

Ep #91: Underdog to Most Improved Player with Vikki Louise



Full Episode Transcript

With Your Host

Stacey Boehman

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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.

Coaches, welcome to episode 91. Are you ready? I have an episode for you today to play on repeat for the next several months. Because 200K enrollment is coming up and a lot of you want in, so I asked one of my 200K students, Vikki Louise, to come on and share how she went from underdog to most improved player in just six months.

The conversation we have is going to blow your mind. And your self-concept is going to change dramatically, just from hearing this episode. Vikki talks about her mindset of applying for 200K when she had no business applying, why she chose to apply so soon, her mindset between applying and the start date and the challenge that I gave her, what it was like for her with her mindset, being in the room with some of the most successful coaches in the industry, deciding to own the underdog label and why and how she made money so fast.

This is really, truly the mindset of creating rapid growth and from total personal responsibility. I am so in love with Vikki and I'm sure that you're going to be too. So, let's dive in.

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Stacey: Alright, coaches, welcome. Miss Vikki Louise, how are you today?

Vikki: I am doing amazing today. So happy to be here.

Stacey: I'm so excited to interview you for my audience. I think they're going to freak out over this episode. So, why don't we start here? Why don't you give everybody, like, a little bit of an intro about you? Who are

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you? Tell us a little bit about how you got here. Just give us the story of Vikki.

Vikki: Yes, so, nice to meet you all. Obviously, I'm from England, currently living in the south of France. And I left corporate to go into coaching in 2016 and kind of half-committed in and out. Certified at the Life Coach School and then around this time last year I decided to close down another business. I was living in the US and I came across Stacey and 2K and I went all in. and that brings us to what we're going to speak about today here.

Stacey: Well, tell them. So, you joined 2K, and then what happened?

Vikki: I joined 2K. So, here's the thing. I don't even know if you remember I joined 2K. And then a few weeks later, you put out a job for community managers in the Facebook group. And I was like, perfect. I need to apply to this because I don't have any money and I think Stacey's brilliant. And I think working for someone that you think is brilliant is such a clever thing to do.

So, I applied. We had an interview. And then I didn't get it. And I was like, oh no. So, I like to think that any rational thinking person would be like, "I'll go get another job." I was like, "Wait, I really want to work with her even more." And so even though I didn't get the job, I was moving back to England and all of the reasons possible for me to just, like, shrink and hide away, I decided to lean in further. And when you put out the 200K applications, I was like, "Wait, I need to make this happen. I need to work with her." I was just 100% committed at that point in time, regardless of the circumstances in my life.

Stacey: And how much money had you made when you applied?

Vikki: \$9000.

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Stacey: Yeah, so here's what's so interesting, for everyone listening. I do remember interviewing you for the community manager position. And actually, I think at the time, we were interviewing for Ask a Coach, no?

Vikki: Okay, maybe. Yeah, I had to do the...

Stacey: Because you submitted coaching. And you were one of my finalists. And I remember thinking, like, I just love her so much. It was so hard to choose. We got so many applications. And then, you applied for 200K and you were at 9K. I was like, this girl is not going away. She is here to be mentored. She is here to get in any way she can. That was literally my thought. So, I think it's interesting for everyone listening that that was your thought that was so strong and so compelling for you that it influenced my thought, like how you showed up, your actions influenced mine. Which is the essence of selling, right? So, you sold me on, "Listen, you've got to take a chance on me. If it's not through community managers or through Ask a Coach, it's going to be through 200K. You've got to take a chance on me." I just think that's fascinating in itself.

Vikki: Yeah, and that's why, when I applied, I was like, I don't have the criteria. There's no reason for her to give me a chance. How can I make this such a compelling offer? And I was like, I'm just going to offer to give up the 25K option to get my money back.

Stacey: Oh, I did forget about that. Okay. Alright. So, now it's getting really interesting. That's right. You said, "I haven't made the 25K, but I will give up the option to receive my money back." And then I told you, "I'm not allowing you to have that option." I don't remember the deal I made with you. I think I said I'll accept you, but you have to make the 25K before we start or you can't start.

Vikki: That was exactly what you said, yeah.

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Stacey: Yeah, and I think that's so fascinating because I think a lot of people would take that deal with you and just be like, "Okay." But the reason I don't do that is because I think it makes it – and not for you. You would have always succeeded. But I remember the very first class of 200K. We were live in Louisville. And I had people raise their hand, if you don't make your money back, raise your hand if you would not ask for it back, if you would be like, "I'm totally taking it on me. I'm not going to ask for a refund." So many people raised their hands.

And what occurred to me is that so many people are willing to let themselves fail on themselves on their dollar. They will spend money and allow themselves to fail. That's not going to be the motivator. So, we've changed it since then. But that's when I started the, "You can't even finish the mastermind if you don't make your money back. You have three months or you get kicked out." We don't do that anymore. Now, you have to be even more responsible. But I just think it's so fascinating, the mindset you were in to offer it and the mindset I was in to not allow you to do that and to say, "But I will give you a deal of, if you can make it in..." how many months did you have, by the time I accepted you until we started?

Vikki: Two months, tops, something like that, November to February. Maybe it's two and a half months. I made 15K, 16K, whatever it was. And it was interesting. It was like, the last month, it was really coming from all the ways. Like, the first two weeks, it wasn't great. It was really a massive heart-sinking experience and I told my husband and he was like, "What?" I was like, "Just trust me. It's going to be fine"

And the first two weeks, I think I had someone sign up and then ask for their money back. I was like, "Oh, this is actually going to be really hard work." And I just kept going and kept going and now I think that gave me the crash course that allowed me to succeed so well in the mastermind.

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Stacey: Yeah. So tell me, how did you manage your mind to not let the timeframe – because so many people now, I don't know if you've been in 2K, but everybody's posting, "Stacey announced when she's doing applications. I'm freaking out. I don't have as much time as I thought," losing their minds. And I see it so clearly. If they stay in that, there's no way they'll make the 25K by the time of applications, or even get halfway there.

I love underdogs. We're going to talk about that. But there's no way they're going to produce enough effort and value to make money if they're freaking out about the amount of time they have to make the money or allowing themselves to indulge in the possibility of them not getting in the mastermind.

So, whether it's for this mastermind or for anything else where you have, like, a goal towards the end of the month. We see coaches do that all the time, where they're like, "I'm 25 days in and I haven't hit my goal and I'm freaking out and I'm already deciding that I've failed." How did you manage your mind through that? How did you not let yourself go there?

Vikki: I definitely went there, I'm not going to lie. It wasn't like perfect...

Stacey: Yeah, I want to know all of it, because it's just such a great case study for everyone else.

Vikki: Yeah, there was, like, the drama and the calmness and the drama and the calmness. And I invited them both and I really learned to capitalize on when I was feeling calm. And I also think, even the fact that I was in the game mentally, for me, where I'd come, it up-leveled me 10X. So, for anyone that's applying or thinking about applying, remember what this mastermind is. The fact that you are even at a stage where you are considering applying to enter that room already means you're leaps and bounds ahead of where you were when you started being a coach. So,

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really leaning into, like, I've already up-leveled, I'm already closer than I've ever been, that whole thing just shot my confidence up.

Stacey: Oh, that's so good. And did you give yourself an opportunity to not do it? Was there any kind of out in your brain? Was there fear that you wouldn't do it? Tell me about that?

Vikki: There was definitely fear that I wouldn't do it. And yeah, there was fear. I think it's so easy, on the flipside, to be like, "I just did it and it was amazing." But I honestly think being able to show up with fear – and this is what I coach people on all the time. Fear isn't a stop sign, it's not a reason to not show up and to spend the day watching Netflix and get the ice cream out. You can still work with fear. And when you allow it and invite it and understand even why it's there, then you just get on with shit. Like, so what? No big deal. You feel sacred. Yeah, you might fail. Okay, let's get to work.

Stacey: That's so good. I actually have a lot of anxiety and a lot of fear. So, when people have big goals or they're working on something like even a specific goal. Say, for a launch, and they're like, "I want to get 20 people in at \$10,000, whatever it is, and they don't have fear or anxiety, I always am like – I'm fascinated by that. I wonder what's going on in their mind because when I present a goal as real to my brain, it always freaks out. I always have a massive amount of anxiety that I have to work through and work with.

I wouldn't even say that. I don't work through it before I get started. I have to work with it the whole time. I don't think people understand that necessarily as much as they think you know; they see us all making so much money and they think we're just killing it. But even when I was pitching, seven years into it, I'd be doing 14 shows a day seven days a week, five days a week, every single week for seven years and I would

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spend 10 minutes before each show talking myself into making an announcement. I had done it thousands of times. So much anxiety.

But I think that the anxiety, the fear is there because you've presented it as real and because you're taking it serious and I think it's also there to show you all of the things that you are in control of fixing. So, it will present all – and this is what I've taught in 200K for you all is it's going to tell you, "I don't think my clients will spend this much money. I think they want one on one coaching. I think they want group. I don't know if I have a big enough audience..." It's going to present to you all of the things, as the fear and the anxiety. But that's just your job then to double down and say, "Okay, so this is how I have control over this and this is how I have control over this." It's just showing you all of the things that are up for grabs for you to take action on and handle. It's such a good thing to have. What are your thoughts about that?

Vikki: Completely. I think it gives us the roadmap, exactly like you're saying. And it's such an interesting thing that people think, "Oh, once I achieve goals then I won't feel anxious." And I think the bigger the goals, the bigger the anxiety. And anxiety, by definition, is there to keep us in the comfort zone, keep us in the land of the known, so whenever we are looking for growth, we are basically inviting anxiety in. And that's even another thought process that I have and had in the mastermind, was I have chosen to be here. I've chosen the discomfort. I've chosen the anxiety. This should be here. And that saves all the mental arguing with the anxiety. We just don't need to argue.

Stacey: Yeah, that's so good. So, I was just talking to my friend Lindsey Mango. We did a pool day this last weekend and we were talking about – I got a Peloton Tread. I'm actually going to talk about this on the podcast either before this episode or after. But I got a Peloton Tread and I did like a beginner class and an intermediate class. And the intermediate class

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kicked my ass. Actually, at one point, I was like, “Am I going to fall off this treadmill and die? What is happening?”

And I was telling her that I noticed though that my thoughts in the room – and they were shouting out people that had done 2000 runs and she was just, like, running this intermediate class not out of breath at all. But I noticed, none of my thoughts in the room were like, “I can’t do this, I shouldn’t be here, I’m in the wrong class, something has gone wrong.” None of it.

I had some anxiety about how fast we were supposed to run. But even, like, I had to modify and I couldn’t run the whole time and I had to adjust my speeds compared to what they were talking about. But I never made it mean anything. And Lindsey said, “I think it’s because you’ve put yourself in so many underdog situations that your brain is now used to that.” It’s like, this is what happens when I up-level. This is what happens when I put myself in a room with people that are doing the things I want to be doing that I’m not even close to doing. This is part of it. And the way that I could talk to myself in that room doesn’t have to be full of self-loathing and despair and all of the things that a lot of people choose to indulge in when they put themselves in an opportunity, really. That’s what I think the underdog is. So, I’m curious what your thoughts are about that.

Vikki: Yeah, I mean we spoke about it a bit in the Facebook group, sort of how, everyone listening, when we got there it was like my little secret that I was the underdog. And on day one, Stacey was like, “Vikki, put your hand up...” and told everyone in the room...

Stacey: I made you stand up.

Vikki: And announced, like, in a loving way, like everyone take care of her. We’ve got her back...

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Stacey: Yeah, to be clear, before you go on, I do have to defend myself here because I think – we'll talk about this in a second. But I think that the underdog is – I am the underdog so I have such a deep love for underdogs. So, I had her stand up in front of the entire room and I said, "This is Vikki. She's our underdog." And I told everyone that it was their job to make sure you succeeded. That if you failed, they did too. And I really believe that about the underdogs in our community, if they fail, we all fail. I fail, but also so did every income-earner in that room who didn't help them succeed. I just think that's so powerful. So, you were in your head, freaking out.

Vikki: It was like my instant reaction. Like, I just went immediately bright red, immediately sweaty, all the shame, all the nerves. And it was kind of amazing because I think I would have hidden from those emotions had I not had that moment. I would have pretended that I felt fine. And that kind of forced all the inner dialogue and all those emotions up to the surface immediately. And then I could process them and then push them aside. And I think it helped me to show up much quicker to the mastermind as future Vikki and the version of me that I wanted to be, instead of having this shameful secret and hiding away and pretending that it wasn't me.

Stacey: Yeah, and why did you feel so much shame about it? Where did the same come from? What were the thoughts you were having about being the underdog?

Vikki: Just like, I'm not good enough, I'm not as good as everyone else, I've not achieved enough to be in this room.

Stacey: Yeah, that's so interesting. So, this is my thoughts about underdogs. And I know your thoughts have changed, so we'll talk about what yours are as well, having gone through the experience. But this is my thought about the underdog, because I was the underdog when I started million-dollar mentoring with Brooke.

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What we do every meeting – and we will do this in my two-million-dollar group as well, but we write, on the whiteboard, everybody's income in order of income at the beginning of the meeting. So, Brooke goes first, and then whoever has the highest income next, and I have been at the bottom of that board for two years. Two and a half years, maybe two years. We added new people, I think, the second year.

And so, I came in at 325,000 and everybody else was at 500,000. Now, that doesn't seem like a big gap. But when you're scaling to a million, it's the difference of only having to do double – we are so spoiled by the way – only having to do double. Gosh, coaches are spoiled. Our expectations are absolutely ridiculous. Most businesses have 10% growth and I'm like, only double?

But there's only double, or I had to triple my income. And I think what I've just see from coaching so many coaches at every level, when you have a goal that's more than double what your previous goal was, you're really asking a lot of your brain and you're teetering on putting yourself in the place of it's such a big leap that it does shut you down and spin you out in a way that's unproductive and not useful. And that's what I did the entire first year of my million-dollar mentoring, is I just spun in unproductive, really un-useful drama about I don't belong here. Brooke would ask me my opinion on stuff and I would look at her like she had literally three heads. Like, why is she asking for my opinion? Clearly none of the people in this room need it.

I wasn't even that far behind them, but I didn't want to give any sales advice. I didn't want to comment on anybody's stuff. I really had so much drama about it. And so, now having come out of the other side, I'm so glad that I put myself in that's pace, in that room, in that situation. I'm so glad I had to meet myself there. I wish I hadn't taken a year to get over it, but it's fine. We just take the time that it takes. And now, to me, it feels so special to give that opportunity, it feels like, t me, the underdog is me giving an

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opportunity to someone, the same opportunity Brooke gave me. And I even actually almost didn't make it into the next year.

She had told me I couldn't be in it and I lost my mind and cried my eyes out and then decided I would get back in that room no matter what it costs. And I signed up for master coach training. And then she changed her mind. Like, what? So, the underdog, to me, I looked up the definition and it's the person that's expected to fail. And I actually love that terminology because I think what it does, or what I hope that it does for everyone listening is if you come in as the underdog, I want you to be expecting the anxiety. I want you to be expecting to have to manage your brain harder than anybody else in the room. I want you to expect to have to work harder than anyone else in the room. I want you to expect the journey to be more miserable than everyone else in the room. And I want you to have signed up for that.

And I just think it's interesting, the people who are willing to do that. I'm one of those people and I have very compelling reasons for myself. You are definitely one of those people as well. You had very compelling reasons for yourself. So, that's my thought about the underdog. My thought is, these are the people that are going to be willing to work the hardest. I'm giving them the opportunity that Brooke gave me. It's an unbelievable opportunity and you can only go up from there. The underdog is also the opportunity to be the most improved. So, what are your thoughts having come on the other side, having gone through the first – let's just talk about the first six months, after you went through the first round. Because you're in your second now, after you went through the first round, what were your thoughts about being the underdog and how did they shift throughout the mastermind?

Vikki: Oh, the underdog is like the best position to be in, in the room. Exactly like you say, you've got the most to grow. Everything is a learning experience. You just look at everything – I have to remind myself, on purpose, go back into underdog energy, even this round when my brain

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wants to go to, “I already know this.” It’s like, no, allowing yourself to be that person, allowing yourself to be like the dumbest person in the room. And I don’t say it in terms of dumb, but I mean knowing that you have so much to learn and that being a state of being instead of just a temporary...

Stacey: That’s so good. The state of being of a sponge, really, saying I’m just here for all of the growth always.

Vikki: Exactly, and when you show up that way, guess what you get. All the growth, all the learning, and I even notice, like, at the beginning, when certain people in the group would comment on my posts or say things and I wouldn’t engage with them, once I started to be willing, literally like what you said, see myself as having value to give exactly as I was, and once I started doing that more and more, I grew into, I think, 200K Vikki, or at least 100K Vikki for that mastermind and I saw one month my income went from like 5K to 20K in one month. And then it stayed there for the rest of the mastermind, from literally deciding to step into, “I have value to give. I have the most to learn. It’s inevitable that I’m going to do well, all of those things, a deep trust with the process, everything.

Stacey: And really a deep trust with yourself, if you had the thought, it’s inevitable that I will do well. That’s a self-concept. That’s what you believe about yourself as a person. So, what would you say to people who don’t have that believe yet in themselves, it’s inevitable that they will succeed?

Vikki: That’s such a good question. Because I think, to be honest, that kind of belief – and even as we speak about underdogs, this isn’t the first time in my life I’ve been an underdog. If I look back at, like, school and all these times I was told not good enough, and then I just did it anyway. And I always excelled. And so, I think I looked back and had a lot of evidence that actually I always succeed, even when other people think that I won’t.

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So, for anyone, I would say look for the success. I love how you teach in 2K, the best way to believe you can make money is to start making money. And the best way to believe that you can do things is to see that you have already done things, like everyone thinking about applying to the mastermind. I saw someone post, "I need to make 40K." You could focus on, "I need to make 40K" Or you could focus on, "I've made 10K," if that's the case. Whatever you've done so far, don't discredit what you've already achieved and accomplished. That's going to be what drives you.

Stacey: Oh, that's so good. I did have so much evidence. I remember getting the most improved player award at LCS. And to me, that was the most – that award meant everything to me. I still think about that moment when I had gone – so, my first year that I got certified, I didn't get certified until the end of the year and I signed my first client a little bit after that. And then I made like 18K for, like, a six-month period. Or maybe it was a 12-month period. I think it might have even been a 12-month period...

Vikki: Who cares? Isn't that fun for everyone listening?

Stacey: Yeah, and so, the next mastermind, I went back and I had done 18K – I had gone from 18K to 211K in a 12-month period. And being able to have that amount of growth and be that person, it's literally the best feeling on the planet. I love it. Okay, so you said this earlier and I thought that this was interesting, that you were at the three-day event and you worked through all of your stuff in that room. And you've been in the virtual room, it's the same thing, if you're in-person or you're virtual.

So, tell me about that experience. Because I think it's one of the most profound things that we do in 200K is have that three-day container. Because I do feel like it's where everybody's shit just comes out. It's like everyone's naked the whole time. Not really, but that's, I think, how everyone feels. They're very shocked when they get into the room, no matter how much money they've actually made. Just shocked at what

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happens when you're in that room. But I love that we get to get it all out of the way and then get started. So, what happened in that three-day period and what was – just kind of walk me through the transition of going from that three-day period into the six months and what just shifted in that little time period for you?

Vikki: Yeah, so in the three-day, like you said, it really brought up everything for me. But it was also amazingly beneficial to see it bring up all these things for other people and be like, "Oh, we're all still human." That, for me, was a massive lesson at that point in time when I was like, "Everybody else is like fairies and I'm like, this weirdo." And so, being in that container with other people that you admire, at all different stages, and like you say, you all being naked together, it's like all the emotions from loving and supportive, to shame and guilt, to frustration, to excitement, the whole range in that container. And then yeah, I remember getting on that flight home and there was just like a buzz in my whole body and really, I'm so glad I had that journey to calm the fuck down.

And I got home and something had already shifted. I think just my belief in – I just felt like I had so solidly made the right decision already and I had everything that I needed and it was already worth 25K and I'd already had the shift in myself and all of these massive – that was like the first giant leap. And then I would say the next six months was, like, dipping in and out and building a solid framework for, like, this is just who I am.

I think I forget sometimes, looking back at the six months, I'm like, "It's so amazing and I made lots of money and I helped loads of people and I was on fire." And no, really, when I look back on my coaching notes throughout that time, I really kept being willing to put myself in the shit and to speak up in the group and be like, "Hey, this is what I'm struggling with. Everything was going amazing for three days and now I've lost everything." And that openness and that vulnerability and being held by the whole container, it's

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just amazing. It just gives me chills even thinking about it. And it really just steadies you out.

So, at the beginning – and I would say this to any of the masterminders that are with us now that are starting out that are going through the up and down and up and down, yeah, you've got to keep going through the up and down and then you'll level out. And then you've got to set a bigger goal and you're go through the up and down again.

Stacey: I love that so much. Okay, so now tell everyone, now that we've gone through your entire experience in your first round as the underdog, tell everyone how much money you made in six months.

Vikki: Yeah, in the six months, I made \$101,000. Which is so fun because, again, at the live event, Stacey said, "How much money do you want to make? And I said 100K. And I thought she meant for the year. And she said, "Okay, 100K in six months." And I was like, "What is she talking about?"

Stacey: That's so unlike me. Because usually I'm like, "No, no, no just do 50K, do 100K for the year." I'm usually telling people the opposite. But it really has to do with someone's energy, when they're really hustley, I tell them they need to have smaller goal and they get really pissed and freaked out. And then if they're not pushing themselves hard enough or I know they can take more, I'll give them a really challenging goal. So, I must have just sensed you were ready.

Vikki: Yeah, you were right.

Stacey: You were selling me the whole time with your energy.

Vikki: I love that.

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Stacey: Okay, so now, where are you at for the year now? Because we're only a couple months in now to the second round.

Vikki: Yeah, I'm at 130...

Stacey: So good. Are you going to do 200K this year? Are you shooting for it?

Vikki: Yeah.

Stacey: So good. Okay, so we did, at the live event – and you might have already said it, so if you did, we'll just recap. But at the live event, we did videos. We took everybody's application videos and we turned them into montages and we introduced everyone throughout the virtual event in groups by the underdogs, the newbies, and then the alumni. And then I also let seven people in at the last minute. So, we call those the new newbies.

And then we introduced everybody as groups. And I had you write a message to the underdogs. We don't take a lot of underdogs. We only take a few underdogs. And they're the underdogs that are the best at selling me like Vikki was. But I asked you to talk to them and give them all of your best advice and pass the baton. Can you remember some of the things that you said to them and say that to my audience, whether they ever join us as underdogs or not, can you give them the advice that you gave our underdogs?

Vikki: Yeah, well by the way, I thought that video was going privately to the underdogs. And when the video montage came on and the underdogs where speaking first, I was already getting emotional. And then you put the video on, I burst out crying.

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Stacey: Me too. I was watching it. They literally had video of me just sobbing. I'm like, I'm so glad we had prerecorded material so I could fix my face before I had to come on and coach.

Vikki: Yeah. The way I did it was I really sat as though as I was speaking to myself six months prior and what I needed to hear then. And one of the things I said was, give yourself credit. I said, I already know that you are capable of success for two reasons. One, you've set a goal and accomplished it, because they had to reach a money goal to get in it...

Stacey: 25K, so they applied at less than 25K. I told them, you're in but you have to make it by the time you get there or we refund you and you can't do the mastermind.

Vikki: Yeah, so one, you already know how to go after a goal and get it. And two, you've chosen to put yourself in this room and those two things already tell me that you are going to be successful. And I reminded them that they'd done that without peer coaching, without Stacey, without the three-day event, without weekly calls, without anything, without the assets and the videos, they've already done that. That's the hardest part and that's really what I said to them. Just really giving them that message that they were going to be successful, just because they were willing to get into that room and I think I said something about being willing to feel like shit. I say that a lot.

And just for anyone that's thinking of applying, this is a common thing that comes up for all of us coaches with our clients. And really, it comes up even with coaches. It's like, waiting to feel good, waiting for something to be easy, waiting for it to be comfortable. And as long as you are waiting for things to be comfortable and easy and feel good, you are holding yourself back and you are playing small. And that's really what I felt when I was giving that message to the underdogs. That's what I felt for myself. And that's what I would say to anyone.

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Even applying and having your own back through that process and believing that you can is already you going against your brain's programming, that wants you to stay small and stay safe. And that in itself is going to up-level you, regardless of the outcome.

Stacey: That's so good. Okay, I have one last question for you. Why would someone – you had made 9K, so you could have stayed in 2K and just kept making money. So, why did you, and why would someone push themselves so hard to get in so quickly? Why not just stay in 2K until you make 25K or 50K or whatever? So, what's happening in the mindset of the person that jumps in early? Why not just stay in 2K?

Vikki: It's a good question. I think I could have just stayed in 2K. I think I'm a crazy person and I think when the choice is to do what's logical and realistic or to go all in. I think life should be extraordinary and to have – this is one of the things I remember shouting at my husband at the time. Life should be extraordinary and it doesn't happen from playing within the lines or the rules that someone else sets. It really comes from being able to mold the rules, break the rules, make your own rules. That's one of my favorite things about 200K, that I think really every single person in that room us forging a rule that doesn't exist and going out and making it happen, side note.

But really, that's what made me want to get in the room. I was like, I'm 100% committed to my business. I want to learn as much as possible. It wasn't for me about making 200K. It didn't enter my mind that I would make 200K this year at all. I was like, if I could make that 25K and then make 25K in the mastermind then I've had, like, a free mastermind. Amazing.

Stacey: Okay, so hold on. We've got to repeat that thought. Because so many people, they really struggle with this mindset. Either within this mastermind, or they don't join because of this mindset. So, your goal, the way that you were you were talking to yourself is, if I could just make the

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25K to get in and get in the mastermind, and then make another 25K, then I got the mastermind for free. I learned all this stuff that will help me forever. I'm good. It's like the opposite of success expectancy.

Vikki: Yeah, it's really, for anyone at the stage of they don't yet have the 25K, I think I said this at one point on the mastermind. If you wouldn't have charged 25K and made me create 25K to be in there, I wouldn't have done it. I'd have been like, "Oh, 9K, I need one more K, done." Like, that is the opportunity. If you can create the 25K and then get the mastermind for free, then you're getting all the value and all the learning for free.

Stacey: I read a book once that talked about hiring employees that way. They said that if you hire an amazing employee – I would consider Michelle, my assistant an amazing employee. And she's free. She's free because of all the work that she does that makes us so much more money, that even though I pay her the most ridiculous salary ever, and she's probably going to ask me for a raise again in the future, I know, she's free because of all of the value that she produces.

And when you think that way, I don't sit there and think about the salary I'm paying her and how much money it is. I'm thinking about how much money she's generating for the company. And I think that that is true for coaching too. Your coaching can be free. And if you think about it that way, the way that you feel when you're like, "I just got my coaching for free now. I literally created value from what I learned in a way that now made this free for me, and now I'm in this mastermind free and I'm having so much fun." The energy is so different. And I think that is the energy that I saw you have the entire six months of the mastermind.

Vikki: Yeah, you're completely right. And I think even that possibly was one of the reasons why I succeeded so much, was because I didn't have any expectancy around it should be paying for this and it should be paying for that. And so, when it started to, I had so much fun with making the money.

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And I don't spend a lot of money. So, it just sits there in my account. And sometimes, I look at my husband and I'm like, "Hey look, this is so fun." I paid for the first round 100% on credit card. I paid for the second one in cash without a dent. I was like, it's already paid for. This is fun.

Stacey: That's so fantastic. That's something else for everybody to think about, is I also think that – two things I have seen from a lot of people who message us and ask us questions, sometimes Michelle sends me what they're asking. And the two things I see is people don't think about the compounding results. They only think about the mastermind they're in, the money they need right now, the money that they don't have yet. They only think about the laser focus right now.

They don't think about the compounding effect of in six months, you put 25K on a credit card, six months later, you paid cash and it didn't make a dent. That's the compounding effect. It's like Simone was talking about in the group today, or was it a couple of days ago, where she said, "I'm so glad that I didn't quit the mastermind after 200K," because she's gone on to make \$850,000 in the last 12 months. So, if she hadn't been thinking about the compound effect, if she hadn't been thinking about, like, yes this is amazing that I made 200K, but the work isn't even close to being done. It's not what I have now but what's available in the future. I think so many people don't think about that compounding effect.

Vikki: Right, like it's only what I get in those six months.

Stacey: 100%. And I don't remember what the other one was. Said there were two. So, they don't think about the compounding effect. And they also just don't think about what's available on the table period. So, I had someone that joined us and then quit like a week before. And she'd already made her money back, which is really fascinating. She'd already made her money back and she was like, "You know what, I'm just good. I really want to be with myself and I think I've got it. I just need to spend some time

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alone.” And I just felt so sad for her because I’m like, if you already made your money back learning nothing from me, just with your mind’s commitment to be in this room, and then you decided that that was the only transformation you wanted and needed, it made me so sad, like, what would have been available to her if she had been in the room.

And I see that happening so often, where we’re just thinking about the immediate need and not at all thinking about what’s available. And whatever we think we’re capable of, what if it’s 10 times more? I think you’re just the perfect example of that.

Vikki: Yeah, and as you said that, I was going to say, “And guess what, it is 10 times more.”

Stacey: Literally for you, you made 9,000 and then 10 times more.

Vikki: Right, but I think it’s true for everyone. And I was even thinking, you know, back when I had the interview with you about the job, this wasn’t even an opportunity that entered my mind, that not only would I be in the mastermind, I would do so well that you would have me on the podcast and – this wasn’t even a goal a year ago, and here it is happening because of this whole process, because of the willingness to feel the discomfort.

Everyone – and I think I find this with all of my clients – whatever goal you are really struggling to get your head around now is way smaller than what you’re capable of. Just, by the way.

Stacey: Say that again one more time.

Vikki: Whatever goal you think you are capable of is way smaller, like way smaller than what you actually are capable of.

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Stacey: Yeah, and I think the first time you said it, you said whatever goal you're struggling with accomplishing now, just know you're capable of way more than that.

Vikki: Maybe I said that.

Stacey: At least that's the way I received it, is like it's so – think about it. The things that we ruminate on are the smallest things. It's that saying of we overestimate how much we're capable of in a year and underestimate how much we're capable of in 10. It's like that concept. We overestimate what we're capable of even in a 30- and 60-day period. But we underestimate how much we're capable of in six months and a year, and especially in the room that we've created. And I say we in such a serious way. I think that my students, like Vikki and everyone we've gotten to hear from on the podcast, it literally is our room. Everybody works on creating that room and I think it's seriously one of the best rooms in the industry.

Vikki: Oh, for sure. It's ridiculous.

Stacey: Because of people like you, who show up with that mindset, show up with the willingness to feel all the shit.

Vikki: Feel all the shit, share all the shit. That's the secret, guys.

Stacey: I love it. So, tell people – because you help people through the massive anxiety to get shit done. You help them through all of the drama that their brain comes up against to accomplish anything, right? So tell people what you do and how they can find you.

Vikki: Yeah, so I am an anxiety and procrastination coach. But really, underneath that, what I'd say I help people do is get results in 50% of the time. And so, you can find me on my podcast. It's called F*ck Anxiety and Get Sh*t Done.

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Stacey: Oh my god, I love that name. You know I love anything with F-bombs. So, if you're listening, you're one of the people that constantly comments about how I should clean up my language, just know, there's probably some F-bombs in hers too.

Vikki: There's probably a few. Maybe you won't like it. And you can go to vikkilouise.com and also on Instagram, [vikkilouise](https://www.instagram.com/vikkilouise)_____.

Stacey: I love it. So, reach out to Vikki if you have the anxiety and you need to work through it and you want to get some shit done. And I do want to say, lastly, because we did talk about the underdog, one of the things I always tell people when they're really freaking out about making the 25K is you really do have to weigh – and I love that we got to have you on, so now they can see what that looks like, even if you're an underdog but you're ready versus if you're not. If you can't get to the place of really where Vikki was, of hearing where her mindset was, if that's not where you are, it's okay to wait and apply for the next round.

I always tell people, don't put yourself in a situation where you're just going to drown and harm yourself more than help yourself. And I think they only know which one they are. But there are so many amazing coaches, like Vikki, that you can hire to help you through, to get ready, to get those first initial goals underway. Or you can join 2K. Or you can do both. I did both. I did everything that was available. I came up with the money. I put all the things on credit cards. I was all in. And again, not saying you should. You have to know your risk tolerance. I think the underdogs are people who have high risk tolerance or they're willing to develop it for the cause of achieving their goal.

So, I just wanted to leave that distinction there of you really have to know where you are because it isn't a circumstance that you will come in as an underdog and succeed the way that Vikki has. The mastermind didn't happen to Vikki. She happened to the mastermind. She did all the work.

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She chose all the thoughts. She worked so hard. I mean, how many times did I coach you in the mastermind, in the six months, on the calls?

Vikki: Yeah, maybe like five times.

Stacey: I feel like it was probably even less. So, how did you make it work then?

Vikki: Right, because of how I showed up, totally. And also, on that note, I want to remind everyone that the number in your bank account is a circumstance. So, someone can have 60K in their bank account and still not be all in to do it. Like, it really, we speak about the underdogs, but really, the number in your bank account is a circumstance, whether it's 60K or you're already 10K in debt. That's not the decider for you joining the mastermind. It really is, for me, it came down to simply I really trusted Stacey. I resonated with everything she was saying. I decided to trust myself and have my own back, whether it worked out or not and I really trust coaching. And it was literally like the belief triad and that's what made the decision for me in that moment.

Stacey: Yeah, and if you're not there, she just gave you the answer. You have to work on your trust in yourself. You have to work on your trust in your coach, which you would think that the coach is the one that creates that. But they're not. Your thoughts, Vikki's thoughts about me are what make her feel trust with me, not my thoughts or what I'm doing. It really is a circumstance. Everything is a circumstance. It's like the revenue that you come in with is also a circumstance.

Because we see people who come in with great revenue and they choose to indulge in drama and freak out and struggle and compare and despair. You could come in at 100K and see people making 600K and compare and despair and freak out. And I have people at 500K that compare and despair and freak out, right? So, it's like, that's the revenue, any of that, the bank

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account number, that's all a circumstance. Even the coach is a circumstance, the number of people in the mastermind, circumstance. All of those things, circumstance. How it's laid out, virtual or in person. We had people who didn't join because we weren't in person. Like, what? I would literally never let that hold me back from getting what I came for and meeting my potential. Like, 2020 will not have a significant impact on what I'm capable of producing this year. It's not even a thing. It's all about your thoughts.

You develop the thoughts that make you feel trust with your coach. You develop thoughts that make you feel trust with yourself. You develop the thoughts that make you feel trust with the coaching, because that's what we see in 2K is people come in and they don't trust coaching. So, they have a hard time selling it and they have a hard time being open to receiving it. And that doesn't even mean anything's gone wrong. That's what happens in the very beginning of your business is you don't fully trust coaching yet. So, the work becomes that we have modules in 2K that talk about that.

The work becomes building your belief in coaching itself. That's where you start. You build your belief in yourself, you build your belief in your coach or in coaching, you build your belief in your clients. That's where you have to start. And once you get there, the self-concept that you have when you trust all of those things is I can make any investment and I will go to work, I will do the work, I will get the results. You take responsibility for everything and then, of course, your results show that. Which yours so highly do.

Vikki: Thank you.

Stacey: Thank you so much for coming on. Do you have any last thoughts? I feel like we covered so much. We articulated so much. Is there anything you want to share with them before we jump off the air?

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Vikki: Just have fun. Don't forget to have fun in your business, however you're investing, however you're showing up, whatever you're doing. I think what happens is, we end up putting such heavy weight on making money and finding clients and the business and all that kind of thing. Always, a question that I think I was constantly asking myself as I wasn't making money was always, like, how can I make this more fun? How can I have more fun? You'll enjoy yourself in the moment and that touches on something that Stacey teaches us all, which is, it doesn't get better where you're going, so you might as well make it fun now, and then the fun will come with you.

Stacey: I love it so much. Okay, thank you so much for sharing your wisdom and your underdog story with us. We're going to link up all of the stuff so they can reach out to you, they can contact you if they want to get some coaching. They can follow you. We're going to put all the stuff for Vikki in the show notes. Do you want to tell them one more time, if they don't want to go to the show notes, how to find you?

Vikki: Sure, so you can go to vikkilouise.com. You can go to @vikkilouise___ on Instagram and you can go to F*ck Anxiety and Get Sh*t Done on any podcast app. But I will say, it's spelled the polite way.

Stacey: And we will also share your information out on our IG story, @staceyboehman. So, if you can't remember any of that, you don't want to go to the show notes, go to my IG every Wednesday when we do the podcast. We also share snippets of it on our IG story. And we will tag Vikki there as well, so it will be very easy to find her. Thank you so, so much for coming and sharing your wisdom this week for the podcast.

Vikki: Thank you, this was so fun.

Stacey: I'll see you later.

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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.