

„Switch-Happens“

Switch-Column by Monica Deters

How millions of people experience the switch into a new era.



Stop Fighting!

How much longer do we want to keep fighting for a life that no longer feels right for us – just to earn money?



What happens inside you when someone tells you: **Stop fighting**. What emotion does that trigger? Anger? Frustration? Irritation? Relief? Perhaps you are sitting at your kitchen table right now, your banking app open, doing the sums for the third time. Rent. Electricity. Insurance. Groceries. Children. Pets. Fuel. We are not even talking about holidays or eating out anymore. Perhaps there is already not enough money for the essentials. And then someone comes along and tells you: Stop fighting. Well, thanks very much.

There they are again – those aggressive little fantasies. After all, you can hardly call your energy provider and explain that you have decided to enter relaxation mode from now on. At best, you will probably get a tired smile while the next payment reminder is already being generated by the system.

Now, of All Times?

It feels as though things are falling apart everywhere right now. Jobs are becoming less secure. Constant reports of bankruptcies. Wars in every direction. One shocking headline after another. AI is transforming entire professions. Companies are cutting costs. Prices have risen. People who have worked all their lives are suddenly wondering whether their work will even be needed tomorrow. Phew... What an extraordinary time to be living through. And perhaps you are one of those people who have already been fighting for years. You work. You function. You take care of everyone. You keep going. When something falls apart, you look for the next solution. Another job. Another client. Another funnel. Another application. Another product. Another business idea. Just keep going. Because if you do not fight, who will? Who will catch

you and your family if you fall? I know this question very well myself. For a long time, I too believed that somehow I simply had to make my life work. Do things. Build things. Keep going. Find solutions. Get back up again.

For many years, my professional life revolved around business, money, marketing, products, sales, taxes and strategies. I know how to do all of that. But at some point, I asked myself: **Is this actually still me?** Perhaps you know that feeling too. We have all learned this. It is the “masculine principle” – which has nothing to do with men. Business. Work. Security. Rational thinking. Strategies. Functioning. You may be very good at all of that. But that does not necessarily mean it is right for you, does it?

Sometimes what other people see as your strength is actually a survival strategy that you have perfected over and over again. Until we no longer even notice that we can no longer feel ourselves.

Taking Action Is Not the Same as Fighting

If you no longer have enough money for the essentials, you cannot simply let everything go. That is clear. You have to act. Period. ‘Perhaps you need to do the sums, cut back, apply for support, look for a job or accept a project you would never have considered before. But you do not have to wage war against yourself in the process. Perhaps you take a job that simply pays your bills. Perhaps you let go of a business model that has been draining more energy than it has generated income for years. Perhaps you make your life or your sphere of activity smaller. And perhaps the thing you love does not have to pay your bills at all anymore. Perhaps it only needs to **fill your heart**.

Your Income Is Not Your Identity!

For years, we have been told: Turn your passion into your profession. Find your calling. Make money doing what you love. Turn yourself into a brand. ‘But what if, at some point, that becomes a trap? What if you want your passion back? Without a sales page. Without a funnel. Without marketing. Without constantly wondering whether anyone will pay for it. Pay for **you**. Perhaps you are allowed to write

simply because you want to write. Speak because you have something to say, rather than because you want to sell something at the end of it. Help people because it is simply who you are.

Start a book. Try something new. Follow some crazy dream. And perhaps your money comes from somewhere entirely different. Maybe that is one of the great freedoms we need to rediscover: **making a difference without thinking about selling. Working because the work itself genuinely brings us joy. Without money always having to be the purpose.**

Stop Fighting

Perhaps stopping the fight means something very different from what we think. It does not mean giving up. It does not mean resigning yourself to your fate. It does not mean sleeping until noon. It means stopping yourself from doing more and more of the same. Working even harder. Enduring even more. Functioning even more. Simply because you do not know what else to do and the bills still have to be paid. Perhaps you do not need the next solution immediately. Perhaps you first need one honest question: **If I had enough money and nothing to be afraid of, would I still choose to live my life exactly as I do now?** If your answer is no, you do not have to throw everything away tomorrow. ‘But you can begin to change something. Look for another path. End something. Begin something. Accept help. Or simply rearrange one part of your life. Because stopping the fight means **no longer wasting your strength**.

The world will remain crazy. The bills still have to be paid. ‘But perhaps the switch is about changing your priorities. And then, finally, you may begin to see what you could not see before because you were so busy trying to keep going. Another possibility. Another job. Another life. And perhaps one day you will realise: **You didn’t give up. You simply stopped fighting in the wrong direction.**

The Switch Column by Monica Deters

Humanly felt. Independently thought. AI-assisted writing.

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