

## Creative Prosperity- Call #3

Hey everybody, it's Sam Bennett from therealSambennett.com and I am so delighted to be with you here for the third day in a row. I got to say, doing this on a mini course has been a blast for me. I hope it's been a blast for you. The feedback I've been getting is pretty fantastic. People have been very forthcoming about the aha is about the breakthroughs.

[00:00:26] Um, we'll miss saying I am ready for a life of creative prosperity. I am knowing that to be true and I am claiming that on your behalf for you Wilma. Cause. You're right. The time is now. The time is now. Um, I want to tell you, uh, I've got an more in depth training happening on Saturday, and I would love it if you all join me for it.

[00:00:48] So go ahead and register for, um, at the real Sam bennett.com. Forward slash prosper P. R O S P. E. R. M. It's free. You'll get access to all of these three trainings plus this kind of end up training that I'm going to do on Saturday. Um, which I'm really excited about this tea teaching you really, you know, on video number two, I went a little bit into pricing theory and I want to go a little bit more into depth on some just information you may not have that makes it a lot easier to succeed.

[00:01:25] Okay. So, uh. That's the first thing I want to make sure you do is register@therealsambennett.com. Forward slash. Prosper, P. R. O. S. P. E. R. go ahead and do that right now and you don't have to think about it again. Um, so you're here because you are a highly creative person. Congratulations and.

[00:01:47] You want creative prosperity. And when we talk about creative prosperity, what we're talking about is real creative flow, right? Ideas, not getting trapped in your mind or trapped halfway done, but not quite finished or trapped in a closet or a basement or a hard drive. Somewhere. We're talking about ideas flowing through you, out of you and into the world where they can be shared and appreciated.

[00:02:11] Maybe bought and paid for. If you're into that. Um, because we're also talking about financial flow, right? You need to be able to support yourself. As a person, it's just the world needs money, right? So if you can harness your creative flow and your financial flow, and then also add into that the flow of friendship, the flow of love, the flow of health, the flow of, of, of energy, of, of.

[00:02:39] Spiritual work of whatever it is that, that you won a need that lights you up when you've got all of that flowing in the right direction, you have real creative prosperity and. What I want you to know about that is it's possible you can have that, right? I know there's a lot of flap in the world about like, well, you can't make money doing that, or, well, you've got to have a real job and it's not practical to, you know, do this.

[00:03:10] You can't charge for that. And maybe a lot of that is coming from the inside of your own mind. Right? Nobody's going to want that. I better not, I'm not trained enough. I don't know enough. Right? We call those ancestral thoughts, right? Those sorts of imprinted, embedded, reflexive thoughts that keep you stuck, right?

[00:03:29] Um, so I want to counteract those ancestral thoughts with the strong message that it is possible for you to have what you want and that you don't really have to change who you are. Who you are right now is perfectly capable of having this creative prosperity. You are maybe one degree away from what you're telling me you want just one degree, you, there's a tiny shift you have to make, but it's very tiny and it's not that hard.

[00:04:04] And it's easy and fun. That's the other thing I think people think like, Oh, it's going to be harder. It's going to be challenging, or it's going to be a lot of work. Not really achieving true CRISPR to greater Insperity is mostly pretty easy and fun. Uh, the time for the training on Saturday is 10:00 AM Pacific, but if you go ahead and register, we'll make sure you get the, the recording no matter what.

[00:04:27] Um, but you kind of want to be there live cause there's something kind of special. But if you're there. Mm. You just want to be their life if you can. Okay. Um, so here's what you need. What do you need to create this life of creative prosperity that's, you know, creative flow, financial flow, all the other elements of your life flow that you want, that's easy and fun.

[00:04:49] That only requires a one degree switch. Like, where is it? How do you do it? You're going to need two things. You're going to need the decision. You're going to have to commit. And if you're down with that, go ahead and put it in. Right now, I commit to a life of creative prosperity, and that means you're going to have to get out of, I don't know.

[00:05:14] I'm not sure. I'm still researching. Um, you know, maybe I need another certification for all those of you who stayed in sort of the safety zone of, I don't know. I want you to claim that, you know. I want you to know what you know I, and I'm not saying you have to decide exactly what the path is.

[00:05:37] I'm saying you're committing to the path, you're committing to the exploration. You're committing to the desire of your heart. You're committing to curiosity. You're committing to opening up, do something new. So it takes commitment, and then it takes some new information. Right. So that's what I'm going to do today.

[00:05:58] I'm going to share with you some case studies today from people I've worked with over the years that'll just help open your mind a little bit to like, Oh, Oh, that's possible. And I have to tell you, it's my favorite sound. My favorite sound in the whole world practically is, Oh, Oh, I love it when people do that.

[00:06:17] It's all I want when I'm teaching is we're able to go, Oh, well that would be easy, or, Oh, that sounds like fun, or Oh. I could do that. Right. Like I said, easy and fun. We stop ourselves from doing stuff cause we think it's going to be hard or complicated or we'll be out of our depth. But I'm telling ya, it's not that I've worked with thousands of creative people.

[00:06:38] It's not that hard. Zoe says, I commit to the path. I need the flow. Good. Good. Good. Wilma says, I commit to a life of creative prosperity. Excellent. Excellent. All right. So just to review a little bit of what we talked about in video one and go ahead and keep count, right. I'm going to, I'm going to run down some seven actually, of the qualities that I have noticed of highly creative people.

[00:07:03] And you tell me how many of these, um, apply to you. Okay. Um, Jennifer says, I've already created the prosperity. Now all I need to do is allow it, right, right. So let's commit to the allowing. Let's commit to the allowing. Great. So, Oh, are you a highly creative person? Yes, but let's take it a little test anyway.

[00:07:32] Okay. So, so count off with me if it applies to you. Go ahead and go like, Oh yeah, that's me. And you know, applies to you more than it doesn't apply to you. Okay. So it's not like you're like this a hundred percent of the time. But more or less, this describes you. So number one, I have a zillion ideas all the time, if that describes you.

[00:07:53] Count one, a not super motivated by money or prestige or even good grades. Okay. Not in general. That's not the most interesting thing to you. Uh. More interested in the gray area than you are in things being strictly black and white. More interested in nuance and subtlety than orthodoxy also shows up as a tendency to overcomplicate.

[00:08:22] Okay. Right? That's number three. So, zillion ideas, not really motivated by money, very interested in the gray area. Tendency to overcomplicate. Um. Number four is you have the ability to think fast and slow at the same time, which means you can be in creative flow and be thinking strategically about what you're doing.

[00:08:47] So that's you. If you can write an edit at the same time. Um, improvisers do this all the time, right? They're totally on the flow of the scene and they're thinking strategically about the scene as they're creating it. Musicians do this when they're jamming. Um. Okay. Teachers often do this, like you gotta be sort of in the spirit of the class and in the classroom, but also keeping an eye on what's happening and what time it is and whether it's too cold in the room and what's that over there.

[00:09:15] Right. So to be in it and thinking strategically about it at the same time. Uh, that's number four. Number five, uh, a little suspicious of anything that's too popular. Resistant to prevailing trends. You Zig when everyone else zags. Okay? That's number five. Number six, you notice all the things all the time.

[00:09:44] That may mean you notice all the feelings all the time. That may mean you notice all the environmental input all the time. You are a noticer of things, and number seven. When you are engaged in your creative work, it doesn't feel like work. You love it. You don't find it depleting. You find it energizing and you kind of believe that your work could have a global impact and not in an arrogant way.

[00:10:14] Just in that feeling of like, wow, I really wish, I wish everyone could do this. I know that if everyone could do this or the people who loved it could do it, they would, they would experience a change. Okay, so that's seven. How many you go ahead and type in for me. How many out of the seven reflect you?

[00:10:29] So zillion ideas all the time. Not super motivated by money. Interested in gray area and not so much all black and white. . Um, you can think fast and slow. Is number four, suspicious of anything too popular? You Zig when others zag a six. You notice all the things seven. You love your work and you kind of believe that it could have a global impact.

[00:10:56] Uh, so he's a six or seven. Yeah. That doesn't surprise me one bit. Hi, kitty cat. Um, yup. Seven. Yep. Yep. Congratulations. You are a highly creative person and what that means is that you are, first of all in the 10 or 15% of the population who is a highly creative person. Not everybody is like, you look at this tail, go on kitty.

[00:11:19] I'm teaching. Everybody wants attention. All right. Um, uh, so I understand that not everybody's like you, right? And. And sometimes this, these things that happen, um, to us, these, because of these, I mean, I just named seven of them and there's probably a few more. Um, but like the zillion ideas thing, people tend to think we're a little flaky, right?

[00:11:47] Or the, you know, the not being really interested in money thing. That's where we get the reputation for being the black sheep. Right. Oh, well, she didn't care about that. Well, she dropped out of college. I dropped out of college. Um, you know, like, like, Oh, we're just some big weirdo who doesn't care about the world?

[00:12:05] Not true. We just don't care about the same things everybody else cares about. Um, gray area. Again, that the ability to overcomplicate, right? Everybody thinks we're just too complicated. Right? Um, thinking fast and slow, it means that we're easily bored. Right? If we can't engage a a hundred percent, if we can't bring 100% of who we are to what's happening, we're a little bit of sleep at the wheel.

[00:12:34] You know, I'm suspicious of anything too popular, a little anti-authoritarian. I'm very much the autodidact. We love to be self-taught. We love to prove things to ourselves. We're not going to take anybody else's word for it. Um, you know, if I tell you it's raining, you're going to stick your head out the window to check.

[00:12:56] Right? So that gives us a reputation for being resistant or anti-authoritarian, and we're not, we're just curious. And like I said, suspicious of anything that's too popular. Um, noticing all the things gets us accused of being too sensitive. Right. And loving our work and feeling like you could have a global impact gets us accused of being selfish.

[00:13:21] Right? So just. Knowing that you're like this, you've always been like this. You always will be like this. You're not going to not be like this and that sometimes the way you are is going to be misinterpreted by the world. I also want to point out to you that you are sometimes misinterpreting the world, right?

[00:13:46] So you think everybody has a zillion ideas all the time. But they don't, and this is why sometimes people get kind of weird about their ideas because they've only ever had the one, right? Um, you know, you can get super interested in, in, in money or prestige or good grades, and it means you can be really super judgmental about people who are . You guys can be really cold about people who have a lot of money or people who like things that are fancy or prestigious, right?

[00:14:16] You can be a little judgmental about them. Um, you know, this, this gray area, this love of nuance, this like asking highly creative person a question. And the answer will always start with, well, it depends. It depends. It depends on what's happening. Um, but you've got to know that for some people, black and white is a lot easier, you know, to make a decision and just say, okay, this is right and this is wrong.

[00:14:43] I believe this. I don't believe this. I do this. I don't do that. Okay. That's a real time saver. And there's something safe and comfortable and wonderful about that. So, you know, we get critical of people who tend to see the world in black and white, but maybe we're being a little harsh, right?

[00:15:04] So, and you know, you can, you can unravel the, the rest of these for yourselves. You can see how, um, not only are we being a little misjudged, but we may also be misjudging others. Okay. Everybody's plenty special. Everybody's plenty smart. We're not saying anybody's smarter or more special than anybody else.

[00:15:22] I'm saying that the way in which you are smart and special is a little bit different. Jennifer saying, I think I found my tribe. Welcome, welcome, welcome. We're the family. So yeah, if this is you and then, and these are your people, then for sure, go ahead and register for, um, for the training on Saturday.

[00:15:42] That's Chester high kitty. Uh, it's at though real Sam bennett.com. Forward slash prosper, P. R. O. S. P. E. R. that also gets you this recording and all the other recordings that I've done this week. Um, so, and it's totally free and you can share it with friends. Go here now. This is what we call it.

[00:16:01] Call to action. Do this thing really, he never does this. I want to be part of the show. Okay. All right, so let's talk about how it is possible for you to be really kind of wildly successful. I can't be more interesting than this cat, can I? That was a thing when I was studying acting at UC Santa Cruz, I had an acting teacher who used to ask, could you be more interesting than a cat if a catwalk downstage while you were acting, could you hold the audience's attention?

[00:16:34] And the answer is, of course not. No one could. So we'll let kitty go be interesting somewhere else. Um, and you can really have, you know, creative prosperity means not being super stressed out all the time. It means having a life that you love. You know, I just had breakfast with a new friend this morning, and she has a business kind of similar to mine.

[00:16:55] And. She said, do you know? It's so funny to hear that people are always like, I know you must be very busy. And she's like, not really. How do you know that? I'm not really that busy. I work a lot, but I like working a lot. Right? And I get the same thing. People are like, how do you have time for your own creative projects?

[00:17:14] You know, you work so hard and you're exhausted. And I'm like, everything is a creative project for me. Running the organized artists company is. Far and away the most interesting art project I have ever been involved in. It's the most comprehensive performance project I've ever been involved in.

[00:17:32] It's the most comprehensive writing project I've ever been involved in. It's the most, it's grown me as a person spiritually, emotionally, um, interpersonally. You know, it's, it's, it's a challenge. But it's not like exhausting or, um, it's not like going to work for someone else all day, let's just put it that way.

[00:17:56] I remember having day jobs and I had some great day gigs, but it was awful. I would cry in the break room, you know, you'd spend all the time feeling like, really? Am I still here? Like, they don't care about me. You know, I'm like, really? Do I have to be here all day cause I can get this work done in like an hour and a half?

[00:18:17] Like is it really important that we just sit here and look busy all day? Very hard. Right? Um, so I want you to have this, I want you to have this life where you have the time freedom to wake up when you want to wake up and wear what you want to wear and do the work you want to do. Um. Yeah. And I'm not saying it's not hard work, but everything is hard work.

[00:18:41] Going to a job you hate is hard work, right? Doing things you don't love is hard work. Being stressed out all the time is hard work to be able to live a life of, of, of, of again, financial prosperity. Did he it for severity? Love, prosperity. It's really joyful. Um. And again, while I've been growing this business, I've written two books.

[00:19:07] I've written a musical that's doing incredibly well. Um, you know, I have time to travel. I have time to see my friends. I I just, I realized the other day, my payroll, my, what I pay out to independent contractors. I don't have employees, but I have independent contractors who work with me. You know, month after month, um, it's almost \$10,000.

[00:19:29] I pay out almost \$10,000 a month. Two geniuses, two other creative geniuses that I love working with, and I love paying them every month. I love knowing that the work we're doing here is supporting other people's families and other people's dreams and giving them opportunities to buy things and go places and do stuff, and not have to have a day job that they hate, but rather have a day job that they cherish.

[00:19:56] Right. So. There's a lot of good that can come out of this. There's a lot of good that can come out of this. So we've established what creative prosperity is, right? It's being in that state of flow. And we've also sort of alluded to what it isn't. So what Crespi we created prosperity is not, is perfectionism is self doubt, is procrastination is a fear of failure.

[00:20:28] Fear of success. Uh, allowing your feelings, your fears to keep you stuck. Um, it is not your old story about how you don't like the money stuff, how you don't like sales and marketing, how you don't know how to. Make money doing what you love, you're going to have to drop that old story. And I know it's like putting away a security blanket, right?

[00:21:01] Um, because those ancestral thoughts, I'm not good enough. Everything has to be perfect. Um, what if I fail? What if I succeed? What if everybody thinks I'm great and then I gotta be great all the time? Um. Okay. All that, all that old stuff is. It's not yours. Really. That's not really your thinking.

[00:21:24] It's not original thinking. So I want to encourage you to experience original thoughts, thoughts that are unique and original to you. There is a way to approach this question of, can I make money from my creativity in a way that is completely unique to you? And when you do that and then you combine it with a little bit of information that you don't have right now, it all gets really easy.

[00:21:49] Right. It all really starts to unfold. Um, if you want to talk more about, if you want to learn more about that ancestral thoughts versus original thoughts. I talked more about it on the first video. So again, if you register@therealsambennet.com forward slash prosper, you'll get access, I think, right away to that page with the first video on it.

[00:22:05] And there I talk more about ancestral thoughts versus original thoughts. Okay. And that part does take work. It's not hard, right? It's not strenuous, but it requires consistent work. Um, because, you know, it's hard to break up with old stories. Like it's hard to break up with a bad boyfriend. You know, you, you, they've been with you a long time.

[00:22:31] They're almost reflexive, you know, it's not even like you choose to think of them. I was thinking today about. Fear and fear of failure particularly. And let me ask you guys this, tell me what you think about this. Um, you know, cause when I asked people what stops you from pursuing your creative dreams, what stops you from, from having a life of creative prosperity?

[00:22:55] And almost always the first thing they'll say is, well, fear, fear. And I say, okay, fear of what? And they say, well, fear of failure. I say, okay. But again, it's like the train stops there and I want to say, what does failure really look like? Like what? Failure? Fear of what? Failure. Are you afraid that you know your mother's best friend is going to look at you like this?

[00:23:19] Are you afraid that, um, you know, your sister is going to be mad because you're making more money than she is? Are you afraid that, I don't know. Someone's going to come up to you and say, Oh, I don't. I don't like what you're doing. Like what does it actually look like to you? What is your fear?

[00:23:37] Actually, when you'd go in there, like, go ahead and open that door. Fear of failure. I'm terrified of failure. I get it. So we open up that door. That's just terrified of failure. And what's the picture inside there? Because the picture that's inside there is an original thought. That is something that's going to be unique to you.

[00:23:56] And once you're in touch with that original thought, first of all. I think you're going to feel a little relaxation of like, Oh yeah, I guess that's not really that big of a deal. Or I think I could probably solve that problem. You know, in the Facebook live of this, I think it was yesterday, um, in the comments, you know, people are like, wow, I'm bold.

[00:24:18] This is blowing my mind. Oh my gosh, this is amazing. Here. What about this? Oh, I'm thinking about that and somebody else types in. What the fuck is this crap doing in my newsfeed? Okay. Not for all markets. I'm like, I don't know. I'm so sorry to disturb. Please feel free to delete me. What we think, Oh, you know, that failure is going to feel so awful.

[00:24:41] Honestly, it felt fine. I felt like, dude, it's Facebook. Click away. It's not like, it's not that hard. Right. Um, okay. Zoe says, I'm S, I've been told my story is great, but my writing doesn't live up to it. Fear I am not good enough. Right? So keep going. What is not good enough? Look like, what is not good enough?

[00:25:08] What happens? You publish, you know, or you start to share your work and somebody says, well, that's not good enough.

[00:25:18] Then what. What's next for you? I can think of a bunch of things. Somebody tells me, Sam, this isn't good enough, and I think, can you help me make it better? Do you know how can I pay you or I think not good enough. How not? Funny enough, not long enough, not engaging enough. So it needs to be revised again.

[00:25:53] Well, that's no surprise. Writing takes all kinds of revisions, right? Like what is it for you? Because once we know what it is for you, we can start to solve that problem. Right.

[00:26:11] I need to learn more, edit more. I want to give this great story. The best chance at being wonderful. Yes. So you know, working at your craft is excellent, and that's a lifelong practice. But the best way to do it is to start publishing. And I would start publishing, you know, if this story is particularly precious to you, I would start publishing other things.

[00:26:35] You know, communicating with your email list or on Facebook or on medium or you know, have a blog or an article or, you know, just write other things. Just be writing other things. And the more you write, the better writer, you will become 100% right. Jennifer says, I'm afraid I'll be outcast.

[00:26:56] Good. So keep going with that thought. What does that look like? If I'm outcast. What am I picturing? I'm picturing everyone I went to high school with turning their back on me, and when I really investigate that feeling, I think I'm not close to those people. Anyway, sorry. That strikes me as kind of funny.

[00:27:20] Um, am I an outcast? If I think about being an outcast. I

[00:27:31] think all those, just start my people

[00:27:37] feeling lonely. Yeah. Well, lonely is a condition of, of life, isn't it? We're all alone and I know there's a difference being alone and lonely, and what I would encourage you to do is make some art about that loneliness. Write something, draw something, make a song, make a dance. And Zoe, I would, I would encourage you to write something, make something about the fear of not being good enough.

[00:28:03] About what it's like to work so hard on your craft, on your craft, because this is what art does, right? This is what creative projects do, is they explain our feelings to us. They solve a problem. So what you create around your loneliness, around your fear, your not good enough around your concern about being an outcast helps me with my loneliness, with my outcast illness, with my concerns about being good enough.

[00:28:32] When you share the truth about your experience with me, you build a bridge between the two of us. So rather than keep all of your work hostage, and I have to say, it makes me a little disturbed when I think about all of the art and all of the stories and all of the music and all of the dance and all of the, and the architectural drawings and all of the game designs and all of the, everything's.



[00:29:01] That are locked away in basements and closets and desk drawers and inside of your mind and inside of your hard drive. The world needs this art. Can you imagine if you just let it out of the house, can you imagine the flood of, of joy, of insight, of color, of shape, of sound, of you don't like.

[00:29:24] It's incredible in, in, in some ways we're starting to see this, right? The internet allows us to let things out of the house with a fairly minimal investment. You know, it doesn't cost anything really. To have a website, to share your work, to start to get feedback on it. And, and we're seeing, you know, we see the, some of the flood, but there's so much more and you guys are so good.

[00:29:45] You're so good at what you do. You're so good at what you do. Yeah. Hostage. Yeah. Yeah. Seriously. You have kidnapped great ideas and you have tied them up and put a gag in them and you're holding them down in the basement. It's not pretty. It's not pretty and don't think, I'm just talking to people who are artistic because this collapse meant between creative and artistic.

[00:30:10] We have to separate this out because some highly creative people are artistic, but some aren't. Some highly creative people are musical, some aren't, right? It's not always about your art. It's about your great work. It's about your zone of creative genius. It's about the thing that you do so effortlessly, so easily with such joy that you think, well, surely everyone knows how to do this, right?

[00:30:38] No, they don't. And you have a hard time seeing it as a skill. Because it's the water. You swim in Eve always been able to do it. You haven't learned it. You haven't strived for it, and probably got a little dismissed by you, by others. People have been telling you all this time you're great at, and you're like, Oh, that thing that nobody is, nobody's interested in that.

[00:31:03] Nobody cares about that. No, we do. Seriously, we do. Right. So, okay. This, this zone of creative genius, this thing that you've kept the hostage and the basement like is the thing that will create your credit prosperity. I 100% guarantee it, right? So let's, let's, let's, let's look at, like, let me give you, I promise you some case studies.

[00:31:28] Let's, let's look at some of those and you can, um, start to maybe see. What that might look like for you, because there's only something, there's only a few things that people will pay for the last three screenshots. Facebook has picked, you know, they pick this little thumbnails have all been at me like this with the mug.

[00:31:48] You can get these mugs that the real Sam bennett.com by the way, they're in the shop. All right? Um. So we think about this skill, this zone of creative genius that we have, and we think no one's going to care about that. But let me tell you some of the things that people will pay for and what they'll pay.

[00:32:06] Really top dollar for it. They'll pay top dollar for transformation. They'll pay top dollar for convenience. They'll pay top dollar, um, for someone to care. They'll pay top dollar to feel special. They'll pay top dollar for impact for something that they know is going to have a, a resounding impact in their life.

[00:32:31] Right. So let me give you some examples of that. Like I have, uh, I had a client who had had a career as a project management in a very intense, complicated and scientific field. She was actually living abroad, um, doing this very. Um, complicated, high level project management and of a scientific project and, um, she decided to leave and started to want to do knitting.

[00:33:07] And you think, well, how could a person make money knitting? Like you're going to go from the super high paying corporate job to knitting, really? But she was especially interested in knitting as a form of grief recovery. It was one of the things that it helped her through a tough year. Um, her father had died.

[00:33:26] Um, she'd had a couple of other losses, um, and she wanted to teach that to other people. Now. You know it's true. Historically, knitting does not bring in top dollar, but when you attach it to an emotional transformation like grief recovery, all of a sudden you can really start charging money for that.

[00:33:47] And sure enough, she'd started super easy peasy. She just went down to her local knitting store and was like, I have this idea for a class I'd like to teach. Could I teach it here? You know, we'll split it 50, 50, or 70 30 or whatever it was. And the store said, sure, we don't have anything going on on Tuesday nights.

[00:34:02] Knock yourself out. You know, better than a stitch and bitch, we'll have a, a grief transformation knitting circle. Um. So she did. She started to offer that and she got maybe six or eight people and you know, they weren't paying very much and most of it was going into the store, but still it gave her a chance to sort of test out some of the ideas.

[00:34:20] And by the time the six weeks was over, this little six week class, she had three people who wanted to work with her privately. And once someone's working with you privately, you know, again, you can charge quite a lot for that. So she went from zero, from little idea, zero two being able to support herself.

[00:34:40] And continue to investigate new ideas and new means of expression. Right? Um, I had another client. Okay. And so that's transformation. That's people paying for transformation and also a little bit for care, right? For, for, for being cared for and feeling seen and heard. Being witnessed. We'll pay a lot for an enlightened witness.

[00:35:01] Let me say that again. We will pay a lot for an enlightened witness. To be able to share our story with somebody who gets it and will not judge us. Well, pay a lot for that. Um, I had another client one time who, uh, she and her husband ran a, a kettle, like a dog boarding facility in Maine. And.

[00:35:29] Historically. Um, as you can imagine, you know, the holidays, they were quite busy come January 4th, whenever anybody got back from Christmas vacation, they were. Completely dead until spring break. Cause nobody goes anywhere in Maine in the winter. They can't, it's too cold. So what she did though is as she learned from me, right, she was learning about these principles of, of business, of principles, of sales and marketing, um, and not tricks and strategies, but really the underlying storytelling elements that make up sales and marketing.

[00:36:07] And she realized, Oh. People will pay in advance for convenience. So in December, she sent out a letter to her clients saying, Hey, everybody, happy Christmas, happy holidays. Um, just to let you know, come the first of the year, we're going to be raising our prices. We haven't raised our prices in five years, so where they're going up 20%, um, FYI.

[00:36:33] But if you would like to pre-book. Prepay for your, um, dog boarding four in the next for the next six months, we'll go ahead and do you in, bring you in at the old rate. They had, so in January, which is normally their zero month, they had the second highest grossing month of all time for no work.

[00:36:57] Right. All for work that they were going to be doing anyway in the spring. They were just able to bring the money in sooner. And then that actually enabled her to, she had another business that she was doing with, um, uh, trauma recovery. See, I'm sensing a theme. People love to help people. Um, but a trauma recovery technique that she had learned and she wanted to do some training in that.

[00:37:17] So she was able to offer a class to like six people and she was able to fund that and, and, and, and promote it and do it because she wasn't so stressed out about money cause the money had already come in from the dog kennel business. Right. So. Again, amazing. Going from zero month. Oh no.

[00:37:35] Stressed out winter, no money to our second highest grossing month ever. Cool. Right? People will pay a lot for convenience and for care and to feel special. Right? Oh, you're on our list. You're getting a special offer. People like that. Um, another story I wanted to tell you as somebody that, um.

[00:37:58] It was just with me, with me at the retreat this last weekend, I had a retreat in San Diego that was incredibly, um, successful. It's really, really how this mini training came about is I had such a great time working with people in that, um, sort of three day environment that I thought, well, what.

[00:38:14] Bits and pieces of what we did. Obviously I can't give you the whole three day experience, but I can like what little bits and pieces could I pull out and share with you? And there's a woman who was a photographer and you know, like a lot of photographers, she's really feeling the competition.

[00:38:27] Everybody's got an iPhone, everybody thinks they're a photographer. They don't have her experience, they don't have our insight. But it's hard. To convey that, you know, it's hard to say, well, I'm a lot more experienced than you young lady. Right. So, um, so she, one of the things that she had thought of, which was, I was offering like little, \$150 mini sessions.

[00:38:48] So one look, maybe half an hour you're in, you're out. And I'm like, yeah, okay. But that seems to me to be a little bit of a race to the bottom, right? It's hard work to bring in a new client, and then if they're just seeing you once and they're not paying you very much, that's not a really deep connection.

[00:39:09] And then you've got to go get another one. Right? So I said, well, what if you were to offer like a year long package? Okay, that's for mini sessions. We'll do one once a quarter. And maybe we'll do two looks, you know, it's not just one look. Maybe we'll do two looks in those four sessions, and then especially for creative entrepreneurs, right?

[00:39:34] Then you'll have an ongoing source of new photos for your social media, for your website, for your promotional stuff, for the back of your book, for all the things that you need new pictures for. And there'll be some consistency. It also won't feel so intense because you know, when you've only doing one headshot session every three years, there's a lot of pressure on it, but it's like, you're like, no, no, we're going to do this now.

[00:39:55] We're going to do it again in three months. We're going to do it again in another three months. You can get sort of seasonal stuff like, Oh, here's my happy Valentine's day picture and here's my Hosanna picture and whatever it is. Right? Um, and now you're really offering a service. You're offering a full, you know, a full bodied experience for people.

[00:40:13] And. You can charge whatever you want for that. I mean, easily \$1,500. So now she is her prices going from 150 bucks to 1500 and really, I would probably charge 2,500 for it if it were me. Um. And it's all being in greater service to people. It's giving them more of what they need. It's participating with them more deeply.

[00:40:38] It's getting them, you know, really into your world and sharing with them your gifts and your services in a way that's meaningful to them. Um, and, and the things that go into making up these kinds of strategies, these kinds of packages, these kinds of pricing. Again, none of it's that hard to learn.

[00:40:59] You know, business is not that hard. Sales and marketing is not that hard. It's mostly storytelling, which you guys are already great at. It's mostly being of service to people, which you guys are already great at. It's mostly being authentic, which you guys are already great at, right? There's a little bit you need to know.

[00:41:17] And so that's what I want to teach you on Saturday, is I want to dive into a few of these business concepts. Like I said, we talked a little bit about pricing on video too. Um. But I want to go a little bit more into some of these and and give you the key that's gonna unlock the door. It's going to allow you to live in this life of creative prosperity.

[00:41:38] It's going to allow you to let those arts and that creation out of the house, and it's going to give you the peace of mind and the time and the, the contentment to be living the life that you really want to be living. Okay, so let me know how this lands for you. What are you thinking? What are you noticing?

[00:42:00] What are you seeing? How is, what's little bells are ringing for you? Um,

[00:42:09] yeah, IRS, the same something. I'm not sure what you're referring to, sweetheart. So I'm gonna, I'm going to leave that comment, but go ahead and eat that sounds kind of serious. So go ahead and email me, um, at, uh, [sam@therealsambennett.com](mailto:sam@therealsambennett.com) and we'll, we'll email about. Your question. Um, yeah, but I'm curious, does this spark anything for you?

[00:42:28] Does this make you go like, Oh, wait, like make that sound. Oh, Oh, that doesn't sound too hard. Oh, I could do that. Oh. I could learn about that. Jennifer says new hope. Yes. I love that concept. Sorry, says, I love that concept. I love really connecting with people. Yeah. Almost as the case studies make sense.

[00:42:46] I see it. Right, right. See, this is it like I was thinking last night about how it's like.

[00:42:59] It's like we just decided that the world of business and sales and marketing was like some really stern person in an ugly suit. Standing there going, well, this is hard and you're not going to like it, and it's dirty, dirty work, you know? And we're like, Ooh, I don't want anything to do with that person.

[00:43:18] And so instead we're over here with this like floaty, flowy kind of, Hey, you don't need money. It's cool. Like just wait tables and you know, it'll be great. Like neither of those things are true. Neither of those things are right. There is a way to be sensible, to be straightforward, to be strategic.

[00:43:40] Not manipulative, strategic to be wise, to communicate the truth of what you do to the people who are already into it. Right. We're not trying to convince anybody of anything. Have you noticed that you can't convince anybody of anything? It's true. You can't. We're not looking for it to convince anybody to buy our stuff.

[00:44:03] We're looking, we're just looking to attract the people who were already into it. And then thrill and delight them with what we have to offer. And that's fun. She says, I love connecting with people I know, and you're great at it. So again, let it out of the basement. Um, Jennifer says you're an incredible cheerleader.

[00:44:25] Well, thanks, but I can't, you know, it matters to me. It matters to me. I, like I said, I can't stand it. I can't stand a secret of people sitting on their hands and taking this load of crap about how you know you can't do it or it's hard or money is evil or something. You know what? It's just not true.

[00:44:41] Like, I want to live in the truth. And the truth is, you guys are amazing and the world needs your work and it's not that hard for you to get there. Paige says, I love this. I love this. It's so easy to get trapped in old paradigms, right? I'm already bundling my calm and creative math coaching and semester programs.

[00:44:59] Oh, calm and creative math coaching. Oh my God, I would've paid you a bazillion dollars when I was in school. Ugh, that sounds so great. Call me. Create a math coaching and semester programs, but the idea of going year round is awesome for their money, more support for the downtime so I can develop my other more creative work.

[00:45:18] Yes. Yes. You could also maybe have one day intensive. Right? Have a kickoff this semester, right? Time or, you know, maybe during some of the holiday times. I know parents are often a little stressed out about like, Oh no, it's spring break. What am I going to do with my kids? Have a little calm and creative math camp, you know, half days during spring break.

[00:45:40] Um, you can offer, um, train the trainers, right? You could teach other people to do what you do. You could license or franchise the material. There's a lot of ways. That you could make, Oh, a lot of money off of this. And then once you're making a lot of money or even sufficient money, not even a lot, but sufficient money, now you have time and energy to do things for free.

[00:46:06] Right? We have the people who can pay pay top dollar because that's how they know it's valuable, and then we can turn around and be more generous with the people who can't pay us anything. And we let that financial flow be a part of our life and our gift and the gift of our life. Right. Um,

[00:46:32] he has love that idea. Yeah. Fun. Right. Um, and this is it too. thinking of fun, creative ways to grow your work, to share your work with the people who desperately, desperately need it. Is fun and this is why it doesn't feel like work. This is why I don't feel like even when I'm doing like the accounting stuff, that's still fun for me.

[00:46:53] I do it by hand. I use colored pencils, colored pens. It's great. Like I love knowing what my numbers are. I love, you know, and even sometimes I'm doing my numbers and I'm like, Oh, apparently we need to bring in another \$15,000 this month. All right then how are we going to do that? Let's, let's think about that.

[00:47:11] And my creative brain loves solving that problem. Your creative brain loves solving problems too. So the minute you get out of that, shutdown those old paradigms that, Oh, I can't, I'm nobody cares. All that ancestral thinking that has kept you augured died for all these years. It's easy. And it's especially easy for you guys because you're such fast processors.

[00:47:32] You pick stuff up so quickly, you process information so quickly. You notice all the things right? You gain, you know, you, you gain ideas and you make new ideas. Like Apple trees make apples, right? There's a lot that's fairly effortless for you all that's a lot harder for the rest of the world.

[00:47:54] See this is part of the problem is that there are rules for living that apply to the 85% of the people who are not highly creative people, and those rules are right for them that, that some of that conventional wisdom is really, that's spot on for them. It doesn't apply to you. You hear me. There's a lot of rules you can ignore.

[00:48:16] Not all of them. Some of them you need to abide by. But there's a lot of rules that you can ignore and that's gonna make your success happen even faster and be even easier for you. So he is sending a message from her cat, Maxine, to Chester. Yay. Very good. Delighted. That's, we'll have little cat chat, chat, chat.

[00:48:36] Oh, that's funny. Shut chat. Good. So I don't want to, this was sort of what I wanted to share with you today was just these case studies so that you could start to go like, Oh, really? Money from knitting. Oh really? Money from, you know, pay thing. Having people pay me in advance for something that they're probably going to pay me for later anyway.

[00:48:53] Oh Hmm. Um, I don't understand why my massage therapist by the body worker that I love, I don't know why. She doesn't just sign me up for a monthly package or a weekly package, right? But instead she waits for me to think of it. She waits for me to be in pain and then I text her and she may or may not be available and we may want to schedule something and then, you know, I Venmo her and then that's it until I call her again.

[00:49:19] I'm like, why do you not just say, look, Samantha, every other Wednesday at two o'clock, we're going to do, we're going to give you a massage. How much better would that be for my body? How much more. Could she invest her gifts? Right. And I'd be happy to pay in advance for that for a three month or six month or a year long thing.

[00:49:38] Of course I would. It's easier for me. It's better for me. There's so much opportunity you guys, it's so, I know it feels confusing ahead of time, but once you're in it, it's really not that hard. And. I really want to, I want to teach you more about this. So join me@therealsambennett.com forward slash prosper, right?

[00:50:05] Make sure you're signed up for that training on Saturday. Um, and then I've got a class that's starting soon, next Saturday. I think I'm okay. That's really going to teach you all about it, but I'm trying to give you as much free stuff as I can before we get into the paid stuff. Um, okay.

[00:50:24] Okay. The real Sam bennett.com forward. Slash, prosper. Anything else? Anything you're wondering about or that's like, you know, bubbling or troubling you? You're like, well Sam, this all sounds great, but what about dah, dah, dah, dah, dah, cause I don't wanna leave you hanging. I don't want to, I hate that when, you know, bring off of one of these trainings here.

[00:50:45] I'm like, well, that didn't really solve my issue. It's like, no, that's what I'm here for. Um. Well, this is thanks Sam. Great stuff that is contributing to my mindset. Good, good. Cause I'm telling you mindset's 90% of it. This is why I say you don't really have to be any different than you are right now.

[00:51:00] You just have to dump all that ancestral thinking. Open yourself up to your own original thinking. Not my big plan. This is not Sam Bennet's big plan for your business. Follow my three step instructions to buy Facebook ads. Nope. This is about you opening up your own creative genius. So he says, great ideas.

[00:51:21] My brain is on fire. I love it. Um, experience and skill versus credentials. Great question, Iris. Um, I have to tell you, in my experience, there is almost nothing that you need credentials for. Almost nothing. There are a few areas, um, particularly in therapeutic work where I think you're going to want.

[00:51:49] Some actual clinical experience, some actual clinical training, but for most things, you don't need to have any credentials at all. I myself have no credentials at all. I am certified in nothing. Goose egg. I don't even have a college degree. It's true. I left Northwestern university because I got offered a job at second city and that seemed more interesting and it was.

[00:52:16] So, but no one's ever asked me. It's never come up. No one cares. Um, you are bringing your life experience. And here's the thing. When you are working in your area of creative genius, your zone of creative genius, it's, you've accumulated so much wisdom, like you've been getting a PhD in your area of creative genius because it fascinates you.

[00:52:42] You are more interested in it than you are in other things. You're more interested in it than you are in other people than other people are in it. So you know, you know more than you think you do. And remember too, we're not trying to help everybody. We're not claiming to know everything about everything.

[00:53:01] We're just gonna think back to where you were 10 paces back down the road and reach back to someone you can help somebody get from 10 paces back to where you are. Right? That's, that's where you want to be working. That's where you want to be working. So if you focus on those people, we don't claim to have experience or credentials we don't have, that would be wrong.

[00:53:23] Um, but you can say, you know, I have this experience. I have this, um, you know, I, I want to engage in this, this exploration with you. It's interesting that the word expert, you know, we get worried like, Oh, I'm not an expert. Nobody really feels like an expert, and I think mostly that's a word you should let other people call you.

[00:53:44] I don't think you should call yourself an expert. I think that's a little, I mean, you can, if it feels good, but if it doesn't feel good, don't do it. But I want you to notice that the root word of expert is the same root word that we see in experience and an experiment. So you may or may not be an expert, but you certainly have some experience with your thing.

[00:54:08] And you certainly have done some experiments. And so you can invite people into, have it experience with you. You can invite people into experiment with you without making any claims about, you know, knowing any, having particular credentials. You know what I mean? Um. Good. Uh, Amy says, I came in late, perfectly time to hear the knitting story.

[00:54:34] I kept being led back to knitting and the connections I've made through knitting. Interesting. Interesting rivalry. The rivalry, the revelry of Ravelry. That's a good tongue-twister. The revelry of Ravelry. Okay, good. Uh, Iris says people can see the real, that's right. People can see the real and you know, you're not responsible for people's results, right?

[00:54:57] You create the container. It's like you're driving the bus, you know, I'll pick you up here and I'm dropping you off there. But if they don't get on the bus, you know, you can't really help them. Um, dreaming again, says Jennifer, thank you. Good. Uh, PhD, passion plus heartless determination.

[00:55:17] That's good. I mean, I like that. I may not have a PhD, but I've got passion, heart, and determination. That's good. Uh, John says, I left MIT to do sound for the rolling stones. I'm not focusing on my music and not doing the coaching. This is even more scary, but really exciting at the same time.



[00:55:33] Yeah. John, I'm so excited for you about that. I think that has been the way to go since the beginning. I think. Um, John's been in some of my classes before and he's often struggled with that. Like, Oh, uh, coaching music, coaching music, coaching music. And I've always said, well, I think they're the same thing, but I think maybe what that really was for you is just really wanting to focus on music.

[00:55:51] And um, I get it that it feels more scary. It always feels scary when you're doing something that you've never done before, but that's how you know you're growing and you can really trust your judgment. And again, you tie it to some solid business and marketing principles and you almost can't stop your own success.

[00:56:12] Which is not to say it's going to feel like a runaway train or a juggernaut. It's not. What I mean is it's inevitable. It's inevitable. When you are telling the truth about who you are and what you do and who you serve, he become like the whistle. Only dogs can hear you shine like the brightest sun.

[00:56:33] And it becomes easy to say what you do. It becomes easy to charge for it. It becomes easy to market it. It becomes easy to think of new ways to serve the people who really are into what you're doing. It's not that hard. So yeah, let's jump into that more on Saturday. So if you haven't signed up already.

[00:56:52] Sign up on Saturday, the real samp for Saturday, the real Sam bennett.com. Forward slash prosper and I want to see all in there. I'm not going to do Facebook live that one. So you got to register for it. You got to be in the container cause you know it's a little distracting with all the things going on.

[00:57:07] So a register, hop in. If nothing else, you'll get the recording. And, um, I'm so glad that you have found this useful. I've loved doing it. So thank you for joining me for this little three part mini course. And, um. Let's just do a breath to just honor the circle and our time in it and the new ideas and new inspiration and write us down.

[00:57:30] You guys write it down. Inspiration is fleeting. I know you're sitting here right now thinking I got, I got it, but write it down because otherwise all that ancestral programming, all that old thoughts will just sneak right up, back up on you and get you by the neck again. So write it down and remember, I'm telling you, I know you can do it.

[00:57:50] I know you can do it and the world needs it. The world is so hungry for you, for your authenticity, for your work, for your story, for your skills. We need it. All right. You're ready? Well, in hell for seven. Hold for S. well, I know for four, hold for seven, exhale for eight, and we'll just do that one time.

[00:58:14] You're ready? Let's inhale. Two, three, four, hold two, three, four, five, six, seven. Exhale. Two, three, four, five, six, seven, eight. Thanks everybody. Thanks for doing this with me. see a Saturday .