**LIMITING BELIEFS ASSESSMENT –SELF, MONEY, BUSINESS, SALES**

For each belief, state it OUT LOUD and tune in to how true it FEELS to you (get into your heart, not your head).   
Give it a rating of 0-10 with 10 = Feels totally true and 0 = Doesn’t feel true at all. Write it down next to the belief.

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| # | **SELF-CONCEPT BELIEFS** | # |  |
|  | Mistakes & failures are bad |  | I’m powerless |
|  | I’m not good enough |  | People aren’t interested in what I have to say |
|  | Change is hard and takes a long time |  | What I have to say is not important |
|  | I’m not important |  | It’s dangerous to have people focus on me |
|  | What makes me good enough or important is having people think well of me |  | What makes me good enough or important is doing things perfectly |
|  | Nothing I do is good enough |  | If I make a mistake or fail, I’ll be rejected |
|  | I’m not capable |  | I never get what I want |
|  | I’m not competent |  |  |
|  | I’m inadequate |  | **CONDITIONED FEARS** |
|  | I’m a failure |  | Fear of being criticized or judged |
|  | I’m stupid |  | Fear of people putting their attention on me |
|  | I’m not worthy |  | Fear of not meeting peoples’ expectations |
|  |  |  | Fear of being rejected |
|  | **MONEY BELIEFS** |  |  |
|  | I’m not good with money |  | If I make a lot of money, I may lose my friends |
|  | I can’t hold on to money |  | What I know/do isn’t very valuable/worth much |
|  | Money is the root of all evil |  | You need to hold on to money for a rainy day |
|  | Money corrupts people |  | Money isn’t spiritual |
|  | If you have money, people will try to take it away from you |  | It’s wrong to charge (a lot) for helping others  get well |
|  | Rich people are snobs |  | Money is hard to get/come by |
|  | Rich people are greedy/selfish |  | I have to work really hard to earn (a lot of) $$ |
|  | It’s bad to be wasteful  If I get something, someone else can’t have it |  | It’s selfish to want/ask for more than what you need |
|  | There’s not enough money |  | It takes money to make money |
|  | Money’s not important |  | You shouldn’t talk about money |
|  | It’s no fun to save money instead of spending it |  | I’ll never have enough money |
|  | If I make more money, it will upset someone in my family |  | It’s wrong to have/want extra when others don’t  have enough/the basics |
|  | The man should be the one earning the money |  | I don’t deserve to have a lot of money |
|  | The man should be the one to take care of the money |  | I shouldn’t want a lot of money |
|  | A woman shouldn’t make more money than her male partner |  | Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
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|  | **BELIEFS AROUND YOUR BUSINESS** |  | What I have to share isn’t that important |
|  | People won’t pay for what I've got to share |  | I’m nothing special |
|  | People won’t pay what I want/need to charge for this |  | My expertise is common sense; why would anyone pay for it? |
|  | I don’t know enough/ I need to learn more |  | No one will want what I offer |
|  | They’ll find out I’m a fraud/a fake/a phony |  | Everyone else is better than me |
|  | I don’t have the right personality to succeed |  | I can’t do this |
|  | I’m not as good as people think I am |  | I have to be perfect for them to like me |
|  | I never get what I want; why even bother? |  | I have to be fake for them to like me |
|  | I’ an imposter |  | I’m not good at marketing |
|  | I don’t really need as much money as I think I need |  | I’ll get overwhelmed if I attract more clients/customers |
|  | I’m not that good at what I do |  | It’s not a good time to start a business |
|  | I can’t handle a full/(full time) practice |  | People won’t hire/buy from me in this economy |
|  | I’m not a good speaker |  | I don’t have what it takes |
|  | Who am I to try to do this? |  | My target audience is too small |
|  | My target audience has no money |  | There are too many competitors |
|  | I’m too disorganized |  | No one is spending money right now |
|  | I’m afraid if I try to sell, people will see me like a used car salesman |  | I have to know all the answers before I even start |
|  | I don’t really know what I’m doing |  | I’m not motivated enough |
|  | Nothing I do ever works out right |  | I shouldn’t charge money for this |
|  | I won’t be able to handle it |  | People won’t want what I provide |
|  | I won’t have any fun if I have my own business |  | I’ll have to give up all my free time |
|  | People won’t pay my full fee |  | I have to discount to compete |
|  | I have to discount to get customers |  | People buy mostly by price |
|  | I‘ll spread myself too thin |  | I’m not as good as \_\_\_\_\_\_\_\_\_\_ (person) |
|  | I can’t sell myself |  | I’ll never make good money at this business |
|  | The market is saturated |  | I don’t have anything new to offer |
|  | They’ll think I’m greedy and inauthentic |  | My industry is too unstable |
|  | You have to work hard to make money |  | This is hard work |
|  | I’ll have to work too hard to succeed |  | If I don’t work hard, I don’t deserve what I got |
|  | I won’t be able to have a life |  | It will all be taken away when I get it |
|  | I’m not good with money |  | There’s not enough to go around |
|  | I don’t have time to market |  | I don’t have money to market |
|  | I might have to travel a lot |  | I don’t have enough time to \_\_\_\_\_\_\_\_\_ |
|  | I’m too \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to make this work |  | A man is supposed to take care of me |
|  | It’s wrong for me to earn more money than my father/older brother/peers/etc. |  | My spouse will resent me if I try to start a business/become successful/make more $ |
|  | It feels sleazy/uncomfortable to ask for money |  | If I earn more, people will try to take it from me |
|  | I can’t afford to get help |  | If I earn more I’ll have to pay more taxes |
|  | I don’t have what it takes to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  | I’m not \_\_\_\_\_\_\_\_\_\_\_\_\_\_ enough |
|  | I’m too \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to make it |  | People won’t like me if I’m successful |
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|  | **BELIEFS AROUND SALES** |  | I feel greedy/sleazy when I try to sell |
|  | People won’t pay for this |  | What I have to sell isn’t that important |
|  | People won’t pay what I want/need to charge for this |  | What I’m selling isn’t worth what I’m charging |
|  | I don’t know enough to sell this |  | No one will want what I’m selling |
|  | What I’m selling isn’t good enough |  | I have nothing to offer |
|  | I don’t have the right personality for sales |  | I can’t do this |
|  | I’m not good at selling |  | Everyone else is better than me |
|  | If I call people, they’ll hang up on me |  | If I follow up with a lead, they’ll think I’m only interested in their money |
|  | I feel like I’m taking people’s money |  | People buy mostly by price |
|  | If I follow up with a lead, they’ll think I’m desperate |  | If I follow up with a lead, they’ll think I’m  needy |
|  | I’m afraid if I try to sell, people will see me like a used car salesman |  | I’m afraid people will think I don’t really know what I’m talking about |