



**THINKUP**  
Enterprises

## Revenue Management – The Podcast

Helping Leaders Become Free, Healthy and Wealthy From the Inside Out

*“What really started me down this road of money therapy was that I was existing wealthy, but internally, I was far from it.”*

Welcome to Hospitality Highlights! In this 25th episode of the ThinkUp Podcast, host Lily Mockerman talks with Jennifer Love of the Living Wealthy Institute. Jennifer is a wealth philosopher, money therapist and the founder + CEO of The Living Wealthy Institute. She presents a model that world influencers and leaders use to deepen and reconfigure their complex relationships with worth, value, and money.

### Highlights from This Episode

**Lily:** In hospitality, we have what we call commercial strategy departments, incorporating sales, marketing and revenue management, which are really the main departments focused on generating money for the business in strategic ways. Could you give a few examples of what those money mindsets might look like or how those might manifest in a role like that?

**Jennifer:** One is fear. “How am I going to be evaluated? How am I going to be judged? How is someone going to see me?”

And so that fear begins to run the show in how we're making decisions, whether it's about our money, or how we're allocating things, or resources in our teams, right?

I don't like to reference just money, because money is only one form of exchange. We also have a relationship exchange.

### Lily and Jennifer go on to discuss:

- 5 typical money mindsets
- the psychological impact of those mindsets on business leaders
- why it's important for business leaders, even those who may not be company founders or entrepreneurs, to work through their limiting beliefs about money
- the impact of COVID and some of the emotions that might be prevalent for both business leaders and those who are out of a job

**Jennifer's top 3 tips for** business leaders, owners, or revenue managers who are driving money for a business going into 2021, where there's still a lot of uncertainty around the future of travel and when we will all be able to travel freely again.

## Resources to learn more about the Wealth Zone and Money Mindsets

[Jennifer's website](#)

[Contact Jennifer on LinkedIn](#)

[Living Wealthy Institute](#)

[Want To Become A Millionaire? Ask Yourself These Four Questions](#) Forbes Magazine

[Money Morphosis 3-Day Online Event](#) – March 16-18, where your Wealth Zone & Freedom Flourish. Designed to help you increase your net worth and live truly wealthy.

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For questions on this episode or any other revenue management related topics, you can send them to us at [info@thinkupenterprises.com](mailto:info@thinkupenterprises.com).