

Ep #7: 4 Things You are Always Selling



Full Episode Transcript

With Your Host

Stacey Boehman

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Ep #7: 4 Things You are Always Selling

Welcome to the *Make Money as a Life Coach*® podcast where sales expert and master coach Stacey Boehman teaches you how to make your first 2K, 20K, and 200K using her proven formula.

Hey lovies. How are you this week? Welcome to episode seven. I'm so excited. We're going to talk about four things you are always selling. So, right about now you have learned that in order to make money as a life coach, you just need to meet as many people as possible, tell them you're a life coach, and make offers to help them.

You need to break down your big impossible goal into bite size chunks that are actionable and believable in your mind and you need to stop believing that selling is manipulation and stay out of any other opinion about your client other than that they are totally capable of real, lasting, huge change and are resourceful enough to make it happen.

These things are so simple, so doable, and you can do them right now. But if you are not doing them, let's talk about that because there are only four reasons, I think, that coaches just like you don't take action. And let me be clear, you might be thinking there are tons of coaches out there smarter and more talented than you and you're the only one not taking action and you're the only one not getting the result you want, but my friend, let me tell you, everyone is out there sitting in the exact same boat as you no matter how smart or talented because we are all operating the same machine. A human brain.

So what keeps you from getting out there and making offers and selling is your drama, right? And I think drama kind of compiles in four key stories. There's the "I don't know what to do and there's just too much to do" story, which is the confused, overwhelmed story, right? The "I don't have it all figured out and I need it to be perfect before I get started" story. So I've got to have my niches and my programs and my pricing and my tools all perfectly together so I'm not perfected yet story.

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And then there's the "I don't know if I can really get someone results." It's like the I'm not good enough or skilled enough or I don't trust myself story. And then there's "my current life is just too busy, I work full time, I have kids" story, which is the time story, really.

And then there are always four things that you are selling and your trainings and your live streams and on your emails and with every person you meet, every networking opportunity, every interaction with another human being, you're selling four things. Yourself, your product, your client on themselves, and on taking action now.

When you overcome all four of your limiting stories keeping you from showing up and making offers, you will figure out how to sell the four things you need to be selling. So stay with me here, it's like the answer. There's where you are and there's where you want to be, and then there's where your client is and where your client wants to be.

When you experience taking yourself from where you are to where you want to be, you will be able to help anyone with anywhere they are trying to go. When you become a master at walking yourself through it, you're never ever going to wonder how to help somebody else do it. You will never wonder if you will have the tools and the methods to help your client, whether they'll actually get results.

When you learn how to start taking action in spite of not having it all figured out and not having that perfect niche and knowing your pricing and your program and you learn the lesson that is how you figure it out is by taking action in spite of not having it figured out, you will be able to show someone else how to do that. Even when you don't know how to exactly solve their problem, you will know the steps of figuring anything out. You will know how to solve any problem because there will be a pattern in your mind of all the ways you solved your problems.

So the way that you learn how to sell these four things, yourself, your product, your client on themselves, and taking action now, is you sell

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yourself on these four things. But to sell yourself on these four things, you're either going to have to solve for or stop telling those four stories about yourself. That you don't have the time, that there's too much to do and too little direction, and that you can't help someone and you need to have it all figured out and perfectly packaged to get started, that you don't have the time.

You're going to have to stop telling yourself those stories. So let's just start here, and I promise by the end of this podcast, this will all make sense, it will all come together and you'll be like, "What? Where has this been my whole life?"

Alright, so let's dive in. Let's just start with what is being sold mean? It means believing. I learned this from Grant Cardone very early on, before I ever had a client, and it's never left me. You got to be sold on yourself. You got to believe in yourself. You have to be buying yourself.

So many coaches are teaching belief as the answer but they don't really believe. That's why the message falls flat. It's why you have to work so hard and do so much, yet you still don't get where you want to go and it's also why your clients have done the same exact thing. They've tried every diet under the sun and never lost weight. They've tried everything to change their marriage but nothing's changed.

And I want you to think about this. You have to sell yourself before you can sell anyone else on you. Like, if you don't do the job of believing in yourself, no one's ever going to do that job for you. How can you even ask them to do something you are unwilling to do? This is what I always tell my clients. Like, if you're unwilling to believe in yourself, you can't ask other people to do it. Not your husband, not your mother, not your best friends, and definitely not your client on the other end of the phone or the potential clients on your email list.

So many of you aren't sold. That's why you're not taking action. It's why you're confused, it's why you can't let go of the safety and normality of your

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current life, it's why you haven't decided what your niche is or what your pricing will be. When you don't believe in yourself, you are confused and insecure and you don't take action and your current life seems so important and you feel so afraid of giving it up.

Why? Because that's the life you're sold on. What? I was not sold on my current life when I started coaching. I wanted more and I decided to be more. Like, I decided to be sold and more committed and dedicate more belief to where I was going instead of where I was, and that's why I'm sitting here talking to you.

But so many of you are more sold on your stories, those four things I told you at the beginning of this podcast, you're sold on all your excuses on all the reasons why you can't do it. You're sold on the life that you have and who you are now and the relationships you have with other people and the relationship you have with yourself and the belief you have in yourself.

All of that is all more real to you and you believe in that so much more and you are literally sold on that for yourself. So no wonder you're not making money, or you're not making the amount of money you want to be making. Because when I went from making multiple six figures to a million, I had to be sold on myself in a whole 'nother way.

When I went from working with 20 people at a time to 200 people at a time, I had to be sold in a whole other way. Like, it's just upping your levels of belief. And you also have to be sold on your product and your offer. Like seriously, of course no one is buying from you if you haven't made those simple decisions like what is your offer, what are you charging, who is it for?

I know you guys think it's complicated and I know it really truly, like honestly, I know that it feels so complicated and so complex but like, really truly, the whole niche conversation, programs, pricing conversation is literally these three questions. What is your offer? What are you charging? Who is it for? It's so much more simple than our brain makes it.

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But I like to give the most ridiculous analogies ever to make it so ridiculously clear to you what's happening. I want you to imagine that you're a customer and you walk into a cupcake shop and the owner is like, "Yeah, I don't really know how much the cupcakes are, I'm still really undecided, I'm not clear. I'm still trying to figure out what the recipe is. I don't know, are they for people who have to eat gluten free? I don't know if they're going to be gluten free. Yeah, I don't really know what I'm going to call this shop."

Think about it. You would be like, what is happening right now, and you wouldn't - literally, that shop would be a mess. There'd be no signs outside, there'd be no cupcakes made, so obviously you wouldn't be buying any cupcakes. But that's what's happening in your business.

When you don't have these basic things decided and I use decided very strategically. It's not when you haven't figured these things out. It's when you haven't decided. It is just a decision. You are telling the whole world you aren't really open for business. And you can't just decide and have zero passion behind it either. That doesn't work.

Many of my clients have tried that too. They're just like, pick a niche that they think will sell based on the people that they know around them. Like, have you ever asked a waiter if they like something you're about to order and they're like, "Umm," you don't sit there and think, well, I'll take my chances. You're like, thanks for being honest, I'm definitely not ordering that.

And that's the energetic experience that you're giving potential clients, whether you are intending to or not, it's what's being put out into the world when you haven't decided to love your business and feel passionate about what you're offering and even decide what your offer is. There's the level of deciding your offer but then there's this other level where you also have to believe your offer is a no brainer.

And if people don't take you up on it, they're confused or crazy, or both, right? Like, if you haven't joined my 2K for 2K, you are definitely confused,

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for sure. It's amazing. And I am sold on my program. I really do think it's the best program out there for making money, and it will make all of my clients better coaches.

So I'm not over here feeling rejected if someone doesn't buy it, but so many of you face that letdown when someone doesn't take you up on your offer or someone doesn't respond to your email or comment on your post. But that is because you are wanting to get your belief from them buying from you and you have it backwards. They buy from you when you believe, when you create your belief, when you find your belief.

Like seriously, how I have a sold out 200K mastermind, why I have people enrolling in my 2K program every single day, it didn't just start that way. I remember being not so sold on my program. I remember being in my mastermind and the first time we talked about it and my coach was like, umm no, you are a sales coach, you teach people sales, what are you even doing over here with this Diva Business School?

And I'm like, my face literally went white and I'm like, what? Now we laugh about it because it seems like clearly this was always my genius, but there was a time, a long time ago - what seems like a long time ago, it was a year ago - when I really wasn't sold on my new offer that I created and I didn't have the results to prove that was the case. I mean, I knew it in my body. I believed in it, but I didn't actually have hardcore results.

Some of you think that you have to have that to believe in your offer, but you really don't. But I do remember like, I would say I believed in it but you go through this back and forth of where you believe and you don't believe and you believe and you don't believe. It's kind of called the river of misery. We all know what that is. It's this awful growth period where you're like, trying to believe but you don't believe.

And I remember that period for me so clearly and I remember sending a million sales emails out and I remember doing a million webinars and I was selling but not what I wanted to be selling. Some of you are making some

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money. You're just not making the amount of money you want to make and the only thing that's shifted between then and now is I'm so sold on my product. Like, so sold, and because I'm sold, other people buy it.

I remember being very confused last year feeling like, well, it must not be a great program, no one's buying it. But that's not true. It's that they can't buy it when I'm not buying it. Do you guys see what I'm saying here? So good.

Okay, so the third thing that you have to be sold on is your clients, that they want to buy from you, that they are waiting for you. This goes back to the three income-producing beliefs. That they want transformation, that they want to read your emails, they want to watch your Lives. People will refer people to you and that they will get transformation.

These are the beliefs you have to be sold on. These are the things you have to be sold on. The reason you're not taking action is because you're not. You have to be sold on your clients being capable of change. If you're on a consult, questioning whether the person on the other end of the phone is capable of getting what they want, and we've all been there.

If you've had consults, if you're at that stage yet in your business, we've all had a consult where we're like, can this person really get a result? I don't know. Is this person really ready? And if you're on that other end questioning that, you're not going to sell them because you're not sold on them. You don't believe they can do it. If you don't believe they can do it - I always tell this to my clients.

If you don't believe your client can get results, you have no business coaching them. Seriously, I want you guys to really think about that. That is like, a level of integrity that I want to ask all of my listeners and all of my clients to have is if you don't believe your clients are capable of getting results, you have no business coaching them. That is the truth. Seriously.

And if you're thinking negatively about your audience, listen, I have been there, my clients have been there. I actually was just coaching on this in my - I had a three-day live retreat with my 200K mastermind and one of my [Make Money as a Life Coach®](#), a podcast with Stacey Boehman

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client was talking about how she'd been running ads and the people that like her Facebook business page that are on her email list, she didn't say this, I don't actually remember the way that she described it, but basically we pinpointed that her thought or her judgment about them is that they're kind of lazy, that they didn't have money and they didn't want to invest in themselves and they're just kind of like, ugh, the wrong people.

If you have judgments about them, you are not sold on them, so why on earth would they ever buy from you? That's the reason you're not making money. Not because you don't have the right people coming to your list or the right people liking your page or the right people following you on Facebook. It's because you have a thought about them and of course, they should never buy from someone that has a judgment about them.

And this even goes back to self-belief. You can't be sold on other people when you aren't thinking you are even capable of making massive change. The way that you think about yourself is the way that you think about the world. The judgments you have about other people are the judgments you have about yourself.

Now, how do you know that you are sold on all of these things? You'll be sold on the fourth thing. You'll be sold on the fourth thing that you're always selling, which is taking action now and all of the time. You will be getting out there and meeting as many people as possible, telling them you're a life coach, making offers to help them.

You will decide who you're helping and what your package and pricing is, or you'll get your ass started without it because you will recognize you are the only thing that you need to make a difference. You will feel excited about your offer and helping people and show up every damn day to deliver that message. Think about it. Really stop.

If you believed in yourself, if you had had so much personal change and transformation that you knew anyone else on Earth was capable of it, if you were and you knew you could help anyone through change from a place of

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experience, just like a place of knowing inside of mastery because you've done it, even if you didn't know a single coaching tool, if you'd done the transformation yourself, you would have seen patterns in your own change. if you really believed there are people out in the world hungry for change, waiting for it just like you, you would get out there and take the next simple step.

You would get started. You wouldn't wait for clarity or confidence. You would just go. And you would know deep down that the only time to make a change is in the current moment because you would have experienced that yourself. You would have had that experience of oh, in this moment I had a transformation.

It's like when Tony Robbins says that it doesn't take us 10 years to have a transformation. The transformation happens in a second. It just takes us 10 years to get to that place where we're ready to transform. The only time for change is the current moment. There would be nothing that would hold you back if you really believed all of that.

Now, if you aren't sold on these four things, if instead you're sold on your limiting stories, you aren't going to sell anyone else into believing in you, in your service, in themselves, and doing something about it now. When you are holding belief, you will naturally sell these four things in every post, in every offer, in every message you send to the world. Just the energy that you carry will sell these things for you.

Everyone's always asking me how I create my sales copy. I just believe in myself, my offer, my clients, and the imperativeness - is that a word? Imperativeness of them taking action now. And I know those are the only things they need to buy. They need to believe in me, my program, themselves, and that now is the time to get started.

So my message is always my experience or my client's experience of one of these four things. When you believe, you will know what to say and you

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will know what to do and you will know the decisions to make. And anything else is not belief. It's you not being sold and you not selling.

Okay darlings, this week it's either your future and selling yourself on these four things and selling your clients on these four things, or it's selling yourself on those four limiting stories. Which one are you going to sell yourself on? Alright, I'll talk to you next week.

Hey, if you are ready to make money as a life coach, I want to invite you to join my 2K for 2K program where you're going to make your first \$2000, the hardest part, and then \$200,000 using my proven formula. It's risk-free. You either make your 2K or I give you your 2K back. Just head over to www.staceyboehman.com/2kfor2k. We'll see you inside.