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SPEAKERS

Carissa Andrews, Christine Luken



Carissa Andrews 00:02

Welcome to the Author Revolution Podcast, where change is not just embraced, it's celebrated. I'm Carissa Andrews International Best Selling Author, indie, author, coach and your navigator through the ever evolving landscape of authorship. Are you ready to harness the power of your mind and the latest innovations and technology for your writing journey? If you're passionate about manifesting your dreams and pioneering new writing frontiers, then you're in the perfect place. Here we merge the mystical woo of writing with the exciting advancements of the modern world, we dive into the realms of mindset manifestation and the transformative magic that occurs when you believe in the impossible. We also venture into the world of futuristic technologies and strategies, preparing you for the next chapter in your author career. Every week, we explore new ways to revolutionize your writing and publishing experience, from AI to breakthrough thinking. This podcast is your gateway to a world where creativity meets innovation. Whether you're planning your first novel, or expanding your literary empire, whether you're a devotee of the pen, or a digital storyteller, this podcast is where your author revolution gains momentum. So join me in this journey to continue growth and transformation. It's time to redefine what it means to be an author in today's dynamic world. This is the Author Revolution Podcast, and your author revolution starts now. Hi, everybody, welcome back to another episode of the Author Revolution Podcast. This week, I'm really excited to bring to you an interview with one of my dear friends, I can call her friend now she's actually been a student of the Millionaire Author Manifestation course. And she's also in our mastermind. But what's been really neat about getting to know Christine is understanding money from a different perspective. So like, for me, I teach money, and I teach money mindset. I understand money, I just am not a huge fan of like sitting down with my books. And it's not that I don't know how it's not that I don't get it, it's just that it's not as exciting, I guess, as other things in my life or in my business. But what's been really neat is that, you know, talking to Christine or reading her books has given me new insight into maybe it still can be fun, like maybe I can actually enjoy doing some of this stuff in a new way. Right? And like manifesting money is, it's a different vibe, the manifestation of money versus like, how to set up systems where money works for you. How do you create flow and ease and, you know, cushions and all the things that bring kind of a joy, or a balance or an ease to your life as a creative entrepreneur, because that's what we are, right? We have some months that are great, some months that are a little bit slimmer, we have things that we're trying to work on. And so when you have kind of a broader

or different perspective on how to put your money to work for you, it can really, really benefit your like mental status, your mental health, your like everything. And so incorporating some of the tips and tricks that Christine has been offering both in her books in person, and then just like getting excited for this new she has a book club that's going to be coming out, we're going to talk about that in the interview. And like getting involved into like a group of like minded women, it's because this group is for women to talk about money in a way that just really feels good. That's going to be some powerful stuff. And of course, because she's also like a manifesting master as well. To me, it's like such an exciting opportunity to get involved and to be a part of that particular group. So of course, by the time this recording comes out, yes, I am already enrolled. And yes, I can't wait to read her new book. But we're gonna talk about all the things we're going to, you know, discuss kind of her role as a financial advisor, how everything's come together. She has so much information and such a wealth of knowledge to share. And I can't wait to introduce you to her, so let's get to it. Well, hi, Christine. Welcome to the Author Revolution Podcast. This is a very exciting episode. I'm so excited to bring you on and have a conversation about all things like financial empowerment. But before we get started, do you want to tell my audience a little bit about who you are and what you do?



Christine Luken 04:29

Yeah, my name is Christine Lucan. I'm known as the financial dignity coach. I have been coaching individuals and couples for oh my gosh, like 16 years now. So I'm like the OG of financial coaches. Love it. I'm also an author. So obviously, that's how you and I got connected. So I have written and published three books and I'm getting ready to publish my fourth book. They're a little some aspect of personal finance. But I always tell people, I don't do this kind of work because I've always been perfect with my finances. In fact, it's quite the opposite. So I crashed and burned, thankfully, young in my life at age 26. And I really learned that it wasn't just about the head knowledge of finances, that people can know what to do, and still not do it. Oh, yeah. And there's a big emotional factor in it. And so I've, I've pretty much become known as the go to authority on money in emotions.



Carissa Andrews 05:40

I love that so much. And it is so true. Like you can, you can be totally had smart understand how to keep your books, understand math, be great at it and still not want to go into QuickBooks and do the balancing. Might be speaking from experience here.



Christine Luken 05:57

The financial confessional is open. Right?



Carissa Andrews 05:59

Right. Oh, it's not my favorite thing ever. But it's fine. It's, we're manifesting a financial advisor or manifesting. People who can help me balance books, I don't have to do it anymore, because it's not something I enjoy. And it was okay to delegate. Right? That is definitely my next ticket to the delegate. Awesome universe is taking that. So let's talk about those books you like

you've written money is emotional, financial dignity, after divorce and managing money like a boss. And then you're also working on your fourth, but we'll talk about that later. Okay, what inspired you to write these books? Like what what was the calling there?

C

Christine Luken 06:39

Well, the first one was definitely my story, just needing to get out there. And what I realized, so I wrote money as emotional and published it in 2017. And, you know, I had been coaching people, etc. And it, you know, it just really came forth to me that there wasn't a lot of information about the emotional side of money. So when I first started coaching, behavioral psychology, was really in its infancy, like, people weren't talking about it at all. And so, as I started to come across things in the psychology world, it was like, Okay, well, this is great. You know, this theory is great, but how does it apply to real life, and most people aren't going to go reading psychology articles or psychology books, to help them improve their personal finances. They just want to know that a tool works, right, and a basic explanation of why it works. And so I started to realize that, you know, the, the methodology that I was taught, when I got my coaching certification, that some of it just didn't work for certain people, for some people it did. And then I just got really curious, like, why is this not working for this person? And can we tweak something? And I started to bring in some of those things. I was learning about psychology without all the psychobabble, right, it was just like, Okay, let's try this tool. And let's see how this works for this for this person. And by the time I wrote the book, it was like, Okay, there's the how tos are out there, you know, you could read Dave Ramsey, or Suze Orman, and they're gonna give you this list of things that you need to do. And they're basically saying, like, okay, you know, you want different results, you need to change your actions, here's the actions you need to take. But they weren't dealing with the motivation that causes you to take action. And so you and I know that our thoughts, our words, and our feelings are really what fuels the action, or can keep us stuck in inaction. And so if we don't deal with those things, we can find ourselves stuck in these unhealthy patterns. And so that's really why I wrote my first book, because I wanted to give everybody this basic blueprint and understanding of here's what's going on in your emotions. Here's how you can harness your emotions and use the power of them to do the things that need to be done to improve your finances. But here's also like hacks and tricks to kind of mute those emotions and turn down the volume so that you don't stay stuck in those unhealthy patterns.



Carissa Andrews 09:41

Oh, it's so good. I'm obviously reading it my knees emotional right now and I love how you also pull in like if you're a part of a couple to pull in your partner and be talking about things together and even mentioned like the emotional aspects that you know, if you're hiding something or if you're doing you know, something goofy like be open to transparent, like get it on the table, be obviously aware that emotions might run high so that you come in knowing together that like, you have to be constructive with your criticism, right? I love that it's so good. Yeah.

C

Christine Luken 10:13

Well, if you think about it, I have emotional baggage from my past, you have emotional baggage from your past our spouses and partners, they come to the table with different

baggage. And if none of us have examined that, and we don't have self awareness about that, then it's like, it's not like two halves make a whole right you think like, oh, once a saver once a spender we put them together? And then we get something healthy? Not necessarily. Yep. So you do have to have a lot of grace with your spouse or partner when you're talking about financial things. And it does help to when you're in a relationship with someone just to ask them. How did your parents handle money? And do you agree with that approach, that will start opening up some very interesting conversations, because sometimes, people act exactly like their parents. Sometimes they act completely opposite, right? They either comply with what their parents did, or they rebel against what their parents did based off of how they felt about it at the time, and that can open up some really interesting discussions. And just really give you understanding of where they're coming from. Because then you can have more grace with your partner, if you know, oh, gosh, they went through, you know, these uncomfortable, and somewhat painful things, as a result of what their parents did with money, so you can have compassion on them.



Carissa Andrews 11:51

Right. It's so good. So obviously, as a financial expert, and then transitioning to also being an author, did you find writing books challenging? Like how did you balance the technical aspects of finance with the need to make sure that the content was accessible, especially to women in like creative entrepreneurs? Yeah.



Christine Luken 12:09

Well, here's the interesting thing. I've always been a writer, and I always knew I was going to write books. I still have like, my first story that I wrote, When I was in first or second grade, I think it was about a horse.



Carissa Andrews 12:24

Love it. So cute.



Christine Luken 12:26

But I was the biggest nerd, I thought if I could get paid a million dollars and be a library, and like I would have died and gone to heaven. And so I always loved books. And I think I always knew at the back of my mind that I was going to write a book, I just didn't know it was going to be about money. And, you know, when in balancing those two things, what I had come to realize through giving presentations through writing blog posts, you know, and different things of that nature, that people responded best when I had that combination of here's the problem, here's what to do about it. And here's a story that shows the transformation. And that's really what I tried to bring to the books that I've written. And in fact, money is emotional. The the outline of the book started with my blog posts. So I basically said, what are the different areas of personal finance that I want to talk about? If I already written something in that vein? Let me see what's there? Do I still like it? I mean, cuz sometimes I'm like, Oh, this is crap. I'm not gonna write that chapter. Yeah. But some of them sometimes it was like, Okay, well, this is at

least the bare bones of a chapter that I can flesh this out. And even if I wrote it three or four years ago, I've got more things to say more things to add to it. I've got more client examples. And then I would bring in, you know, different quotes from authors of books that I had read or other people that influenced me in the personal finance space. And I really use that formula for the first three books. The fourth book is a little different. And it's interesting because it's, it's taken me longer to write and it's my shortest book.



Carissa Andrews 14:31

It's not the way it goes sometimes. Yeah. Hey, why is it so hard now? Oh, goodness. Okay, so your books and programs Tarbut often, like emphasizing financial empowerment for women. And yeah, like obviously, this demographic is pretty powerful. But what drove you to focus specifically on women, even though some of them obviously talk about couples as well, but, and like, how did that impact like the effectiveness of your own financial coaching like was it so that you could niche down and really hone in, or was it literally you were seeing women kind of floundering? What was going on there?



Christine Luken 15:07

Well, I think there was a couple things. No, just the general statistics about women and money are pretty disturbing. In fact, I did a whole entire podcast episode I host money is emotional podcast. And I did one about girl math. And in there, I talk about how, you know, women are still behind men. I mean, we know that, you know, women make like 83 or 84 cents on the dollar to men, but minority women, the situation is way worse. It's like 65 cents to the dollar. And the financial literacy statistics, like, you know, we're recording this in April, and it just happens to be financial literacy month. So great timing. Right. Right. But it was just like, you know, we talked about all this, women's empowerment, and women are earning more money. But we're still behind in the education. And I think a lot of women think it's hard, it's boring, I was not great at math. I don't want to do this. And the truth of the matter is, like the math is the easy part. Because there's all these amazing tools that can help us do the math. I mean, you have in your hand, but you carry a phone, there's a calculator right there. There are so many free tools and free apps and low cost things that can do the hard part for you. But I want women to have a good relationship with money. And I talk a lot about how, you know, if you treated a person the way you treat money, would that person want to hang out with you? Right?



Carissa Andrews 16:55

So if you're, like, come here, but pushing them away? Why did we do that?



Christine Luken 16:59

Yeah, I mean, that's like, the boyfriend is like, are we doing anything on Saturday? Nevermind, I'm too busy.



Carissa Andrews 17:05

Right? What is that?



17:08

Yeah, but if you think about, you know, how are you talking about money. And it's a great exercise to record what you think and say about money for a week. And then you just kind of look at that list and say, do want these things to be true? Like, it's hard to make money. As soon as money comes in, it goes right back out. It's like, oh, my gosh, what are you doing?



Carissa Andrews 17:37

Why are you bringing that kind of, like reality to you?



17:41

Yes, exactly. And, you know, it's I, women are women are generous. When women have money, they are usually good with it. And I think this is the lie that we tell ourselves that, oh, I'm just not good with this. We can be good with this. All of us have the ability, we have the capacity to do well with money. Now, does it come easier to some people than others? Of course it does. However, we all have the capacity, and we don't get the competence, and the confidence to manage money well until we educate ourselves and start practicing. So that's really where the competence comes in. It's evaluating, okay, what areas do I need to strengthen? And then going and getting that help going and getting that education and then just doing the thing, right?



Carissa Andrews 18:41

It's like, we trip ourselves up, making it more complicated in our head, and it really is just, like, follow the steps and don't let your emotions get to get away with you. You know, like, Uh huh, yeah, I will spend so much time trying to avoid having to balance my books. And then when you finally sit down and do it, it's like, this isn't that bad. It was mine, I should have just done it.



Christine Luken 19:02

Well, and that's why I have my clients Institute, what I call the weekly money date. And if you're an entrepreneur, you need to also be doing this in your business. So I call that your CEO time in your business where you set aside that time. And depending on how complicated your businesses, I mean, it might be like 15 minutes a week, where you just pop into your accounting system, check on your bank account, crunch those numbers, and then it's behind you because you can't make good decisions if you don't know what your numbers are either on the personal side or the professional side.





Carissa Andrews 19:40

So true. So true. I think that's why a lot of authors started veering towards having tools that could keep track of everything to like, you know, for most fiction writers, we have something like called author helper suite, and it pulls in like all the financials from all the different sites and then we can overlay that with our ads or like any other kind of spending, and then you can see Like, in real time, you know, where the ads working? Are the books being successful this week or this month? are you earning a net profit versus, you know, going into the hole? So it's, I think we do want to do that we want to understand it better, but we're not always the best at it. We would much rather be writing. Of course, it's like Go figure. So what would you say is the most critical financial habit that authors need to develop in order to succeed financially?



Christine Luken 20:27

Well, I think it's, it's that money date, it's spending that quality time with your money. And there's no shame in getting someone to help you with that. Now, that doesn't have to be someone that you're paying, it doesn't have to be hiring a financial coach, it might be. But it could be if you have a money smart friend or family member, that can sit down and help you with this. And I mean, really just getting organized and getting your system set up, I think that's really half the battle, which is one of the reasons why I built that into my coaching package. So when, when new clients come to me, that's, you know, within the first 60 days, we're getting them set up on a personal finance app, and I do all the heavy lifting, like people are like, I don't want to do the budget, I'm like, I'm gonna put all your numbers in there, I'm going to show you how to use this. And we use it during the whole course of coaching together so that by the time they graduate out, they know how to use the tool. And we've built in the habit of using it weekly, and logging in and checking things, etc. So it really is building that habit.



Carissa Andrews 21:46

Yeah, yeah, that's so smart. So what are the common financial misconceptions that you've encountered with creative professionals? Like how do you address those in your coaching?



Christine Luken 21:57

Yeah, well, that's one of the reasons why I wrote my second book, manage money like a boss, because it is for creative entrepreneurs, because most of them would tell me, Christina, I've, like tried to read many books, and I get like one page and and I'm falling asleep. And so you know, to me, it's like, okay, how can we explain these things in a way that honors their creativity, and gives them the tools to manage money. And so one of the shifts I like to do with my entrepreneurial clients is to have them imagine that money is their employee.



Carissa Andrews 22:42

So what was the last job you worked at? Where you actually had a boss? I was like a marketing professional work, too. Okay. That's marketing. Yeah. Okay.



Christine Luken 22:54

So just imagine that you are at your old job, and you had finished up whatever projects you had on your plate, and you walked into your boss's office and you said, Hey, I'm all caught up on everything. What would you like me to do? And your boss hid under his or her desk? Until you went away? Like, that would be so weird.



Carissa Andrews 23:19

Honestly, boss was kind of like that. I can't say she was all that great.



Christine Luken 23:24

But like, that'd be weird, right? Because you're like, Okay, I go back to my desk, and you know, play on Facebook or Instagram until I have my bomb.



Carissa Andrews 23:37

Right? My book, that's fine, exactly.



23:40

But at some point, if you had a boss like that, you would go to work for somebody else. Because really, as an employee, you want to be proactively managed you. You want your boss to respect you, you want that person to spend quality time with you, and you want them to give you direction on what they're supposed to be doing. For the company, right? Yeah. Your Money wants the same thing. And so what I find with a lot of entrepreneurs is that they want to just do the art, whether it's the writing the creating the painting, and they see the money portion of it as a necessary evil. Yeah. But really, money can either be your best employee or your worst nightmare. So if you're not proactively managing it, and and when you think about it, you know, the responsibilities of having your own business is you are the boss. Yeah. And you have to be the boss of these things. And, you know, that's really what it comes down to is how well are you going to manage money and it doesn't have to be hard. This is the thing that that people think Think it's gotta be hard, it's got to be boring, it can't be fun. You can make your money date as fun as you want to. So it can be in the evening with a glass of wine with some classical music playing and, you know, some scented candle it can make, you can make it feel like a literal day night. Or, I mean, for me, it's usually I have my coffee on Saturday morning, and I'll have some, you know, rose essential oil diffusing and I'll have some of my favorite music playing. And I make it as pleasant as possible. So you don't have to go down to your basement, and sit, sit at a card table and a folding chair with like a bear ball hanging from the ceiling. And you know, we'll be working away on your on your laptop, it doesn't have to be like that. It doesn't have to be something that you dread. We can infuse pleasure into the money date, and we can make it fun.



Carissa Andrews 26:01



Carissa Andrews 26:01

I so agree with that. That's typically what I'll try to do myself, like I do the same thing where it's like, coffee in hand, I have music playing, you know, something that is more uplifting. I have like a kick ass playlist is what it is. So it's like, I have that going with, like, amps me up. So I'm like, Yes, I can do this like a badass. It's good. I love it. And then before I know what it's done, and I was like, Why was I complaining about that, that took like, an hour?



Christine Luken 26:27

Yeah, well, and the more frequently you do it, the less time it takes. So for me, I usually, it's usually one to two weeks. For me, I don't like going any more than two weeks. And this is coming from someone who has the vast majority of their stuff automated, my husband and I are doing extremely well financially. So we've got lots of margin built in, it's not like, I have to be watching my checking account so closely, because I don't want to overdraw it. But what I know is when you become disconnected from things, that's when stuff starts slipping through the cracks, like you know, those subscriptions that you meant to cancel. And, you know, you're just like not even mindful or aware of what you're spending. And that's usually the first thing that people start to discover. When we start using the personal finance app together. All of a sudden, they're like, Well, what is that? Oh, I thought I cancelled that I don't even use that anymore. But when you're not paying attention, it's almost like having all these little tiny holes in the bottom of your rowboat. Right. So you're trying to row across the lake. And you're like, I don't understand what's going on. And it's not like there's some big gaping hole. But your your boat, so to speak is taking on water because of all these little things that are very easy to overlook if you're not paying attention. But once you start plugging those up, all of a sudden, once you start rolling, you start making a lot of progress.



Carissa Andrews 28:07

Right, yeah, it makes no sense. So you've mentioned the app a couple of times, What app are you referring to?



28:13

Yeah. So the last time I mentioned an app publicly, it went away? Oh, oh, yeah. No, I was using I was using mint, which a lot of people are familiar with because it was around for ever. And I was like, Okay, this is the one I'm going to use because it's been around forever. It's not going anywhere. And then I'm like, Oh, crap. It's going somewhere. Oh, no, I will say the app. It's called monarch money. There's a cost to it. I think it's like \$9 a month is what I paid for myself. And I pay for my clients for the first year to have the app. But it is money definitely well spent for sure.



Carissa Andrews 28:55

How is it different than from like QuickBooks out of Korea? Is it like a budgeting app?





29:00

Yeah, so this is strictly for your personal finances. And what I like about it is it's a complete dashboard. So most of us are spending money from a lot of different buckets. So we're using debit cards, credit cards, Venmo, Apple pay all of that good stuff. And if you're married, it's like, well, you know, if you've got a combination of combined accounts and separate accounts, it's hard to know well, what are we really spending on eating out if it's, you know, if we're using several different credit cards and bank accounts to do it, you connect all of your accounts, and it basically aggregates everything all into one place so you can see everything that you're spending on Dining Out or everything that you're spending on medical expenses, etc. And the other cool thing about it is that it helps couples to communicate a lot better, because they can if you can share the app, so if you sign up for the app, you invite your spouse, you can both see what's going on. Right? So if your spouse is like, I was thinking about going out to lunch, well, they can just pull the app up. And if they're like, ooh, we only have \$30 left. Yeah, like, maybe I won't go out. Right, right. Maybe I'll drive through Taco Bell.



Carissa Andrews 30:25

And instead of going somewhere else, right, maybe I'll see if I have a gift card from someplace instead, I don't know.



Christine Luken 30:36

But what I love about it is that you see the whole financial picture. So you see all your spending, you see all of your debt, and you see all of your assets, your entire net worth, it will track your spending trends. Over time, it will track your net worth changes over time. And the more information you have, I feel like the the better decisions you're going to make. The other thing too, is that sometimes we don't realize how much progress we've made. Until we have a tool like that, that actually shows us. Right, right? Because when we're in the day today, it can feel like we're not making very much progress. But then when you look back over several months, where you look back over a year, all of a sudden, you're like, Whoa, we really improved our net worth by a huge chunk this year, like I didn't even realize that, which is awesome.



Carissa Andrews 31:35

Yeah, that's a good feeling to it's almost like when you start a workout program, and you let go of like the expectations of anything. The next thing you know, six months later, you're like, hey, check that out. I actually have muscles again, it's great.



31:48

So it's like, oh, my gosh, my skinny jeans are like, baggy.



Carissa Andrews 31:52

Whoa, what just happened? Well, obviously, with authors, there's like this weird dynamic with book sales and reality is where things kind of go up and down. And it's not always like very stable, I guess. Right? Do you have any advice to give authors on how to manage that aspect of the business?



32:11

Yes, I have a system that I teach my clients who have variable income. And really, the first step is understanding what are what are your baseline expenses, in your family finances on a monthly basis? And what are your baseline expenses on a monthly basis in your business? Because that's really going to give you the target of what do I need to pay myself? At a minimum, every month? And how much cash do I need on hand in my business for these various ongoing costs, right, because you talked about the software that authors have, like there's a cost to that, right? And you have to you have to figure that in. And many people have not figured out, they call that your overhead. What is that? That expense that's hanging over your head every month. So as soon as the month begins, and you're at zero revenue, these expenses are hanging over your head. And you've got to bring in enough money to cover those. So really just identifying what is what is that number on the personal side? What is that number on the business side, and then you can look over your past history for your cash flow and your business to see, okay, this is a good starting point to figure that out. And then I will have my clients calculate what i It's basically like a buffer account. It's not an emergency savings account. It's completely separate from that. And so it's, I like to call it your cash flow cushion account. So you have this account and you identify, Okay, here's the bare minimum that I need each and every month, for my personal. And you can have two of these, you can have one for your business and one for your personal if you want to. And you can just say, All right, this is how much I need to bring to the family finances every month. You know, if you have a spouse who is working a paycheck job, be grateful for that person. Because right you know that that chunk is coming in right each and every month, and you're like, Okay, so this chunk is coming in, how much do I need to bring in? And then you can say, all right, what was my my biggest stretch of shortfall. So if you look back over the last 12 to 24 months and you say okay, well, I need to bring a minimum of \$3,000 to the family finances every month. And you can see that you had several months in a row where you were you had a shortfall. Well, what was that total shortfall? Let's get that into a savings account as quick Les as we can, when we're in our months, I call them your fat months, right? You have fat months, and you have skinny months. So in your fat months, you need to have some discipline to take some of that and put that into that cash flow cushion account. Right. And then once it's fully funded, its sole purpose is for you to take it out when you need it. So don't feel guilty about pulling out of that account. Because I've had people say, like, oh, my gosh, this and this happened, and I had to pull it from my cash cushion and account and I'm like, Yay, you had a cash cushion account. You didn't have to put that on a credit card.



Carissa Andrews 35:38

So speaking of credit cards, then So would you recommend getting the cushion account done first and then worry about the debt? Or vice versa?



Christine Luken 35:48

I like to have the cash cushion first. Because if you don't have the cash cushion, it makes it hard to pay down. Right card, right? So obviously, you're gonna pay at least the minimum dues on your credit cards, while you're getting that cash flow up. You know, some people like to do both at the same time. There's, there's rarely a right way to do it. Yeah, it's really good. Yes. I mean, it really is, and people are like, but what about the math? And I'm like, Look, if you're not gonna stick with something, the math doesn't matter, right? So it doesn't, because people say like, well, the mathematically correct way to pay off your debt is to pick the one with the highest interest rate first. And I'm like, Well, if that doesn't feel good to you, because that debt is ginormous, it's going to take you four years to pay off. If it feels better for you to knock off these four or five little credit card bills, so that you actually are crossing things off your list. I don't care what the interest rate is, I care what is going to motivate you to stick with this. That's the most important thing.



Carissa Andrews 36:57

So good. I agree with you on that. Because there are definitely times where I've seen friends or family members do the same thing where it's like, I've got my charts, and here's the one that I got to pay off. And this is when it should be paid off by and they do it, you know, for a couple of months, and then they fall off the wagon, because it just it feels like it feels like trying to write a book



37:17

I'm never gonna get this done, right. That's what it feels like. Right? But if you have a list of all your chapters, and you can cross those off your list, yeah, that feels better. And sometimes you do need to have those little those micro goals. So if you're looking at like that cashflow cushion account, and you're like, holy crap, I gotta have like, \$10,000 in that account? Well, let's make your first goal to be 1000. Yeah, get 1000 in there as fast as you can. And then then let's look at the second goal. Because sometimes when you look at a goal that's very big, and you don't chunk it down, you're just like, that's never gonna happen. So I'm not even going to try, right?



Carissa Andrews 37:58

Yeah, the confused mind does nothing. Yes, exactly. I completely understand. So how can authors set realistic financial goals for themselves? Do you have any techniques or anything to stay motivated with it other than what we just discussed?



38:12

Well, I really think the micro goals, for sure, but I also and you have talked about this in the mastermind I'm in with you is why do you want this goal? Because you can't do it just because I'm supposed to do this. Like I'm supposed to want this. I'm supposed to want to be debt free. Yeah, that doesn't work. It's like, I want to be debt free. So that I will have the money freed up so my family can go to Europe.



Carissa Andrews 38:43

Yeah, that feels way better. That feels way better. Yeah. So find your motivating why so that you can enjoy the process of doing it. Yeah,



38:53

Exactly. Yes. And then chunk it down and say okay, what is it going to take? And the other thing I love is the exercise that you taught I believe it was in your free masterclass about it was basically like creating the to do list for you and the universe. Right. So it's like, okay, universe, I want to be debt free. Here's all the practical things that I need to be doing. Here's all the other things that you could be doing for me that I have no control over. Yes. Right. So you can ask and call your credit card company and see if they'll lower the rate. Your job is the call. Yeah, the outcome of that call and whether or not they're going to give you a better rate. That's the universe's job. Yeah, but if you never call you'll never know right, then you're stuck.



Carissa Andrews 39:44

You still have to take that inspired action step to get there for sure. And I love in Monday's emotional you you gave an example to have like you know if you are obviously with creative entrepreneurs, we only get with authors we only get paid typically like through Amazon once a month. It's like the 2019 Right. And so then you're, you know, hit or slammed with a lot of stuff with that first paycheck that only paycheck. And so you mentioned, you know, you could call your credit card companies or your different debt places, whatever they are, maybe it's, you know, whatever it is, whatever it is call them and just say, Hey, can I move my deadline or my due date, you know, back two weeks or whatever? I'm like, That's so smart. Because it's like, and it's so simple.



40:28

If you don't ask the answer's no. So just as though the worst thing is, is they'll tell you no, and you'll be no better off than, than you right now.



Carissa Andrews 40:36

And no worse off either. You'll be right. There's no downside. Right. I love that. That was really good. Okay, so you We alluded a little bit in the beginning about the fact that you're reading a new book. So do you want to tell my audience a little bit about it and when to expect it? Yes.



40:52

So the new book is called Provider Money, Pleasure Money, the energetics of personal finance, love. And this is really the first time that I have talked about energetics relative to finance. And, you know, two and a half years ago, I joined a mastermind, a Business Mastermind, where the person who taught it was like really introduced me to feminine and masculine energy in the

way that I understand it now. And I was like, oh, like, I've been teaching about this without, without really knowing what it was. Do you know what I mean? It's like, yeah, when once it was like, the veil was lifted, and I understood, I was like, Oh, my gosh, I could just like, it was almost like, the veil was lifted. And I could see how everything was all interconnected. Love that. Yeah. And when it comes to personal finance, we have that, you know, the provider money is like that safety net. It's boring. It's impractical. But it's necessary. The pleasure money is like the trapeze swing, right? That's the thrilling part. That's the fun part. But we can't really have like the circus trapeze, without those two pieces of equipment. Because if you have the trapeze swing with no net, that's not fun. That's freaking terrifying. Right?



Carissa Andrews 42:27

You better be good at what you do.



Christine Luken 42:30

And if you have a net with no swing, then you've completely missed the point. So there is that interplay between the two of them. And I talk about, you know, how can you really evaluate those two pieces of your personal finances? How can you balance them so that they work together? Because really, you want to when you spend money, you want to feel positive and peaceful? You don't want to fear feel fear, right? Or regret, you know, apt?



Carissa Andrews 43:09

I know, a lot of authors feel trapped by their like cycle. Yeah.



Christine Luken 43:12

Yeah. Because it's like, oh, I want to go and do this thing. But am I am I spending this money that I'm going to need for groceries, or that I just pay my mortgage payments. And so really understanding that and how it flows through all the different areas of your personal finance, it's much less of a how to book and it's more of a philosophy of money, a different way of looking at your personal finances?



Carissa Andrews 43:41

Well, it sounds like it's gonna complement everything really, really well. So if you've read the other books, then this is gonna go hand in hand with it. So that I'm looking forward to that. So when did you say that this is coming out later this year?



43:53

Yeah, so the we don't have the exact publication, it will be July sometime of 2024. in case somebody is binging your your podcast a year later, however, some people are going to get a

sneak peek at it. And the women who are going to be joining the Wealthy Woman Book Club, which they gave us a little wet, basically, within a week of us recording this and actually the day it comes out, it's going to be open and ready ready for enrollment. They're going to get to read it first before anybody else which is pretty cool.



Carissa Andrews 44:30

Oh, good. Oh, that was my last question. So you're developing this Wealthy Woman Book Club. Can you tell us about like how it is and why you wanted to, number one create the opportunity? And what kind of content or discussions can members expect if they join?



44:43

Yeah, well, you know, in most book clubs, reading the book is the point in the Wealthy Woman Book Club, the book is the jumping off point. It's the impetus for us to have the deeper conversations about money or reflection on our own personal finances, for generosity for, you know, making positive change and social impact in the world. So yes, we are going to be reading a money book together each and every month, we're going to be having discussions about it, we're going to have, you know, journal questions, so everybody can reflect, and we can share those things together. And then we're also going to be coming together at least once a month live. And this is the only opportunity that non coaching clients can actually get coaching from me directly. So they can ask me something that the book stirred up in them that maybe they've gotten a question about how this applies to them or a particular situation. Or it could be something not even related to that. But I really wanted to launch this to empower women. You know, this is for women who already are wealthy, and they want to help other women, and they want to contribute to that positive change, or women who think they might want to be wealthy. And they're not afraid to admit it. Right, right. Because there is some stigma around that. And so I wanted this community to be that safe place where we can talk about our money wins and our successes, and we can talk about our failures. And we can show up and have these real conversations, without fear that we're going to be judged or going to be shamed. So that's really what the wealthy woman book club is all about. I love that.



Carissa Andrews 46:45

Okay, so you said that enrollment starts on the 17th of April, when does the actual book club itself start? So when does enrollment end? And when does it start?



Christine Luken 46:53


So it is it is open enrollment forever?





Carissa Andrews 46:57


Oh, okay. So you can just join whatever you want. Got it. You can join whenever you want. It is a year commitment. So if you're going to jump in, we want you to be there for a year, the cost is relatively low. So because it will be evolving and changing over time, we're not going to talk


is relatively low. So because it will be evolving and changing over time, we're not going to talk pricing, but it's probably much less than you would expect. Well, we are going to start reading Provider Money, Pleasure Money, May 1, so good. Oh, so I got to finish it now. And I am energetic support writing a book come into play. Now I was adding like last minute, I'm like, Oh, this is a really good juicy story. I gotta put this in. So I am putting my final tweaks on it. And it's funny, because I'm going to be turning it over to my, my line editor at the same time that everybody's going to get the book. So if you jump in, don't be super critical. If you find a typo, let me know. Your that's not your job.


 Christine Luken 47:56
Enjoy. Yes, exactly.

 Carissa Andrews 47:58
I think that's so cool. I remember like it wasn't it's Heather, who recommended that she was like she's also in our mastermind was like, Christine, you need to do this. And we were all like, Oh,

 48:11
Yes, because we were gonna do money as emotional first, because I thought, you know, this is such a good foundational book to start with. And then she said, What if we started with this one, and that way, they get it before everyone else? And I'm like, I just like knew in my spirit. I was like, Oh, that is so good. Right, right.

 Carissa Andrews 48:29
I did too. I was like, I wish I would have been able to be the one to come up with that. But Heather is amazing. She she comes up with like some of the most awesome ideas. I love her. She's so great. Okay, so Christine, where can my audience go to find out more about you find out more about your books get enrolled in the Wealthy Woman Book Club. Where do they go?

 48:49
Yeah, well, the easiest place to go is my website, which is ChristineLukin.com. Just my name, you'll see all the links up at the top for the for my books for the book club. If it's the book club, it's wealthywomanbookclub.com. And I'm on all the major social media platforms. So just look up my name, and you'll find me.

 Carissa Andrews 49:12
I love it. Thank you, Christine, for being here today and sharing all of your wisdom so far. I mean, I obviously we could pick your brain for days, but for the wisdom you shared today, I appreciate it so much.



Christine Luken 49:22

Well, thank you so much for having me. I loved it.



Carissa Andrews 49:26

Well, guys, like I said, I am so excited to be part of the Wealthy Woman Book Club. I have enrolled already. I'm excited for it. It sounds like something that you are excited about, too. I hope that you're going to join us. It's going to be so much fun to be able to talk with like minded individuals about money and to see and try new things and new ways. When it comes to my money. And I'm sure for you it will be as well. It's like over the years I've gotten very used to managing money in a very specific way. But it doesn't always work for me the way that I want to get to? Right? I think we all have those things, you can be good at earning money, you could be good at manifesting what you need. And then sometimes you just go through a new season where it's like, not really feels good to think about the idea of having savings accounts that are going to be just for this, or it feels really good to pay down debt. Like we have those seasons, right, where all of a sudden, something feels better, it feels like the next logical step. It feels good, right. And so sometimes that's even a manifestation itself. You're over here going, Oh, I like how I'm doing things, but I want it to be better. And so then it comes down to like, maybe you don't need to do something bigger or grandiose, maybe you just need to do better with the things that you already have, right. So have systems in place to make your money, do more for you to support you in new and different ways. And I really think that's what these books that Christine has written, are showcasing really well for women. And couples, honestly, she does have books about bringing your spouse in and broke bringing your partner in. And that's a valuable and important part of it as well. But for women entrepreneurs and authors, I think just having a place for us to look at money in a slightly different manner. There's something magical there, and I can't wait to see and explore all the things that we're going to do over this next year. I'm really excited about it. So at any rate, I hope you enjoyed this podcast interview, I hope you enjoyed meeting Christine and hearing what she's up to what she's all about, I'm super stoked to have brought her on the show, I'm super stoked to have her as a student in my programs. And I hope that you check everything out her books included, just head over to the show notes at authorrevolution.org/232. All the links will be there, we'll make sure everything's ready to rock and roll. And just remember, like, when the student is ready, the teacher will appear right? And so to me, I think Christina is definitely one of my teachers, she is someone who is going to be introducing me to a new way of looking at money of managing the money I do have coming in and making it work more for me so that I can enjoy time and space a little bit more. And I think all of us need a little bit more of that too, right? So head over to those show notes. If you want to get the transcript if you want to head over to the links and check out the wealthy woman book club or all the things whatever it is. And in the meantime, just think about what Christine was talking about. Is this stuff, something that really has been resonating with you? Are you feeling like you need to manage your money better, to give it more direction on where to go to, you know, be the boss to that employee of money. I love that analogy. Are you ready to just, you know, take some new steps into new directions when it comes to managing your money as an entrepreneur. I hope so. And I hope that you enjoyed this episode. So with all further to go forth, and start your author revolution.