

Cleopatra's **RICHES**

How to Earn, Grow and Enjoy Your Money to Enrich Your Life

BOOK CLUB GUIDE



INTRODUCTION

Welcome to the Cleopatra's Riches Book Club Experience!

I'm thrilled, honored and humbled that you've chosen to welcome this conversation into your book club. This book is meant to open a dialogue that wasn't there before and facilitate the most accessible, approachable and applicable financial conversation there is — your money story.

So much of the money conversation is one sided that we become focused on being directed, as to what to do versus guided, as to what we want – losing a part of ourselves and our voice in the process. This syllabus is going to help you further benefit from the message of the book and most of all create the space for a missing piece in our finances — a conversation.

It is my passionate belief that Financial Wellness is Health and Wellness as finances are central to so much of our lives. And central to our wellness is our emotional wellbeing as it impacts our mental and physical wellness. Yet, when it comes to our emotions around money, significant emotions of stress, guilt and even shame become hidden away without the tools to discover and work through their origins. As a result, we can feel alone and locked away in those feelings. This book club experience will change that for the better! With a combination of self-development techniques and tangible financial advice, you'll have the resources to facilitate a whole new financial conversation.

Whether you are working through this syllabus on your own or with others, this will help you discover more of the influences of your money story and most importantly, how you feel. Through this experience you will be creating the foundation for a renewed meaning to Financial EmPOWERment™ that you can truly call your own.

Let's get started!



Step 1: Take the Quiz

Get a head start and bring an awareness to the way you feel: Take the quiz and determine your Financial EmPOWERment™ Score!

This quiz will help kickstart the conversation as you connect to your feelings and beliefs around how you earn, grow and enjoy your money.

The quiz provides a fun and interactive way to start the conversation within yourself and with your fellow book club members! As you start this conversation, you'll soon discover that you're not alone!

(While this step is optional, it is recommended!)

To access the quiz, simply go to...

WWW.MARTHAADAMSMEDIA.COM/RESOURCES

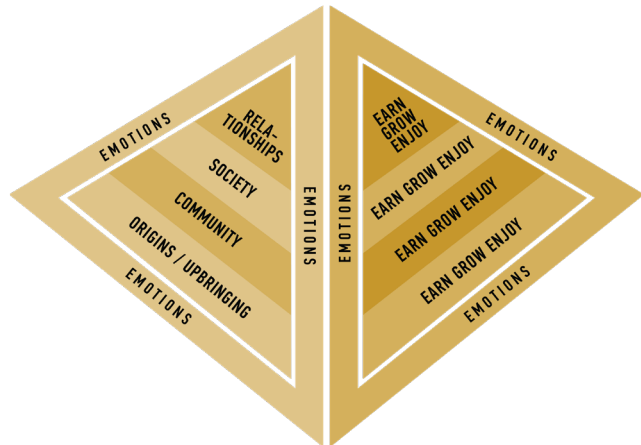


Step 2: Choose Your Conversation Flow!

Option 1: Taking it One Layer at a Time

DESCRIPTION

This method takes you through a focused approach on each layer of your Pyramid of Financial Influences. With this approach you will study how each area of influence can be found in your feelings and beliefs around how you earn, grow and enjoy money.



Through this conversation you'll discover a brand-new financial conversation and discover the hidden riches of your life experiences.

RECOMMENDED TIMELINE

7 weeks — discussing one section per week.

THIS OPTION IS RECOMMENDED FOR:

- An introduction to this conversation
- Building awareness and understanding of yourself and your relationship with money
- Discovering a renewed meaning to Financial EmPOWERment™

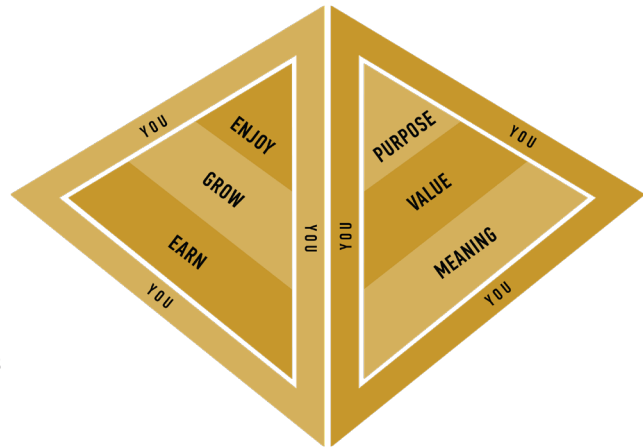
For details on how to guide the One Layer at a Time conversation, head to page 6 of this book club syllabus.



Option 2: One Feeling & Belief System at a Time

DESCRIPTION

This is a deep dive approach which focuses the feeling and belief system you have around earning, growing and enjoying money. In this study, we'll be focusing on the Pyramid of Financial Influences as it pertains to your feelings and beliefs around earning money, then into growing and then enjoying.



In order to allow for a meaningful focus, it is recommended that you read the book in its entirety first.

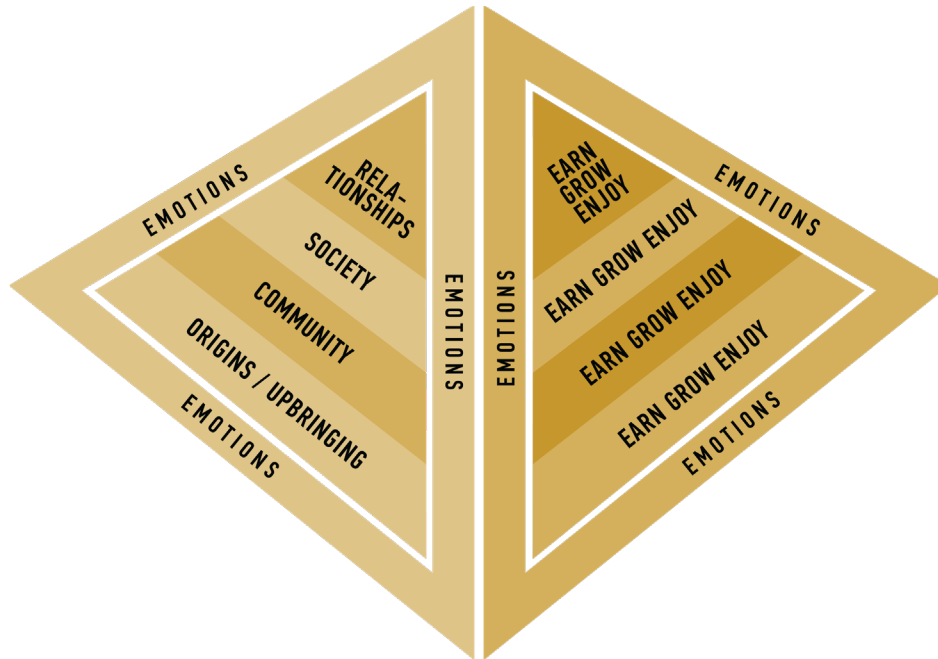
RECOMMENDED TIMELINE

8 weeks — an in-depth discussion of the 4 layers and the surrounding emotions.

THIS OPTION IS RECOMMENDED FOR:

- Focusing on one aspect of your relationship with money at a time
- A more complex and holistic conversation
- Building awareness and understanding of yourself and your relationship with money
- Discovering a renewed meaning to Financial EmPOWERment™

For details on how to guide the One Feeling and Belief System conversation head to page 10 of this book club syllabus.



Book Club Conversation Flow

**Option 1:
Taking it One Layer at a Time**

WEEK 1: STARTING THE CONVERSATION

Read the Foreword and Introduction (pages IX-XXI)

Discuss the following questions:

1. How did you start to see the financial conversation differently?
2. What did you immediately connect to or what resonated with you?
3. What feelings and associations do you have around the ideas of Make, Spend and Save?
4. How did the introduction of the ideas of Earn, Grow and Enjoy make you feel?

WEEK 2: ORIGINS AND UPBRINGING

Read Chapters 1-4 (pages 1-21)

Discuss the following questions:

1. Choose a memory that came up for you
2. Discuss how did that memory makes you feel?
3. Next, discuss the ways that you see the influence of that memory in your life today

WEEK 3: COMMUNITY

Read Chapters 5-8 (pages 23-42)

Discuss the following questions:

1. Choose a memory that came up for you
2. Discuss how did that memory makes you feel?
3. Next, discuss the ways that you see the influence of that memory in your life today

WEEK 4: SOCIETY

Read Chapters 9-12 (pages 43-66)

Discuss the following questions:

1. Choose a memory that came up for you
2. Discuss how did that memory makes you feel?
3. Next, discuss the ways that you see the influence of that memory in your life today

WEEK 5: RELATIONSHIP

Read Chapters 13-16 (pages 67-92)

Discuss the following questions:

1. Describe the way you feel about the money conversation in relationships.
2. Which communication cycle do you find yourself in when it comes to money and relationships?
3. What was the biggest “aha” you had about your current or past relationships when reading the Relationship chapters?
4. Discuss how you felt when you did recognize a past event
5. Next, discuss the ways you see the influence of that discovery in your life today.

WEEK 6: EMOTIONS

Read Chapters 17-20 (pages 93-110)

Discuss the following questions:

1. What was your greatest discovery around emotions and money?
2. Before reading this book, what did you believe about emotions and money?
3. What do you believe about emotions and money now?

WEEK 7: CONCLUSION

Read the conclusion chapter (pages 111-118)

Discuss the following questions:

1. What did you discover about your relationship to money?
2. Describe an example of the way feelings and beliefs create results with money in your life.
3. How have you started to apply The 4R Process© in your life?

Elevate the Experience

Congratulations on starting your journey!

By reading *Cleopatra's Riches*, you've uncovered that there's so much more to the conversation than solely finances. The reason there's more to the conversation is because there is so much more to you!

You've learned and uncovered so much about yourself in the book, but how do you work through it and apply it in a meaningful way? That is exactly why I created *The 4R Process© Program*. In this comprehensive program I welcome you into my boardroom with me as I show you exactly how to Recognize, Reconcile, Release and Repeat to elevate your experience and amplify your results!



Book Club participants receive a 10% discount!

Head to www.marthaadamsmedia.com/programs and use code: **CRBOOKCLUB**

Share the Conversation

Cleopatra's Riches was written to help build a positive line of communication and create a renewed financial conversation in your life. To help share that conversation and bring it into the lives of others, we would be honored if you would consider leaving a review on Amazon!



Linda Louise

★★★★★ Verified Purchase

Recognize Your Unlimited Potential

Reviewed in the United States on May 6, 2020

If you want to change your relationship with negative or fearful feelings about money, "Cleopatra's Riches" is the book for you. Martha Adams teaches you how to earn your money, grow your money and enjoy your money. Many of us grow up not knowing how to appreciate these three processes----this book gets you there. A simple and educational read ----Earn, Grow, Enjoy!



Nisreen K

★★★★★ Verified Purchase

a MUST read!!

Reviewed in the United States on September 22, 2020

I enjoyed reading this books as it is engaging and very well written. what i loved the most about it is how Martha brings in a new perspective to people's financial problems. most of the time we think to improve finances we need to learn all about investments, charts, analysis and so on, while it's important, what I learned from Martha that what's even more important is the feeling around money, the way we talk about it and our upbringing and experience in life shapes our behavior around money and ability to earn it. I believe what we need in this generation moving forward is a new way of thinking about our financial life and I absolutely loved everything Martha suggests in her book. I also found the name to be super cool!



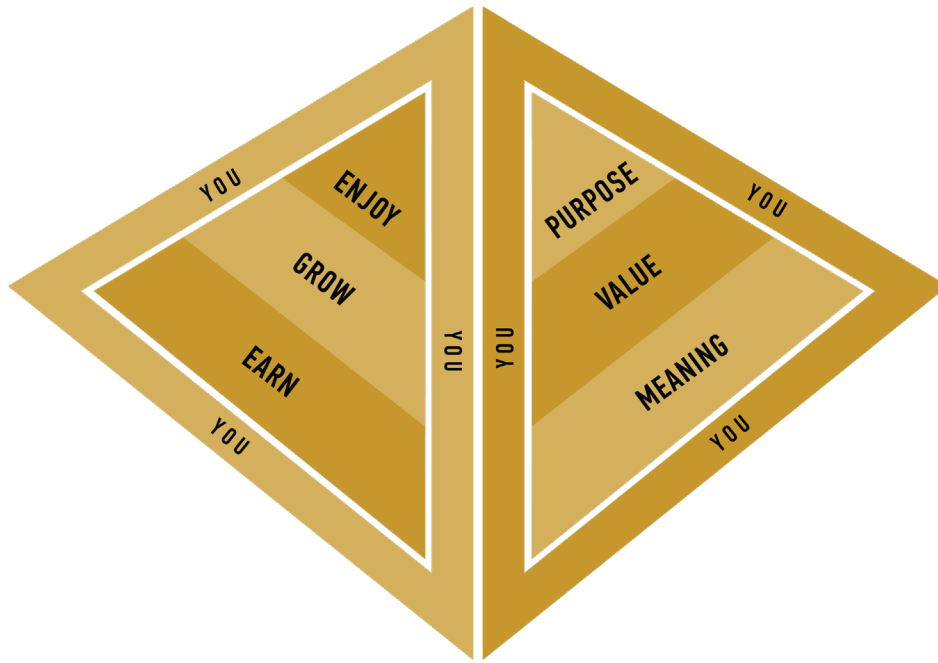
Sean Bredin

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Smart - Well written.

Reviewed in Canada on January 6, 2021

Martha is an extremely accomplished women and I think she shares a lot of wisdom in this book that everyone can be reminded of for the first time; or the 100th time :-). One of those books that should be sitting beside the wealthy barber, rich dad poor dad, and other down to earth books that do a good job of explaining the psychology of money and how to treat it when you don't have it; and how to handle it when you do.



Book Club Conversation Flow

**Option 2:
Understanding your Pyramid of Influences
through how you Earn, Grow and Enjoy your money**

WEEK 1: STARTING THE CONVERSATION

Discuss the following questions:

1. How did you start to see the financial conversation differently?
2. What did you immediately connect to or what resonated with you?
3. What feelings and associations do you have around the ideas of Make, Spend and Save?
4. How did the introduction of the ideas of Earn, Grow and Enjoy make you feel?

WEEK 2: EARNING VS MAKING MONEY

Discuss the following questions:

1. How did your family feel about Making money?
2. Did the concept of “Earning” have any influence on your thought process?
3. Provide an example in your Origins and Upbringing that affected your views on Making versus Earning money
4. Provide an example in your Society that effected your views on Making versus Earning money
5. Provide an example in your Community that effected your views on Making versus Earning money
6. Provide an example in your Relationship(s) that effected your views on Making versus Earning money

WEEK 3: EMOTIONS AND EARNING MONEY

Discuss the following questions:

1. Review how each of the Pyramid of Influences affected you emotionally
2. Discuss with your peers/partner both the negative and positive effects that this had on you growing up both as a child and through adulthood

WEEK 4: GROWING YOUR MONEY VS SAVING

Discuss the following questions:

1. How did your family feel about Saving money?
2. Did the concept of “Growing” have any influence on your thought process?
3. Provide an example in your Origins and Upbringing that affected your views on Saving versus Growing money
4. Provide an example in your Community that affected your views on Saving versus Growing money
5. Provide an example in your Society that affected your views on Saving versus Growing money
6. Provide an example in your Relationship(s) that affected your views on Saving versus Growing money

WEEK 5: EMOTIONS AND GROWING YOUR MONEY

Discuss the emotional side of Saving versus Growing Money:

1. Review how each of the Pyramid of Influences affected you emotionally
2. Discuss with your peers/partner both the negative and positive affects that this had on you growing up both as a child and through adulthood

WEEK 6: ENJOYING YOUR MONEY VS SPENDING YOUR MONEY

Discuss the following questions:

3. How did your family feel about Spending money?
4. Did the concept of “Enjoying” have any influence on your thought process?
5. Provide an example in your Origins and Upbringing that affected your views on Spending versus Enjoying money
6. Provide an example in your Community that affected your views on Spending versus Enjoying money
7. Provide an example in your Society that affected your views on Spending versus Enjoying money
8. Provide an example in your Relationship(s) that affected your views on Spending versus Enjoying money

WEEK 7: EMOTIONS AND ENJOYING YOUR MONEY

Discuss the emotional side of Spending versus Enjoying Money:

1. Review how each of the Pyramid of Influences affected you emotionally
2. Discuss with your peers/partner both the negative and positive affects that this had on you growing up both as a child and through adulthood

WEEK 8: CONCLUDE YOUR STUDY WITH UNDERSTANDING THESE NEW TERMS

Earning = Meaning

Growing = Value

Enjoying = Purpose

As we Earn money, it gives us Meaning.

As we Grow our money it gives it Value.

As we Enjoy the fruits of our labour it gives it all Purpose.

1. Discuss the 4R Process© and how you can implement it in your life.
2. Review the Pyramid of Financial Influences and the stages of life that you have gone through to get here.
3. Choose an experience with positive impact to discuss and utilize that as fuel to move forward
4. Identify an experience that created negative associations on money for you. Discuss your feelings and beliefs around that situation and how you see it in your life today.
5. Discuss how using the 4R Process© can help you work through it.

For further clarity and an elevated conversation of this material, consider The 4R Process© Program offered by Martha Adams Media. Here you will truly come to understand your beliefs and thought processes, not only on money but a wide array of topics that you have experienced throughout your life.

Elevate the Experience

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Changing the Conversation

Martha Adams

In her experience as a Certified Financial Planner, Martha Adams has spent her career helping her clients plan and achieve their financial goals. Throughout this journey, she discovered a common theme that she was determined to change: the negativity around financial conversations.

The discussion around money and finances has traditionally been met with confusion, uncertainty, and an overall disconnect. Martha's passion for changing the conversation around money and finances has become the focus of her life's work. As an author and financial educator, Martha is committed to this process, and to keeping the conversation moving forward.

Continue the conversation...

For more resources, including courses, speaking engagements, and additional content, visit www.marthaadamsmedia.com



@marthaadamsmedia



The Positive Financial Conversation
with Martha Adams



@marthaadamsmedia

