



**SURPRISING  
REASONS WHY  
YOU'RE NOT YET  
MAKING**

*6 Figures*

By Jill Hope

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I was listening to a Bob Proctor recording when he shared an interesting statistic. He said that 5% of success is due to strategy, and 95% is due to mindset.

In my experience, I have to agree.

I took all the programs on marketing, sales, running events, creating certifications, email marketing, running group programs, even writing your elevator speech, and more.

I also hired million-dollar coaches for intensive private VIP days thinking that surely, they'll see what I'm doing and where I'm going wrong.

Now I'm not saying I didn't benefit from all of these programs. I certainly did.

But even so, I still couldn't break through the invisible barrier that seemed to be blocking me from the 6-figure business of my dreams.

All I wanted was for someone to just tell me what I wasn't getting right and I'd change it!

That information finally came, but not in the way I expected.

I got to a particularly dark place – my dark night of the soul. I had all of the strategy, but I still didn't have the results.

I couldn't go on anymore just getting by but never feeling like I was flourishing or abundant. I made the difficult decision to quit my business.

The thought of this brought me to my knees. My tears flowed. It felt like I was cutting off a part of me – a part of my soul and purpose.

As I sat in the sorrow of my decision, my son happened to see me. He ran up to me and with great concern in his big brown eyes he said "Mom, what's wrong?"

"I've decided to quit my business. I just can't do it anymore."

His next words shook me. He said "Mommy! You can't quit! You've worked SO hard!"

He was right. In that moment I knew that if I gave up on my dream, I would be teaching him that we can't really live our dreams. Not only could I do that to him, but I refused to give in to that belief myself.

In that singular moment, I surrendered. I asked to be led.

I opened my eyes to the opportunities and resources around me and took every opportunity that came up to move me closer to my 6-figure business dream even if I didn't know how I was going to swing it.

I found creative ways to create the money to hire the coaches that were finally going to make a difference for me.

And it was during this time that I discovered something important.

I discovered that missing piece I had wanted someone else to point out to me so I could get on with it and finally bust through the 6-figure glass ceiling I had created.

I finally saw *what* was getting in my way – the thing that no one else was able to convey to me in a way I could hear it.

It was this discovery that I am sharing with you here in this book.

It's the 95% mindset piece that Bob Proctor talked about, but in a more real, more defined way.

## The Surprising Link Between Your Voice and Your Money



Everything you do, every decision you make, every action you take is the result of a thought. And that thought comes from somewhere, and it comes to you.

Our thoughts cause us to take certain actions. And every action creates some sort of result.

If your results are not pleasing to you, then you must change the actions you're taking to see new results.

Sounds obvious, right?

The problem is that often the actions that would lead to the results you want go against deeper thoughts and beliefs you have about yourself and life.

I'm not talking about things that are unethical, immoral, or illegal.

I'm talking about simple things that pull you out of your habitual patterns of thinking and behavior. Things that take you outside your comfort zone.

The problem is we want what we want, but we are often unwilling to do what it takes to create those things because to do so is often uncomfortable.

This is where your mindset can be your best friend or your greatest enemy.

For me, my mindset had been operating against my desires, keeping me from actually seeing opportunities or taking actions that would actually move me forward.

It works the same for all of us.

And here's what I also realized as I went down this rabbit hole.

How we often experience our thoughts and deeper beliefs in our day-to-day lives is through dialogs we have with ourselves. You know, the voices you hear in your head 24x7.

We have all kinds of chatter going on in our heads all day every day. And it is this chatter, or these voices in our head, that we tend to listen to.

If the voices that you're listening to are somehow not in alignment with what you want, you will end up taking actions that are not in alignment with what you want.

Even if it seems like they are on the surface.

So for example, you might decide to create a certain type of program because a mentor offers something similar and since it works for them, you think it will work for you.

However, if that program is not in alignment with who you are, how you want to serve your clients, what lights you up, etc., and instead you do something because it is the latest thing, or the experts say “this is what’s working now”, or because you think a particular offering will sell, but it doesn’t feel authentic or exciting to you, the likelihood of it working well is slim.

When you follow strategy because you’ve been told it works, but you don’t make the strategy work with what is authentic to you, that is when you hit the income plateau.

That is when you start getting frustrated. That is when you lose touch with your voice. And that is when your business no longer feels like a joyful, purposeful endeavor.

This is why it’s so important to become conscious and aware of what thoughts you’re listening to and following, in particular when it comes to creating your 6-figure dream business.

Because if you are working all of the strategies...you’ve got your marketing down, and your sales process, but you still are getting up over the 6-figure mark in your business, the most likely culprit keeping your income small and stuck is your mindset.

This is where the voices are coming from...your mindset.

>> What messages are actually guiding you when you're trying to create your 6-figure business and life?

>> What thoughts are guiding you to follow strategies that aren't in alignment with who you really are?

>> What voices in your head are you actually listening to?

The purpose of this book is to help you discover the voices that are dictating your actions and therefore your results. What mindsets, or voices (as I more commonly call them), are informing your decisions?

And once you discover them, how do you overcome them? That is what we'll address in this book.



## How I Discovered the Voices That Drive Our Decision-Making

Several years ago, I went through a particularly challenging time in my business. I started the business back in 2008 while still in a successful corporate career.

By 2011, I had stepped away from my corporate career to run my business, I Shine®, full time.

While I created a decent amount of success with my business after a few years, it wasn't at the level I desired. I ultimately plateaued and no matter what I did I couldn't get past a certain income figure.

I hired the best of the best coaches, was on panels because of how successfully I implemented the programs and strategies I was taught, and yet I still couldn't bust through this invisible 6-figure financial glass ceiling keeping me small, stuck, and stagnant.

That is when I had my "come to Jesus" moment. I had to face the fact that I was deep in debt from all of the coaching I had invested in. I was worried that I was jeopardizing my family's financial health.

As a result, I had a lot of guilt and shame. And so I decided to quit my business.

As I shared earlier, it was my son who helped me see that I couldn't quit,

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So, in that moment I **surrendered to trust**, which lead me on a journey that ultimately landed in my discovery of the voices deep down inside that we all have, and that I had disconnected from, discounted, and ignored.

And yes, I said voices plural, because I discovered we have 5 voices that work together to support us to be our most authentic, aligned, abundant, magnetic selves.

## The Lightbulb Moment That Led Me to The Biggest Discovery Of My Life.



I realized I excelled at listening to all of the voices outside of me. It's part of why I'm a great coach. I'm a great listener and I hear between the lines and what is left unsaid.

Yet my good listening skills also meant that I listened to all of the voices outside of me, as well as the voices of my *conditioning* – the ideas that I bought into as truth as a child.

And isn't that how we're all conditioned? To listen to those voices outside of us and trust that what they are saying is truth?

So I realized in all of this listening to everything outside of me, **I wasn't listening to myself** -- to my own authentic, aligned, abundant voice within.

And this happens to many of us women.

Through my journey, I discovered several things.

First, I discovered that not only do we have our authentic voice that is connected to our purpose, but that our authentic voice is made up of five distinct voices that all work together to help us achieve our purpose in this lifetime.

That's if we allow them to have a voice. My business changed dramatically after I started listening to my authentic voice. In fact, I shared a post I wrote the year that my financial path shifted where I listed out all of the changes I made that year.

Every change I made was guided by connection to my authentic voice. My authentic voices led me to my create my signature program and the work that you will experience a bit of through this book.

I want to be clear. That list of things I changed isn't the formula – connecting with the voices *is* the formula. It is the formula, or the blueprint as I like to call it, that reveal your personal formula for money success.

## **Before We Go Further, Let's Address the Elephant in the Room**

So here is what I want you to understand first: The 5 Voices of Your Authentic Abundant Self are connected to your higher self and your purpose, and they are there to guide you on the path to live to your greatest potential with massive abundance and true fulfillment in your life.

When you embody your 5 voices of Your Authentic Abundant Self, and simply remove any voices that are not in alignment with your purpose-based business dream, you will be on the path to creating that dream.

**Your connection with your true authentic voice will be your guide. That is what will bridge the gap between where you are and where you want to go.**

This is truth...and it's a beautiful thing.

And yet, we must address the elephant in the room. When I share this idea that all you have to do is connect with and listen to your authentic voice, some opposing thoughts may be going through your head.

Perhaps you hear your inner voice suggesting that what I'm saying isn't true (at least not for you), or that it probably won't work for you, or that it couldn't be that simple, or you aren't worth living your dreams, or that

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people like you don't create 6-figure+ success in their business, or any other uninspiring suggestion.

If any of these thoughts are going through your mind, or if they ever have in the past, you're hearing the voices of **resistance**.

**In fact, THE thing that is stopping you from having what you want is resistance.**

Resistance shows up in the form of voices in our heads. Surprisingly, the vast majority of the time, these voices of resistance are the voices that **we actually listen to and act on!**

However, they are NOT the voices of your authentic abundant self.

These particular voices...these voices of resistance, come from your conditioning and past experiences, and they drown out the 5 voices of your authentic abundant self.

These voices are part of a set of beliefs, or a mindset, that support ideas rooted in scarcity and safety, NOT abundance or growth.

These voices will never take you across the 6-figure business finish line.

## **8 Surprising Reasons Why You're Not Yet Making 6 Figures**

There are many voices of resistance, however there are eight in particular that are the most common in women.

I call these voices the 8 Voices of Self-Sabotage, and any one of these voices on their own can stop you from breaking through the 6-figure mark in your business.

Yet I have observed that most women I've worked with more than one or two of these voices active in their life (and often all of them!) which multiplies the amount of resistance working against you and your dreams.

So, let's take a look at these 8 voices and put a name on them so that you can identify them when they arise within you. As you read about each voice, notice if, where, and in what situations and circumstances this voice may play out in your business.

When you can start to see and hear these 8 voices of self-sabotage and identify them when they are speaking to you, you can choose not to listen to them, and then choose to listen to your Authentic Abundant Voice instead.

## **Reason #1 Why You Aren't Making 6-Figures: The Voice of Shoulds and Shouldn'ts**

The first voice of self-sabotage is the voice of shoulds and shouldn'ts. This is a big one for moms.

This voice convinces you to settle for good enough. It tries to get you to believe that you don't really need to live your vision, and it gives you all the reasons why you should probably just abandon your business dreams altogether.

This voice does not take into account the sacred divine nature of your purpose. It simply argues that you *should* be happy with where you're at. That you should be grateful for what you have and stop thinking you need more.

If you try to ignore this voice, you're often met with guilt and shame. And rather than deal with the painful feelings of guilt and shame, you decide that it's just easier to abandon the vision, or you may unknowingly sabotage your ability to achieve it.

## **Reason #2 Why You Aren't Making 6-Figures: The Voice of Safety**

The next voice is the voice of safety. The voice of safety will tell you all of the ways that you'll risk your safety and security, and that of your family, by moving forward towards your vision.

This is one of the voices that came up for me when I was going to quit my business. I was convinced that I was harming my family's financial life among other things.

This voice wants you to think that being safe and secure is better than being passionate, purposeful, and free.

The problem with this voice is that it doesn't take into account that you did not come here to tiptoe through life safely to your death. Nor does it consider all the ways that your vision will actually create a life that is far more secure for you in the long term than what you currently have.

And that's a huge mindset shift to have right? You'll have far more security when you actually step into your purpose than when you try to keep your life small.

## **Reason #3 Why You Aren't Making 6-Figures: The Voice of Unworthiness**

The voice of unworthiness is the next voice you may meet on your journey. She's a familiar voice for some women.

The voice of unworthiness loves to remind you that no matter how much you've accomplished in your life already, it's never enough. And you'll probably never *be* enough to live the life that you desire.



This voice lets you know that you will probably never measure up to others, so why should you try?

And even if you do try, the self-fulfilling prophecy that's instilled by this voice will likely lead you to prove that this voice was right all along.

The voice of unworthiness is also where comparison-itis can come from. Where you constantly compare yourself to other women doing similar things and end up feeling like you're not good enough. Over and over again.

This voice is a master at keeping you playing small.

## **Reason #4 Why You Aren't Making 6-Figures: The Voice of Procrastination**

The next voice is the voice of procrastination. This voice is tricky.

She convinces you that you *are* moving forward and that you'll act when the time is right. Meaning when the kids are in school, when the kids are off to college, when you lose 10 pounds, when you get that third certification or that 50th certification, when you have an extra \$10K in the bank, when... (fill in the blank here).

The voice of procrastination dictates that only when a specific set of criteria are met (that you have arbitrarily set), will you then be ready.

The problem is that the time is never right. When this voice is in control, there's always something else that gets in the way or something else that needs to be done before you can take the actions that will lead to the creation of your successful 6-figure business.

This is the voice of fear cloaked in a false sense of control. If you like to be in control (like I do), then you may be plagued by this voice. Why?

Because as long as you're controlling the criteria or conditions which must occur before you can take specific actions that will bring the results you want, you feel like you're doing something (even though you're not), and just between us control freaks, that feeling is satisfying.

## **Reason #5 Why You Aren't Making 6-Figures: The Voice of Perfectionism**

The next voice is the voice of perfectionism. This voice is the cousin of the voice of procrastination, in that she too convinces you that you're moving forward.

However in this case, you *are* actually taking action with the voice of perfectionism. You are doing things to move your business forward.

The trouble with this voice is that you rarely complete what you've started. This voice constantly censors and judges what you're doing, and it never deems what you do as totally acceptable.

And it's one of the most frustrating voices, because you're actually doing things, but you're never really accomplishing anything.

## **Reason #6 Why You Aren't Making 6-Figures: The Voice of Self-Doubt**

And then we have the voice of self-doubt. This voice is constantly questioning you.

It doesn't matter if it's an idea you have, an interaction you've been a part of, a decision you're considering, or an action that you want to take, this nagging voice will have you comparing yourself to others, questioning yourself all the time, and convincing you that no matter what you're considering, if you follow through, it's likely to cause a catastrophic failure from which you can never recover.

The voice of self-doubt keeps you from trusting yourself. It keeps you from trusting your thoughts and your intuition. It keeps you from trusting that you've got what it takes. It keeps you from trusting your authentic voice and your vision.

The goal of the voice of self-doubt is to keep you stuck. Enough doubt will stop anyone. And this voice wants to keep you stuck and stop you because it thinks by doing so, it is keeping you safe.

The problem is that the only thing this voice is keeping you safe from is living your purpose and achieving your dreams.

## **Reason #7 Why You Aren't Making 6-Figures: The Voice of Self-Criticism**

Next up is the voice of self-criticism. This is a challenging voice and it is one of the most damaging voices we have.

Because according to this voice, unless you are performing at a near impossible level of perfection, you deserve to be abused.

Through this voice, you become both a victim and an abuser. There is absolutely no power with the voice of self-criticism because no matter what you do, it will never be right or good enough so don't even think about it or you'll pay the price.

## **Reason #8 Why You Aren't Making 6-Figures: The Voice of Distraction**

And then lastly is the voice of distraction. Now compared to the other voices, this voice seems relatively benign. However, when this voice is in control, it prevents you from following through on what you say you're going to do.

This voice is born from a lack of commitment, a lack of focus, and the inability to make a decision. This voice also invites confusion and overwhelm to the party.

Some people describe this voice as bright shiny object syndrome. Others say that they are just “following their feelings” or “going with the flow” or “I'm feeling into it”.

Here's something really important to understand about the voice of distraction:

**When it comes to creating what you want, you'll want to make decisions based on your Vision, not based on your Feelings.**

If you listen to your feelings, you're going to be driven by your conditioning.

Every. Single. Time.

I've seen it happen in my personal life and with clients. It was a hard pillow to swallow, and I didn't really want to believe it. But then I saw how my

feelings were leading me NOT take the steps that I knew in my heart were the right steps to take.

In fact, my husband likes to joke that if he listened to his feelings he'd sit on the couch and drink beer all day (thankfully he doesn't)!

So, it's important to see how sneaky the voice of distraction can be as it tries to send us off in other directions that have nothing to do with our purpose and vision.

## **Which Voices of Self-Sabotage Are the Loudest and Most Present in Your Business?**

I invite you to think about which of these voices of self-sabotage are playing a role in your business.

>> Which of these voices are the loudest as you work towards your dream of creating your successful six-figure business?

>> Which of these voices is getting in the way of you being able to fully share your talents and gifts with others while earning the money you desire to take the trips you want to take, to afford that amazing school for your child, to create your luxury dream home, to hire that personal chef to cook for you?

>> Which of these voices are stopping you from creating a business that supports and nurtures YOU?

It's important for you to identify which voices of self-sabotage you are listening to, because here is the reality:

**If you give these voices a seat at the boardroom table of your business and you act in accordance with what they say, then they have power over you and *they* are running your business, not you.**

These voices of self-sabotage are not capable of running a financially successful business and have no business in your business!

All that these voices of self-sabotage are really good at is making you feel guilty, confused, questioning yourself, feeling unworthy, feeling overwhelmed, and potentially leading you to quit your dream business, just like I nearly did.

Now, I want you to know something really important. It is NOT your fault that you have these voices of self-sabotage, nor is it your fault that you've been listening to them.

These voices come from your subconscious mind through the conditioning process. Your conditioning is meant to keep you safe. Your parents taught you things and gave you beliefs that in their opinion, would keep you safe.

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And your subconscious mind accepted all of that conditioning as a program to keep you safe. This is not bad. The subconscious mind plays a very important role in our lives.

It is designed to keep you operating within certain parameters that it has been programmed to accept. These parameters keep you within the bounds of some level of perceived safety.

The trouble is that when you choose to make a big change in your life, your subconscious mind goes on red alert because it perceives that you are about to move outside your bounds of safety (or what it has been programmed to deem safe) and it will do everything it can to stop you when you try to go outside those bounds, even if what you're doing is a really good thing.

And growth is always a good thing! In fact it's the impulse of all of life itself to seek growth and expansion.

But the subconscious mind does not know this. It only knows that you are beginning to behave in a new way, and it sees this as a threat.

This is where the 8 voices of self-sabotage come into play. These voices get activated when you try to make a change in your life.



What happens is that you have a vision of something that you want... a 6-figure dream business that you love and that affords you the little luxuries that would make life feel nurturing, supportive, abundant, and even dreamy. And you start to move in that new direction.

What happens next is that the ego and subconscious mind, doing its job, sees that as a threat, and it starts flashing the warning lights. And it will do whatever it needs to do to stop you.

And so even though it would be a really good thing for you to live life in alignment with your purpose and have a business that allows you to afford the luxuries that a successful business can provide you, the subconscious mind doesn't understand that.

So, it'll throw overwhelm your way, add confusion into the mix, and make you doubt and question yourself through the voices.

And if you listen to those voices and follow them, and as a result, you don't move forward, then your subconscious mind calms down because it has won. It has stopped you from changing.

While the subconscious may feel better when you quit, *you won't*.

In fact, oftentimes you'll feel worse. Because you'll still feel that pull of your purpose, your business dream, the money to create for your family the

experiences you want to give them – that impulse for expansion. And it feels terrible *not* to create it.

This constant battle within wastes a lot of energy. And then we wonder why we're so tired as moms, right? It's exhausting to fight with ourselves like that.

These voices are extremely compelling. They'll have you feeling like you truly are overwhelmed, for example. You'll want to believe these voices because it seems like they are speaking truth. But it's simply a false truth based on a misunderstanding of how life really works by those who conditioned you.

This is why those 8 voices are so effective at stopping women looking to create a bigger life through their purposeful work because they feel so real. But it is a trap. And this is why the 8 voices are so insidious. And why so few women actually achieve what they really truly want. They might get a little bit of it, but they don't get the fullness of the vision of the life they desire.

And as moms, we're especially vulnerable to listening to these 8 voices. Why moms? Because we're not supposed to focus on our own passions and purposes and start businesses. We're not supposed to put ourselves or our dreams on the priority list!

The way to break out of this trap of allowing the 8 voices of self-sabotage to be in control is to be willing to **stop giving power to them**. And to start tuning in to and following the voices of the authentic, abundant YOU within.

Those voices are there too. You just haven't connected with them enough and/or learned to trust them enough to listen and act on their wisdom. And that's your challenge.

Your authentic voice is intimately connected to your purpose and is constantly whispering and gently nudging you along the path to achieve your purpose and your dreams.

And that is why identifying the 8 voices of self-sabotage in your life is so important. When you can see the voices of self-sabotage and how you are allowing them to control your business decisions, and you can shift the power from those voices and give it back to the voices of your authentic self, everything in your business results will begin to change.

### **Truth Bomb: Nobody is immune to these 8 voices of self-sabotage.**

It's just that these voices of self-sabotage don't run the show for everyone. Successful 6-figure+ mompreneurs know how to overcome these voices of self-sabotage, which is part of their formula for success (whether they know it or not).

They know how to make their vision more important than their fear. They know how to connect with their authentic voices and let them lead the way in their business.

They let their desires and their intuition speak loudly and they take action immediately no matter what anyone else thinks.

They have learned how to trust themselves, trust their authentic voice, trust their intuition, trust their worthiness, trust God/Source/Universe and trust that they CAN make the money they desire and that they will be supported in doing so as long as they follow their authentic voice.

I hope that by now you've identified which of the voices of self-sabotage have been getting in the way of you and your 6-figure dream business, so that you can start making new choices as you move forward and ultimately cross that 6-figure milestone in your business.

Once you do, your life and business will start to change in magical and miraculous ways. Everything you want is here for you right now. All you need to do is stop listening to those voices that are stopping you, and tune into your authentic, abundant voices that are intimately connected with your purpose and are quietly showing you the way.

## **Are You Ready to Take Your Business Over the 6-Figure Mark This Year?**

## **Get Clear on Your Next Step with a 6-Figure Business Breakthrough Call.**

In this laser-focused session, get your business on track and create momentum toward your 6-figure year.

Specifically in this call we will:

- >> Take a look at your business to see what is/isn't working
- >> Review your money goals and current challenge to identify possible solutions
- >> Uncover the #1 bottleneck restricting your money flow and growth

**Request a complimentary  
6-Figure Business Breakthrough  
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**<https://ishinewealth.com/breakthrough>**

## About Jill and I Shine®



Jill Hope is a money coach for mompreneurs, a writer, lifestyle empowerment mentor, inspirational speaker, and founder of I Shine®. After a successful 22-year corporate career, Jill made the leap into entrepreneurship to pursue

her passion of empowering entrepreneurial women to follow their heart and make their dreams a reality. Jill is passionate about supporting busy mompreneurs to get past the 6-figure mark in their business so they can ultimately create the abundant freedom-based lifestyle they dream of while doing purpose-driven work that they love.

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