

THE LUCRATIVE ARTIST

Business and Leadership Coaching for Artists

Creating Money Ceiling Breakthroughs

STEP #1: 4 Dangerous Money Mindsets

- ☐ **MINDSET #1:** Saying *"I love what I do, but it's not about the money."*
- ☐ **MINDSET #2:** Believing *"If I want to make more, I'll have to work harder."*
- ☐ **MINDSET #3:** Thinking *"I don't think I can make more than I did when I had a job."*
- ☐ **MINDSET #4:** Saying *"I don't think I can handle it if I get bigger."*

STEP #2: Choose a Focus Area

- ☐ Pricing & Packages
- ☐ Boundaries
- ☐ Money Goals
- ☐ Number of Ideal Clients
- ☐ Sales Conversations
- ☐ Number of Hours Working
- ☐ Team
- ☐ Visibility
- ☐ Revenue
- ☐ Career Compensation
- ☐ Other: _____

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STEP #3: Brainstorm Examples of Mindset Impact

Brainstorm all the ways the dangerous money mindset impacts the focus area you selected and list each of the ways in the Impact column below.

STEP #4: Create a Mindset Shift

"I _____."

STEP #5: Make a New Choice

For each Impact you brainstormed make a new choice of what you want instead and write it in the New Choice column below.

STEP #6: Choose a "By When" Date

Prioritize your New Choices by writing in a "by when" date in the column below.

IMPACT	NEW CHOICE	BY WHEN