



8 LIES CREATIVES BELIEVE THAT KEEP YOU
STUCK, SPINNING AND (CASH) STRAPPED
and the truths that will help you navigate your vision of success to victory!



THE SECRET TO SUCCESS IS OUT THERE.

IS THIS YOU?

- you rely solely on external sources: experts, books, friends, family, cultural norms, research, statistics
- you go for the popular or one size fits all solution/immediate answers
- you go from one idea, model, program to the next
- you experience deep dissatisfaction or emptiness
- you find it challenging to get and stay centered, peaceful

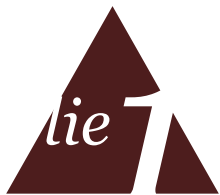
THE *truth*

VICTORY BEGINS WITHIN™

Everything you need to be
successful in your life and
business has been given to you in
your inner being – your **CORE**.

TIPS

- get to know your gut – trust yourself
- get clear on your vision and why it's important to you
- take good care of yourself and let go of being responsible for others
- prioritize and honor your values
- focus on your strengths
- listen to yourself and speak your truth
- surround yourself with champions, role models, clients, team and friends that you love
- learn your purpose = know your life value
- learn your mission = know your market value



THERE IS ONE “RIGHT” DECISION

IS THIS YOU?

- you avoid making decisions or second-guess them
- you need to have it all figured out
- you gather as much data, knowledge and analysis as possible to make a logical decision
- you'd love it if someone would tell you the right answer
- you are unaware of or uncomfortable with your thoughts and/or emotions and/or your body
- you struggle with guilt and/or regret

THE *truth*

You can trust yourself to
know the best decision for
you at any given time.

TIPS

- pray/meditate
- run all input (experts, books, research, analysis, etc.) through your gut-check your intuition
- be willing to step into the unknown
- face fears, acknowledge thoughts and listen to your body
- trust your (creative) process
- give yourself permission



ONCE YOU DETERMINE YOUR VISION, THE PATH IS SMOOTH

IS THIS YOU?

- lack clarity/need direction/question the path or your calling
- you are overwhelmed by to-do's or ideas
- lack motivation/procrastinate/call yourself lazy
- you get frustrated/annoyed or scared by obstacles and detours
- you don't set goals that are SMART or FUN
- you are angry with God, others, yourself or life (struggle with blame)

THE *truth*

Every obstacle, bump, detour,
delay, or distraction is an
opportunity that will propel
you toward your vision,
if you embrace it.

TIPS

- ask yourself: What do I want?
- create vision
- ask yourself: What am I afraid of?
- tap into your motivation
- ask yourself: What do I need?
- set SMART goals that make you smile



IT'S SELFISH TO TAKE CARE OF YOURSELF

IS THIS YOU?

- you feel responsible for others
- you don't ask for what you need/want
- you are resisting what is in your life/business right now
- you believe investing in yourself is a luxury or wasteful
- you are stressed, exhausted or sick
- you feel pressure to get involved to make sure things get done and turn out as they should

THE *truth*

It is selfish **NOT** to take care of yourself and it's selfish to get involved in others lives – both are needy. It's respectful to take good care of you and mind your own business.

TIPS

- discover your basic needs: physical, emotional, financial, spiritual, etc.
- ask yourself: what do I need most right now? take action
- say no
- make requests
- determine what is only yours to own in business and life – let go of the rest (age appropriate with kids)
- face reality: find blessings and creative solutions



YOU HAVE TO MEASURE UP

IS THIS YOU?

- you feel the pressure of expectations/obligations/shoulds
- you settle or go for perfection
- have competing priorities or difficulty prioritizing
- you get into unhealthy relationships in life and business
- the voice(s) in your head are critical or judgmental so you strive or shut down

THE *truth*

You measure up as you are.
You are enough.

TIPS

- determine what you can't live without
- notice what sets you off
- put both on a list
- prioritize your answers
- use as a set of standards for hiring, discerning friendships/mate, to create family and business culture, a tool in decision-making
- know your standards are unique to you: valid and honorable



YOU SHOULD BE ABLE TO DO IT ALL YOURSELF

IS THIS YOU?

- you are overextended or afraid of dropping balls
- it's difficult for you to delegate
- you look to others for how to run your business and life
- you procrastinate in responding to friends or clients when you don't know what to say
- if you were to go out of town on vacation or to get sick, your business or home would shut down
- you feel if you can't do it, you're a failure and failed those around you

THE *truth*

Your uniqueness determines
WHAT you do and HOW you do
it: it is acceptable to say no, ask
for help, or delegate those things
that you are not wired for.

TIPS

- discover your strengths and what you enjoy most (LOVE to do)
- create an organization chart
- renegotiate home responsibilities with spouse and give age appropriate responsibilities to kids
- discover your unique way of doing things: set up systems and procedures accordingly
- notice what irritates, stresses or causes you to avoid things: create policies to address each one (life and business)
- discover how you naturally do things: customize tools, tips, advice to your uniqueness



BEING "NICE" OR "GOOD" IS KEY TO SUCCESS

IS THIS YOU?

- you are afraid of disappointing people or of hurting people's feelings
- you either listen or talk 90% of the time in conversation/groups
- you explain or justify your position/decision
- you don't communicate your expectations, deadlines or feedback
- you are bullied, placated or manipulated by that voice in your head (or by others or you do it to others)

THE *truth*

Speaking your truth with
kindness and respect will
unleash your success
and others.

TIPS

- notice your thoughts: what do you say to yourself?
- what words, tone of voice and pace of voice do you regularly use?
- what thoughts, words, tone and pace would be kind and respectful?
- get centered
- say what you mean
- know that people are not fragile and are blessed and strengthened by authenticity



YOU ARE GREEDY OR SELF-ABSORBED IF YOU RECEIVE

IS THIS YOU?

- you don't invest in personal/professional development or leisure/hobbies/interests
- you tolerate relationships that are draining or toxic
- you have difficulty saying thank you
- others rely on you, you don't, won't or can't rely on others
- it feels wrong to take money, time, gifts, compliments, service, extras, etc.
- you feel you are not having the impact you are meant to and that you are letting yourself or God or others down

THE *truth*

By receiving you are
contributing to the natural flow
of life, business and energy –
it honors God, others and you.

TIPS

- invest in yourself: receive what others have to offer
- unplug often, regularly engage in the things you love, connect to yourself and God – fill up!
- receive the recognition, act of service, extra, time, love, etc. – feel it and say thank you
- receive the value of your services
- adjust business and personal relationships according to your standards
- connect with others who are like-minded and those who need and want what you have to offer – and are willing to invest with you.



YOU WILL BE EXPOSED AS A FRAUD OR A FAILURE/JUDGED

IS THIS YOU?


- you are overworked and feel like you can't stop
- you procrastinate or avoid conversations about marketing, sales and money
- you are afraid people will quit and/or ask for refunds
- you undervalue (or giveaway) who you are or what you offer (to be of service or in integrity)
- you can't "afford" anything and feel you don't deserve to receive, be rewarded or recognized
- afraid people will see you for what you really are: _____ (fill in the lie)

THE *truth*

Know that what you have to
contribute to the world as a human
being and in the various roles you
hold (parent, business owner, citizen,
etc.) is of great significance – your
uniqueness makes you enjoyable,
valuable and marketable.

TIPS

- discover who you are at the core
- accept all of who you are, light and shadow
- let go of expectations and pedestals: know that everyone is a hypocrite – we all have double standards, skeletons, flaws and inconsistencies
- gather evidence about the impact you have as a person and as a business owner. What are the tangible and intangible results?
- create a financial and strategic plan that is aligned with who you are at the core and your vision
- take leaps of faith that honor you and your path

A portrait of Ginny Victory, a woman with short brown hair and glasses, wearing a dark brown cardigan over a black top and a colorful beaded necklace. The background is a solid dark brown. A red square with a white spiral pattern is located at the bottom left of the portrait.

*A razor sharp
business mind,
coupled with
the ability to see
inside your soul.*

GINNY VICTORY

CPA. COACH. PILATES INSTRUCTOR.

That might seem like a pretty unusual combo, but for a business coach for creative entrepreneurs, it's the inspired formula that led me to create the exact business that I love so much.

victorybeginswithin.com

Since I started my coaching business, I've had the opportunity to work with over 900 creatives. Many of you are in the design industries (graphic, interior, fashion), film, or communications industries (HR, marketing, PR), or in the healing industries, (spa, travel, fitness, beauty, chiropractic/natural healing/massage).

You are street-wise savvy or MBA sharp, love to learn, grow, travel, create, connect and make the world a better more beautiful place. Highly intelligent and intuitive – you are accomplished in both your career and life and are deeply spiritual.

As women of excellence, you care about finding the best answer, strategy, path, choice and are capable of doing it all. Your desire and capacity combined with any of the lies can cause you to get stuck, be spinning with ideas, to-do's or expectations, or struggle with cash flow.

Pulling from my diverse background and experience and with you in mind, I created the **CORE CONNECTION™** program to help you grow as a leader to overcome the lies, leverage the truth and take the leap to live out your vision of success.

Connect with Ginny:

- *Own Your Victory Offerings and Free Resources*
- *Workshops and Events*
- *Victory Circles*

Ginny Victory, an accomplished expert in business and life coaching, is the creator of **MASTER THE FINE ART OF BUSINESS™** and **CORE CONNECTION™ STRATEGIC PLANNING**. With these two uniquely designed programs she has assisted over 500 business owners start and scale up their businesses so they have the ease and freedom they desire and the ability to play in their genius – every day. She has been trained through The Coaches Training Institute and is certified in the Myers-Briggs Type Indicator and the Thomas DISC and has contributed to the coaching profession in Michigan through participation on the PCAM credentialing committee, as conference chair and as a board member. With over twenty years of experience as a certified public accountant, human resource consultant, Pilates Instructor and executive coach, Ginny combines the sacred and strategic to help her clients navigate their vision of success to victory.

*To tell you the
truth...*

Q&A Coaching with *Ginny Victory*

*Ready for a
quantum leap?*

*Join Ginny as she talks
straight about what it
takes to overcome the 8 lies
and live in the truth of who
you are to be successful in
business and life.*

Go to victorybeginswithin.com/QandA
to sign up today!

victorybeginswithin.com