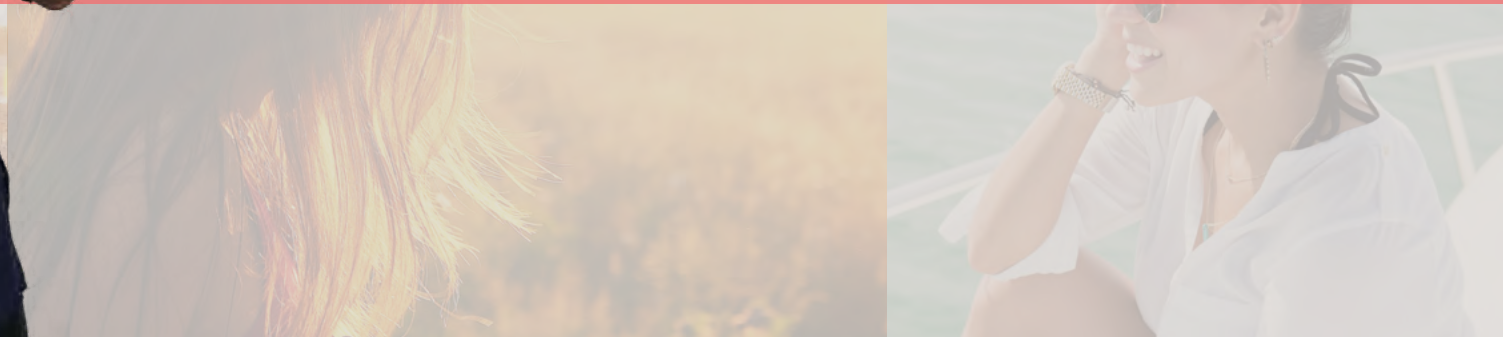




MIND OVER MONEY:

Change Your Thoughts,
Change Your Financial Future

By Hilary Hendershott, MBA, CFP



I've been a financial guide and advisor for women for more than 15 years now. In that role, I have the privilege of knowing the inner workings of the financial lives of my clients, whom I respect and deeply care about. And because of those relationships, I also know that for a woman, having achieved wealth does not always lead to the experience of financial freedom.

I found myself wishing that, along with a professional investment portfolio and trusted advice, I could offer my clients a transformation of thinking. I wanted to be able to set them free to enjoy their life, love, friendships, family and money freely and without reserve.

Then, several years ago, after making my own money mistakes, I went looking for what scientists and brain researchers were saying about why smart, well-meaning people can still fail financially.

I was surprised to find the answers to both of these questions in just one idea. I put them to use, and soon, I had both happier clients and fuller bank accounts.

In this guide, you'll discover the most important details of what I found.

I was desperate, but I knew the answer had to be somewhere.

What I discovered astounded me —

- I found that the academics and experts have already pinpointed the brain's ability to process our understanding of money.
- They've already explained why some people are destined to amass fortunes and others, if left to their own devices, are doomed to failure.
- This information is already known, but not understood, and certainly not being taught widely to the people who really need it.

I used what I had learned to transform my own financial life.

When I finally stopped worrying, I felt confident, and knew the steps to take so that I could rebuild my wealth and grow a successful company.

I trademarked the phrase *Money Operating System*™, to describe what I had found.



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Your Money Operating System™ controls your entire financial life.

What you think about money controls what you buy, what you spend, how you save and invest, how you interact with others who have more and less than you, and how you think and feel about yourself in all of this.

Maybe you think of these as “money blocks” or “limiting beliefs” or your “money mindset”—it’s all essentially the same thing, but this **Money Operating System Technology™** takes it a step further in isolating, understanding, and gaining power over it.

If you see it for what it is, you can *finally* overcome it.

In your life, you’ll gain control and the ability to make conscious choices, increase your income, your wealth, expand your confidence, and truly enjoy financial freedom.

That’s the big idea.

A NOTE FROM THE AUTHOR:

I first spoke publicly about the **Money Operating System™** in my TEDx talk which was called *The Surprising Power of Language to Make You Rich*.

This guide integrates all of that research and content, as well as new and valuable distinctions that will help you identify the systems you currently have in place in your life that are preventing you from producing any new result, until now.

If you read the guide and complete the worksheets and exercises at the end, you’ll have drawn a complete picture of the system you’ve created that is your financial life.

When I work with clients, I help them introduce a brand new money system—one that works.

New systems, habits and beliefs are critical to financial transformation simply because you’ve got to replace what’s already there.

I’ve yet to meet a human being who wouldn’t be willing to become someone who receives and keeps more wealth in their lives, and that does happen as a result of this work for both me and my clients.

And what’s also possible is achieving financial maturity—real and experienced security, freedom and peace of mind.

That is the work I hope we’ll do together.

INTRODUCTION

As human beings, we are systems unto ourselves. We work in a complex community of relationships that allow us to interrelate and create our lives. We interact with other human beings and create our experience of life.

We connect through these systems. Thoughts are transferred from one human being to another. We learn. We exchange. Inside this exchange—this idea of connection is this idea that, for conscious human beings, a life of success and achievement is often (soon) devoid of satisfaction.

Once our cups are full, we can live alone at the top for a brief moment in time, and then we become aware of what's left—the communities and people we care about and our neighbors who live with less.

Connection to that suffering brings back an awareness of the ache left inside—the yearning—to make an impact—to make a difference—to do a human something about the state of things beyond our personal worlds. The great human hoax is that one human being can be successful.

I assert it isn't possible. If I'm not successful, you aren't successful. If you're not successful, I'm not successful. We rise and fall together.

One world. One human race. One air supply. One water source. One atmosphere. One gravity.

But how we talk about this oneness—well, that happens in language.

THE LANGUAGE OF YOUR MONEY OPERATING SYSTEM™

We think the language we use is a reaction to our world. We relate to the things we say about life as though they are an accurate description. For example:

“It’s 3 o’clock”

“The floor is dirty”

“He’s not nice”

“I can’t afford it;”

And, for the most part, the scientific and academic communities have agreed with this assumption—that our descriptions are results of the world around us and that they’re largely accurate.

Let’s examine that, though.

Now, neuroscience research is finding that, at least in some areas, our language actually gives rise to our experience, thoughts and actions. Even though it seems obvious that we are describing our world, sometimes our language creates our world.

Dr. Lera Boroditsky, a Stanford Psychologist, has shown that language doesn’t just express otherwise universal thoughts, language gives rise to our thoughts. Her work has shown that if you change how people talk, you can change how they think. If people learn another language, they also learn a new way of looking at the world. When bilingual people switch from one language to another, they report that they start thinking differently, too.

I became very interested in how language was creating my world when I suffered near financial tragedy in my twenties. I graduated from college during the height of Silicon Valley’s Dot Com Craze in 1998 and was earning six figures within just a few years. But I spent every penny, and somehow my experience was ALWAYS that there wasn’t enough.

And I was frustrated. How does an educated person with good intentions fail to produce positive results? How did I, who had so much, still experience the world and my accomplishments in it as not enough?

At the same time, I was getting my start as a financial advisor and began my one-on-one work with affluent clients... millionaires and multi-millionaires.

Over time, I started getting to know my clients. And I realized that many people who are wealthy still struggle with money. Some millionaires have an irrational fear of running out of

money, some have shame about being wealthy, and still others destroy precious relationships over money.

Then, there are people, some of whom have less money, who are confident, rational and peaceful about it.

I was fascinated.

It turns out that one area where language is particularly definitive is in describing concepts, things that can never be seen, touched or tasted.

Time is an example of something that is entirely conceptual. So here are things we often say about time:

“I don’t have time.”

“Time flies when you’re having fun!”

Both of these statements refer to the experience of time moving quickly. Yet, notice when you read the first statement, you probably experience some form of frustration, anxiety, pressure or perhaps confinement—some closing in—some lack—some sense that there is not enough.

And when you read the second statement to yourself, you

experience some happy memory of the past, time spent with loved ones or an especially exhilarating experience—a sense and space of fulfillment. An experience of joy. Maybe even a generous feeling welling up—like “ohhh, I’d like to do that again.”

Language gives rise to experience.

HOW YOU LEARNED ABOUT MONEY

Just like time, money is also largely conceptual. It only actually exists in language. We think cash is money. But cash is just a representation of money. Actually, an increasing number of retailers do not accept cash, and if you don’t believe me, try paying cash for a cocktail on any commercial airline flight.

Nope. Cash is not money.

Money is not the numbers you see in your bank balance.

Your credit card does not physically contain money.

Further, gold is not money and checks are not money.

We cannot actually see or touch money, because money is just a promise, delivered in measurable units that can be transferred at the connection of exchange for something we want, we value, we need.

And I submit to you that that is the ONLY thing that is fundamentally true about money. But we don't live like that, do we?

Most of us live like money and wealth have intrinsic meaning, but they don't. Money has a role in your life, a job, but it doesn't have intrinsic meaning.

When you were a child, money didn't exist for you... until it did. Money is a human construct, a mutual agreement reality that adults participate in, so it was tough for you to grapple with its intangible nature.

You were a blank canvas, but not for long. As you reached for understanding, your mind sought out and replaced lack of understanding with what the environment provided—a superstition about money, a belief about what money is.

The first thing your young mind found to be true about money became your **Money Operating System™**.

Money is conceptual, and the young mind seeks to translate the conceptual into something it can understand.

The formative mind might as well be saying, “I know I can't understand what money is, so at least give me something I can know to be true about money.”

And at that moment of translation from concept (nothingness) to superstition, human beings get stuck.

You got stuck with a **Money Operating System™**.

Once belief is operating, it is, in fact, a kind of programming language upon which all the money concepts are coded.

I call this your **Money Operating System™**—and you can't do anything about it until you understand that it is now installed and in charge.

This operating system (as with the computer you connected with me on) draws its power from your belief and impacts every day exchanges.

This belief has now been installed as dominant across your entire financial landscape. The amount you save, the amount you spend, whether you invest, how you invest, how you negotiate for a salary, and how you feel about all of that is informed and controlled by that overarching belief that you, unwittingly, installed as boss.

This belief might have been handed down through generations.

It's almost certainly informed either by a story you were told or overheard about money, or by a story you told yourself about some experience you had that involved money.

It's not easily discovered. When you go looking for it, it's like the air that you breathe or the water that you swim in. It is a basic statement or assertion that you not only believe to be true, but is the way your money options are defined and controlled in your world.

It's your **Money Operating System™**. It's pre-coded. It determines how you access and interact with the wider world.

Here are five common **Money Operating Systems™** I see.

5 COMMON MONEY OPERATING SYSTEMS™

1. There will always be enough money.

People with this belief can be high earners, sometimes they are salespeople or their compensation is somehow performance based. But sometimes they're average earners who live simply, so they just don't realize how much money they actually need to save, and they need to be careful about being lulled into a false sense of security around money.

For example, I once met a man with this **Money Operating System™** who had just retired at age of 66 and was absolutely confident about his financial security. He only needed \$50,000 per year to live on, so he was shocked when I told him that the \$120,000 in his savings accounts was likely to fund less than three years of retirement income.

2. *If I am good, the universe will give me what I need.*

While I do think this is a positive world outlook, it doesn't tend to lead to productive financial behavior, like saving and investing, because these folks believe that their financial health is a function of virtuousness.

This **Money Operating System™** often exists for people in conjunction with a religious belief system.

3. *Money gives me value./Money makes me powerful.*

These people have money very intertwined with their self-worth. Other people often perceive them as powerful around money and business. If they are successful, their ego and confidence grow with their bank account. If they are unsuccessful at producing results, their confidence suffers and people can spiral downward. Interestingly, I when I discovered my own **Money Operating**

System™, I found that I was running my show. This was one of them.

4. *There will never be enough money.*

Pretty self-explanatory, and this actually was my other Money Operating System™. It co-existed very destructively with “Money makes me valuable”.

It's unfortunate that I ended up with two that so obviously contradict one another, because as I was manifesting the Money OS™ “There will never be enough money” by overspending my income, my confidence was plummeting because I didn't have any money left to prove my value.

5. *Money is bad/the root of all evil.*

People with this belief conflate social problems with the fact that we live in a capitalistic society. They find virtuousness, if not righteousness, in living without a lot of material possessions, and are very successful at finding evil rich people to vilify. Their negative opinion of money leads to destructive financial behavior.

These are just some of the Money Operating Systems™ I've seen and discovered in my work with clients.

I work with clients to identify their money beliefs so that they can

remove money blocks and finally build wealth and create financial success for themselves. It's very common these days to talk about the emotions of money, but that conversation is not complete without understanding the power of the Money Operating System™.

Your own Money Operating System™ might be something different. Whatever it is, the core of it will be in very basic language because you created it as a belief you could understand when you were a child. You may have something very sophisticated sounding that you say to yourself or other people NOW, but that's always on top of something pretty elementary.

THE WORLD OF THE MONEY OPERATING SYSTEM™

Your brilliant mind is very effective at not only gathering evidence for what it believes, but at creating situations that reinforce it. So you'll have complex patterns of behavior and dialogue that keep these situations in place. A network of behavior that produces results that reinforce your belief.

It's a belief... and your belief created the system.

When you commit to the Mind Over Money Journey, and can move past the limitations of your belief system, you learn to act strategically and heed the lessons of your own psychology.

You learn behavior modification.

Then, with good planning and execution, you can experience the miracle of compound interest working with your actual regular savings plan—and, no matter the number you need, it works to help you achieve your financial goals.

Most people I meet would love to shift or change their experience of money in some way. Most commonly, people find they'd like to bring in more money or just keep more of the money they're bringing in.

Sometimes the shift around money that would make the most difference is emotional—finding courage, healing old wounds, accepting the challenge to become economically independent, experiencing being worthy of wealth.

Whatever your call to greatness, this guide is a critical component to understanding the YOU that created your current financial condition, and establishing the YOU that will eventually prevail.

True transformation is enabled by mastering the **Money Operating System™** distinction, and the remainder of this document contains worksheets and exercises that will have you reveal to yourself what was previously hidden.

Discovering your own money systems will give you tremendous insight and help you see an entire world of new possibilities in the

place of a history of daily thoughts, feelings and rituals that, until now, just seemed like how things had to be.

ONLY ACTIONS MATTER

I cannot overstress the importance of taking new actions to alter your financial reality. If you simply read this guide and put it away, without doing the exercises and without taking new action in your life, your financial realities will continue, unaltered.

The insights you've gained and will gain from this guide will not cause you to feel confidence enough to raise your prices or ask for a raise. New thoughts will not bring comfort where there is suffering or peace where there is regret. Only new actions will bring new thoughts and feelings. You must act, often in the face of, or despite a lack of inspiration.

In the first few months and maybe even the first year of my own financial turnaround, I felt no inspiration. No new energy fueling my new behaviors. It often felt like drudgery. There was only a decision that I was never going back to that place, and a knowing of the actions it would take to get there. I lived in that decision.

And then, one day I woke up and the debt was gone. Soon, retirement savings was rebuilt. Now, I own a woman-centric business worth more than a million dollars and growing. True financial fitness and financial freedom!

My current financial realities are a world away from where they were. My thoughts and feelings have followed suit: I experience confidence, freedom and joy—but I needed to produce a history of new actions to generate the new thoughts and feelings.

The choice is yours, but if you are interested in a financial transformation, take new actions today.

“Excellence is never an accident. It is always the result of high intention, sincere effort, and intelligent execution; it represents the wise choice of many alternatives – choice, not chance, determines your destiny.”

~ Aristotle

“A real decision is measured by the fact that you’ve taken a new action. If there’s no action, you haven’t truly decided.”

~ Tony Robbins

The following exercises are designed to help you take the small actions necessary to cement your decision to change your financial destiny.

You don’t need to do all the exercises at once, but I highly recommend setting aside an uninterrupted block of time to go through them. In some cases you’ll want to think through your answers. In other parts of the exercises, you’ll want to be very spontaneous and respond with the first thing that pops into your head.

Remember, these exercises are for you. Answering them as honestly as you can will help you to gain the truest perspective on where you are now, so you can begin making real progress toward the financial future you deserve.

After you’ve completed the exercises, save them to a file on your computer labeled “My Money OS”.

And if you want ongoing insights and new training opportunities, by all means, [subscribe to my podcast on iTunes](#).

MONEY OPERATING SYSTEM™ EXERCISES

What are your formative or first memories of money?

How was money talked about and handled in your family as you were growing up?

What was your parents' attitude toward money?

What have you done with your own money as a way to either mirror or reject the way your parents were with money?

Would you say you have a positive or negative relationship with money?

Describe money—what are its characteristics to you?

For example: Money is hard to get. Money makes drama. Money makes people sexy and powerful. Money seems to always show up mysteriously. I don't like what money does to people. Money just is. Money could run out. Money is a means to an end. It represents food, shelter, fun, etc. It can make life easier, more convenient or the lack of money can make life more stressful.

CIRCLE THOSE THAT APPLY TO YOU

If you circle three or more of the following, at least one of your Money Operating Systems® is likely related to the statement above the list.

If you have a scarcity-based Money Operating System such as “There’s never enough money”:

- You don’t know how much money is in your bank account. When you think about looking, you get emotional.
- You’re not earning what you think you should be earning.
- Money burns a hole in your pocket.
- You buy things you know you shouldn’t.
- You sometimes make agreements to pay for things that you break.
- You say things like “I can’t afford that.”
- You overdraw your bank accounts.
- You have financial emergencies.
- You have chronic debt.
- Wealth and Financial Freedom seem out of reach.

If you have a normative Money Operating System such as “Money is bad”:

- You don’t know how much money is in your bank account. When you think about looking, you get emotional.
- Deep down, you think having money or wanting money is bad.
- You think rich people are greedy, evil, materialistic or selfish.
- You live paycheck to paycheck.
- You think being broke is virtuous (even if you don’t want to think that).

If you have a perfunctory Money Operating System® such as “Money is a tool” or “Money is a resource”:

- When you need more money, you find ways to get it.
- You generally always save, and you feel like you are on track for Financial Freedom.
- You follow the rules of money.
- You put some of every paycheck in retirement or other savings accounts.
- You have a hard time making large purchases, such as a new car.

If you have a dissociative Money Operating System® such as “Other people will take care of me” or “Money just shows up” or “If I’m good, the Universe (or God) will give me what I need”:

- You know you can get money from others, like your parents, if you ask. When you need money, someone gives it to you.
- You’re not saving much at all for Financial Freedom, in fact, you don’t really think about that because it’s probably going to be taken care of by someone else.
- The way you handle money makes it obvious that you are thinking and planning for today, but not the future.
- You love the idea of spoiling yourself.
- You believe that if you are a good and virtuous person, everything will work out for you financially.
- As things stand right now, you think you probably wouldn’t make a good financial partner for someone.

If you have an over-confident Money Operating System® such as “Money is no problem” or “There’s always enough money”:

- You make good money and you save it.
- You find it difficult or unnecessary to talk about the details of it with anyone, including your spouse or partner.
- You feel confident, maybe even arrogant, about your money habits. When the people you love need something, you make it happen, but you’re aware there are trade-offs.
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If you have an over-confident Money Operating System® such as “Money is no problem” or “There’s always enough money”: If you’re honest, you’ve never actually done any math or worked with a professional to see where you are in relationship to your goals.

- You don’t worry about money.
- You are generally always willing to spend money.
- When it comes to expenses shared with friends or family, you’d much rather just pay for something than have any kind of drama or upset about it from anyone else.

If you have a self-punishing Money Operating System® such as “I’m just not good with money”:

- You believe you’re not good with money.
- You believe you aren’t good at math.
- You aren’t sure at all how much you have or how much you spend. Talking and thinking about money really overwhelms you.
- You might be an artist or a creative.
- You wish someone else would just handle your money for you.

If you have a chaotic Money Operating System® such as “Money is complicated”:

- You have money drama with the people in your life, especially family members.
- You might share money, property ownership, business ownership or other money-related interests with friends or family members. These intermingled interests don't always go well but you feel you can't distance yourself or exit the partnerships.
- There might be lots of money in your family.
- You harbor bad feelings about other people and the way they are with money.
- You feel others have done you wrong financially or that you can't live the life you really want to live because of financial entanglements.

If your Money Operating System® is “You have to work hard for money”:

- EITHER: You work really long hours, probably don't feel that you are compensated generously, and sacrifice important things in your life for money. Other people think you work too much. OR: You refuse to work harder than you do, because you choose “balance” or “quality of life”, but you're not earning near enough money to fund today and tomorrow.
- You feel righteous/indignant about whichever of the above choices you have made.
- The idea of generating a high income and still having a life you love seems out of reach to you.
- EITHER: You're not saving enough. OR: You're saving, but you're totally overworked and exhausted. If your Money Operating System® is something different, write down what it is here:

If your Money Operating System® is something different, write down what it is here:

IN CONCLUSION...

If you've read this far and completed all of the Money Systems and Money Operating Systems™ exercises, congratulations. I'm sure at this point you've had insights into your money life that are new. For most, this is a fairly emotional experience. You might find yourself inspired for change, frustrated at lack of results, or even resigned because you've always had a sense that money mistakes were your own doing but no sense of how to change them.

Again, I get it.

You've received this eBook as my free gift to you. If you want to continue on your path to financial transformation, I invite you to make that decision today! The past is the past and all you can control is the future. YOU are in the driver's seat!

After all, this is the most empowering truth about life—"If it is to be, it is up to me."

So, decide. Decide today, now, that your future doesn't have to look like your past. Decide that you are going to create financial freedom for yourself. Now that you understand the faulty systems that have been in charge, you can leave them behind and create new ones. Oh, sure, it might feel painful and slow. It doesn't have to, but it might. But just remember, you have decades of experience in empowering the belief you got stuck with when you were little. Now it's going to take some time to rewire all of those neural pathways! Have patience. Be compassionate with yourself. Get some buddies to support you.

And that is just ONE of the things I have to offer you today.


To move you forward into the life you most want, I've included here some suggested habits, practices and specific steps you can take that I'm sure will get things moving in the right direction.

Here are the actions I recommend you take now:

1. Make sure you're subscribed to [Profit Boss Radio](#). Profit Boss is a weekly show where I interview topic experts who will share with you their best practices, every day people with real money stories to tell, and occasionally offer my own teaching and wisdom from 15 years of working closely with clients to improve their money life. This is your Women's Wealth Mastermind! It's a place where we are having the talks that nobody else is having about money. You can count on getting the real deal from [Profit Boss Radio](#).

How to subscribe to a podcast: Find directions on my website at hilaryhendershott.com/podcast

2. Connect with the live mastermind Profit Bosses in my [private Facebook group here](#). This is where you can ask questions and get live support about what you're learning in Profit Boss. Just request admission and you'll get it! I promise! My team and I personally curate the conversation to ensure it stays supportive, welcoming and valuable.
3. Are you considering hiring a financial advisor? I specialize in offering Personal Chief Financial Officer services to women who have a million dollars or more to invest. If this is you, or if you are well on your way there, and would like to schedule a 15-minute call to discuss how you can grow your wealth and expand your financial freedom this year, please email us at



Hilary@HilaryHendershott.com or call 877-569-5508. I look forward to connecting and discovering if I might be the right person to partner with you to achieve the things you most want to achieve.

I offer various coaching and training programs. By being connected via email, Facebook and on the podcast, you'll be sure to be notified of when registration is open.

Most of the world has no idea that there are SEVEN specific skills, learnable traits, that can nearly ensure your financial success. I call these the **7 Secrets of Financial Freedom**.

Of course I'm engaged in the process of teaching my clients each of these skills until they are mastered. Until they are engrained in such a way that they come naturally to you.

When you have learned these skills, you'll be the creator of your own destiny. You'll have emancipated yourself from the chains of the past, and you'll be able to soar to the heights you imagine.

And thus, if I have earned your trust, when it comes time to choose to invest in yourself and building your own Financial Freedom Skills, you'll feel confident that the investment is well worth it.

Now, my friend, we know each other. Now I can call you "friend" and you call me the same. I'll also call you a Profit Boss—and a Profit Boss is someone who puts herself in charge of her own money life.

Together, we'll maximize margin, raise the income ceiling, live sustainable lives we love, and leave magical and meaningful legacies in the world!

ABOUT HILARY

Hilary Hendershott is a fiduciary Financial Advisor and Wealth Coach for Women, who has earned the designation Certified Financial Planner™. Her passion is empowering women to take control of their wealth, their happiness and achieve their financial goals.

She's a TEDx speaker, and she's regularly featured in Forbes, BBC On-line, Investopedia, NPR's Marketplace and Women 2.0. She was recognized as a Top 40 Under 40 Entrepreneur, and has been interviewed multiple times by the Wall Street Journal. Her articles are syndicated nationally and she's a columnist in DailyWorth's Connect platform for financial experts. With more than 30 television appearances, she's a go-to personal finance expert for NBC where they call her "The Investor's Voice of Reason."

In 2015, Hilary announced her campaign to empower one million women to become millionaires. Her passion is empowering women to take control of their money and happiness, and achieve their financial goals. If you'd like to be one of them, please contact us at Hilary@HilaryHendershott.com.

