
SHECONOMY LIVING
OCTOBER 2026
DR. TAE YUN KIM
CEO & Founder, TYK Group | Chairman, Lighthouse Worldwide Solutions | Entrepreneur | Philanthropist | Author | Taekwondo Grandmaster
WHERE BUSINESS SUCCESS MEETS CONSCIOUS CHOICE
EMPOWERHER 2026
EMPOWERMENT, VISIBILITY, AND THE POWER OF CONNECTION
SEE FEATURED ARTICLES INSIDE
BUILD WEALTH. CHOOSE WELL. LIVE FULLY.
SEE FEATURED ARTICLES INSIDE
LIVING YOUR VALUES

WHEN DOING EVERYTHING RIGHT IN BUSINESS STILL ISN'T ENOUGH

By **Dr. Joy S. Pedersen**

Entrepreneurs are some of the most dedicated people I know. They invest in their businesses, hire coaches, attend networking events, study marketing, build websites, create content, improve their sales skills, and keep showing up, sometimes long after they expected their efforts to pay off.

We are taught that success comes from doing the right things consistently. Improve the messaging. Increase visibility. Build relationships. Follow up. Stay positive. Keep going. All good advice.

But what happens when you do those things and the results still do not match the effort? Sometimes another strategy is not what is missing.

The Question That Changed My Work

Years ago, I taught the Law of Attraction and helped people understand how thoughts, beliefs, expectations, and focus could influence what they experienced and created.

Over time, I noticed something I could not ignore. People often produced results fairly easily in one area while remaining frustrated in another. Someone might have wonderful relationships and attract opportunities almost effortlessly but continually struggle with money. Another person could be financially successful yet repeat the same painful relationship pattern.

That raised a question for me. If creating what we want were simply a matter of thinking positively, visualizing, setting intentions, and taking appropriate action, why were people not getting consistent results everywhere?

I wanted to know what was different in the areas where they remained stuck. That search changed the direction of my work. I began discovering that what we consciously want can be very different from what we subconsciously believe, expect, fear, or feel safe receiving.

A business owner can genuinely want more money while believing wealthy people are greedy. Someone may want visibility but associate being seen with criticism or rejection.

Another entrepreneur may want success while believing, somewhere underneath it all, that success requires sacrifice, exhaustion, or loss of freedom.

On the surface, they are moving toward what they want. Underneath, another part may be putting on the brakes.

Looking Beneath the Mindset

At first, I focused on subconscious beliefs, unresolved emotions, and childhood patterns. Then I began finding deeper layers.

As my work evolved into spiritual healing, I explored not only what someone believed but where a pattern appeared to have originated. Sometimes it traced back to childhood. Other times, the issue appeared connected to family or ancestral conditioning. In my spiritual practice, I have also worked with patterns that seemed to originate in previous lifetimes.

The question became not just, "*What do you believe?*" but "*Where did this begin, and what is still keeping it active?*"

I worked with one man whose income repeatedly seemed to stop at a certain level. During our session, we identified a statement his grandmother had made when he was a child that appeared to remain embedded in his thinking about money. After we addressed it, he contacted me the next day to say he had unexpectedly made a $6,000 sale. What surprised him most was that the customer had come to him, something he said did not normally happen in his business.

I do not suggest that clearing one belief guarantees a financial result. That experience showed me how a seemingly insignificant childhood message can keep influencing someone decades later.

We Absorb More Than We Realize

Many of us grew up hearing things such as, "*Money doesn't grow on trees,*" "*Rich people are selfish,*" or "*You have to work hard for everything you get.*"

Even when no one deliberately teaches us a philosophy about money or success, we absorb what we see. Watching parents argue over bills, lose a business, work themselves to exhaustion, or sacrifice everything for financial security can quietly shape beliefs about how life works.

Family attitudes about money, work, visibility, authority, relationships, and self-worth can travel through generations as well.

Then there are the emotions attached to our experiences. Fear, guilt, shame, resentment, grief, disappointment, and feelings of inadequacy do not automatically disappear because we decide to think differently.

I once worked with an accountant who needed new business. During our spiritual healing work, two experiences emerged that we understood as previous lifetimes in which she had lived in poverty. We addressed the fear and patterns associated with them. She later reported receiving two new paying clients that same day.

I do not share that to promise instant results. It illustrates why I stopped assuming every business problem could be solved solely at the level where it appeared.

Sometimes the visible problem is only the clue.

Your Business May Be Showing You Something

When results are disappointing, most entrepreneurs look for what they should do differently, and sometimes that is exactly what is needed.

Better marketing may help. So might clearer positioning, stronger follow-up, improved sales skills, or a different offer.

Other times, the business begins revealing a pattern. Perhaps you struggle to charge appropriately for your work. What do you believe about your value or being paid for what you do?

Visibility can reveal something, too. When you know you need to be seen but continually pull back, does greater exposure feel uncomfortable or unsafe?

Maybe money comes in but always seems to disappear. What did you learn about having or keeping money?

Working constantly while still feeling you have not done enough can point to another question: When did productivity become connected to your worth?

Instead of immediately asking, "*What am I doing wrong?*" it may be more useful to ask, "*Is there a pattern here?*"

Strategy Still Matters

Exploring subconscious, emotional, or spiritual patterns does not mean abandoning practical business principles.

You still need an offer people want. Your market has to understand its value. Marketing, networking, visibility, follow-up, financial management, and action all matter.

I would never tell someone to clear a money block instead of creating a viable offer or learning how to communicate it. The two belong together.



Strategy can show you what to do. Inner work can help uncover what may be interfering with your ability to carry it out, receive from it, or sustain the results.

For someone who has never really marketed a business, better marketing may be the answer.

Once you have invested in coaching, learned the strategies, implemented the plans, and still keep hitting the same ceiling, however, it may be time to look deeper.

When you have done the marketing, networking, planning, learning, and implementing and something still refuses to move, the better question may be: What is this pattern trying to show me?

Sometimes what stands between an entrepreneur and the next level of business is not a lack of effort, intelligence, commitment, or strategy.

It is something operating beneath the surface that has never been identified, questioned, or released.

Connect With Dr. Joy

www.joyofspirituality.com
www.instagram.com/drjoypedersen
www.facebook.com/drjoypedersen
www.linkedin.com/in/joypedersen
www.pinterest.com/joypedersen
www.tiktok.com/@dr_joy_spiritual_healer
www.youtube.com/joypedersen
www.x.com/joypedersen