

When Your Ship Comes In



BY JACK MOLISANI | *Fellow*

IN MARCH 2003, I attended an STC regional conference where the keynote Chellie Campbell was to speak about Financial Stress Reduction™ and how to build the career you want. I thought, “Financial stress reduction? Boy, I could use some of *that!*” and looked forward to attending her keynote.

The presentation was both entertaining and useful, distilling what is often a whirlwind of conflicting financial advice into six basic concepts. I was so impressed with her approach that I immediately bought her book *The Wealthy Spirit: Daily Affirmations for Financial Stress Reduction* (available on Amazon), and then went on to take her financial stress reduction tele-class.

It’s been 11 years since Chellie autographed my copy of her book, and I don’t go a day without applying what I learned. With the author’s permission, I am sharing her six steps to financial stress reduction.

1. Think Positive

Like mind over matter, mind over money begins with believing you deserve it and can get it. You must practice daily *positive* money and success affirmations, such as “People love to give me money!” “Money flows to me like water from a faucet.” And “I win often and I win big!”

I have to admit, I was a bit skeptical at first, thinking affirmations were for yogi who spent days sitting on the floor chanting, “Ohmmmmm.” But when faced with a new datum, I try it for myself and see if it works or not.

So I started doing my daily affirmations, and one thing I noticed immediately was how many *negative* thoughts about money and success I had. Some were quite subtle in their negativity, such as “I wish I owned an airplane” (the unstated affirmation being I’d never have an airplane).

Then Chellie drove home an important point: you have to state affirmations in present time: “I *am* a success.” “It’s the end of the month and I have all this money left over!” “I am a qualified candidate magnate.”

(The last one I made up to help me find candidates when recruiting.)

She explained, “If you see a sign that says, ‘Free Beer Tomorrow,’ when do you get the free beer? Never! But if you state you *are* a success, that you *have* the money you want, you create a reality that the physical universe then manifests.”

I also started noticing the affirmations of those around me. I’d go to an event where there was a raffle and hear people say, “I never win anything”—and they don’t! Once at such an event,



This column addresses job hunting and career advancement, focusing on various aspects of career growth. It’s written from the perspective of someone who has been a technical writer, technical communication manager, and recruiter, and who worked as a captive (full-time) employee and an independent contractor before finally starting his own company. If you have questions or suggestions for a future column, email them to jack@prospringstaffing.com with “Career Question” in the subject line.

I really wanted the prize they were raffling, so I bought twice as many raffle tickets as everyone else and reminded myself that I win often, and I win *big!* I won the raffle.

Did I win the raffle because I bought more tickets than everyone else, or because I envisioned them calling my number, envisioned walking up to the front of the room, envisioned holding the prize in my hand? I say all of the above. Nothing you envision will make a pot of gold magically appear in your living room. But if you think positive affirmations *and* do the work, the world responds. OK, maybe it *is* magic. But you have to do *both*. Which brings me to the next step.

2. Send Out Ships

Have you heard the saying, “When my ship comes in”? Any idea where the saying comes from? In the 1800s, merchants in England would mortgage everything they owned to build and outfit a ship and send it off to the New World. When it came back loaded with rum and furs and spices, the merchants would become rich beyond their wildest imagination.

But they didn’t have ship-to-shore radio back then, so the merchants never knew when their ship would return. They’d literally be waiting for their ship to return.

I know plenty of people who are sitting on a proverbial dock waiting for their ship to come in, *but they aren’t sending any out!* You have to send out ships!

And you can’t just send out *one* ship, as there are hurricanes and sand bars and white whales all waiting for a chance to scuttle a ship, so you have to send out multiple ships to ensure some come in.

Every time I write an article, speak at an STC chapter event, speak at a conference, I’m sending out a ship. Some come in quickly, while some take years. The trick is to keep sending out ships!

3. Count Your Money

Money is a game and you have to know the score. The money score will

tell you how well you’re doing steps one and two.

In addition to watching your balance sheet, Chellie also recommends keeping a “ships log,” or an ongoing record of how many ships you have to send out before one sails in. In my staffing business, I discovered it takes about 30 calls or emails to clients before I find a client who has a job I can help fill. (Note that 30th client rarely called me with the job. I had the call *them*.)

Knowing it takes 30 calls (29 nos before I get a yes), I look forward to clients who tell me no. When I call a client and get my first no, I think, “Great! I only need 28 more!”

Count your money, count your ships.

4. Swim with Dolphins

Chellie suggests all people can be grouped into three categories: dolphin, sharks, and tuna.

Dolphins are fun to work with, are happy to pay you for your services, and they’ll even help ward off a shark attack.

Sharks aren’t inherently evil, they are just eating machines. Never try to be a shark in your business deals. You’ll never be as sharky as a shark is, and that blood you smell in the water will probably be from a bite of your own tail.

Tuna are just shark food. Ever meet someone who just sucks the energy and enthusiasm from a room when they enter? Tuna. Ever ask someone how they are doing and they respond with how unfair life is and then blame everyone for their lot in life? Angry tuna.

Swim with dolphins, avoid sharks and tuna.

5. Survive the Storms

You must weather the storms, both internal and external. And let’s face it, there will always be storms, setbacks, recessions. Build your reserves for the proverbial rainy day and tough times. Events prepared for aren’t crises, they are just cyclical dips that you can weather—if you are prepared.

Important note: Don’t stop your positive affirmations once you start

“making it” or when you momentarily fail. That’s when you *really* need to think positive; perhaps even double your daily affirmations.

Remember, the universe delivers what you envision. Sometimes the universe just takes longer and needs a little more envisioning than normal. Persistence is key.

6. Seek Balance and Enlightenment

Being rich with no joy in your life is no way to live. Being content with no money for food or rent is equally no way to live.

I have met people who say they want to start a nonprofit organization and do good works, but they don’t have any money to start an organization *with*. Money isn’t inherently good or evil, it’s what you do with it that matters. But you have to *have* money before you can do good works with it.

In contrast, working seven days a week to make money is another end of the same continuum. All money (or just enough money) but no joy, no leisure, no family time is also not the secret to success. Few people lay on their deathbed thinking, “I wish I had spent more hours working.” Seek balance and enlightenment.

In Conclusion

Think positive thoughts. Send out ships. Count your money. Swim with dolphins. Survive the storms. Seek balance and enlightenment.

Sounds pretty simple, huh? Guess what? It is. ■

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