#86: Making Money, Closing Sales, and Nurturing Your Inner Child

Full Episode Transcript

With Your Host

Debbie Sassen

#86: Making Money, Closing Sales, and Nurturing Your Inner Child

You're listening to *The Jewish Entrepreneur Podcast* with Debbie Sassen Episode 86.

Welcome to *The Jewish Entrepreneur Podcast*. I'm your host, Debbie Sassen. I went from being a financial adviser, author and chronic underearner to building my business to six figures as a financial planner and money mindset coach. And then, on to multiple six figures as a full-time money and business coach. I help entrepreneurs create money making businesses and build wealth, using sales and money mindset strategies in alignment with authentic Jewish values. Now, let's dive in to today's show.

Hello, my friends, and welcome back to the podcast. Today, I have a very important episode that I want to share with you. It is something that I am currently working on in my emotional healing, my nervous system healing, the body-centered work that I do, and also some of the mindset work that I do, as I grow and expand myself as an entrepreneur and as a business owner and as a leader for my community.

So, I don't have everything worked out 100%, which I think is fine. Because even if I thought I had it worked out 100%, of course things would grow and develop and evolve as the days and weeks and years moved along. But anyway, I'm going to speak about, today, money, your relationship with money, closing sales conversations, and nurturing and healing your inner child.

Before we get into today's episode, I want to remind you, I mentioned it last week, and the week before on the podcast, that I will very soon be releasing a free training a four-part course on closing non-sleazy sales conversations. I'm hopeful that by the time this podcast drops, it will be out. But there's some tech issues that I'm working out.

But anyway, get onto my email list, DebbieSassen.com/newsletter, so that you will be the first to know when this new sales training drops. Because this is now the second half of 2023, and one of the ways to make more

money in your business is to become more proficient at closing your sales calls.

Imagine if you had eight sales calls this week, and you're able to close all eight of them, or seven out of eight, even six out of eight. If your current close rate is 20% or 30%, and you can grow that to 80% because you've gone through sales training, that's a way for you to be more efficient with your time, more productive, because you're having less sales calls. And it's a way for you to make more money, more quickly because it just means less sales conversations.

So, go to my website. I'll drop the link in the show notes so you can get there, DebbieSassen.com/newsletter. And of course, we're also going to be talking about how your relationship with your inner child shows up in your sales conversation, today on the podcast.

Let's start by even defining what your inner child is, so that you and I are on the same page. Your inner child refers to that part of you that holds onto the childlike qualities, memories, and experiences from your early years. Your inner child, and I even like to call it your “younger you”, is that part of you that has been present even since you were conceived, since you were in utero in your mother's womb.

And of course, the years after, your inner child was present and developing from when you were newborn through birth, and maybe any trauma experiences that you had through birth. And of course, your school years into middle school. Sometimes into high school, and even into 20s. Your inner child lives in your body; it's an embodied experience. And she or he also lives in your subconscious mind.

Your inner child has been absorbing clues and messages from her surroundings, again, since before you were born and before you could understand or fully process what was going on, both emotionally and mentally, around you.

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Your inner child holds on to memories and beliefs from the past, as well as hopes and dreams for the future. Your inner child, your younger you, or sometimes I'll even call her “Little Debbie” when I'm referring to my younger self, she recalls really good things.

Some of the things that I recall are being in my grandmother's presence. I just felt so safe when I was with her. She hand dipped chocolate; they were the most delicious things in the world. She made so many homemade goodies. Her homemade applesauce, her jams, she even made her own liqueur. She was one of those bubbies that you just loved to be around. There was no judgment, always safety, and warmth and acceptance.

So, that's one beautiful memory that my younger self remembers. But then of course, you're younger you also remembers times when you were bullied in school. You might have been shamed by a teacher for not knowing your times tables. You may have had a heartbreak when you broke up with a boyfriend or a girlfriend.

Or perhaps, you were one of those families that moved around a lot. Your dad could have been in the military. And so, every two or three or four years, you had to get up and move schools. And every time was an emotionally heavy experience because you had to leave your group of friends, that place where you belonged. And peers are so important when we're in school.

And then, you had to go to a new school, find new friends, create this new network and tribe and place where you belonged. And of course, anything to do with money and financial hardship, financial trauma, is remembered by our younger self, and lives in our body.

And if there was any neglect, or if there was financial loss, or emotional loss, all of that is going to be living within you. And it will show up at different times during your journey as an entrepreneur. And people who are both entrepreneurs, and not entrepreneurs, have this younger self living inside of them.

But because stress is one of the triggers that can cause your younger self to become activated, want attention, and really just want to fight to be safe, it really shows up in an entrepreneurial journey. Because as you grow and become more visible, as you're asking for more money, receiving more money, handling more money, as you're managing all the things, let's just put it out there that being an entrepreneur is overwhelming.

You are juggling a lot of balls, from the clients you're dealing with, sales conversations, handling the money, serving your clients, then going out and you're doing the marketing, you're looking for new clients, you're building relationships with other people, and then there's the tech issues.

God bless us, in 2023, that we also have technological things that we have to deal with. Whether it's a website or a podcast, or a video or YouTube, or something else, there are many balls that we have to try to keep in the air as entrepreneurs. And then, we have to hold onto ourselves and maintain our own safety.

So, that younger version of you can get very active, and she or he might not feel safe all the time. She might be pulling on your skirt, and wanting attention. That's where I kind of find myself today. And for the last few months, I've been doing some of the deeper inner work, specifically on my younger you.

One of the ways that I am working on it is with my coach; we work specifically on my nervous system. I've been doing some journaling. And here are just some of the things, just so you can get an idea of what it means. Here are some of the memories and experiences that I've uncovered just by working on this for the last couple of weeks.

So, the first thing that I remembered, if I go back… Besides the time that I was very young, I really do remember that when my younger sister was dehydrated… I still have this memory of my parents driving away, leaving us at our grandparents; that grandmother where I felt always, always safe.

But she had this panorama window, and I can still remember looking out the window and seeing my parents driving away with my sister to the hospital. I remember discussing this with my mom before she passed away nine years ago. So, I might have discussed it with her 10 or 15 years ago.

My sister, she said she was dehydrated when I was three years old. And so, I think that that's the earliest memory that I have. But again, there's this situation happening, it feels unsafe to the child, the child doesn't know. My younger Little Debbie doesn't understand why my parents are dropping me and my older brother off at my grandparents and driving away with my little sister.

And so, it left a memory, it left an imprint, that has been encoded in my body. So, that isn't a memory that bothers me today. One of the things that I do remember, is when I was in third grade… If you remember back in the days, you might if you're old enough, when we had Super 8 film. So, I was in the gifted program at school, and I was one of the kids who got pulled out of class so that I could be in a film making workshop.

We had the Super 8 film that we had to thread through the film projector, and we were learning how to cut the film, splice the film, put things inside of the film. I don't even remember all the details. But I do remember the word “splicing”. Anyway, I made a joke or a wisecrack, or I was being silly or something like that, and the teacher said that I wasn't serious so I got removed from the program.

Because I was being a kid. I was in third grade. I was about eight, maybe I was nine, right? I was doing the childlike things that children do. And I was punished because of that. That's one of the memories that came up recently, that wanted to be cleared, that wanted to be healed. And my Little Debbie inside, really was asking to be comforted for doing a childlike thing that children do, that they're just silly.

And then the next thing that I remember, was in fourth grade, or it was the end of fourth grade. I played the clarinet. I went to music lessons when I

was in fourth grade. And at the end of fourth grade, all summer long, I didn't practice the clarinet. And my dad said that I wasn't serious. And he said that I couldn't continue with clarinet lessons.

And we've talked about this, I don't blame my dad. I have total forgiveness. I get where he came from. And he realizes that he made a mistake. But again, think about the child, the eight, the nine, the 10-year-old child who's having both of these experiences, and other ones, and we're told almost that we have to be like adults. We're not allowed to laugh and be silly. We always have to have our music lessons every single week, practice, and be perfect little children.

And those are the messages that I downloaded into my nervous system. That are telling me, that if I want to be successful in the world, I have to be perfect. And so many of us got these messages that we have to do well in school, we have to be perfect, we're not supposed to step out of line, it's dangerous to step out of line.

And so, when we are showing up in our businesses, perfectionism, and not recording a podcast, or not putting up a blog post, or not putting up something on social media or running a workshop, if it's not perfect, we're going to hold ourselves back and not do it.

You probably have heard more than once, more than a hundred times, that imperfect action beats inaction, every time. And still, your body might resist, because it feels dangerous and scary. You could get punished. You might get bullied; we're going to talk about bullying in a minute. But something might happen to you if you stick your neck out. You put yourself on the line.

And that's why it's really important for you to start having a relationship with your younger you, and ask her or ask him where she needs some cuddling. Where she needs some healing. Where she needs some approval from you in order to heal. So, that you, as an entrepreneur, can grow, thrive, be more visible, helpful, and serve more people in your business.

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Let's speak specifically about money, and the relationships with money, from your younger years that need to be healed. So, I have a couple of stories from my clients that I'm going to share with you. But first, I want to share a little bit about my story.

I always grew up with enough. I never had a situation of financial scarcity until 13, and we'll get to that. But we didn't live lavishly. There was enough. I went to summer camp. I even went to sleepaway camp when I was 10 and 11 and 12. So, I never was at a loss for anything, or was drooling after things that my friends in school had.

We've talked already about me feeling like I was ‘less than’ because I did have some classmates who went skiing in the winters. But it was really something that my dad didn't ever enjoy. He was never a skier. But we did shop at the affordable stores or the reasonable stores.

We got our clothes at Sears. I wore my older brother's hand-me-downs. Just imagine the girl wearing her older brother hand-me-downs. And then my sister, who's a year and a half younger than I am, she was much slimmer than I was. I was the kid who was pleasingly plump.

So, talk about my younger self wanting to feel safe and not be bullied and not be shamed in public. I was the one her older brother called her “thunder thighs.” Lovely name. Thank you very much, brother, for that. And all that lives inside of me, and my younger self wants to be protected around that and feel safe.

But we shopped at the stores like Sears and Kiddie Shoe stores, if you remember that store. If you're old enough to remember that. We didn't shop at the department stores that were, today, like the Neiman Marcus. Back in my day, it was Robinsons. But we had everything that we needed.

And then when I was 13, my dad lost his job, and he couldn't afford to send me to summer camp that year. I really, really wanted to go to music camp, so that's when I went out and cleaned houses, cleaned toilets, and rode my

bike all over West L.A. in order to earn the money to send myself to summer camp.

The money message that lives inside my body, both from that time when I was earning money, and my financial history that we talked about on Episode 84; as a Jewish woman with a family that came over from Nazi Germany. The message that lives inside my nervous system is that making money is hard work. There is enough. I have financial safety. And I have to work hard to earn money.

I never lacked for jobs in my entire life. Even during my high school years, in college, and post college. It was never a grind for me to get a job. I was able to manifest that, find that, very, very simply. And still, I always had to work hard. That's the reality that lives within me.

Or I make it harder than it needs to be, which is something that we do as entrepreneurs. Because we have this mis-belief that we have to work hard. That we sometimes make it harder than we need to make it, and it feels very unsafe and uncomfortable to make it easy.

A couple of other stories from my clients, because one of them may or may not ring true to you. You might identify with it, or parts of it. I think it's very important. So, last summer, I was working with one of my clients, a spiritual entrepreneur who was capped, in terms of her income, at the $300,000 to $400,000 income level.

And because she does spiritual work, she was also working with someone on her nervous system healing. And she came to me specifically for money healing. And through our work together, we got in touch with her little girl that lived inside her. And my client grew up with a single mom.

So again, that same story that making money is hard. Her mom had two jobs or three jobs. And it was really just living hand to mouth. And there were even times when there was a lack of money. So, her little girl inside of her felt very unsafe around money.

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Now, my client was making a good income as an entrepreneur. And her husband also had a good income as a salaried person. They didn't lack for anything. And I know, about her financial situation, they weren't spending extravagantly. They lived comfortably; they have all their needs met.

And a couple of things that we uncovered when we worked together was number one, her little girl wanted a doll. Like, she really wanted a doll to feel safe, because it was something that she never had as a child. There just wasn't enough money. So, that was one of the things that my client did, in order to soothe and pacify her little girl, was to go and get her a doll.

But the other thing that came out, was that in order to feel safe, her little girl felt that she needed $5 billion dollars in the bank, right? Otherwise, she wasn't going to have enough money. And that was really the focus of the work together. It was helping her inner child, helping her younger self, feel safe with less of a cushion in the bank.

And it involved really understanding numbers. Understanding what it meant to have enough money saved up for retirement. We even did some work around investing and what it meant to invest in the stock market, and how the stock market grows, on average, over time, about 10% per year. And of course, there could be ups and downs in the stock market in any single year. But over the long term, the average rate of return is 10%.

And that was part of the healing work that we did, so that her inner little girl would stop resisting financial growth, and that openness and vulnerability, so much. So, that was part of the work that I did with one of my clients who grew up as a single mom.

I'm also going to share another story of one of my clients who grew up with a single mom. And it doesn't really matter if you grew up with a single mom, parents, parents who were together then got divorced. These are situations where people lived in financial scarcity. And I'm going to give you a trigger alert before I go on, because I don't want anybody to be really upset by the story.

But it does end with my client, in her 20s, had a sugar daddy. So, if that feels uncomfortable for you, then you can leave the podcast now, you can fast forward, but it's something that I don't want you to be surprised by. And my client has asked me to share the story.

If you go to my Facebook page, the name that I use, the pseudonym that I use, is Gina. It's not her real name, but she wants to know that healing is available. So, it's been many, many years since I shared it, but if you feel like it, you can go and you can search for it on my Facebook page.

So, Gina never had enough money when she was growing up. You know what I'm going to do? I'm going to actually read it directly from my Facebook page. Because I think that way, I won't make any mistakes and then you don't even need to go and search it out. So, here's the story.

Gina never had enough money growing up. Her single mom worked hard and came home exhausted every night, and she wasn't emotionally available for Gina. Gina was the kind of girl, like most girls, who loved pretty things. But life was hard and money was scarce. There was no room for extras in their budget. Gina felt trapped by the lack of money and she detested her situation.

My client told me stories about getting up at 6am during her summer holidays to go to work. “I didn't want to work, but my mom made me,” she said. “That summer, I scrubbed gum off the chairs and tables in the school rooms. I was humiliated and embarrassed.”

The $700 that Gina earned that summer was barely enough to cover the spending needs of a young girl raised in deprivation. “Mom always told me I have champagne taste on a beer budget.” And something else that I will add, that isn't written on my Facebook page, so if you go to my Facebook page, you won't find it.

Was that, Gina's mom, at some point in her years, also made her dance in front of men so that the family could earn money. And that was something that I've shared here and there. Anyway, so when she was 14, Gina and

her mom were on the move again. They moved from house to house from time to time. And that time Gina found herself sleeping on the floor in the home of friends. And the situation never got better.

So, when she was 16, Gina ran away from home in search of a better life. And in her 20s, she finally struck it rich. Literally, that was when she became a kept woman. And she had gifts showered on her by her new sugar daddy. Life was amazing, thrilling and exciting, Gina says. The money, jewels, clothes, travel and luxuries were intoxicating.

And at last Gina had everything she wanted. And even though she could never admit to anyone, let alone herself, that the diamonds and jewels belonged to her. But after four and a half years in that toxic relationship, the people in town started talking about Gina as the “other woman”. And she learned that her sugar daddy was actually married.

And it wasn't the kind of relationship that she really thought it was going to be. And if she was able to manifest money… It was fascinating. She went from one rich husband to another rich husband. She had wealth. She had property.

And when we worked together, it was right before she got divorced from, I think, it was her third husband. And there was a lot of healing work. There's still a lot of healing work. We haven't been in touch for about three years. But here's the thing about financial deprivation, financial scarcity, which can come in many colors. It can come in many flavors.

It can be, like either one of my clients, it can be just that there was hard work and barely enough to pay the bills. Not enough furniture or clothing. Or not enough electricity in the house to keep the house warm during the winter. It doesn't have to be as dramatic as either of those stories.

But what happens, is your little girl, that lives inside of you, or the little boy who lives inside of you, didn't get her needs met or his needs met for love, for warmth, for safety. It could be that your parents weren't around because they were always working, and there are unmet needs inside of you. And

that little person is looking for love, is looking for safety, is looking for warmth. Is looking for you to take care of that younger you right now, as an adult. And it could be attention that your younger self wants.

It could be that you want to spend time painting or drawing. I have this yearning inside of me to start playing with clay. I don't know why, but something about my hands in the clay and feeling cold, feels good to me. That's what I'm drawn to. Never been drawn to drawing. I like to dance.

My mother loved to paint. That was something that she was very gifted at. That was a way of her expressing so much that lived inside of her. And she was a very gifted artist, a gifted pianist. She had a lot of artistic abilities and capabilities.

But there are different ways that you can help your younger self feel safe. Sometimes it's movement, it's dance, it's walking, it's hiking, can be swimming, going to the beach, hearing the sounds of waves, being in nature. It could be journaling, so that you really write a letter… I've recommended sometimes, to my clients, that using your dominant and non-dominant hand, where your dominant hand…

I'm right-handed. My right hand would be me, my current self, writing a letter to my little girl. My little girl would be writing with my left hand, so that we can have a conversation. And my non-dominant hand would be able to access memories from my younger self.

So, what happens when there is a financially stressful situation that lives inside of you, it can show up in your business in a couple of ways. Number one, it can show up as overspending. And that could be actually in your business, it could be in your personal life.

But if you have unmet needs, and all of a sudden, there's money that comes into your business, you could spend and spend and spend money that you don't have. Or money that you need for just basic necessities like food, like clothing, like water, like electricity and housing.

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You could spend it because there could be this inner hole, this inner lack, that feels like, “Well, if I don't buy it now, it's never going to come again. So, I have to get it. I have to grab it. I have to buy and buy and buy, because I need to feel some unmet needs that my little girl inside of me is holding on to.” So, that's something that you want to look out for.

Are you overspending in your personal life, or on your business, because you want to get things done quickly. You think that if you overspend on your business, you're going to be able to create something quickly that you wouldn't be able to have otherwise.

And sometimes, the financial lack from younger years will show up as underspending. Because you're just afraid that if you don't hold on to the money and just really grasp it, and keep it and just hold it tight… If you could see me now, you would see my hands clenched really, really tight, and my shoulders are very tense, right? You can just imagine not letting go of money, because it just feels like a lifeline.

We've talked about how money is a core survival need. And we do, we need it for, as I just said, the clothing, the roof over your head, etc. And so, you might just hold on to money and not spend anything, and try to bootstrap your business.

In one of my earlier podcasts, I'll put it in the show notes, was bootstrapping your business. It’s the most expensive way to build your business. And if you can, let go of some of that money and invest in your business and in yourself to build your brain, to build your mind, to heal your nervous system, to build your website.

I spoke about that yesterday with some of my clients in Wired for Wealth. One of my clients was asking about investing money in her website, because it's taking so long to do it herself and she's just not a tech person. That's a beautiful way, if you have the money and the resources to get it done, and give that job to somebody else who is gifted in building websites; and there are so many of them.

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So again, if you are holding on to money that could be spent to help you grow or to help you thrive, but you're not, that's something that you want to look at. And go inside and ask your younger you, “Is there a reason why you're not letting me let go of the money? What are you afraid of?”

And it could be like my client who just wanted $5 million in order to feel safe, and we had to work on that relationship. Or maybe your inner self just wants to hold on the $100, the $200, $1,000, whatever it is, and doesn't understand because she's just too little. How investing in yourself and in your business can actually help you grow and thrive more quickly, and how that will allow you to collapse time.

Let's move on to sales conversations, because this is also an important part of our relationship with our younger self and our inner child. If you were bullied in school… Remember I spoke about when I was eight, when I was in third grade, I wasn't bullied by the kids in school.

Actually, I have a story about that, when I was in sixth grade, but not going to get to it today. But if you were shamed or if you didn't have friends… If you felt like a misfit… As I said, I was the one who my neighbor's mom called me “pleasingly plump”, and my brother called me “thunder thighs”, not very loving names.

And so, I always felt like “other”. I was never one of the popular girls who played volleyball and handball and softball really well. I loved to go on a bicycle. I don't need to play team sports and be coordinated in order to do that.

But I was never one of those popular girls who could play sports very well. And I couldn't run very quickly. I was always at the end of the line when we were running, so definitely not the one who was picked first for the team sports. I was always picked last or second-to-last.

And that will cause you to feel like unsure of yourself. And again, your inner child is going to want to feel safe, want to feel protected. She's not going to want to feel rejected or judged or criticized. It feels so uncomfortable.

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So, when you are showing up for a sales conversation, if you have these uncomfortable memories… I don't know if I want to call them bad memories. But if you're having these uncomfortable, negative memories from your childhood, it's something that is just calling out to you that wants to be healed.

Because when you show up powerfully on a sales conversation, you want to be the voice of truth for your potential clients. Very frequently, in a sales conversation, the person that we're going to talk with is going to tell us that they're not going to have the money, they're not going to have the time, they're going to have to ask their husband.

I've already done one podcast on overcoming money objections, and we'll hear a little bit more about that in that sales training. So, I'm giving another shout out to the upcoming sales training. We're often going to get people who are going to hesitate to invest, and you want to be bold and be a truth-teller to them.

Because very often, it's their fear of spending money on themselves to get what they want, and they don't believe in themselves. They also have this inner child that needs to be healed, and wounds that want to be kissed, and booboos that want to be loved. Right? They also need that.

And when we can be a bearer of truth, and tell them exactly why they are stopping themselves from taking the next step. And even if they don't take the next step with you, when you can feel confident that you can really say anything truthfully to your potential client.

And then, you're exposing yourself again, to criticism or rejection or judgment about your price, about the words you say, about the product you're offering, about the service, right? That will feel uncomfortable for you. And your inner child might be kicking and pushing back and saying, “Don't do it, it feels uncomfortable. Keep your prices low. So, that nobody's going to judge you because your prices are too low.”

And then, I refer you to last week's podcast Episode 85, were I talk about five pricing mistakes you want to stop making. So, go and listen to that. But there are so many times in our business that we expose ourselves to naysayers, to haters, to people who could judge us.

And it could be if you're showing up on social media, or if you're giving a live workshop, or you're putting yourself up on your WhatsApp status, whatever it is, there is a potential, a possibility, that people will push back. And we could stay in our little corner. Keep ourselves small.

And here's the thing, you can't change lives, you can't help the world heal, you can't help individual people heal, if you don't expose yourself and share your truth with the world. So, that is a very big reason why you want to heal that little girl inside of you, or that little boy inside you, that is feeling uncomfortable and doesn't want you to grow, and really wants to hold on to you.

Almost like holding on to that kite string and just pulling you back to Earth, and doesn't want to let you go. So, find a way to nurture inner child, heal your inner child. There's so many ways that you can do it.

Like I said before, whether it's with art or dance, being in nature, just sitting outside in a garden, whether it's a public garden or your own garden, but find a way for you to connect with that inner person, that little person, that's living inside of you.

And get to know her, and ask her what she needs. What compassion, what empathy, she is just longing for, in order to help her heal and grow and thrive?

Alright, my friends, that is what I have for you today on the podcast. I'm actually going to do something right now that came into my mind. I'm breaking all of the rules of business and marketing, because I'm going to give you a second call to action.

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Of course, before we jump into number two, I want to remind you of number one. Which is to go and sign up for my newsletter, DebbieSassen.com/newsletter, because then you will get the announcement when the four-part sales training is available.

But we're now in the month of July. The month of July is my birthday. It's also almost the Hebrew month of Av. And I also have a birthday on the 3rd of Av. Last year, during this month, I offered money healing. And I've just decided that I'm going to do it again.

I'm going to put a link in the comments that will give you a special opportunity to sign up for four money healing sessions. And one of the clients that I told you about earlier, she signed up for six sessions last summer. And another one of my clients signed up for four sessions. Another one for six sessions.

These sessions were very healing on something very specific about money. It's not about business. It's not about growth or sales or marketing. It's just you and your inner little girl, your inner little boy, and healing your relationship with money.

So, I'm going to put a link in the comments, DebbieSassen.com/moneyhealing. It's one word. It's going to take you to my calendar, where you can sign up for four sessions at $1,500, and you can book in your time for money healing straightaway.

Alright my friends, that's what I have for you on the podcast. I look forward to seeing you next week. Have a beautiful day. Bye for now.

Thanks for listening to *The Jewish Entrepreneur Podcast*. If you want to stop underselling and underearning and close more sales, you need to clear the limiting money beliefs that are sabotaging your business growth.

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other entrepreneurs who are now building six-, multi-six-, and seven-figure businesses and creating true financial freedom.