
BACK IN THE BLACK BOOTCAMP

PART ONE: EMOTIONS OF MONEY



When I was 14, I left my hometown with nothing but \$200 in my pocket (okay, and a few bags of clothes - girl needs her shoes!)

Two years later, I had a whopping \$18k in my savings account.

And today, I run not one, but two thriving businesses.

Obvi, I'm the kinda chick who makes shit happen.


Hi, I'm Maria Hinton and I'm THE money mindset coach for women entrepreneurs who're ready to get up, get going and get back in the black (translation? making that money, honey).

A former financial planner and social worker (I know, right?), I'm a business-minded humanitarian who is crazy-passionate about helping women get real about their money blocks, get clear on their desires and learn how to own their worth so they can make more bucks in their biz.

But how did I get here, you might ask?

One word: Mindset.





I've always been willing to do what I needed to survive – including busting out of my toxic hometown at 14, graduating high school early at 16 and stealing food to feed my face when I had to in between.

I take care of my headspace like nobody's business. Since I left home and lived on my own from 14 onward, I learned quickly that I needed to learn how to take care of ME – 'cause nobody else was gonna do it for me.

I discovered early on that the way I spoke, the way I thought and therefore, the way I acted - all impacted how good I felt about myself – and also how good the experiences were that I attracted into my life.

When I had my mind right, Job opportunities cropped up outta nowhere. I always found a way to take care of myself. And within 2 short years, I had turned that \$200 into \$18k.

I was manifesting without knowing it. I made it work.

But here's what I know now: Not everybody knows how to handle their money mindset like I did so naturally.

I see TRUCKLOADS of people struggle with finances day in and day out, simply because they don't understand the basic rule about money:

YOU are the ONLY ONE in control of how much money you have or don't have.

So, I decided to do something. I started as a financial planner, but the budgeting and other tools were really only half the battle. What I really wanted was to be the one in the trenches helping real women manage the other, more important part of the equation: the mindset.

And the rest, as they say, is mother-effing history.



What else do you need to know about me?

:: **I've worked in the financial industry since 2004.** I have formal education in Financial Planning, but decided to make the shift out because I felt it was only a bandaid solution for a bigger issue: money blocks.


:: **I'm a Mama Bear-type.** I'm a no-nonsense, no-excuses, not-gonna-hold-your-hand-kinda girl. But I also have a huge heart – and if you give me your all, I'll give it right back.

:: **I was a Social Worker for three years.** That's where the loving mama bear comes in. Only problem? It just wasn't for me.

:: **I also run an all-natural and organic luxury bod product biz www.duchesofsuds.com.** It started as a hobby – and then sales went through the roof.

:: **I'm a (blended) family woman.** I have four kids - Daniel and Niko from my husband's previous relationship, Alesandro from my previous relationship and our shared son, Luka. Having a blending family has taught me sooooo much - about patience, understanding, acceptance and compassion.

:: **I'm a huge lover of food.** I am completely and utterly obsessed with poutine and deep fried pickles!



Welcome to **Back in the Black Bootcamp!** So stoked that you're here. I promise you, this three part series is busting at the seams with practical steps and tips, to start renewing the woo between you and your money.

So in today's presentation, I am going to talk about:

- What the conscious, preconscious and subconscious mind is
- How they differ from one another
- How they work together, and impact our thoughts, emotions and actions
- How this all is a direct reflection of our current money situation

You ready? Good! Let's get up, get going and get **Back in the Black!**

What you need for this session:

- Exercise booklet
- Notepad & Pen (if you prefer writing notes down)
- Your favorite snacks
- Make sure you bring an open mind and positive attitude

It's game time girl!

Maria Christina Ainton



THE THREE MINDS

What is the conscious mind?

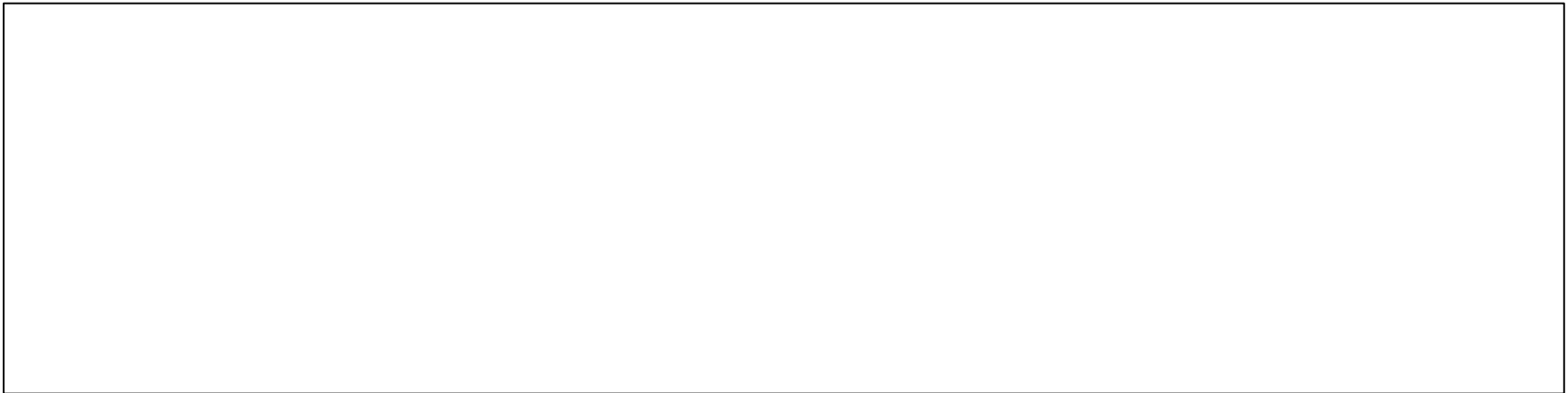
The conscious mind is your awareness at the present moment.

For example:

You're aware that you are breathing

You're aware that you are listening to this call

You're aware of your environment





What is the preconscious mind?

The preconscious mind is a part of the mind that corresponds to ordinary memory. While these memories are not part of your immediate awareness, they can be quickly brought into awareness through conscious effort.

For example, if someone asked you what you did last night you would be pulling that information out of your preconscious.

Note: the preconscious mind acts as a gatekeeper between the conscious and subconscious mind.





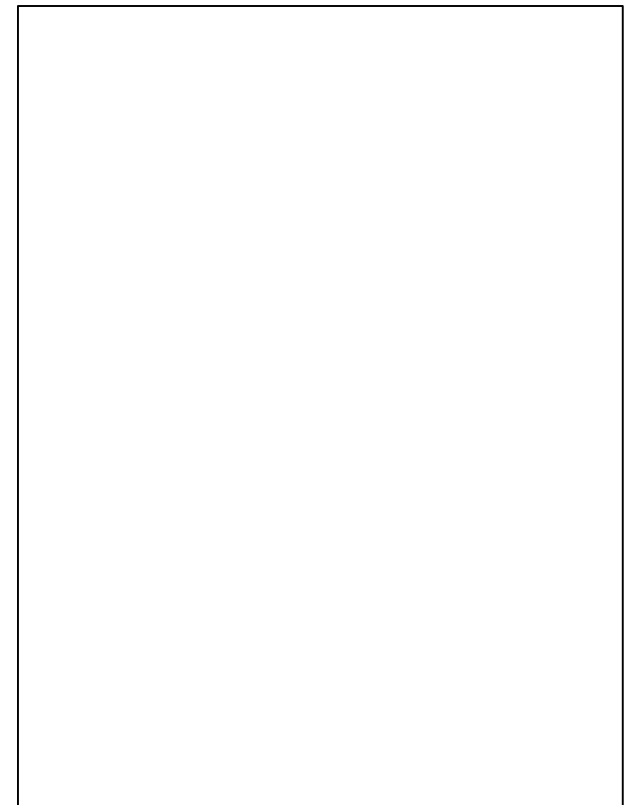
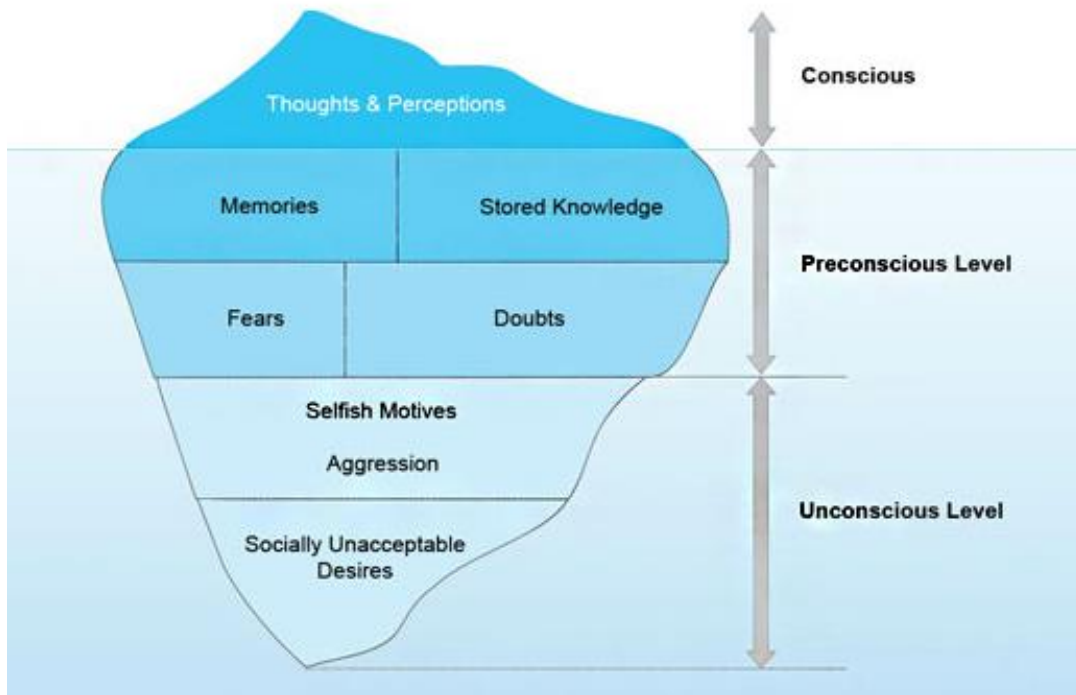
What is the subconscious mind?

Your subconscious mind is like a huge memory bank. Its scope is basically endless. The subconscious mind, permanently stores everything that has ever happened to you in your life.

The duty of your subconscious mind is to store and recall data. Its duty is to ensure that you behave exactly the way you are programmed. Your subconscious mind makes everything you say and do fit a pattern consistent with your self-concept.

In simple terms, your conscious mind orders and your subconscious mind executes. Your subconscious mind is an unquestioning helper that works around the clock to make sure your behavior fits a pattern consistent with your emotionalized thoughts, hopes, and desires. Your subconscious mind grows either beautiful flowers or weeds in the garden of your life. Whichever you plant in your mind, you create in your life.

SIGMUND FREUD – THEORY OF THE MIND





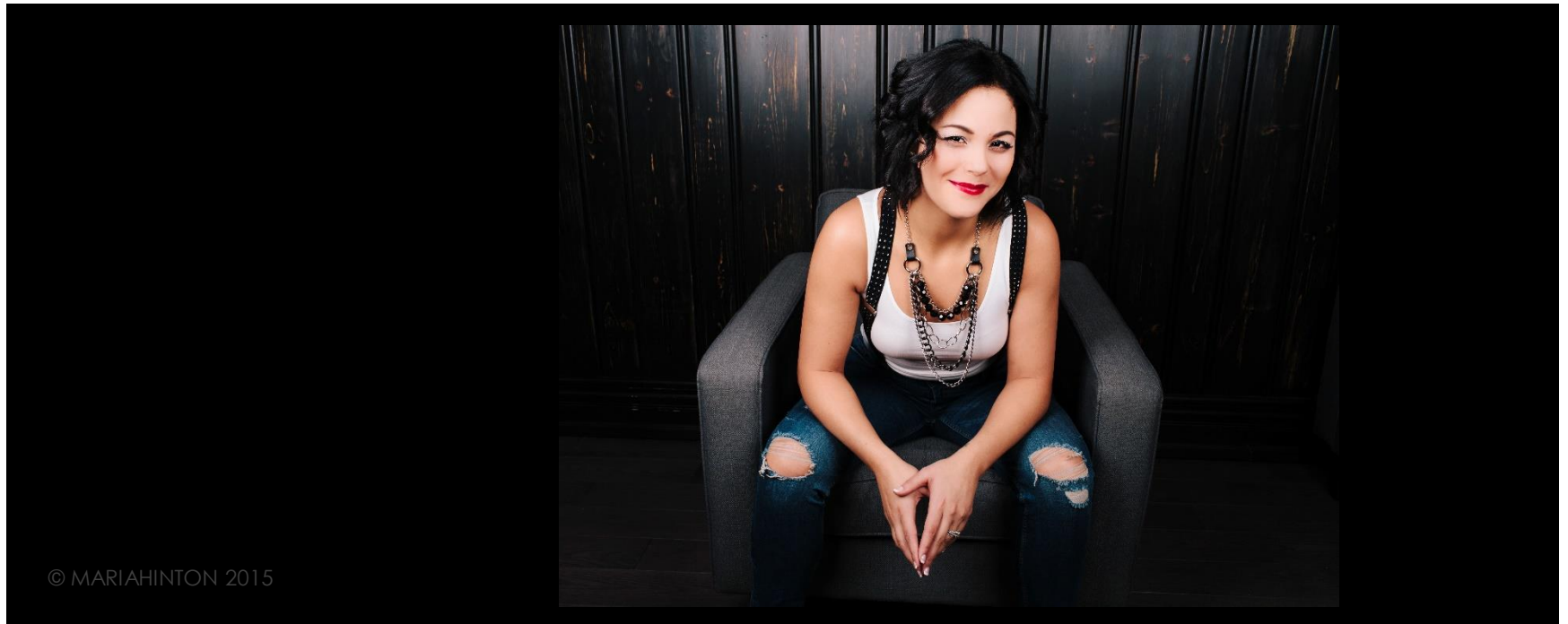
What type of beliefs or value systems were you raised with as a child?


Recall some of your experiences in childhood that surround money.

How have they impacted you as a child?

BACK IN THE BLACK BOOTCAMP

EMOTIONS OF MONEY EXERCISES





Money is a touchy subject for most. It quite frankly makes people downright uncomfortable and is, without a doubt, taboo to discuss at the dinner table. Money is a subject that is raw, highly personal, and charged with many emotions. The truth is: money is a tool. It is something we need to make the world go round. However, we make it extremely complicated. Money rules the lives of many people. It determines how they feel, act and, worst of all, think.

Let's take a look at the common negative emotions that surround money both consciously and subconsciously.

What's with all the emotion?

Anxiety: distress or unease of mind caused by fear of danger or misfortune.

Shame: embarrassment of feelings of guilt, foolishness, or disgrace.

Despair: loss of hope; hopelessness.

Guilt: a feeling of responsibility or remorse for wrong doing, real or imagined.

Insecurity: not secure; exposed or liable to risk, loss, or danger.

Failure: non-performance of something due, required, or expected.

Helplessness: inability to help oneself; weak or dependent.

Frustration: a feeling of dissatisfaction, often accompanied by anxiety or depression, resulting from unfulfilled needs or unresolved problems.

Hatred: intense dislike or extreme aversion or hostility.

Scarcity: insufficiency or shortness of supply.

As I mentioned earlier, there are many people that are tormented by these emotions. So if any of these emotions sound familiar, do not worry. This course is designed to help you identify, reflect and move forward.

EXERCISE: MONEY ATTITUDES AS A CHILD

What was your childhood like and how do your experiences affect your life now? Exploring your childhood memories of money will have a tremendous payoff of less stress and confusion, and a deeper understanding of yourself and the way you fit into the world.

Step 1: In one word, describe the feeling you had about money as a child. Choose one of these or any other word that comes to mind.

Deprived	Poor
Lucky	Rich
Independent	Smart
Satisfied	Ignorant
Oblivious	Uninterested
Reward	Controlled
Worried	Dependent

Step 2: Once you have picked a word, recall some memories that surround that word (*this can be a painful process, but stay with me*).

Step 3: Does that word still affect you today? Explain.

Step 4: If you could go back to your childhood and replace the word you chose with a new word, what would it be? Why? How does that new word make you feel?

REFLECTION: MONEY ATTITUDES AS A CHILD

Now that we have discovered a word that represents how you felt about money as a child, let's dig a little deeper. I have listed some very specific questions below. Please record your answers in your journal.

Remember to be open and honest. This exercise is designed to help you understand how, and why you feel the way you do about money.

Take Action

Reflect on questions below:

- Why did you choose that one word to describe your childhood?
- How is the way you handle money similar to your parents?
- Did you hear arguing over money as a child? How did that make you feel?
- Did you grow up hearing the saying, "Money doesn't grow on trees"?
- Did you grow up thinking that your parents had lots of money or a little money?
- What was the most important message your parents sent to you about money?
- What's your most significant memory about money (good or bad)?



REFLECTION: MONEY ATTITUDES AS A CHILD

CONFRONTING YOUR MONEY FEARS

Now that we understand the thoughts and emotions that surrounded money during childhood and their affect on us, it is time to discover some of the money fears we have presently.

Everyone has fears about money. Some of us worry that we won't have enough money to pay our bills at the end of the month. Others worry that they will never be able to afford a vacation. I know that for a long time I worried that I would outlive my money (*my great grandmother lived to 103 - talk about good genes*). We picture ourselves working as a Walmart greeter at age 85, while busy people blow past us, ignoring when we offer them a shopping cart. Oh well, by the time we're 85 years old, they probably won't even have human greeters. So then we worry that there won't even be a job for us at Walmart.

We'll obviously become unemployed bag ladies-or worse! Aren't we good at driving ourselves nuts? I know many people that spend their days paralyzed by fear. The act of fearing things that are not even real can be eased.

Once you face your money fears, you replace them with your money desires. So, what are your money fears and desires? It is time to discover them; and this is how you will get there...

Take Action

Complete the **Combating Money Fear** exercise.
Reflect.

REFLECTION: COMBATING MONEY FEARS


Now that you have acknowledged your money fears, work on them, and let them go.

The very next time you start worrying about money, tell yourself to **STOP IT!** You are working on the things you can control and the rest of your money fears are on a list in a box. You are now taking active steps toward dealing with your fears and you can stop worrying about them.

Take Action

Reflect on ways that you can remind yourself to focus on the things you can control. Record your solutions in your journal.

For example: I used to write on my bathroom mirror in bright red lipstick: "Focus on what is real". It was the first thing that I would see before my day started and the last thing before bed.



Well done! I am sure that for some of you, these exercises were a tad challenging, or perhaps they brought up all sort of memories and emotions, that you didn't necessarily want to face. I promise, after you are done this three part series, you will see a major payoff.

In part two of the **Back in the Black Bootcamp** series, we're going to be focusing on getting clear on our desires. Here is what we are going to cover:

- Three reasons why woman are unsuccessful with goal setting
- Why getting clear on your deepest desires is the key to attracting abundance
- Why your heart's desires is your greatest asset
- Three action steps that will turn your desires into reality

See you soon,

Maria Christina Hinton