

Empowering Choices



How many times does an opportunity come along, and you look at your finances and say, “I can’t afford it?” For that matter, how many times do you say that just in the course of a day? How about just when you go grocery shopping for example? “I can’t afford the more expensive _____ (bottle of wine, pricier cheese, organic cereal).” It becomes like a mantra in your head as you continually choose the cheaper option. And there’s nothing wrong with choosing the option you can afford. The problem is with that little phrase that runs through your head continuously.

The statement “I can’t afford it” indicates life is happening to you. Because it’s out of your control, you have no choice. When we have no choice, we start to feel victimized and that things will never change. After all, since we have no control over our lives, we have to wait on something outside ourselves to change things for the better. And who knows when that will happen? Just say that phrase to yourself and pay attention to all the feelings it brings up. Lack, depression, defeat, self-esteem issues, anger, frustration and more are all common feelings people associate with that phrase. Do you really want to spend time every time you shop feeling that way?

Now let’s try a different phrase. Next time you have a choice to buy or not, to budget or spend more, to save or splurge, try the phrase “I choose not to buy _____.” This phrase puts you in the position of control and deciding what you want for your life. Try this phrase on and see how it feels. Empowered, decisive, in control, strong, confident are just some of the emotions you may feel.

Some could argue that they have no choice. They are barely making ends meet. They have to pay the rent and can only afford Ramen and oatmeal, and they are not happy about it. I would agree. It’s a terrible place to be. I know. I’ve been there too. But you are still making a choice. You are choosing to pay the rent over the expensive wine, the organic food. So own that choice. Put yourself in a place of power instead of disempowerment. Say “I choose.”

I challenge you to try using this phrase for a few days or a week and come back and tell me how it went. Start with your choices around money. What you’ll find is you’ll start looking at all of your choices differently. Because once we start seeing ourselves as powerful in one area of our lives, we tend to start seeing ourselves as more powerful in other areas of our lives. Just changing our beliefs and perspectives can make a huge difference in the long run.