE

alignment with your values. Abundance comes from the universal intelligence – or divine spirit (I use them interchangeably) –and you are a part of that universal intelligence. Even so, you have to do the work to achieve your desires.

Additionally, how we deal with money on a day-to-day basis can wreak havoc with the money energetic cycle. If we are not living in integrity with money, not *mindful* with the way we interact with money, it will not flow toward us. For example, are you the kind of person who, if given too much change at a store, rationalizes why you shouldn't give it back? Or, do you under-tip your waiter, or pay staff "under the table?" If the way we handle money goes against our fundamental belief system, then there is an energetic discordance there, blocking the natural free-flow of money.

Just like any ideal relationship, our relationship with money should be one of mutual respect. However, when we push money away (whether consciously or unconsciously) it is like pushing away our partner. (It's also pushing spirit away.) When we think money holds all the answers to our insecurities, it's as if we've lost our Self in a relationship. When money wields power over us, it is like being in an abusive relationship. We can't avoid having a relationship with money, be it good, bad or somewhat neutral, as it is something we use daily.

## DON'T JUST DO SOMETHING, SIT THERE

If you wanted money to come and have a relationship with you, what kind of reception would it get? Would it be warm and fuzzy and welcoming? Or would it be a place of stress. Would you greet it with open arms, or strangle it to death for fear it would leave again? Do you invite money in and then shut the door when it arrives out of fear of truly living in your authentic and powerful self?

Think about the energetic draw you create with your attitudes, no matter how buried. Universal intelligence has this huge open funnel for us all, and all of our money baggage creates a kink in the vessel of delivery—like a thinly walled garden hose we continually stand on. The water backs up until it creates an elephant sized balloon. We are stifling spirit, blocking the energy, and we're in a hostile relationship with money, even if we are doing it unintentionally. That is what holding onto the energy of money does to abundance. It chokes it and holds it back.

Are you choking the abundance? What kind of language do you use when referring to money? Do you use language to reinforce your money issues without even realizing it? As Don Miguel Ruiz says, "Be impeccable with your Word." What we speak has power. We have an emotional reaction to a thought, which is even stronger when it is spoken, and then we behave accordingly. So be wary of the next time you say things like, "I'm so broke" or "I'll never get to travel

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to...X." You are putting the universe on notice that you are willing to stay in a condition of deprivation.

Our relationship with money is an old one. We bring stuff from childhood into our relationship with money, just like we may bring a parental divorce and fear of abandonment to our romantic relationships. Money may play out differently in different relationships, but this, too, presents an imbalance. Like the saying, "How you do anything is how you do everything," think about how you treat your relationship with money, and you may find that treatment elsewhere in your life. This requires real honesty with yourself.

If money is a problem in your life, consider whether it is that you feel you're not worthy enough to have money, that you believe that money is not spiritual, or that yours is a "poverty mentality." Just begin by considering the messages you were given about money, and how they resonate with who you truly are. Some of the things you can do in your quiet moments and to raise your money mindfulness:

- Look to fulfill your spiritual contracts with those who need and want your services. We all have spiritual contracts with people. Have you ever had that moment when you think, "Yes! A perfect client." Gut check. If they're not a perfect client, refer them on.

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- Pay attention to your relationship with money— both past messages about it and how it plays out in your life today.
- Ask yourself, “How might I be choking off abundance?”
- Look at money simply as energy.
- Consider where your poverty mentality shows up? Ask yourself, “How do I speak about money? Am I living with integrity in the ways I work with money?”

And when you can, tip the waitress a little extra. You'll feel great.

### Money Mindfulness Exercise:

*Understanding your relationship with money as a spiritual one is crucial. Spending some quiet time in meditation, whether contemplating some of the bullet points above or in the quiet with your breath, brings forth insight from deep within.*

*When you sit down to meditate, you can simply ask a question: **“What do I need to know about my relationship with money?”** And then, shut your brain up! Let it come from within. Let your inner knowing give you the messages you need to hear. Listen, don't expect.*

*An answer may not come every time you sit – that is okay. You are still reaping the benefits of quieting your mind and body. It may come later in the day when you least expect it, or in a week. But trust that the answer will present itself.*

DON'T JUST DO SOMETHING, SIT THERE

## **GROWTH & PROFIT**

The benefits of sitting and why it matters

Sitting still, or mindfulness, doesn't require that you go to an ashram or take a meditation class, although that can certainly deepen your practice. (Don't worry: to get you started, there are primers in the Appendices for meditation, visualizations, affirmations and mindfulness.) Once you start the practice, it's really just a mindset shift, which eventually becomes a lifestyle shift as your default gradually moves from fear, panic, and worry to faith, focus, trust, and excitement. It's simple but not always easy, like anything worth doing.

Now, before you skip to the end of the book and just grab the techniques (I know that can be my style), I highly recommend you read the rest of this book first. It will really help you stay motivated and get you behind *why* you are doing this. You will stay excited when you start to see changes in your life, which in turn will keep you motivated to continue.

*Doria found her well-paying, prestigious job in the non-profit organization she worked for to be intolerable. When I began working with her, she told me she hated aspects of her job so much that she seriously considered quitting, even though she did like facets of it. The work was fulfilling,*

## DON'T JUST DO SOMETHING, SIT THERE

*the people she met, amazing. What it really came down to was ... her boss. She felt the sting of his insults daily. In fact, she began anticipating them (even when there weren't any). He touched a nerve and her old wound of not being good enough climbed out of her subconscious and began to run the show. She began to feel incompetent. She told me, "I used to feel like I was good at what I do. I really enjoy the work, but now I feel like I've just lost all of my confidence."*

*This was because her RAS was setting her up. She was seeing only the negative things her boss said (granted, he didn't have a great way of communicating) and not the positive aspects of her work or the compliments she received. She also thought that by staying late she might prove herself more worthy. She stayed later than those who worked under her, arriving home to her family exhausted, burnt-out, and resentful.*

*Doria came very close to quitting until we started some "brain retraining" and "sitting still" exercises and she began visualizing her days being a little different, more positive and feeling more confident. She learned to put her boss's critiques in a different light, choosing instead to listen and take constructive feedback from them, and leave the rest. She learned to see her boss*

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*differently, and even forgive him. She actually became even better at her job, and a lot more confident! She even told him how the way he spoke felt to her and he began to tone it down. Things became more much more manageable, and Doria began enjoying her job again. She also left the office on time, gave herself “digital detoxes,” and stopped bringing her smartphone to bed. In other words, she was able to set boundaries.*

Imagine if you got up every morning hating what you do in your life. (I know some of you do – and let’s work on that!) You’d probably have a lot of reasons why you can’t stand your career, your partner, your dog, whatever it is that annoys you. Now, what if you realized that everyone and everything in your life are here to help you – to teach you something about yourself that will make you grow stronger and wiser – if you let it. What if you told yourself that you can actually choose how you feel about things. Mindfulness, meditation, and visualization can help you do that.



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*"Even the great scientists have reported that their creative breakthroughs came at a time of mental quietude. The surprising result of a nationwide inquiry among America's most eminent mathematicians, including Einstein, to find out their working methods, was that thinking 'plays only a subordinate part in the brief, decisive phase of the creative act itself.'"*

*~ Eckhart Tolle ~*

These techniques can even help you do one of the hardest things in life: move from being a victim – even if you're only a little bit of a victim – to forgiveness. While not the theme of this book, I wanted to mention it because forgiveness, which can blot out the feelings of victimhood, is the best gift you can give yourself. And forgiveness comes not when you're busily worrying about everyday life, but from the quiet moments of reflection and just being.

Forgiveness softens the edge of fear, takes the sting out of hurt, and empowers you to move forward confidently, knowing that you've chosen empowerment over victimhood and release over reliving the pain of trauma over and over again. (And by the way, do you realize that when you go over hurtful things in your mind, you are actually re-traumatizing yourself?)

*"As we continue to move into the next millennium and prepare for the imminent next great leap in our spiritual evolution, it is essential that we adopt a way of living based not on fear, control, and abuse of power but on true forgiveness, unconditional love, and peace."*

*~ Colin Tipping ~*

## DON'T JUST DO SOMETHING, SIT THERE

Every time you make a better choice, the choice and the act of making it imprint in your subconscious –just like those old messages of childhood. Stay mindful and present, and take mindful notice of how you made a different choice (and its benefits to your life). If you do, you can rewire those brain neurons (nerve cells that transmit information throughout the body), and create a new way of being.

Another benefit of sitting still is that it helps you learn this beautiful part of life – and the more you love the stuff of your life, the more you will set off a signal to the universe to bring to you even more to love. So as you shift from blame, judgment, and victimhood to forgiveness, you are telling the universe that you'd like more of this state of equanimity – and of things to be grateful for. You will attract, instead, less to have to forgive and more to feel good about.

*The thoughts you think and the way you feel are at the center of what you attract. Rather than looking for things outside of you that cause you to feel better, it is much easier to decide to feel better first and then attract, from the outside, things that do.”*

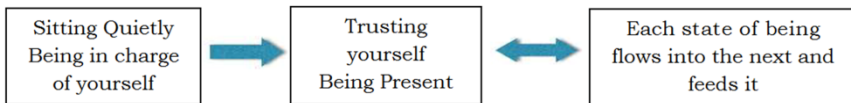
~ Esther Hicks ~

Attracting what is positive and what inspires gratitude contributes to your empowerment. When you are empowered, you make more of an impact, touching more lives, and creating and operating the business you love.

## DON'T JUST DO SOMETHING, SIT THERE

Hating what you do will bring you more to hate. Even stubbornly doing meditation without knowing why you are doing it is just the same. You will not reap the benefits if you can't get behind the why of doing it – just like anything in your life. Once you cultivate a mindset of mindfulness, your daily life will change.

Being in charge of yourself comes from trusting yourself. Trusting yourself comes from being present. Being present comes from sitting quietly. It's all a continuum, and each state of being flows into the next and feeds it.



There is a saying in neuroscience, “Nerves that fire together, wire together.” What that means is that you literally create neural “tracks” and bundles in your brain, as I talked about above, with learned information. You make connections with events and consequences, thoughts, feelings, and actions. Laying down “tracks” is also done by our own repetitive thoughts. This firing and wiring is learned behavior from neural connections and it is why you don't have to think about turning the key in the ignition, stepping on the gas, and moving the car out of park. If you create a “track” in your head about how you'll never have enough money, that becomes your default position from which you operate every day.

## DON'T JUST DO SOMETHING, SIT THERE

One of the tricks I used with my acupuncture patients when helping them quit smoking was to have them replace the thought of a cigarette in their mind with any other word that would essentially distract their brain from the thought of having a cigarette. I didn't care if it was lamp, chair, or flower. They would look around their environment, picking items to say in their minds over and over again until eventually, the craving would subside. (Cravings generally only last approximately 1-3 minutes.) Would the craving eventually come back? In the beginning, sure! Then they would repeat the process, until we "unwired" these thinking patterns at the same time as their body was detoxing from the nicotine and other addictive ingredients in cigarettes. Eventually, with that bundle of nerves unwired and their bodies detoxed from the addictive elements, they were smoke-free!

The same is true for your thoughts. The more you think about something you are afraid of or worried about, the more habitual it becomes – the more those nerves become wired together. Then, that thought creates a cascade of biological events that triggers a physical response. (I will spare you the explanation of neuropeptides and neurotransmitters, etc!) The cascade of events creates a sensation or feeling in your body. Because the brain's job is to pay attention to everything that is happening in your body, it receives a signal, which creates more thoughts based on the feeling, and a feedback loop is created.

## DON'T JUST DO SOMETHING, SIT THERE

What that means is that your body and mind “feed” off of each other. You have a thought, the body feels the thought through a biochemical reaction, turns it into an emotion, which then tells the brain to think more of those thoughts, and it continues, around and around. Unless you interrupt that cycle of thought, the feedback loop (fueled by your subconscious feelings and ideas about yourself) decides what you should feel and you have a state of being that is not necessarily desirable.

*Mindful meditation has been discovered to foster the ability to inhibit those very quick emotional impulses.*

~ Daniel Goleman

Let me give you a business example that you might recognize. You're about to make a follow-up sales call to someone who will potentially buy thousands of dollars' worth of your services. You really need the money. You start to run through the scenario of why you need the money in your mind: “My car needs new brakes, my daughter needs braces, I really want a vacation because I'm so exhausted. Where will the money come from to pay the bills at the end of the week? If I don't' make this sale, I'm screwed!”

A mild panic sets in. You feel it in the pit of your stomach. Your heart begins to race a little bit. That sends the message to the brain of more panic, and you're off to the races. Brain and body have created a

## DON'T JUST DO SOMETHING, SIT THERE

state of being that is not conducive to being of service in the sales call, nor of actually making the sale. You are feeling desperate.

You try to calm yourself down, but the hormonal floodgates have already opened, and you're about to get on the call with the customer. You find yourself stammering a little bit and pretty soon you lose confidence. The sale doesn't go through. You were giving little hints of anxiety and nervousness in your conversation, but perhaps didn't realize it. You need the sale too much, and the client senses your lack of confidence

*"When people feel disconnected, they become reactive, project their anxiety onto others, create more fear, blame others for what is missing in their lives, reject first to avoid being rejected, and disengage."*

*~ Judith Glaser*

Then you say, "See! I knew I wasn't going to make that sale. Now what am I going to do?" And more panic sets in. You have now lost your ability to be rational, your executive functioning is all but shut down, and there's certainly no joy in this kind of feeling!

We have been taught that we can only respond to things in our environment. Our environment and what happens set our mood. In other words, our belief keeps us at the effect (not at choice) of our world. We've been conditioned to believe that we need a reason to be happy, to feel joy, love, contentment, or

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excitement. What if you could switch that around? Wouldn't it be nice to be happy regardless of almost anything that is going on? That is being at choice. We find this hard to digest because we are so programmed to react to things, to find a reason to be happy, but we really do have free choice. We can choose happiness over sadness, even when sad things are happening.

That's not to say you can't or shouldn't experience the full range of emotions. When something sad happens, it's right and appropriate to be sad. One of the most beautiful things about sitting still is that you can identify what you're feeling, sit with it, and let it go, albeit sometimes little bits at a time. It's when you push your feelings down, pretend you aren't feeling them, or override them that you get into trouble. Those feelings fester, and eventually, of course, erupt. It's important to accept where you are, and do your very best to let things go as soon as you can, and live life to its fullest.

Letting the negative stuff go doesn't always happen in an instant, especially when something extremely painful happens. But you can, over time, get better and better at letting things go sooner.

On the other hand, wouldn't it be wonderful if you could anticipate good things happening to you, even knowing and expecting them to happen, and feel gratitude before they even "show up?" That, too, can happen when you meditate on gratitude and love. You

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can feel those emotions – just because you want to! Try it! (For a quick meditation on gratitude, see Appendix F)

Let's look at another way the above business scenario could have played out. You are excited to talk to your potential customer. You've written out and visualized all the ways you can help him or her. You're in a calm state of mind, having spent 20 minutes meditating this morning, and that calm state of being is staying with you. You decide that while it would certainly be really nice to make this sale, you trust that what is right for you and the customer will happen. You feel a sense of gratitude for being able to do the work you do and for this potential business.

You get on the call with confidence. You're feeling in the groove, and the client feels it. There is great synchronicity there – you knew there was from the first inquiry call. After some brief conversation, you confidently say, "Okay, then, let's get started! I'm excited to move forward with you." You ask for the credit card but the client starts to get cold feet. You gently but confidently call your new client on it because you both know this is a good thing. The customer laughs, says, "You got me" and reads the credit card numbers off to you.

Visualizations can really help set up the call... and anything in your life. When you visualize something you desire you will feel the emotion of that event



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happening, as well as the gratitude for it already happening. It is much easier to step into gratitude and those yummy good feelings when you practice visualizing, and next time before the call. Because, just as the mind doesn't know the difference between a real or imagined threat (and thus when to experience fight or flight), it also doesn't know the difference between a real or imagined visual – especially when you can attach emotions to the visual.

There is science to back up the benefits of visualization. Brain research using electromyography (EMG) shows this to be true. What shows on EMG is stimulation of the appropriate and identical areas of the brain both when athletes perform and visualize a certain athletic feat. Other studies show post stroke victims able to increase blood flow to areas of the brain affected by stroke enough to actually decrease tissue death.

Some people have found that they visualize, but don't reap the benefits. Dr. Srinivasari Pillay, a psychiatrist, says that is because we tend to overload the posterior parietal cortex (an area of the brain important in producing planned movements). Breaking it down into stages might be helpful. My belief is that if we think we are dreaming too big, the subconscious has a different conversation with us that says, "Nah, you can't do that." And then the visualizations become antithetical to our desire. SO, it's part faith and partly breaking your visualization down into digestible,

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believable chunks. Then you can attach emotion to what you are envisioning. Obviously, doing the work of identifying subconscious beliefs around certain issues also plays a big role.

In a well-known research study published in *Research Quarterly*, psychologist Alan Richardson studied students, none of whom had any experience with visualization. He separated them into 3 randomly selected groups and gave them basketballs. One group practiced free throws daily, a second practiced only on the 1st and 20th days and the third group practiced the same as the second group, but added 20 minutes of visualizing themselves making free throws. The important findings show that group 3 improved their free throw ability almost as much as group 1. Group 2, of course, didn't improve at all.

What's important to note is that the visualizers involved their senses, for example feeling, hearing and seeing the ball sail through the hoop.

In Appendix A, I will walk you through the steps of effective visualization. Not everyone teaches visualization this way. If you've read *The Secret*, or watched the movie, you know the idea presented is that if you simply visualize yourself receiving that big check or fancy car (why do they always use cars with visualizations?), it will magically appear. That's simply not the way it works. Yes, visualizing and attaching emotion to the visualization is step one. Doing it

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repeatedly, in a state of true gratitude and maintaining the faith that it is already happening, is step 2. Step 3 is watching for signs for how this can manifest in your life and step 4 is taking action!

Think about this: Because of your RAS, what opportunities have you missed? What blinders have you put on because you were focused so much on what you were afraid would happen or afraid you couldn't do, or what you don't have, that you actually created exactly what you feared (like the sales call scenario above)? There are opportunities in your life right now that you can't see because of those subconscious fears that create the blind spots. The best way to get rid of the blind spots, and change your focus, is through sitting still in some form of meditation, visualizing a different life or scenario, and being mindful enough to see the opportunities that are probably right under your nose!

What may astonish you is that by doing less, you actually become able to receive more. Another way to put it is, get out of your own way!

If you'd like more help with visualizations, or would like custom visualizations, contact me. One of my favorite things to do is write and record visualizations for my clients, based on their language and desires. They can be so very powerful and hit you in a place where you eventually can kick that feedback loop into a more empowered and forward moving one.

## DON'T JUST DO SOMETHING, SIT THERE

*“When you hold clear, focused thoughts about your purpose, accompanied by your passionate emotional engagement, you broadcast a stronger electromagnetic signal that pulls you toward a potential reality that matches what you want.”*

*~ Joe Dispenza ~*

When you become more mindful, you will catch yourself. You will notice when your mind plays those little tricks on you that keep you staying and playing small. You'll hear those pesky messages, as when you tell yourself why you shouldn't take a risk you know could change your business. You will begin to recognize that message as a ploy of your subconscious. You will start to understand that your reasons for not giving that talk or submitting yourself for a PR opportunity are not reasons at all. They are just excuses. You'll stop listening to the repetitive thoughts in which you relive old hurts and mistakes because you will realize that you are not present when you are in your past. And also, the worries of the future will turn into trust. You will begin to see that all is well because you can trust yourself to make the right decisions. Additionally, you know that a stumble is merely one step closer to the goal – not a reason for a fight or flight response.

Being mindful keeps you in the present moment. It's not that you can't or shouldn't plan or have goals, or understand the past. But as a rule, the more you are present in the here and now, the more you see and

## DON'T JUST DO SOMETHING, SIT THERE

take advantage of opportunities that are presented to you, the richer and more powerful your conversations will be, because you won't be overly concerned about how you are coming across. When you stop coming from a needy place, and instead come from a giving, caring, and confident place, people sense it.

*If something you want is slow to come to you, it can be for only one reason: You are spending more time focused upon its absence than you are about its presence."*

*~ Esther Hicks ~*

## **IMPACT**

### **Why does it all matter?**

*What study after study shows is that meditation and mindfulness training profoundly affect every aspect of our lives – our bodies, our minds, our physical health and our emotional and spiritual well-being.”*

*~ Arianna Huffington ~*

As entrepreneurs, we end to be workaholics. We often find ourselves working into the evening, during dinner time, on weekends. When we're not working, we're thinking about work. That obsession takes its toll on all aspects of us: physically, mentally, emotionally, and spiritually. It's common knowledge that stress and overwork actually set us up for failure. The longer we work, the less efficient we are. As we talked about above, when we operate only in beta brain waves, we become far less effective.

What does that do to your ability to impact more people – to impact the world? Look at it this way: when you effectively run your business, hire employees (and take good care of them), provide services that contribute to the planet, you are doing your good work. When you are more effective, you touch lives in a deeper way, and of course that ripple effect grows. Plus, you're happier.

## DON'T JUST DO SOMETHING, SIT THERE

Whether you work for a company or have your own, the all too common workaholic martyr damages the community at large. No one benefits from an exhausted, stressed out, or unhappy person.

*"Work is no longer a place; it's a state of mind," she says in an email. "It's become less about when I turn off the office lights and more about when I turn off (at least, mentally) the inbox."*

**~ Christa Carone, chief marketing officer at Xerox says, as reported in Fortune Magazine ~**

Additionally, when you work too many hours, you pass a point of diminishing return. In their book *Rework*, authors Jason Fried and David Heinemeier state: "Workaholics aren't heroes.... They don't save the day, they just use it up. The real hero is already home because she figured out a faster way to get things done."

Listen, it's not always about efficiency or the faster way to do things. But it's true that most people waste a lot of time and hurt themselves, those they serve, and those they love, by being what I call the workaholic martyr.

It's this simple: your impact is stunted if you are stressed out, worried, and your brain is on overdrive.

How many of these signs of stress and/or burnout do you experience? More than a couple might indicate you have become a workaholic:

## DON'T JUST DO SOMETHING, SIT THERE

- You're regularly working more than 40 hours per week (a timeframe studied for 150 years to be the most efficient number of hours to work)
- You frequently find yourself unable to focus in the afternoon or at a given task
- You work through meals
- You find yourself saying, "Not now honey, " to your loved ones, especially during supposed "off" hours
- You are finding tasks boring or overwhelming
- You're exhausted – a lot!
- You have more bad days than good days
- You feel fight or flight hormones coursing through your body at least once a day
- You don't feel you're really making much of a difference
- Your emotions are over-reactive
- You feel a lot of anxiety about your work
- You may feel motivated in the morning, but can't seem to get much done
- You truly begin lacking motivation (burnout)
- You begin to feel hopeless (burnout)
- Your sleep is interrupted by thoughts or worries about your work and/or money
- You have little or no control over your work or income



## DON'T JUST DO SOMETHING, SIT THERE

- You get sick a lot, feel drained or tired most of the time
- You have frequent headaches, stomachaches or bodily pains
- You feel self-doubt or feel like a failure
- You notice yourself frequently doubting that this will all work out
- You find yourself saying more negative comments than positive ones
- You isolate yourself or take things out on others
- You use food, drugs, or alcohol too much

Every hour you work beyond 40 actually makes you "less effective and productive over both the short and the long haul," says AlterNet's Sara Robinson ([alternet.org](http://alternet.org)) We've been trained to believe that hard work is good, even virtuous. I'm not condoning sitting on your butt, being lazy or unfocused, or doing visualizations hoping your dreams will come true. I'm suggesting you find a balance. Yes, it can feel elusive. Yes, it can be confusing, but what are your options? To work yourself into burnout and/or exhaustion on a regular basis? What good are you contributing to the world then?

Our middle class work ethic has been our undoing in a lot of ways. It seems logical that purely hard work will win us the golden ring. That's what we've been told, right? But people as far back as Aristotle knew to

## DON'T JUST DO SOMETHING, SIT THERE

“be still and know.” Thomas Edison, a highly accomplished man earlier in our modern world, realized that keeping one’s nose to the grindstone is often keeping us so busy that “[w]e often miss opportunity because it’s dressed in overalls and looks like work.”

Busyness is not productive or efficient. In fact, it gives us a false sense of actually being constructive. Balance comes from being mindful -- as much as possible -- doing the combination of solid, focused and effective work, making time to love, be with friends and family, and sitting in quiet stillness. William James, considered one of the founders of functional psychology and the school of pragmatism said, “Action may not always bring happiness, but there is no happiness without action.” So it’s about action and quiet – and the balance therein.

Aristotle talked about the “means” between two excesses being life’s end result of happiness. Meaning, at the end of the day, the sum total of one’s life ideally would be happiness. That is, that you found that balance and achieved satisfaction and contentment and lived up to your full potential as a human being. That’s a total human being – not how many hours you worked or how much money you made. But how you, a beautiful, complicated, messy, and engaged human being, found happiness.

I encourage you to dive in and seek a richer life,

## DON'T JUST DO SOMETHING, SIT THERE

one where you forgive yourself and others, accept that screw-ups happen, fall in love with someone who might hurt you, or take that risk in your career to reach your fullest potential. I challenge you to dive in and truly get to know yourself through bathing in quiet sitting and solitude. Think of sitting still as washing away the parts that confound you, the over-thinking bits of your mind that keep you swimming in circles of self-doubt and fear. Sitting still can rinse out the cobwebs of uncertainty, and replace them with a newly cleaned identity as spirit, capable of all you desire (and more – because spirit has way more in store for you than you can even imagine). When you sit in quiet stillness, you will be able to hear the whispers of your heart and soul. When you are being still every day, you will notice that you are present in the tiniest moments of your life, finding that balance of excesses that we might label “happiness.” Then you can get to work as a more balanced, thoughtful, and efficient being.

Go ahead. Don't *just* do something, sit there. And fall in love with your life -- and business -- again.

## DON'T JUST DO SOMETHING, SIT THERE

*For those of you who downloaded this book, you are gifted a free 20-minute strategy session to see where you can most benefit from some of the practices taught in this book. To contact Teri, email her at **[Teri@TeriGoetz.com](mailto:Teri@TeriGoetz.com)***

*“Live life as if everything is rigged in your favor.”*

*~ Rumi*

**APPENDIX A**  
**VISUALIZATIONS and AFFIRMATIONS**  
**Overview**

It is when you make use of these strategies – visualizations and affirmations -- that you connect your head, your heart, your inner knowing, and your spirit.

An intention is a *higher consciousness* thought. That is, to set intentions you must call on your subconscious and the universe to open up and move toward your goal in order to allow your intention to come to fruition. Be open-minded and realize that intentions state what you want. However, the actual way what you want (your intention) is brought to you may be a surprise – gift wrapped, if you will, in different packaging. In other words, don't limit yourself. Instead, allow for all possibilities. What the universe can supply for you is far beyond your comprehension; allow for all the abundance to come forth in the manner that serves your highest good, even if it does not look the way you thought it would. And then know it is on its way to you – but remember that you must take action, as well. *Have faith, but move your feet!*

**Visualization** is simply using your imagination to direct your thoughts (and emotions) toward clearly and vividly imagining something you wish to accomplish,

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or a state you would like to be in.

**Affirmations:** Are short, powerful statements you say out loud or to yourself to strengthen your belief in yourself in order to accomplish your intentions and feel good.

Both visualizations and affirmations increase your level of “feel good” hormones and help rewire your brain. Remember, neurons that fire together, wire together – and your thoughts make your neurons fire! How we think of and see ourselves is how we will behave. When you continually “retrain your brain” with affirmations and visualizations, you can unwire some “connections” and rewire positive, forward moving ones.

When doing visualizations or affirmations, it is very important to engage your emotions and use as many of your senses as you can. Emotions will turbo charge your visualizations and affirmations. Your senses bring your vision to life. Remember, your brain doesn't know the difference between a real or imagined experience – especially when you engage your emotions and senses.

***To Visualize,*** imagine landing a huge client. Feel the emotions after putting the phone down or walking out of the conference room, and you've done it! How does that feel in your body? Are you elated? Ecstatic? On a high? Contented? Happy? What do people's voices sound like? What else are you hearing? What

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does the phone or table feel like on your hand? Do you smell anything? Maybe it's the celebratory dinner rewarding you for a job well done. What you are going to eat at that dinner? Really get into it - and remember: this is just the beginning! Stay open to the universal intelligence bringing you even more than you can imagine or visualize! Another way to say that is to hold the intention and vision of what you want, but allow the universe to be in charge of "the how."

Remember this: ACT on making it happen. Bear in mind, it doesn't (usually!) fall in your lap. You have to work toward it at the same time and *know* it's in the *process of happening*. Then, the miracles really start to happen.

### ***Faith + Action = Payoff***

It's most effective if you do your visualizations in a quiet location (especially in the beginning) sitting upright in a chair (so you don't drift off, but also, so your spine is erect, and head *chakra* and brain are open to the universe). If you'd like, you can put on some ambient music in the background, but only if it's necessary. You don't want to be distracted by the music.

Take some deep, slow breaths. You don't have to get fancy with this - just slow your breathing down. Just start by paying attention to it coming in through your nose, feeling the air move across your nostrils,

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and out your mouth or nose. Feel how the air is usually cooler coming in than going out.

If you're having trouble relaxing, try to lengthen your exhalation so that it is twice as long as your inhalation. Simply count how long a natural inhalation is, then try to make the exhalation (without forcing) twice the length of your inhalation. This will have a physiological effect on your body: your heart rate will slow, your muscles will begin to relax. Do that until you feel calmer. Then, turn your focus to your visioning.

It's really that simple.

One caveat: don't get too obsessed with this by feeling you need to do it at every free moment. A visualization is effective partly just by doing it, trusting it, and then letting it go. You don't have to repeat it over and over and over again throughout the day, although several times per day is a good idea. (The idea is to have faith that it *is* happening. Otherwise, you are in an "I don't have it yet" mentality.)

Do, however, make the commitment to doing these visualizations every day. It's helpful to do affirmations and visualizations first thing in the morning and right before drifting off to sleep. This is when you're brainwaves are in a more impressionable, less highly *beta* state. That is not to say you can't sit quietly at your desk in the middle of the work day and practice your visualization, just avoid doing it repeatedly with a



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sense of panic or fear. You can also consider visualizations and affirmations as training for “the game” of your business (or life).

And – have fun! And of course, give thanks, knowing that what you want is already on its way to you, and more.

**APPENDIX B**  
**AFFIRMATION Primer**

**Affirmations** are short, powerful statements you say out loud or to yourself to strengthen your belief in yourself. They also put the intention “out” into the universe in order to accomplish your intentions and feel good. They help rewire your brain so that you will expect to see opportunities and take action to fulfill your intentions.

The “setup” is the same as when doing visualizations, in a lot of ways. Sit in a relaxed, upright position. Slow your breathing so that you become quite relaxed and receptive. Try to empty your mind of other thoughts, let them go by and instead, focus on the words you will be saying. Repeat them several times. Allow the words to wash over you, through you, so that you almost feel them physically.

With affirmations, you’ve thought through what you want to accomplish and how you’d like to feel and you’ve written out short phrases to serve as a sort of mantra for transforming your business and life. Keep these phrases in the first person, positive, and feel they are a stretch, but achievable. The biggest problem I see with affirmations is that people create extraordinarily lofty goals, yet still have those subconscious beliefs that they will fail. Growing is a stretch, and it is uncomfortable. But when you don’t

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believe something is achievable, the belief itself reinforces that you, in fact, won't achieve it. In other words, if you do not believe you can land that client, saying you will in an affirmation is going to help counter to what you subconsciously believe. Create affirmations that are "digestible" and believable, especially at first. Some examples might be:

- "I'm enjoying knowing that my income is increasing weekly/monthly. I am filled with gratitude."
- "I'm so thrilled that I have a new awareness of how to change my life. I see new clients coming to me this month."
- "I'm looking forward to a better relationship with my boss/partner/employee as I employ all of the new techniques I've learned."
- "I am so pleased that forgiveness comes more easily to me now."
- "I am deserving of a healthy, vibrant business/career/income."
- "I know I can engage positive thoughts."
- "I am going to utilize my unlimited talents and skills today."
- "My challenges are something I can overcome. I have the strength and skills to do so."
- "Today I enjoy the new habit I have taken up."

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- “Every day I am more and more peaceful/successful/happy.”

You can see how these are truly conceivable. They aren't pie in the sky kinds of affirmations like, “I will have \$1M in my mailbox tomorrow.” (Of course, that is possible, if you believe it *and* are on track for it.) If you are really stuck “believing” what you're saying, then start with what I call a “bridge affirmation.” For example, “I look forward to the time when I can ask for the fees I know I deserve.” This *bridges* your disbelief that you can accomplish it, and undermines those subconscious fears. It is much better than wallowing in the fears of not getting what you want!

It's kind of fun to write them down in places you'll “run into” them during the day. When you see them, smile, repeat them and know that it is in the process of happening for you.

My last tip on this is if you are really having trouble getting into the mindset of affirmations, begin with a gratitude journal. Start writing down every little thing that you are grateful for. Or, start with just committing to every day writing down 5 things you are grateful for. This will create an enormous energy shift. It is also helpful when you're feeling low. You might not feel like doing it at first, but when you do, notice the shift in your energy. It can really feel miraculous when you realize you are in control of how you feel!

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## **APPENDIX C**

### **C.R.E.A.T.I.V.E. T.I.P.S. © for practicing visualizations and affirmations**

#### **•CREATIVE**

*Clear, commitment:* Be **C**lear and make a **C**ommittment!

*Responsibility:* Take **R**esponsibility!

*Experience:* **E**xperience the sensation of already having attained your desire and the emotions that go along with that

*Achievable:* Your goals are **A**chievable

*Trust:* **T**rust your goals are being accomplished

*Imaginative:* Be **I**maginative: it's okay to think outside the box

*Visualize:* Every day, **V**isualize details and sensations

*Experiment!*

#### **•TIPS -**

*Tense:* Use the present **T**ense: "am"

*I:* Stay in the first Person, "**I**"

*Personal, P*erisistent, *P*ositive: Stay **P**ersonally involved, and remain **P**ersistent and **P**ositive

*See yourself Successful...**S**ee it and you get it!*

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The *best time* to do these is just as you awaken, or in your morning meditation, and just before sleep. This is when your brainwaves are most susceptible to change. You can also do them in any other relaxed state. Remember, do it, and let it go. Trust it is already on its way to you, giving thanks before it even occurs.

**APPENDIX D**  
**MINDFULNESS AND MEDITATION PRIMER**

Meditation is not really an act, but a state of conscious awareness. It's true that I mentioned that "sitting still" can also be about meditating on your feelings or pondering a thought. That kind of stillness is not considered true spiritual meditation in many people's books. To me, however, it is part of it. How could being mindful *not* be spiritual? Evolving who we are through quiet contemplation, inner journey, and breath are all definitely a part of spiritual growth and divine connection, in my book.

You can also be in a mindful, meditative state while in the garden, taking a walk, or making love. Just because you sit in a lotus position, it does not mean you are "meditating." Taming your thoughts and relaxing your brain/mind and body are very important skills to acquire so that you can slip into a kind of meditative state when you wish, as well as connect with something bigger than the ego. It also tames those *beta* brainwaves, reduces stress and brings all the benefits that flow from doing so.

John Kabat Zin says meditation "is about paying attention in a systematic way, for no reason other than to be awake." Spiritual meditation can be thought of as a way to connect to the divine nature in all of us. It is a time when we separate from the brain-mind, and



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move into that “space” of no thought, but with tranquil awareness. You will be in either a *theta* or *alpha*, and rarely, *gamma* brainwave state (see chart on page XX). Your breath can be a great tool to relax your body and mind and get you into that state. If you’ve ever had acupuncture or perhaps a good Reiki or other energy healing session, you might have had the sensation of drifting in another state, almost as if you are about to fall asleep, yet not. That is the brainwave state that is ideal for meditating (and for reaching the subconscious). To clarify – you are *not* trying to fall asleep. You are trying to still the mind, “release” from the body and enter a peaceful state of awareness. You will not be out of control. Rather, you will be more open, receptive, connected, and peaceful.

It is a profoundly peaceful state of being when the mind is silent, but awareness is alive. So meditation can be considered the state of being aware, but without thoughts. You don’t “try” to stop your thoughts, you just let them float by, remaining as unattached to them as possible. A common metaphor is to see them as if they are clouds in the sky, drifting by. With practice, the state comes easier and easier, and usually more speedily as you become more adept – although, even the most seasoned meditator will have days when they can’t sit still, can’t tame their monkey mind, and will feel frustrated. I tell you this so that you don’t think there’s something wrong with you, or that you can’t meditate. Everyone can meditate.

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Few people can stop their incessantly busy minds altogether. That is the ultimate goal in meditation, to be sure, but sitting in meditation will take people to different states. You will experience different things on different days. Some days you will feel so blissful that you know you have connected to something beyond this plane. Other days will be met with an active mind and the “attempt” at stilling it feels thwarted (though you still derive benefit from the act, to be sure). Yet other days you will find a calmness, an awareness of something beyond your current understanding of yourself. So have no preconceived notions of what mediation *should* be. Just be open and accepting of whatever shows up. Meditation is a great way to practice the art of non-attachment and letting go.

If you are having one of those days where you can't tame your mind, that might be a good day to do a more focused meditation by literally just attempting to be very mindful of a particular task – be it looking at an object on your desk or combing your hair.

Some people liken meditation to falling in love. The state of falling in love is hard to explain until you experience it. (That can mean, by the way, falling in love with yourself, as well.) It is a little different for everyone, but equally beautiful.

Remember, even if you have no desire to be more connected to the divine/spirit/universal knowledge, the benefits to your body and mind are real and documented.

**APPENDIX E**  
**HOW TO MEDITATE**

- Find a quiet location where you won't be interrupted. It doesn't have to be silent; the normal sounds around you are part of the moving inward phase. You will get so that you can do this in many settings. If you're new to meditation, it's better to have fewer distractions.
- Decide how long you'd like to meditate. You can start out with just 5 minutes, but many people find that they can do 20 minutes or more pretty quickly. If you're nervous about stopping at a certain time, set a timer.
- Be as comfortable as possible, loosening pants, wearing a sweater if it might get cool in your environment.
- Get into a comfortable, seated position, legs uncrossed, spine erect, but back not stiff. You may also sit in a lotus position, but that is not necessary! In fact, sometimes that puts your back in an unfavorable position. You want your spine to be centered between your bones of your butt, called your "sits" bones.
- Place hands on lap, or wherever they are comfortable. Yogis like to touch thumb and index finger together in a gesture called a gyan mudra, and place one hand on each knee, or, place one hand upright on top of the palm of the

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other. Do what feels right and comfortable. Make it no big deal ☺.

- Start by paying attention to your breath, just noticing it coming in and out of your nose. Sometimes it helps to take a few very deep, cleansing breaths, and letting the breath release through a “haaa” sound from your mouth. This lets your body know it is time to relax.
- Some people like to do a head to toe visualization to relax every part of your body. To do this, you just start at your head (or you can start at your feet) and imagine the muscles of your scalp, head, face, neck, shoulders etc., relax – all the way down to your toes. I find that unnecessary, but others find it very helpful. I do it in most of my recorded meditations. With practice, you can do this very swiftly (but it is not meant to be rushed. Just do it at your own pace.)
- Do scan your body for pockets of tension. Don't worry if you can't notice them – the act of starting to look will help you eventually feel or see into those areas. Imagine they are releasing, relaxing, melting. One neat way to dissolve those tense spots is to imagine them as pads of butter, melting in the sun.
- With meditation, the act of “non-judgment” is very important. Don't *think* about how long your breath is, or if you're doing it *right*. Just become aware of your breath, your body relaxing, the

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state of being upright. Settle into those things until you find yourself only aware of your breath.

- Thoughts will come and go – that’s normal. Just let them move on by, not judging them or yourself for having them. Try not to get involved in the thoughts. If you do “catch yourself” just notice them floating by, with an objective viewpoint of simply noticing them.
- You might find it useful to have a “mantra” – a phrase or sound that is repeated over and over again, though again this is not required in order to meditate successfully. A common mantra is the Sanskrit syllable “Om,” which you can lengthen as you’d like, “ommmmmm” Let the sound consume you. As you enter a deeper state of awareness, you may find the mantra unnecessary or you are no longer focused on it, or need it.
- Allow yourself to “move” into a deeper, more relaxed state. Some people find it helpful to have an inner focus on your third eye, the area between your eyebrows, almost as if with eyes closed, your eyes sink deeper into their sockets, and “look” a little upwards.
- The deeper you go, the less you will be aware of your body. You can also imagine the outline of your body dissolving as you “merge” with all that is around you – whatever that means to you: divine, God, energy, spirit.

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- Sometimes it's helpful to keep a journal near you when you meditate so that you can quickly jot down any observations you had.
- Give thanks – to yourself and the universe – for the experience you had.

## **APPENDIX F**

### **Meditation on Gratitude**

- Sit quietly, preferably upright in a chair.
- Sometimes putting on some beautiful music that really moves you can help get you started. You might also imagine or look at a photo of someone you love dearly (not someone you miss but someone who you feel a true loving connection with right now).
- Start focusing on your breathing, noticing it coming in and out. You don't have to get fancy here, just notice it coming slower and slower as you begin to relax more and more. The slower you can breathe, the more relaxing it will be. Don't force, just lengthen it, if possible. If not, just pay attention to it moving in and out of your body.
- Turn your attention to your heart chakra, the area between your breasts, and just breathe in and out of that space.
- Each time you breathe in, say to yourself, "love."
- Each time you breathe out, say "ahhh" to yourself, wallowing in the sense of love. Feel how good love feels.
- Your sole focus here is just to feel love, cultivate love, to notice how you can actually create the feeling of an emotion in your body.

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- Notice how powerful that is.
- When you are stressed, say the word “love” to yourself and allow yourself to slip into this state. The more you practice it, the easier that will be.
- This can be done with gratitude, peacefulness, quiet – whatever good feeling you want to cultivate and be able to defer to during times of stress.
- Give thanks. Always give thanks.

*Enjoy!*



***Appendix G***  
***Mindfulness Primer***

Being mindful is simply being present and paying attention in the moment, to the moment. You pay attention to your thoughts, feelings, surrounding environment, and sensations. Or, you can choose to become mindful of just one of those things. This is part of meditation, too, but you can be mindful at any point in the day. When you are eating your breakfast, you can pause to appreciate the look, smell, and taste of your food, for example. Every movement of walking can be appreciated – how your foot falls with each step. This can be part of a moving meditation, in fact, where all you do is spend 5-20 minutes walking and paying attention to only one thing – for example, your footfalls, the sounds you hear, or your breath.

You can be mindful when you're folding laundry or digging a plant out of the garden. Each of these experiences can be filled with the act of moving from moment to moment in utter awareness. This makes you truly awake to your life. Obviously, you can't do this in every moment, but you can steal moments of mindfulness, more and more with practice. You can even be more mindful in your conversations, more aware of the other person instead of trying to get your own needs or agenda met. Inevitably, when two people are conversing mindfully, the end result is always of the highest benefit to both.

### ***About Author***

Teri Goetz, MS, LAC, ACC is a modern medicine woman. Teri has been working with women for 25 years in sickness and in health, from childbirth to menopause, empty nesting to starting and developing a new business. In her east meets west approach of merging the ancient with the modern, Teri integrates time-honored medicine and practices with contemporary brain science and coaching techniques to help you be the best and happiest you can be.

Teri is a doctor of Chinese medicine, an intuitive, transformational coach, speaker, group facilitator, writer, and mentor.

Her unique history and education serve as the background for her work. After graduating summa cum laude from NYU, she went on to become board certified in both acupuncture and Chinese herbology and practiced as a doctor of Chinese medicine for 14 years. She is an Advanced Certified Professional Coach, Childbirth Educator, Labor Doula, Reiki Master and is an expert in helping women grow happier and healthier through their transitions.

She is a wife and mother to two daughters and two step kids. When not traveling, she lives, works and gardens in New York with her husband and Bernese mountain dog, Tessa.

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