

TRANSCRIPT:

Ep. 061 Reese Evans on Changing How We View Money, Why We Resist Making More of it, and Normalizing Success for Other Women

Intro Clip, Reese Evans: When you recognize that it's just energy, and you remember that money is literally flowing everywhere. There's so many opportunities for it. And when we stop resisting it and we tune into our natural talents, our natural abilities, what we want to give to the world, we recognize that we can just exchange money is just an exchange, we can create more of that resource for ourselves.

Suneera Madhani: From CEO school, it's Wine down Wednesday pour yourself a drink and join us for CEO happy hour as we share the messy behind the scenes, straight talk and real world advice to help you level up in leadership and in life. Cheers.

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Suneera Madhani: Hi, everyone. Welcome to this week's Wine Down Wednesday. This is your host Suneera Madani and I'm so excited to welcome back Reese Evans to the show. Reese is the founder of Yes Supply and if this name rings a bell for you, it's because Reese was on our podcast a few months ago. And her episode was one of the top most downloaded episodes and we actually have her joining us next week inside of the club to talk about money mindset as she is literally the expert in all things money, all things mindset, and how to really tap into your energy, how to really tap into that mindset to be in flow of abundance. Reese, welcome back to the show.

Reese Evans: Thank you so much for having me. semirara I'm so excited to be back.

Suneera Madhani: I'm literally our conversations are always so riveting. Even just doing this quick touch base with you earlier, I feel so energized, so energized. And I'm so excited for our audience to really learn more from you. Your episode was just so insightful. And for those that haven't had a chance to go listen to it, I encourage you to go back and listen to it follow Reese on Instagram and all her social media. She is a powerhouse, you can find her videos on YouTube as well. And I've just personally learned so much about money and how much energy there is that you talk about in money. So could you explain this concept to us about money is such like a, in my mind like a concrete thing? And but you describe it as a source of energy. Let's talk about that.

Reese Evans: Yeah, absolutely. I think it's so important for us to remember that we are energy, everything around us is energy. And so when we think of money as something that's really concrete, and that's how I thought of it as well, it feels like it's far away, or it's daunting, or you

have to be a certain type of person, you have to be wearing a power suit, or whatever it is to have it. When you recognize that it's just energy, then you remember that money is literally flowing everywhere. There's so many opportunities for it. And when we stop resisting it, and we tune into our natural talents, our natural abilities, what we want to give to the world, we recognize that we can just exchange money is just an exchange, and we can create more of that resource for ourselves. So one of the things that you definitely want to think about, if you want to receive more money is, you know, money, it feels good to have money, it feels good to have more than enough, it feels good to have resources. And so if you want to attract more of it, how can you start to feel good, do things that make you feel good, do things that enrich your life and enrich others lives? And when you start doing that, even before the external reality matches it, then it's inevitable that your external reality will match that. Oh my god, I love that. That's

Suneera Madhani: Oh my god, I love that. That's so true. So it's just what you're saying is if you want to receive good, right feel, you understand that money is good, then feel good and just start by feeling good, attract more good. Something that you said, while you're explaining that that really rang a bell for me that I want to kind of pick on was you said the word resistance? I don't feel like I Why would I resist money? How do we resist money? So explain this to me, because why would anybody want to resist money?

Reese Evans: Oh my god, that is such a good question. And it's so funny because even when I first like would hear people say like fear of success and like, I don't fear success, like why would you ever fear success? Why would you ever resist money, like give me all the money. But then when you start to deep dive into all the limiting programs inside your mind, which we all pick up and it's not your fault, you realize we've been programmed with so many things that would make us resist money. So for example, on Netflix the other day, the Richie Rich movie popped up. And I probably watched that movie when I was just a few years old. And in that movie, we saw that Richie Rich because he was rich, he couldn't have real friendships or because their family was rich people were jealous of them who would try to hurt them like put a bomb on their plane or whatever it is. we've downloaded all these programs that if you're a salesperson, you're sleeping if you have money, you're greedy and people don't like you and that Because our subconscious program to keep us safe, we will actually not realize that we resist money because it feels safer. If we don't have it, it feels safer if we always do what we used to do. And so how you can often see this in your life is like one of the things I did when I first started my business, people would ask me about something I was doing, or something I was selling. And I'd be like, No, no, no, you can have it for free. Or here's a discount, and I would discredit myself and literally be pushing money away. Or if somebody gives you a compliment, or gives you a gift to save your money, I don't want it, you're literally resisting good things coming to you. And then you're sending a powerful message to the universe that you don't want these good things. And so one of the little practices that I did to stop resisting money was the first thing I did was allow people to give me compliments instead of when someone would give me a compliment, like you did such a great project or whatever. And leaving like, no, it was easy, or anyone could have done it actually said, Thank you. I appreciate that. I hear that and taking that in. And that got me to start to shift my old patterns of being to allow good and rather than keeping resisting it.

Suneera Madhani: Well, is so powerful, and it's so true. I mean, how we resist all the time without knowing it. And compliments are a perfect example of that, especially as women I mean, just little things like you, my husband was like, You're beautiful. And I'm like in my sweatpants right now, or makeup. And I'm like, Yeah, okay, like, I'm not I will I won't accept the compliment. You don't think about it. But you're right, just saying thank you. We're stopping it. Why are we stopping ourselves from feeling good? You said we had, like, not good all the time. No, we should be feeling good. And feeling good is an energy and money is not a thing. It's just energy. It's just receiving of that energy. That is so amazing. And you don't have to be and I think that's what you're right. Like all the programming, like when you talk about these movies. And I know in our episode, you talked a lot about Cruella de Vil. And that resonated with me, that women, we as women feel that we shouldn't be wealthy, because every wealthy woman was described as a devil, like literally described as the villain, and that being rich was associated with being bad. And it's not. But it's literally all little things that society has kind of programmed in our mind. How do we shift that? Right? Because it's something that it's still so taboo to talk about money, right, it's so taboo to talk about how much money you make. Why is money talk still so taboo? And what are your thoughts there? Like? Where do you feel like the boundaries should be or shouldn't be? I'd love to hear your thoughts about that.

Reese Evans: Yeah, well, we live in an online world. And the beauty of everything is we have choice. So if you want to hear someone talk about money, you can go find them. And if you don't, then you can go find someone else. Right. And I think that, you know, as long as we're respecting other people and being kind and coming from a great place. You know, I think it's important for different people to have different perspectives, and for us to share our points of view while respecting that other people have points of view as well. So that's what I have to say on that. And then one of your questions was, how do we shift this? And for me, it's tying it to my purpose. So one of the things that I realized was, you know, there's a lot of people out there doing bad things for money, right? We don't need to go through the list. There's a lot of bad people who do a lot of bad things, for money, and for no other reason. And a lot of that, sometimes it's because the person, maybe they're a bad person, but most of the time, it's actually the environment, right? I was reading, there was a statistic that was saying over 80% of people who get out of prison, actually go right back in within a few years. And it's not because they're innately bad person. But it's because when you get out, you're surrounded by the same people in the same programs who are, you know, selling the same things or doing the same crime. And they probably have a belief, the only way that I can make money or survive or feed my family is if I, you know, rob the store or do this bad thing. And so, like, you and I, if we're making money, doing something good, like, I'm making money, empowering people, I'm making money teaching people about themselves. And so the more I can share that I make money from doing something good, the more I'm giving someone a choice, that they can actually create an incredible income from doing something good instead of violating the rights of others or hurting others. And so I think it's our duty that if we're doing something good, and it's not just me as a coach, empowering people, it could be that you make jewelry, it could be that you make candles, it could be that you are an Olympic athlete, whatever it is, but the more you can share that you can be successful doing something that's good and fulfills you, the less other people

believe that they have to violate the rights of others or be mean or, or hurtful in order to survive or thrive.

Suneera Madhani: Well, I love that that's such a great. It's just such a great way to think about this concept because it's so taboo to talk about, but it shouldn't be. And it isn't. It is empowering, right. And that's one of the reasons why we have this podcast like this is literally the reason why we started this podcast is that less than 2% of female founders ever break a million in revenue. And that shouldn't be that that way, it should be 100%. It should be? Well, it should be well above 90%. Right, it should be all of us having that opportunity to create the life that we want. And something that I found in my journey was that I never had women around me that were that successful. And so I was limited in my view of success. And that was one of the things that I wanted to change, and why I started showing up online, and I was scrutinized for it, it's not something that CEOs do is share about their success. It's viewed as arrogant. And that's not where this is coming from. It's coming from a place of such good and I'm so glad that I pursued that. And I continue to share and inspire so many women, to start businesses to show up to ask for more. So many working professionals, so many moms. And this is what we aspire to do every day here. And we do good with it. And it's good to talk about good, and to see good and to see others doing good so that you feel that you can receive that good too. And I love what you said about energy. And I do believe that we are the energy all around us and the energy that we keep. And you will fall into really bad patterns. If you are around toxicity in your day, you recognize that as a human, you recognize that in your body, and you're almost on a good wavelength or a bad wavelength. And when you're on the bad wavelength universe will not reward you because you're turning it off. versus if you're in that wave of receiving and of joy. And if happiness, you're going to create more joy and abundance and happiness. And so I'm a firm believer in that energy. But I never thought about money as an energy. And I'm so happy that we have this little nugget from you this wonderful piece of wisdom because I know I'm taking that home with me today and adding that to my energy. I don't know I always learned so much from you and we at CEO School are so appreciative of your knowledge. Thank you so much for coming on today's Wine Down Wednesday. I'm so excited for our fireside chat next week at the club. I know the women are going to be in the room to be able to ask you questions and to receive more of that knowledge from you firsthand. Reese, thank you so much for being here.

Reese Evans: Thank you so much. I'm so excited for a fireside chat next week.

Suneera Madhani: I'm so excited. Until next week's episode, we'll see you again at CEO School.

Suneera Madhani: Thank you so much for listening. We hope you enjoy the show. Follow us at CEO school on Instagram for show notes, inspiration and exclusive behind the scenes that you won't find anywhere else. We also have an absolutely incredible resource for you. It's the seven lessons we learned building million dollar businesses. These are complete game changers and we want to give it to you absolutely free. All you have to do is leave a review of the podcast, why

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