

Hi everybody. [inaudible] okay. Hi everybody. It's Sam Bennett from the real Sam bennett.com. I'm just starting one minute early cause I just can't stand it. I'm so excited to be here with all of you. Thank you so much for joining me for this inquiry into creative prosperity. What does it mean? What is it? What isn't it? And how can you claim yours? You are ready for a life of true creative prosperity. When I started talking about this yesterday and I asked people, well, what does that mean to you? You know, what is creative prosperity mean? Um, Robert said both the hand, both and which I thought was as good of a definition as maybe we could come up with, right? Creative prosperity is about being able to be your true, authentic, weird, wackadoodle, amazing, wonderful self and create the life you love being in service to people doing work you love.

Yesterday we talked about, um, what makes a highly creative person. What are the qualities of being a highly creative person? Because you know, there's only, only a 10 to 15% of the population are highly creative. By the way, if you're in watching this, I'm pretty sure you qualify. Um, and we talked about some of those qualities being, um, having a zillion ideas all the time, um, not being super motivated by money or prestige or good grades, um, being really interested in nuance and shades of gray as opposed to things being really black and white and playing by the rules. Um, and a couple of the other qualities that make up the highly creative person, including the part about being able to think fast and slow at the same time. If you haven't seen it yet, check out yesterday's video. You can go to the real Sam bennett.com forward slash prosper and you can sign up and you can get that first video, this video, the next video.

I think there's gonna be one after that too. So, um, if you don't want them, you want to make sure you don't wanna miss anything, make sure you, um, head over to, and I'll go ahead and type it in here. For those of you who are on zoom, uh, the real Sam bennett.com, forward slash prosper, and then you can get all the videos. Um, good. So today we're here to talk about the transformation. What is it that pulls the switch? And I'm curious [inaudible] what is it? Well, yeah, let me back up a second. Let me take your temperature. How do you really feel about like money, business, sales, marketing, being in business, being an entrepreneur? How did, like when you, when you check in with your emotional response, what do you feel? Go ahead and type it into the chat for me. Yeah. And Mrs book, B. L a. U. U. G. H. blue. Yup. I think that's very common. What else? How else do you all feel? Uh, I'm gonna see if I can look over here on Facebook and see if I can see the responses there too. Okay. Oh, it's still loading. Jennifer says hatred. Oh my goodness. Hatred. Yes. Out of sorts. Says Wilma. Good, good. Thank you for being so Frank. Okay.

Yeah. Okay, good. This is the one thing I love about working with highly creative people is I can trust you to be very responsive and very open and honest about your responses. So what if there was an instant transformation? What if there was something that could just happen that would make you fall in love with business and sales and marketing that would make you fall in love with the money stuff that would make it like enticing and fun and easy for you? Would that be interesting? Kay. Cause it's possible. This is, I will take the pill. Yes. Yeah. It's like taking a pill and truly this transformation, it can be instant, no joke, instant. Um, it can be enduring. Like it's long lasting. It's not just like, Oh you have inspiration for a minute and then it, you know, then you wake up tomorrow morning like, Oh, now I feel shitty again. Um, and it can change everything. It can really start to transform all of the elements of your life. Because when you are making money, doing the work you love to do in the way you love to do it in the way that matches up with your highly creative personality, it's easy. It's easy, right?

I will say this transformation can also be, um, long term and sort of evolving and complex. Like it's, it's simple but it's ongoing. And let me, let me make you an analogy cause maybe this is so it'd be easier to explain if I have an example. Um, it's like this transformation is like, um, it's maybe when you were just starting to learn how to take pictures and you know, some of them came out good and some of them came up bad and you didn't really know why. And um, there was a, uh, uh, you know, it was, it was confusing, you know, and then somebody said, Hey, if you divide the frame into thirds, you'll get a better result, right? If you divide the picture into thirds, so you've got the top of the sky and then the middle, and then the foreground, it's going to be, it's going to be better.

Your pictures are going to be better. Well, there was one piece of information, right? Divided into thirds, the transformed everything for you. All of a sudden you knew with this one little bit of information how to frame up a nice looking picture, right? Or like if you were learning how to draw and somebody said, and finally somebody said, you know, but all the faces you were drawing came out like weird and not looking right. And all of a sudden somebody said, Hey, did you ever notice that the eyeballs are like right in the center of someone's head? So if you're drawing a face, you want to put the eyeballs right in the center. Oh, right. Like a very simple, tiny piece of information. The transforms everything. Um, or like if you're a singer or an actor and you know, you're having trouble [inaudible] um, what's your lines?

You're having trouble getting heard, you're having trouble making good sound. And so finally someone teaches you about diaphragmatic breathing and you learn like, Oh, I can, once I learned to breathe properly, everything gets better. Everything gets easier, right? One simple bit of information that transforms everything ongoingly. Okay, those are my examples for you. [inaudible] and here's my question is knowing that is knowing that a picture divided into thirds is going to have a better composition than not, or, um, knowing that, that, um, adopt, you know, breathing with your diaphragm is going to give you a fuller, better sound when you're singing or speaking. Um, is that manipulative?

Does that manipulative? I don't think anybody would say yes. Is it right? It's just using information to better position you to get the result you want, which is to create a beautiful photograph, which is to make a beautiful sound, right? So right now there's all this blue girl around money and sales and business is, is like the singer who doesn't know how to breathe, right? You've got the natural talent, you've got the natural ability, you, but you're taking it all unto yourself. First of all, you're making all of your confusion and misunderstanding about you. I don't know how to do it. I hate money. I hate talking about money. I, my self esteem is too low. I don't have the confidence. Um, it feels weird to charge something for something that's so easy for me to do. Um, nobody's going to want this. I remember yesterday we talked about ancestral thinking versus original thinking.

So all those thoughts that I just named, nobody's going to want this. Nobody. Who do I think I am? I can't do this. It's too hard. I don't, no one's going to care. All of that is ancestral thinking. That his thoughts that everyone has when they're trying to create something new. It's part of who we are as human beings. Some of this goes back to our evolutionary beginnings, right? Um, our fear of judgment from the tribe. Some of it may have been imprinted on you by your family or your community. Some of it may be from your own experience, but all of those ancestral thoughts, all right, fill that, helping you. They're not real and they're not helping you. [inaudible] the original thoughts, however, those can help you. We talked yesterday about about maybe silencing or trying to quiet down or at least paint pink and notice like, Oh, hello ancestral thought, thanks for contributing. Right? Cause they're not going to get rid of them, they're not going to go away. Um, and every level you get to they're going to get smarter with you. Right? Um, but to instead get curious, what's the original thought?

What's the original thought? So taking that one piece of information, Oh, if I breathe die formatically I will make a better sound. Can also instantly transform you from trapped and ancestral thinking. That's going to keep you stuck and small an open up some space in your mind for some original thinking. Oh, what if I try it this way? Oh, what if I do that? Oh, that's interesting. That's interesting. I'm curious about that. I'd like to learn more about that. Right? So this, this is, this is, this is the transformation I'm talking about. You can learn one thing and you combine it with your other skills and talents, right? With your understanding of story and how stories work with your desire to be of service to the world with your natural abilities. We talked yesterday about how highly creative people are kind of good at a lot of things we didn't ask to be this way. We just are. You're good at a lot of things and sometimes just makes people think that you're flaky or weird or not focused, but it's not true. You just have a lot of talents and skills and you're easily, which means you're also easily bored, which is fine. Okay. [inaudible]

so if we consider this transformation of going from, I hate business, look back Lou, to curiosity, originality, insight, okay. And if it just takes us one bit of information they get there. Does that sound interesting? Does that sound like, Oh, bingo. Yeah. Yeah, I would totally do that. Right? So this is what I learned when I started the organized artists company full time 10 years ago. Um, you know, I didn't know anything. I knew nothing about business. I knew nothing about marketing. I knew nothing about email. I knew nothing about computers or webinars or PowerPoints. My first year in business, I nom I was a finalist in a marketing competition. I won, I don't know, thousand bucks or something. Um, and they wanted me to present at this conference. Um, so here I am, my first year in business ever, I'm as to present at this conference and they're like, so we'll need your PowerPoint.

And I'm like, Oh yeah, sure. I'll get that right over to you. I had never been a PowerPoint. I was 42 years old. I had never made a PowerPoint in my life. I figured it out. That's how nothing I knew about business. I didn't even know how to make a PowerPoint. So what would I, so I learned, right really fast, really fast. I put myself on a crash course on finding out everything I could about marketing and sales and business and how it worked. And when I found out was 99% of business of sales, of marketing, of money, yes. Has to do with human psychology, storytelling, and being of service to people showing up authentically and being of service to people.

So let's just make that translation right now. When we say business sales, marketing money, and you go look. But if I say psychology, humanness, stories being of service authenticity, you're like, Oh ding, ding, ding, ding, ding, ding, ding. That is really what we're talking about. That is really what money. So, so take and again, I think there may be some ancestral thoughts here around how highly creative people interact with business sales, marketing. I don't know why culturally we absorb this message that like, Oh no work that we shouldn't be interested in that or it's dirty or it's not fun or it's um, you know, manipulative or, um, I don't know crass somehow when really everything I have been able to learn that is significant about money and business and sales and marketing has to do with being a real human being, telling real human stories and really understanding human psychology and what motivates people to do things and what motivates them to do things, to not do things right. Um, so how's that living for you? Does that make sense to you? Do you start to feel a little more interested? When I tell you that does that, does that feel like, Oh well if it's really just about understanding people, I'm pretty good at people already. Right, and you are, because this is another one of the characteristics of the highly creative person is you all notice everything.

You notice all the all the time and you're very sensitive to your environment. You're very sensitive to other people and what's going on with them. Sometimes you're oblivious but mostly you're pretty

sensitive and so again, when you combine just some little bits of specialized information about business, sales, marketing, whatever, with your natural ability to notice everything and be good at a lot of things, all of a sudden it becomes super easy peasy for you to do extremely well doing work that you love in a way that you love and that's true. Creative prosperity. Right? Tomorrow. I'm going to talk more about some, I'm going to get into some sort of case studies so you can really see the how to like how does it work? How did it, how did that person do it for real, like not just sort of the fantasy fairy story, but really how have some of my clients and students been able to transform their lives from tired and broke and exhausted and scattered to focused and clear and profitable.

Um, and it all had to do with just obtaining just a little bit of information. So let me teach you some stuff right now. Let's just do this right now, shall we? Um, I'm going to give you a really thin slice of information about the art and science of pricing that might just change things for you in terms of how you approach thinking about charging things. Because I know this is where people get very uncomfortable and it's where most creative entrepreneurs keep themselves [inaudible] playing really small, feeling totally exhausted because they're working really hard and they're not paying themselves enough. They never give themselves a raise. They're a terrible boss, right? So Michael Gerber, do you guys know Michael Gerber? He wrote a book called the E myth, which if you haven't read it and you're thinking about going to business, you should, uh, but he says in the E myth.

Uh, and I actually met him one time and he said it then too. He said, you know, when you're, when you're, when you're self employed, you work for a crazy person. When you're self employed, you worked for a crazy person. So let's, let's see if we can't clear this up. Let's see if I can give you the one little piece of information that's going to transform everything for you. Sound good? Thumbs up. Okay. Uh, the first thing you need to know about pricing is that of the tens of thousands of things to know about pricing, there's one principle that's going to change things for you. And it's understanding the principle of priming or anchoring. I first learned this from, um, a guy named Robert Cialdini who wrote a book called, um, principles of influence. Highly recommend, but basically study after study after study shows us that when is it priming works basically.

So what priming is is, you know, on the, on the, um, when you're shopping and it says that the sh blouses \$29. Um, but it was originally \$240 and you're like, Ooh, that's a really good deal. It used to be two 40 and that was only 29. That's great. We all feel that way. That's a human psychology thing. We will feel like if we are primed to a higher number originally \$240 and then you see the lower number of 29, we will feel like we're getting a deal much more so than if it just says 29 even if \$29 is a great deal for that last right. Here's, so you always want to say the value of this thing I'm offering you is this and the [inaudible] I'm actually charging you is this, that's why you see it so often on sales pages and stuff, right?

People write the number and then it'll cross it out and write the smaller number. When you see the bigger number and then you see the smaller number, you will feel like you, the consumer are getting a better deal. We want to obviously be in integrity about that. We want to make sure that that first number is real, that the value we are attributing to our service or product or experience is legit. Right. Um, the other thing to know about this, and I said this when I was leading a retreat last weekend and it kind of blew everybody's mind. We are so sensitive to priming that you can say any large number, not even related to your pricing. And then when you say your actual pricing, we will still feel like it's less to the point where, let's say we were all going to be in a room together.

I could have a giant jar of gumballs and say, Hey everybody, I want you to write down on a piece of paper how many gumballs you think are in this giant jar. And I'm doing this so that you will have written down a big number. And then when I tell you the number that is the price that I'm going to charge you, you're going to feel like it's less, not only so listen carefully to what I'm saying. The principle of priming of anchoring is so strong that I could just have you write down a giant number guessing how many balls are in a gumball machine. You know when you're going to write down 7,222 and then I tell you that the price for my, whatever I'm selling you is \$100 you're already primed to the 7,722 and a hundred is going to feel like the best deal in the world.

This principle of influence is so strong. I could even explain to you that that's what I was doing and it would still work. Isn't that fascinating? Isn't that so interesting? I get so jazzed by stuff like that. It's the same stuff I always loved about acting and they still live about acting like why do people do things? What motivates them? Turns out the way relate to numbers is consistent throughout all people. So [inaudible] isn't manipulative too state that if something has a certain value or to prime people to a higher number and then offer them a lower numbers so they feel like they're getting a better deal.

I think if you do it with a pure heart, the answer is no. And I know you all are pure hearted. You would rather die than trick someone out of money or feel like you were being dishonest in any way. You can't. Most of you can't lie. You've tried and you're not very good at it. Right? So now think about this. How could you use this little bit of information the next time your pricing, your services or your products? How could this be meaningful or important to you? How could you use it just to be a smarter consumer, right? How could you use this? Just to have a better understanding of what's happening when you're enticed to buy something, when you feel like you're getting a great deal, right? So we'd double check on the [inaudible] the value. We make sure that that value is real. We make sure that that higher numbers, the real number of genuine, the actual number that someone would actually pay for that. And then we offered that lower number.

If you were talking to the right people at the right time at the right, you know about the right thing [inaudible] and then you give them that price differential, you're making it easier for them to get the thing that they say they want, easier for them to get the result they want. It makes it a little bit easier for someone to buy. We can't trick people into buying that way. You can't trick people into doing hardly anything. If I could, I think you'd be very different. So does this make sense to you? Do you understand what I'm saying to you about priming or you having maybe a thought about like, Oh, so I could, you know, bundle three of my things in charge, you know, say get three for the price of two and then they see this three part number on, but I'm only charging on the two. That could be, that could be good. Right? I could let people know that something has a value of X amount, but today because it's Tuesday or because we're at this art fair or because I'm in a good mood, I'm going to give you 40% off.

That could feel really good. Right? Does it make you feel like Oh, tantalizing. Oh, interesting. Oh I see a sparkly breadcrumb on the horizon. Let me follow that idea a little bit. Um, you may have also noticed on price tags that there's that thing about, um, things ending in sevens and nines, right? Oh it's 29.99. It's \$97. It's \$1,997. You know why they do that? Cause it feels like less \$19 feels like less than 2090 9 cents feels like less than a dollar. They've done study after study after study about it and it just does. So that's why everyone does it because it works because it makes people feel like they're getting a better deal. We can engage in that story with people. And again, it's so powerful. You can say this is a \$2,000 thing, but I'm only charging 1997 because I know you'll feel like that's less if I charge you \$3 less. I did have a client one time, I had a program that was \$4,999 or \$97 I think \$4,997 and she emailed me and

said, this is a little odd, but could you charge me more? I said, pardon me? She said, yeah, because if I charge over \$5,000 on my American express card, I get like three times the membership points back.

Yes, I will charge you \$3 more so that it's \$5,000 wouldn't you love to have that? When do you love a client calling you going? Could you just touch me a little bit more please? That'd be great. Okay, good. The other little tip that I want to give you, and again we'll see if this causes a little transformation for you, is understanding where the psychological barriers are around pricing and again, this is something you probably already understand intuitively, right? The anchoring and priming thing, you probably already understood that intuitively. You just didn't have the language to know that that's what that was. Right. Um, okay. Generally speaking, for most people under most circumstances, buying most things, right? So this may not apply to your specific situation, but overall in the world, anything under 100 bucks in the U S [inaudible] is going to be considered an impulse buy. And for the consumer, psychologically for the person buying, there's not really that much of a difference between \$20 \$40 \$70 \$90 it's pretty much the same.

Now I know for you and me that might be different. Like some, I was so broke for so many years, there was a big difference to me between \$20 and \$70 but for most people, you know, people with jobs, it's not, there's not that much of a difference. So if you're going to sell something that's under a hundred dollars you might as well make it, you know, why charge 25 when you can charge 85 they're going to think it has a, you know, more value. It's going to feel more, um, you know, juicy to them and you're going to up your up your profit margin by quite a lot, right? If there's no difference to the buyer, maybe you could move that up a little bit. You know, I often have my highly creative people get very stressed out about like, well, I've only been charging \$19 for it.

I don't know if I can charge 50. It's like, dude, you can charge 90 and really nobody's going to notice and then only have to sell one 10th as many to make as much money. Right? Um, there's another psychological barrier at about \$500. So if, again, if you're thinking about charging two 25, you might as well charge four 25 because again, there's not going to be any difference to the consumer except that they might feel it has a little more value and might feel a little richer to them. Uh, and your profitability goes way up. You have to sell way less. One thing that I hear all the time, and this is just incorrect, is people feel like, Oh, it's easier to sell things that are cheaper than it is to sell things that are more expensive. That is not true. In my experience. It is easier to sell a \$10,000 program than it is to sell a hundred dollar program.

And the dynamic is exactly the same. It's exactly as much work to sell a hundred dollar program as it is to sell \$1,000 or \$10,000 program. So why would I not make \$1,000 \$10,000 program? Why would I not make something that has that much juice and energy and interest and an intrigue? Now I believe in having things in all price points. I realize not everyone is going to jump in for \$1,000 program or a \$10,000 program. Um, so I liked doing a ton of free stuff, right? Just like this. Um, you know, leading up to two classes. I've got one coming up that's um, [inaudible] it's over a thousand, but I can't remember. We're charging for it. Oh, I'm a terrible entrepreneur. Um, we'll get to it. We'll talk about it next week. Um, but what I'm saying is, you know, you want to offer things at different price points, but go up to the edge of that psychological barrier, right?

So go up to that edge of that \$100, go up to that edge of the \$500. There's another barrier there about at about a thousand dollars, right? So again, if you're thinking about charging 600, you might as well charge eight 25 or nine 25 no difference to the consumer, big difference to you and your profit margin.

Um, there's another barrier at 5,000 and another one at 10,000 and you can keep going after that. But just understanding where people get, you know, where, where are they, where am I put on the brakes, you know, where, Oh, it's over a hundred dollars. Well, you know, um, I'm given understand that most people have around \$200 worth of disposable income that they feel is sort of available to them at any time. Also for a lot of couples, \$200 is about the price point at which they feel like, well, I should really check with my sweetheart if I'm going to spend that. So if you've got a product or a service and you want to price it at \$197 you know that's a good, fair price that most people can kind of swing.

So you could take the thing you are currently selling for \$20 or \$40 or \$100 and charge one 97 for it. Are you feeling that switch? Are you feeling that like, Oh, Oh and then if I was getting \$197 or \$1,997 or \$4,997 or 49,000 or \$400,000 whatever your price point is like, Oh, at that level I could serve people better. I could make it a better product. I could include a little special something, right? I wouldn't be scratching along the bottom. I could be expansive and generous. I could have really nice wrapping paper. I could hand deliver. Right?

You see what happens when you, you know, we think we don't like thinking about money, but then when you actually get the truth, like what is the actual psychological truth around pricing and you know, pricing is an art and a science, right? It's both things. There's not a right or wrong way to do it. Really. Um, my experience with most of the people I work with is that you all could three X or even 10 X your prices and no one would blink an eye. I just heard you all hold your breath XL everybody excellent. You could charge three times more or 10 times more than you are charging right now and no one outside here or would notice we would all be like, cool, cool, cool. Right? So tomorrow when I'm teaching, I'm going to tell, I'm going to dive into some of these case studies, right?

I've got a, a woman who was able to make quite a lot of money with knitting, with a knitting business, teaching, knitting and Ravelry. Um, I've got another example of somebody who was able to take there what is usually their lowest income month and make it their highest income month. Not by really changing anything. They were doing very, very much and um, and a photographer who was able to four X her prices kind of overnight. Okay. So what would happen to you if you were able to charge four times more than you're charging right now if you don't to? We were able to, but you felt great about that if you felt lit up about that, if you felt like, Oh, well that's actually a much more accurate reflection of what I'm delivering because let's face it, you know, you're going to overdeliver, right?

You know, you're going to over deliver. And one of the things, we didn't talk about this yesterday, but it's on the list of qualities of highly creative people. [inaudible] is the belief that your work could have a global impact somewhere inside of you. You know, your work could have a global impact. And I know that your work could have a global impact. And when you think about all the artists and performers and thinkers and engineers and designers whose work has gone before you, you want to pay it forward. When you think about the books and the movies and the songs that have saved you, they saved you.

I can think of the movies that have saved me in the middle of the night. The books I've read a hundred times, they've saved me. Now I want to turn around and offer that out to the world as well, right? Your work saves people and maybe it's whimsical and fun. Maybe it's serious and deep. Maybe it's comic books, maybe it's dance. Maybe it's making things with your hands, but your work is essential to the world. And I'm a little, uh, I get a little head up when I think about the amount of work that is being held hostage by you. All. The amount of stories that are sitting in drawers on, on hard drives, the amount of art that's locked away in closets, things that are half finished, things that we'll never see the light of day.

And I'm thinking, this world needs your art. This world needs your voice. This world needs your stories, your impact, your wisdom, your healing. So many of you are such excellent healers, but you're not charging enough to make it worth anyone's while you're not charging enough that anyone notices.

And when you move out of those ancestral thoughts that are keeping you stuck, who do I think I am? No one's gonna pay that. Let's talk about the no one's gonna pay that for a second. Does anybody think of that on this? Like, well, I'll say, am I good for X, my prices, but I don't think my people would pay that. I'm pretty sure they wouldn't pay that. I'm pretty sure. I don't know anyone who would pay that. I wouldn't pay that. Right? Does anybody think on that? Go ahead and be honest, right? Like yeah. I'm kinda thinking that. Guess what? Okay. You all need to get your hands out of their wallet.

You need to get your hand out of their wallet. You don't know what they will pay because you've never asked for it. You've never tried. And I guarantee you in the list of people who have expressed interest in what you do, okay, at least 20% of them are just waiting for you to offer something more expensive, more intensive, more interesting, more private, more high level, more in depth, more done with you more. Whatever, something you could charge 10 X 10 times what you're currently charging, at least 20% of the people that you know currently that are on your list that are in your sphere currently, 20% of them don't want to pay the cheaper price. They want a more expensive price and they're just hanging around waiting for you to offer it. The first time I offered a high end program, well first I enrolled in high end program cause I wasn't gonna ask my people to do something I hadn't done. So I took a big gulp and enrolled in a very high end program. And the first time I offered it, I just sent out an email. It was a, um, I didn't have a sales page, I didn't have an opt in. I didn't do a webinar or I didn't have anything. I just sent an email to my list saying that I was offering this thing [inaudible] and that ended up being an \$80,000 email.

I was offering my first \$10,000 program and I had eight people enroll. Those eight people had been on my list the whole time, but they hadn't bought the \$365 program. They hadn't bought the one 97 program. They hadn't, you know, maybe they'd been attending some of the free stuff, but they were waiting for the real deal. So think about what happens to you. How do you change? If you were to offer something 10 times more than what you've currently charged or what you've historically charged, how does that change you? How does that move your position?

How does that change your thinking? What happens to you? And there's that transformation we were looking for, right? When you really understand that charging more is actually doing a service to them, it's psychologically you're, you're, you're, you're on solid ground with your pricing that the story of your pricing is communicating the story of the value of your work. Now we can start to hear those original thoughts, those thoughts about curiosity and inquiry. Call home, the interest, the sparkle, the excitement, right. It's different. Right. Jennifer says, nicely said. Carly says, I'm thinking that. Yeah. Emesis. Thanks for sharing that story about your first program. Very helpful. Yeah. Well and like I said, be sure to tune in tomorrow cause we're going to talk about um, uh, some other people who've done it. Cause you know, it's, it's one thing for me to talk about how I've done it, but for you to know that there's other people outside of it, cause not everybody is, you know, in the author, teacher, speaker, mentor space, you know, um, and the world of personal development while [inaudible] wonderful. Um, it has a lot of um, how do I want to say this?

There are a lot of people who are not in congruency with themselves, what they are teaching and what the, how they are, what they teach, and then how they are behind the scenes, what they teach around

prosperity and money, and then what their business really looks like on the back end are two very different things. And that upsets me about personal development. I don't like that. I want things to be, um, you'd want to talk about authenticity, transparency, storytelling. Like y'all can come over and look at my book. I'll show you my checkbook. I'll show you my date book. I've got nothing to hide. Um, so let me tell you. So also, I'll tell you some real stories tomorrow about some, some clients I've had and how they've managed to totally transform their financial life, um, which, and you know, when you have a lot more money to spend, it doesn't change everything.

You know, there's a lot that money can't buy money to certainly doesn't buy happiness. Money certainly does not make depression go away. It's not gonna make you less sensitive or less emotional. You know, there's a lot that money can't do, but there's also a lot that money can do. You know, money can buy you time, money can buy you freedom. Money can buy you choices. Money can buy you the good olives at the grocery store. Money can buy you someone to help out at your house so that you're not spending all your time scrubbing the tile. Grout money can get you better equipment, better supplies, better shoes, money can give you choice. You know, the other day my cat was sick, um, and uh, and I had to go, I had to go, I was at a speaking gig in, in Canada. So, uh, Luke took him to the vet and Luke calls me and he's like, well, it's going to be like, you know, 200 homes, two or 200 bucks, 300 bucks.

Um, you know, just for them to, to check as out. And I'm like, fine, fine, fine. No problem, no problem. Just do it now. 10 years ago, I would've had a really hard time because of course I still would've wanted to spend the money to make sure my cat was okay. But coming around finding \$300 would have been quite a challenge. Now I'm like, absolutely do it. What a relief. What a blessing, right? To be able to just take care of things with things that can be solved with money. It's a beautiful thing to be able to solve them with money, right? So this is why I want you to anchor into, again, your true creative prosperity, right? Well says that is what I want, right? Cause right now you are using your big sexy brain, your big over-complicating storytelling, hyper engaged brain to solve problems. Like where do I find 300 bucks for the cat? I want you to solving much bigger problems. Much more interesting problems. So just to be clear, what we're talking about, creative prosperity is you getting to do your work your way in a way that is meaningful to you and the people that you serve and getting paid a healthy amount for it so that you can contribute more to the world. You are special.

You are not more special than everybody else. Everybody has the same amount of special, but you are special in a particular way, right? We talked about that yesterday though. The qualities of the highly creative person, all those shades of gray, all those zillions of ideas all the time, that tendency to overcomplicate things, not being super motivated by money. Half of you don't have any money just because you never really thought about it. You didn't really care, right? I'm encouraging you to take a little bit of time and attention and the little gang, a little bit of understanding about how things like pricing work. Once you understand, Oh, these simple rules around pricing, it becomes a lot easier to do it in the same way that your family dynamics might've seemed crazy. But then you learn something about family dynamics and you're like, Oh, I get it right. Photography seem crazy. And then you learn the rule of threes and you're like, Oh, that's not so hard. Singing seemed crazy. And then you learned about diaphragmatic breathing, not so hard. So this is what I want to tell you.

The path to what you want is it's here it is right in front of you. You do not need to be smarter or younger or better or thinner or more qualified or have another degree or another certification. You are ready and the world needs what you have to offer. So please join me tomorrow and we'll talk some more about what these case studies actually look like. We'll talk about what the opportunities really are

for you. Please go to the real Sam bennett.com forward slash prosper P R O S P E R and registered. That way, you'll be sure to get all these videos. And I had a bunch of people tell me yesterday like, Oh, I want to watch that again. Like there was a lot there that was really helpful. I really wanted absorb it again or I want to show it to my spouse or partner.

I want to show it to my teenager. Um, so make sure they're totally free. There's nothing to buy. Just go ahead and, um, there will be something to buy eventually, but there isn't right now. So, um, so how about in there though? Real Sam bennett.com, forward slash prosper P. O P. R. O. S. P. E. R. I'll go ahead and put it into the chat here again. Um, if you are on Facebook and you have questions, I will come back around and answer those questions in the comments. So keep an eye out for that spur. Um, you want to tell a friend, tell a friend. The more people I think who have access to this information, the better. Right? And that's just one, nothing about priming and about the psychological barriers. That's just one tiny little bit about pricing and frankly there's not all that much more to know. Really. Same thing goes with marketing. Same thing goes with sales. There's not that much to know you guys. It's not that hard. It's not that complicated and it's mostly things that you do anyway, especially with your ability to notice things and your grip grasp of story and your desire to help people. Right. Ever says yes. Yes. Exactly. Good. Anything else you guys are wondering about? Can I answer any questions for you before I run off here?

I don't want to keep you too long, but I also don't want you sitting there going well, but what about, well, I'm curious about if you're on the zoom you can go ahead and type into the chat if your, um, on the Facebook you can type into the Facebook. Let me see if I can see it. No. Okay, good. It looks good over there. All right then I'm assuming that you all are feeling good, that you're interested, you're intrigued. So I want you to, um, take this in. Okay. Well, my sister's information is helping me a lot. Good. Good. That's what I want. That's what I want. That's what I want.

Let's, um, let's just take a breath, right? We've, I've covered a lot of ground. I know I talked kind of fast. I try to cram a lot in here. This is my desire to overcomplicate, right? My sense of nuance and trying to do too many things at one time. I know. Um, but you guys, you know, you can handle it. You like things that are intense. Um, so let's just take one breath just to integrate, just to accept that, that transformation to accept that information into yourself and to understand that you can silence some of those ancestral thoughts and open yourself up to your own original thoughts. All right, let's let this integrate right now. Let's inhale. Two, three, four, hold two, three, four, five, six, seven. Exhale. Two, three, four, five, six, seven, eight. Again, inhale, two, three, four. Feel the prosperity moving through you. Feel the true cross rated of prosperity and breathe

out all that old news, all those old thoughts.

The world needs your work. The world needs your work. I'll see you tomorrow. Thanks everybody. Thanks for being here. Thanks for doing this with me.