
DISCOVER YOUR SUBCONSCIOUS *money blocks*

A guide to help you unpack the challenges you're experiencing with money.

You'll walk away with a clearer understanding of how your brain works, greater awareness of your beliefs about money, and tools to help you on your path to a healthier relationship with money.

Prepared by:

NET POSITIVE COACHING

Introduction



Money is a really fraught subject in our world.

You can feel like you're doing everything right, following all the best practices and rules and still feel stuck.

Money seems like it's this straightforward thing, and if you just figure out the right formula you'll be able to unlock it.

Here's the thing that so many of us get wrong about money: Money isn't logical.

As humans we like to think that we are making logical decisions with our brains, but we are in fact highly emotional creatures who are constantly seeking approval, control or safety.

You can design the most ideal plan for your money on paper, but it means nothing if you're not actually going to be able to stick to it.

Well meaning experts tell you to make a "simple" change in your financial behavior, but that assumes that your decisions about your money are conscious decisions.

I'm here to show you how you **actually** make financial decisions, and how you can start to shift your behavior in a lasting way.

I'm Selomé, a trauma-informed money coach who helps creative folks heal their emotional relationship with money. My clients leave feeling more relaxed, confident, aware of their money and connected to their bodies.

I was a corporate creative who had a ton of debt from art school and was convinced I was bad with money. I made **all** the mistakes with my money and after learning I owed \$16K to the IRS, I realized that I had to figure my money sh*t out ASAP. You can learn more about me and my work [here](#).

I learned through my own complicated journey with money, that lasting change **only** comes from working with your subconscious.

Until you face what's underneath the surface emotionally, you won't be able to implement practical personal finance tools and best practices successfully.

Wondering what your subconscious has to do with your money anyhow?

Let's get started.

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What is the subconscious?

Conscious

Runs 2-5% of your daily life



Subconscious

Runs 95-98% of your daily life

Your conscious (or thinking) mind only runs 2-5% of your your daily life. Your conscious mind is what comes up with original ideas and what you use to make choices.

When information (like experiences you have) is impressed with repetition and emotion it is passed on to the subconscious.

The subconscious is what runs 95-98% of your daily life. It runs on emotions and is where your habits, beliefs and self-image originate.

Your subconscious controls the vibration of your body (your nervous system) - signaling to you what is safe vs unsafe.

We can have logical associations with what might be "safe" vs "unsafe" but your subconscious doesn't work in logic so I also like to use familiar and unfamiliar. Familiar is "safe" and unfamiliar is "unsafe".

Striving to feel safe is what leads most of our decisions with money. However, what your subconscious sees as familiar and what your conscious mind logically understands "safety" to be can be in direct opposition.

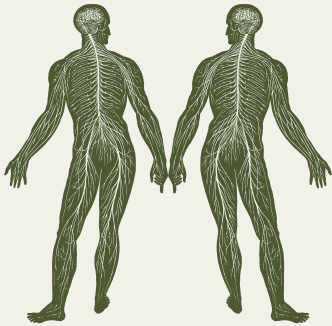
Example: Let's say every time you went out to eat with your family when you were a kid, there was tension when the bill came. If extra things like drinks or dessert were ordered your parents would argue about it. It could then get planted into your subconscious as a belief about what is right and wrong behavior. Ordering as little as you can is right, ordering extra things is wrong and could get you into trouble.

As an adult, this might mean that you deprive yourself of getting a drink or dessert when you're out because it feels like "too much". You could also swing the opposite way and over-order because you want to rebel against the feeling of deprivation.

The thing is that your conscious mind is really good at coming up with logical justifications for your automatic emotional reactions.

Most of the time when you encounter a financial situation, you might think you're making a conscious choice, but you're actually having a subconscious and automatic nervous system reaction based on your lived experience.

What is the nervous system?



Your subconscious mind is closely connected with your nervous system.

Your nervous system is your body's command center (made up of your brain, spinal cord and nerves) that controls your physical movements, thoughts and automatic responses (things like pumping blood, breathing and digestion).

It also dictates automatic responses to the world around you.

Your nervous system signals to your brain what is familiar versus unfamiliar.

It's important to know that your brain and body are wired for efficiency. There is so much information coming at you through all of your senses, that to save time, your brain relies on prediction.

Based on what has happened in the past, your brain and body make assumptions about what is going to happen this time - all with the ultimate goal of keeping you safe both physically and emotionally.

Example: Let's say you grew up in a household where your parents struggled to make ends meet and any discussions around money were tense and stressful.

As an adult, you might find yourself avoiding talking about money, discussing your rates or negotiating for yourself.

Even though logically you understand that talking about money is part of life and work, your body registers the feeling as uncomfortably familiar, so you avoid it.

The feeling of struggling financially also feels familiar to your nervous system, and so the idea of having more money can feel dangerous. This is why there are countless stories about people winning the lottery and losing it all. On some level their nervous system fears having that much money, so they find ways to get rid of it.

These automatic reactions are all ultimately for survival like if you're going to starve to death or a tiger is chasing you.

But in our modern day lives, there are lots of things that trigger the same physiological reactions, **our brains can't tell the difference between a physical threat like a tiger chasing you and the emotional threat of opening your bank account to see you might have overdrawn it.**

What about trauma?



Your subconscious mind and your nervous system are programmed through the events you experience.

As previously mentioned, when information is impressed with repetition and emotion it is passed on to the subconscious.

This where trauma comes into play. Trauma occurs as a result of emotional, physical or psychological overwhelm.

One single event is not inherently traumatic or not. Trauma is a result of how your body and nervous system respond to the external stimulus which is different for different people.

There are three different kinds of trauma: acute, chronic and complex.

Acute trauma is what we most often think of when we think of trauma, like a car accident, a parental divorce, a natural disaster etc.

Chronic trauma is a result of prolonged events over an extended period of time, things like war, poverty, discrimination, domestic violence etc.

Complex trauma is exposure to multiple traumatic events or environments, like childhood abuse, having a mentally ill parent, abandonment, neglect etc.

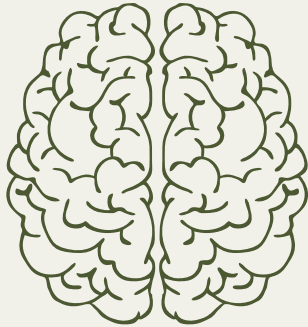
What are some significant life events, that you might not have previously considered traumatic, that had an effect on your sense of safety and in turn your experience with money?

If you are actively experiencing trauma or are reminded of a traumatic experience (aka triggered) it is likely that your nervous system will become dysregulated and go into one of four states: fight, flight, freeze or fawn.

When your nervous system is dysregulated you are hyper-focused on avoiding what your body perceives as danger and don't have access to the full functions of your brains. **When your survival brain is turned on you essentially can't make good decisions.**

Getting familiar with how your body reacts when it's in stressful situations can alert you to when you might need to pause and use tools (psst there's a free one on the last page) to bring you back into your thinking brain.

Money Beliefs



I know that was a lot of information, but it's helpful to understand how your brain works and has learned the patterns it exhibits. It can give you a lot more compassion for yourself and the challenges you've experienced with money.

Now that you have a deeper understanding of this, you can more clearly see how all of these factors affect your beliefs around money.

One of the first things I do with clients is to examine their money beliefs, as these can often point to how your subconscious was programmed and when.

You aren't just born with money beliefs (and we don't all have the same ones), they have been conditioned into you via TONS of repetition from your family and society.

Your beliefs inform your actions, so what you believe about money directly impacts your financial decisions. If you're not aware of your them then this is all happening on a subconscious level.

Examples of Money Beliefs:

Money is energy
Money always comes back
Rich people are greedy
You have to work hard for money
Money is stressful
You can't make money doing what you love
I'm bad with money
People with money are different from me

Journal prompts to uncover your money beliefs:

My mom was _____ when it came to money
My dad was _____ when it came to money
I've always associated money with _____
I feel challenged by money because _____
If I didn't have to think about money I would _____
The one thing I've never done because of money is _____

What beliefs came up for you? Did anything surprise you?

The process of change

Now that you have some clarity on your money beliefs, you are probably becoming more aware of how they impact your behaviors with money.

You also now know that you have an emotional relationship with money, and that becoming conscious of the nature of that relationship can change your life.

You might understand that intellectually, but what can you actually **do** to shift your relationship with money? It's actually a simple process, but simple doesn't mean easy.

1. Become aware of how your relationship with money currently shows up in your life

What are the thoughts and beliefs you have around money? What are the feelings that come up in your body? What are the activities or groups of people or scenarios with money that bring up sensations for you?

2. Clarify what you would like to feel instead

How would you like to feel about money? What would that feel like in your body? Look like, sound like, taste like? What could you do if you were free from challenges with money? How will you know when things have changed?

3. Identify what has to change in your life

Are there thoughts or activities you get to release? People you get to spend less time with? New practices that you will have to implement? What support will you need?

4. Implement those new changes and keep track of your progress

Get really honest with yourself about what's working and what's not working. You get to practice forgiving yourself when you fall back into old patterns, which you inevitably will. You get to celebrate the wins no matter how tiny.

5 Embrace your new relationship with money

One day you'll notice you're able to stay centered in moments that would have sent you into a complete panic in the past. You feel so much confidence in and trust with yourself. You know that you can handle any financial challenge that comes up and you can support yourself through it emotionally as well.

What's next?

Now that you understand the change process, it sounds pretty straightforward, right??

It **does** get to be that simple, but like I said simple doesn't mean easy. The truth is that each of those steps could be an entire standalone course.

Additionally, doing this all **alone** is incredibly challenging. I know from personal experience that my own money journey sped up once I started working with coaches, therapists and mentors.

This is the work I now do with clients because it is incredibly hard to see outside of your engrained patterns, and even harder to offer yourself compassion when you falter. That's my job.

However, as you begin to rewrite your own relationship to money. I wanted to leave you with a free resource to help guide you on your journey.

As mentioned, in order to make lasting change it's essential to get to the root of where your thoughts, beliefs, patterns and behaviors come from.

Hypnosis is a powerful tool to help calm your nervous system and start to untangle some of your subconscious beliefs. With repetition, it can rewire your brain.

I made a hypnosis recording to help you get into a state of relaxation and abundance where you'll realize that everything you desire is already available to you. It's great to use before any challenging money task.

[Download my free hypnosis recording on abundance.](#)

If you're committed to finally shifting your relationship to money and think you could benefit from having a guide, I'd be honored to support you.

[Schedule a free clarity call](#) where together we will uncover what's really going on with your money and mutually decide if working together would be a good fit.

Thanks for being here, and let's stay in touch!
My website and socials are linked below.



Selomé

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