

The LAND of Plenty

A soulpreneur's
guide to finding
JOY, POSSIBILITY,
and ABUNDANCE
through money
empowerment

CAROLYNN BOTTINO

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Money Empowerment



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Chapter Eight

Living In the Land of Plenty

What would be possible if you believed there was plenty and never feared there wasn't enough? Think about this for a moment. How much time do you spend in scarcity thinking?

I truly believe that the Land of Plenty exists—and it's right in front of our eyes, just like the Milky Way. It just takes a shift in our perception to see it, create it, and live it.

To live in the Land of Plenty, there are certain beliefs we embody and embrace.

- We believe that money is infinite.
- We stop chasing money because it only makes it run.
- We know that money multiplies; it doesn't disappear.
- We believe it all counts!
- We're clear on our perception of plenty.
- We're grateful for what we have.
- We recognize our money journey.
- We trust ourselves.
- We celebrate.
- We learn how to truly receive.
- We know what plenty is, and we aren't afraid to uplevel our dreams.

We Believe That Money Is Infinite

Money is infinite. Do you believe this? The first time I heard this phrase, it blew my mind. I was having a conversation with my sister-in-law when she said, "*There's plenty of money out there—you just have to go out and make it.*"

What do you mean there is plenty of money? How can money be infinite when I just make this small paycheck twice a month? My money felt so predetermined and limited.

Being plugged into the Matrix, I believed there was a designated amount of money I could make, and I was stuck in that tiny little box. How much I made was determined by my boss, and if it wasn't my boss, it was my boss's boss, and if it wasn't my boss's boss, it was predetermined by the choices I had made when I decided what college I would go to, what degree I would earn, and what jobs I applied for. It was predetermined before I was born. Sure, there were others in this world with great wealth, but that was for others. Not for me.

Infinite money felt like a legend. Something you hear about and dream about but never really believe exists. Before she said those words, I had never thought about *really* being in control over how much money I could make. Not once.

But the exciting news for all of us is *it's absolutely true*. Money *is* infinite. There is plenty of money out there. There are plenty of ways to make money. Money multiplies and regenerates (I will talk more about this in a bit). But first, you need to figure out what is standing in your way of *believing* money is infinite. Talk about eye-opening!

We Stop Chasing Money Because It Only Makes It Run

Have you ever tried so hard (again and again) to make a sale or get a raise, and nothing ever changes? When other people

seem to have things come to them so easily, do you wonder *why can't that be me?*

If you really dissect what is going on behind the scenes in both these scenarios, without a shadow of a doubt, I can tell you the law of attraction is at play.

The law of attraction is the concept that like energies are attracted to one another. You think a negative thought, and something negative is going to happen. You think a positive thought, and something positive will happen. While the results don't happen overnight, the law of attraction is just like gravity, pulling what you put out there towards you. The more you focus on the positive energy around money, the more money will appear.

Your thoughts, feelings and beliefs create your reality. If you are constantly saying "I can't afford that," guess what? You probably won't be able to afford it.

In order for the law of attraction to work its magic, you have to really believe it. And I mean down to your core and in your soul. For instance, you can't say in one breath "*I am an abundant being,*" and then constantly complain about how your clients never pay you on time.

Believing and embodying this concept takes time and practice and mindfulness.

If you are chasing after money and feeling like it is out of reach, stop chasing it because it only makes it run.

I realize this is much easier said than done. Remember, we are programmed to believe we need to hustle to achieve. But hustling and chasing are based in fear. Fear there is not enough. Fear that money will never come to you unless you work really hard. Fear that if you don't do it all perfectly, you'll lose everything. And you know what? Fear is a negative emotion that negatively affects your money.

Now, I'm not saying sit back and do nothing and the money will magically appear. It does take some deliberate action. But the difference is in the energy and approach behind the action. The biggest shift in my business, my money, and my ability to afford my dreams came when I really started to grasp this concept. When I stopped worrying that my pricing was too high, or I had to be a certain way, or have a certain balance in my bank account, or provide a certain thing in order to attract clients, everything changed.

Most of all, I stopped being afraid.

I started focusing on everything that was positive in my life and my business. I acknowledged the abundance that was right in front of me. I showed gratitude for every single client, and every single dollar that came into my bank account. I recognized my skills and superpowers as wonderful tools instead of judging myself and thinking I should have or be more.

Acknowledging where money is showing up—even the smallest amounts—and being grateful for what you have is the first step in making the law of attraction work for you.

Once you stop chasing money, you open yourself up to being in the flow to receive money.

We Know that Money Multiplies; It Doesn't Disappear

Try this: Think of money as something bigger than yourself and what is in your bank account. Now consider that as money moves, it doesn't disappear; instead, it multiplies and flows.

Say I have \$100 and I give it to my friend Stephanie for cutting my hair. In the Land of Scarcity, I would feel like I just gave away my \$100 and it was gone. But in the Land of Plenty, I recognize the \$100 still exists. It is in Stephanie's

bank account. And she is going to spend that \$100 on a couple of concert tickets. The concert venue then spends the \$100 on advertising with a local magazine, the same local magazine that happens to be my client. I do some book-keeping for the magazine, and the \$100 comes back to me. That same \$100 has now become income four times over for four different people. This is what I mean when I say money multiplies each time it changes hands.

If you trust in the flow and realize how much money is out there, it is simply a matter of time and making some deliberate choices before that money you “spent” comes back to you.

My favorite emoji on my phone is the money with angel wings 🧚💰. I love to imagine money coming in and going out like a feather happily dancing in the wind.

While it might feel like money is scarce at times, I want to assure you there is plenty of money out there. Are you open to receiving it? Keep in mind it might be right in front of you and coming to you in unexpected ways.

We Believe It All Counts!

One of my clients is a coach who teaches about what is “crazy possible.” She likens the Universe to Amazon. You tell the Universe you want something; it takes your order and it delivers. If you aren’t specific, you might not like what shows up. If you really wanted a medium red t-shirt, but just told Amazon you wanted a red shirt, you would receive a red shirt, but it might be a golf shirt. And it might be an XL.

The Universe is no different. You have to be specific with what you want. If you say “Universe, I want more money,” chances are you *are* getting more money, it just might be those pennies you find on the ground, or the refund check from your utility company for \$3.67.

Be bold in what you ask the Universe to deliver. Be specific.

There is plenty of money out there, and trust me, the Universe wants to give it to you. You have to ask and be willing to receive.

You might be generating abundance in ways you have not yet acknowledged.

- The generous parents or a favorite aunt who gives you gifts each year.
- Credit card points you can redeem for free flights.
- The friend who always buys you lunch.
- That lease you negotiated so you have discounted rent month after month.

In the Land of Plenty these all count. Money and abundance are everywhere. If you start looking around, you might be surprised. Keep in mind, it's not just cash and nothing is too small or too big.

The first time I started looking for and tracking *everything* I received I was shocked. Here I was, asking the Universe for six-figures and it was already there and then some! It was just showing up in lots of different ways other than cash. Within one month, I received almost \$5,000 in free or discounted items—everything from marketing money to grow my business from a vendor, redeeming credit card points for cash, discounts on products I use every month, friends treating me to dinner, and redeeming gift cards I had forgotten about. All of these things have *value*. I just wasn't counting them.

No wonder I wasn't seeing an increase in my business income—I already had what I was asking for, I just had not acknowledged it. I realized I needed to ask for more and be specific!

You might discover that you are compartmentalizing money by thinking only your paycheck or income from your business counts. Sometimes money presents itself as opportunity, sometimes as discarded or ignored resources, and other

times it is literally cash in the pocket of an old jacket you haven't worn in years.

Most of us have money sitting right in front of us and don't even realize it is there. Don't believe me? Let's go find it! One of my favorite exercises that Denise Duffield-Thomas uses is called Treasure Hunting and it is a game-changer. Take 15 minutes and look around your house for things like loose change and bills, gift cards you haven't used, items that need to be returned for a refund, and checks you forgot to cash. It can be ANYTHING that has value. Total it all up.

After you search for what is already right in front of you, the next step is to look at what could be created with just a little effort. Some ideas to get you going....

- Client leads—is there someone you need to call or email?
- Do you have new programs, products or offerings that are done or mostly done or just need to be advertised or put on your website?
- Is it time to raise your rates or ask your boss for a raise?
- What skills do you have to create money right now?
- Is there a way to make some passive income?
 - Do you have something you can rent?
 - Do you have some extra money you could invest somewhere?
- Look at your expertise—what can you make into a leveraged or evergreen product without a lot of time or effort?
- Is there a new offering that wants to be created?
- Where is money already in your life?

THEY ALL COUNT! Each and every time I do this exercise, I am amazed at what I uncover.

Did you do it? Are you starting to feel like you live in the Land of Plenty? I hope so, because we are just getting started!

We're Clear on Our Perception of Plenty

So, I have a feeling you are closer than you think to living an abundant life. As I've said, it takes a shift in perspective to redefine our reality. This shift happens when you have the **perception of plenty**.

I touched on perception in an earlier chapter and want to expand on it here. Remember, abundance is a feeling—not a destination. Anyone, regardless of how much money they have or don't have, can feel scarcity or abundance.

So much of your relationship with money is about your mindset and the perception of what you have. If you want to live in the Land of Plenty, you need to put the law of attraction to work and start living abundantly. Stop feeding the fear and scarcity monster.

There are plenty of leads.
There are plenty of clients.
There is plenty of money.
There is plenty of possibility.
There is plenty of everything.

Anything that stands in the way of you believing this comes from a place of lack and fear. Especially in the entrepreneur world, perceptions around plenty can be skewed. You hear lots about how this person was tens of thousands of dollars in debt and climbed her way to a seven-figure business, or how that person made six figures in six months. If we think we should be further ahead or set more aggressive financial goals and we constantly compare ourselves to others, this can skew our perception and feed into the idea that we are lacking.

I used to do triathlons and thought I was a horrible runner. I had a few running friends who consistently would run nine-minute miles. I wanted to be able to run fast with ease—just like they could, but I was pacing around a 10:30 mile. So I started working with a running coach. One of the first things

she told me was lots of people would love to have my pace. *Really?* I had been so focused on achieving the illusive 10-minute mile, I never thought about the people who couldn't ever reach an 11-minute mile. The irony is if I went out for a run today, I would be lucky to hit a 12 or 13-minute mile—and it's pretty likely I wouldn't even be able to run a full mile straight without gasping for some serious air.

It is all a matter of perception. How I defined "fast" is similar to how people define "plenty" or "rich." Comparing yourself to others does nothing. There will always be people who are faster than you and there will always be people who are slower. There will always be people who have more and people who have less. The Land of Plenty comes from a personal discovery of what plenty means to you.

We're Grateful for What We Have

Acknowledge everything that comes to you with gratitude. Abundance multiplies with gratitude. This is what I mean when I say abundance is an art. Practice gratitude every day.

All that shame and guilt you have about money—**let it go**. Money won't come to you if you are stressing about it. Fear, avoidance and self-judgment have no place in the Land of Plenty and repel what you seek. Gratitude is incredibly magnetic.

We Recognize Our Money Journey

We are all on a money journey, and this journey is part of our soul work. As we evolve from one money stage to the next, each of these stages provides a soul lesson. To reach the Land of Plenty, we need to acknowledge where we are, and embody and master the concepts that help us grow and evolve.

There are a few stages we all go through to reach the Land of Plenty.

Stage 1 – Fear of scarcity and not enough. You work REALLY HARD, but always seem to fall short. You are held back by over-analyzing, rehashing the past, beating yourself up for past mistakes or not being enough. You feel intense guilt and shame. The soul lesson in this stage is to understand what abundance means for you.

Stage 2 – Fear of unsustainability. You earn more than enough but worry that you can't sustain it. You are held back by feeling like you have to do everything yourself and you are overwhelmed with exhaustion. You need to be in control because you fear everything will fall apart. The soul lesson in this stage is to find wholeness.

Stage 3 – Fear of dissatisfaction. You have money, but you don't think it is possible to have money *and* be satisfied at the same time. You are held back by the opinions and projections of others that are ruling your life. You may suffer from imposter syndrome (*Who am I to have money and happiness?*) The soul lesson in this stage is to find your worth.

Stage 4 – Fear of being or having too much. You are happy with the money you have but you fear having more. You fear that having more will push you over the edge and you might lose it all. You are held back by thoughts like *"Wanting more would be greedy"* or *"I am fine, no need to rock the boat."* The soul lesson in this stage is to actualize your full potential.

Most people go through these stages in order, but not always. It's ok to be where you are in your journey. We all have different breakthroughs, at different times and for different reasons. Stop judging yourself and comparing yourself to others. Recognize where you are and look for when your money stories and patterns are at play. Take the next step that is right *for you*.

As a bonus, I have created a chart of these stages and tools you can use to conquer these fears.

Money Journey Stages						
Stage	Where You Are	What Is Holding You Back	Soul Lesson	Mantra	Embodiment and Master	Tools
Stage 1 Fear of Scarcity and Not Enough	You work really hard, but you always seem to fall short	Scarcity, over-analyzing, rehashing the past, beating yourself up over past mistakes or not being enough, feelings of guilt and shame	I am enough, I am abundant	I am abundant with money	Abundance	Mindset work, understand your money story
Stage 2 Fear of Unsustainability	You earn more than enough, but you worry you can't sustain it	Thoughts like I have to do everything myself	I am whole and complete	Money supports and energizes me	Wholeness	Asking for help, creating better systems
Stage 3 Fear of Dissatisfaction	You have money, but you don't think you can have money and be satisfied	Letting other's opinions and projections rule your life, imposter syndrome: who do you think you are to have money and happiness?	I am worthy of designing a life I love	Money is satisfying to me; Money allows me to be all of me and do good in the world	Worth	Mindset work, find your WHY, invest in yourself
Stage 4 Fear of Being or Having Too Much	You have money, but fear having more	Thoughts like "I don't need more, more is greedy. What will people think? I am fine, why rock the boat? The status quo is fine; I've got more than enough."	Permission to actualize full potential	I give myself permission to be wealthy, to have more, and to have plenty	Full Potential	Learn to receive, up level your dreams, invest in yourself

We Trust Ourselves

One day, back in my early 20s, I was stressed about paying some bills.

As I was telling my dad about my anxiety, he asked, "Have you ever been in a position where you could not pay the bills?" I paused for a second and responded, "No."

"Then give yourself the gift to stop stressing about it and trust you will figure it out."

It stopped me in my tracks. Deep down, I knew this was true. I had been making money since my early teens and I'd never gone without. I knew I had the tenacity to make things happen. Even if it meant I had to work three jobs (which, luckily, I never had to do), I would figure out a way to make the money I needed. It was the first time I acknowledged that I could make money appear when I need it.

A huge stress lifted. And guess what? When you lighten your stress around money, things get a bit easier.

Sometimes it just takes a little trust in yourself to make a shift.

We Celebrate

Celebration is a very powerful tool when it comes to finding the Land of Plenty.

Celebrating your money successes is the ultimate law of attraction at work. Because it turns something that is often negative and fear-based into something that is joyful, it helps transform your relationship with money.

Each time you celebrate a money success—no matter how big or small—you take a baby step towards your dream.

We live in a fast-paced world and so many of us (myself included) move on to the next task before really acknowledging the success and transformation that is happening in our lives every day. To live in the Land of Plenty, stop and celebrate.

Celebrate every time you hit a milestone.

Celebrate every time you launch a new product even though you were afraid.

Celebrate every time you recognize a pattern that is holding you back.

Celebrate when you add someone on your team who supports you.

Celebrate every time you get a new client.

Celebrate every time you reach a goal.

How you celebrate is up to you. I love to splurge on a day at the spa or a night out eating delicious food. It doesn't really matter how you celebrate, as long as you are acknowledging the success, because doing this encourages more of the same to show up.

We Learn How to Truly Receive

Earlier, I told you why it was important to get out of your own way in order to receive. Now I want to go a little deeper into the topic of receiving. After all, how many times have you asked the Universe to send you something and not recognized it when it showed up?

It's like the old joke:

There is a big storm and a preacher is on his knees praying for God to save him. As the waters fill the street, one of his neighbors comes by in a canoe. "Jump in, the waters are rising."

The preacher replies "No, I am sure God will save me."

The waters continue to rise and the first story of his

house is under water. He goes to the second story and looks out the window. A rescue boat comes by. "Jump in, I can take you to safety."

"No," the preacher replies "God will save me."

The waters get higher so he climbs to his roof. A helicopter shows up and throws him a ladder. "Climb in!" the pilot yells.

"No—God will save me."

Inevitably he drowns and when he goes to heaven, he asks God why he didn't save him from the flood.

God replies, "I sent you two boats and a helicopter—what more did you want?"

Do you block what is coming to you because it doesn't look or feel like what you expected? Are you blocking what the Universe wants to send you because you aren't open to receiving?

I know it sounds ridiculous on the surface that you would block *good* things from coming your way, but many times our unconscious mind tells us stories about how we don't deserve it, or it can't be that easy, or such good things only happen to other people.

This is where our money stories and perceptions really rise to the surface and why it is so critical to understand them for what they are—*just stories*.

We may feel unworthy on some level; for me it usually shows up when I have easy money coming my way and I don't feel I have worked hard enough to earn it.

Sometimes you might feel like you don't have the time or energy to receive. It could be that you need to spend a little

bit of time restructuring some of your business systems so you can expand and take on more clients, but instead of spending the time to implement these changes, you keep spinning your wheels in the daily grind.

My advice? Get out of your own way!

In the first few months of moving to San Diego I was feeling incredibly uninspired. All of a sudden, I *had* everything I had worked so hard for. All my dreams had come true. I almost felt like I was out of dreams, and I wasn't sure if I could or wanted to dream any bigger. #firstworldproblems.

I had leveled up big time and I was left with this overwhelming feeling of *Now What?* Not that I wasn't grateful for what I had accomplished, because I certainly was. It was more like I had checked off everything on my bucket list and I was left without any goals to achieve.

It was uncomfortable.

It took me several months before I settled into my new normal. Bottom line: it was about my feeling of worth. I had to get out of my own way and accept that I was worthy to receive it all and integrate everything that comes with receiving.

Sometimes it takes courage to take the next step, to uplevel and dream bigger, because it might mean you need to change. You might think you want the dream, but in order to receive it, you may need to change your systems; de-clutter some old beliefs or habits; or even let go of unhealthy clients, patterns, or relationships.

Learning to truly receive is not for the faint of heart. It takes some pretty deep soul work coupled with strategies, which I'll talk about in the bonus chapter. But on the other side is the Land of Plenty and it is beautiful and abundant and so worth the effort.

We Know What Plenty Is, and We Aren't Afraid to Uplevel Our Dreams

I was recently at the grocery store with a friend buying some items for a BBQ.

"I just wish I could buy strawberries and not think about the price," she said as she picked up and examined a box of plump, glistening berries. To be perfectly honest, I have never paid attention to the price of strawberries, or the price of gas for that matter. If I need it, I buy it. But she reminded me that lots of people don't live that way.

To know if you have made it to the Land of Plenty, you first have to define what *plenty* looks like for you. "Plenty" might be something as small as not paying attention to the cost of groceries. It might be moving into a new house in a better neighborhood, being able to send your kid to private school, or buying a yacht and sailing around the world for a year.

The Land of Plenty is made up of anything you are willing to dream about. Just keep in mind that no matter how big or small your dreams may be, the way to stay in the Land of Plenty is to live in a state of constant gratitude.

When you achieve your dream and level up, your new reality becomes the norm. Gratitude is the only way to create more of the same.

A few of my friends were recently in town and we were hanging out by my pool on a Tuesday morning. One had a conference call she had to be on, but she was determined to get in some pool time as well. So, she put on her swimsuit, put in her ear buds and sat waist deep in the water while she was on her call. No one on the call had any idea she was lounging in a pool. And that is totally ok.

At one point while she was on mute she looked at me and said, "Damn, I need to up my dreams." I just had to smile. Everything is possible in the Land of Plenty. How big you can dream?

Money Breakthrough Questions

Do you believe money is infinite? Why or why not? What is or has been standing in your way of believing money is infinite?

Are you chasing money? What can you do to stop making it run?

Where have you been discounting money or value? Do you need to change what you are asking the Universe to deliver?

What did you learn from searching for things of value? What did you find? Did it change the way you view the amount of abundance in your life?

What does your Land of Plenty look like? How would you define *enough*?

What stage of the money journey do you think you are in? What is your soul lesson?

What would be possible if you truly trusted yourself with money?

How are you going to celebrate your money successes?

Do you feel like you have an issue receiving? How does this show up?

Where do you need to uplevel your dreams?

What would be possible if your relationship with money was joyful and empowered?

Welcome to *The Land of Plenty*. Author Carolynn Bottino, founder of the Money Empowerment Project®, shares her own transformational money story and her most powerful and practical tips for creating joy and abundance with your money. You'll discover how to unlearn the money beliefs that are holding you back and keeping you in scarcity, how to take deliberate action to create abundance, and leave fear, shame, and guilt behind so you can live in *The Land of Plenty*.

Consider this book your invitation to:

- break through and embody joy and abundance.
- understand where you have been and where you want to be financially.
- work on your money mindset and money mindfulness.
- recognize where you are feeding into fear and scarcity.
- transform your life, so you live in *The Land of Plenty*.

"In *The Land of Plenty*, we are gently and compassionately reminded that money is infinite, that money can be a joyful pursuit and that no matter what our money story has been, we get to change our reality, one potent baby step at a time." – Priscilla Stephan

"I have a feeling that this book is going to be a consistent companion to remind me that money is joyful and truly infinite." – Angella Johnson

"Anything is possible! This book is a must read for everyone. It's filled with helpful stories, anecdotes and easy-to-follow steps. Truly *The Land of Plenty* is available to us all!" – Jacqueline Morasco

Carolynn Bottino After working with more than 100 bookkeeping clients, Carolynn was inspired to empower people to find joy in their relationship with money. Carolynn followed her dreams and now lives in sunny San Diego with her husband and two cats.

ISBN 978-1-7341796-0-6



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