

Ep #102: 400K Thoughts with Amy Latta



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.

Stacey: Hey coaches, welcome to episode 102. What? 102 episodes. We have Miss Amy Latta on the podcast today. So Amy, I'm going to give you some rapid-fire questions for you to answer and then we're going to dive in. And this is our take two because we had podcast issues.

Amy: We are getting this thing done. I don't care what happens today.

Stacey: If there's an echo, deal with it, we're recording, we're moving forward. So Amy, introduce yourself. Who are you? Who do you coach? How much money have you made in the last 12 months? Let's start there.

Amy: Alright, so my name is Amy Latta and I am the confidence coach for coaches. And in the past 12 months, I've made \$426,000.

Stacey: How the f does that feel?

Amy: Oh, my goodness, well, at first a little unbelievable because I literally did not know that that is what had happened. I was completely unaware. I was thinking I was in the \$300,000 range and that's where my self-concept was, like oh yeah, so I'm a couple hundred-thousand-dollar coach. How fun that is, how great that is, and then I ran those numbers in preparation of talking to you and I literally sat there - I stared at the screen like a dog trying to figure out what I was looking at.

Stacey: Yes. I told you on the first, our first take that I had that same experience when I submitted for the Two Comma Club award for LCS. Maybe it was - I think it might have been a little bit before that. I think it was before that. I think I found out in June that I had made four million dollars over a 12-month period. And I was like, wait, what?

Amy: Well, and what was fascinating is that I had not had that realization. So in my brain, I was a coach who makes \$300,000 a year and I was good with that. And then in a moment, I'm a half a million-dollar coach. It's so

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funny. I went from I'm a \$300,000 coach to I'm a half a million-dollar coach in a couple of minutes, and I suddenly stood a little bit taller, shoulders went back a little bit farther and I was like, hot damn.

Stacey: I love it. Well I think this is very important to mention because some people will listen to this and think that the result created your feeling for you and your thinking and I just have to give you credit because we were just on the 200K call and we were talking about how we have a couple people in the group who have made hundreds of thousands of dollars and literally the result proved to them that they were a six-figure earner or a multiple six-figure earner and they couldn't actually believe that about themselves even though they actually had the result.

They were like no, that's not who I am. They were choosing all these other thoughts about themselves. So I just wanted to make a distinction that you didn't see the 400K and then that result created your belief in yourself. You just saw that number and chose a thought, chose to think different. What you chose to believe about that result was something that just served you so well.

Amy: Right. And I think it's really important to understand, when I was thinking I'm a \$300,000 coach, because that's the result that I thought I had created, I wasn't aware that I had created \$125,000 more in a year.

Stacey: It's like you were wrong too.

Amy: I was wrong too.

Stacey: The facts literally don't create our thoughts.

Amy: No, they don't. But I had already seen the half a million dollars since I - that is inevitable for me. So to be really clear, it wasn't out of my realm of believability that that was going to happen. I already believed that was happening. It just happened before...

Stacey: It snuck up on you.

Amy: Did you know \$425,000 can sneak up at you and go hey, I'm here?

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Stacey: Yes, just like four million. I was like, what is happening right now? I also think it's interesting to say like, you don't have to be fully in a self-concept to achieve something. We think that we have to believe that we're fully 100% believe that you make x amount to make x amount. No, your skillset and the value that you create is also working for you whether you recognize it or not. I think that's a powerful thought to think is I don't even always have to recognize the value I'm capable of creating. I'm still going to create it and that will still show up in my R line, even if I'm completely unaware.

Amy: Right. And I think what you hit on is one of the biggest lessons that I've learned from working with you over these - by the way, I don't know if you realize, it's been over three years that we've been working together, and it kind of blows my mind to look at our journey.

Stacey: So three years ago you were on a webinar where I was selling Diva Business School.

Amy: Yeah, so we're recording this at the end of November and this webinar was sometime in September. And I was in a different program. It was a marketing program and it was a how to program. It was a do this, don't do that, that was being offered through The Life Coach School. And I was being asked to go up to somebody running a webinar and pay attention to how they do sales.

And I had just met you at the mastermind and I remember even meeting you being like, I don't know who this woman is in her bright red dress and her fancy champagne. You took us out to dinner and you did a champagne toast and I was like - and you were all about Diva and Diva Business School, and I was like, so not my vibe.

Stacey: It really wasn't my vibe either. I was talking to my best friend Nicole about this and I was like, I was very much in the energy of my coach at the time because I don't even like champagne, it turns out.

Amy: This is so not my vibe, but there was something about you. We never can quite figure it out but there was just something about you. You were

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very engaging and you just happened to be marketing a webinar at the time. And so I signed up just to watch how someone sells from a webinar and by the end of that webinar I was messaging your assistant, "The payment page isn't working, it won't take my money."

Stacey: \$8000 mastermind?

Amy: No, that was only \$3500.

Stacey: Oh my gosh. So in three years, let's just talk about this, I've gone from charging \$3500 for six months to \$25,000. That's right, bitches.

Amy: That's right. I'm going to think about this all the time when I'm coaching my clients. I paid my coach three years ago \$3500 and then I paid her \$8000 and now I pay her - well I mean, I've just paid you \$50,000.

Stacey: You're in two-million-dollar group, now you're paying me \$50,000. Listen, everybody needs to know, three years from now, think about how much money - how much money are you going to be making three years from now?

Amy: Five million.

Stacey: That's fun.

Amy: Yeah. I literally just decided in that moment because I've been thinking next year I'm going to make a million and then I'm going to make two million, so let's just go with five million. Here's the thing, going back to what I said before about discovering the \$426,000, it just at this point, I believe in the inevitability so much and I've dropped that.

Stacey: Would you be willing to do it in four years?

Amy: Yeah.

Stacey: See, that's what it is. Any time I ask people, they're like, I'm going to make this much money in this amount of time, and then I challenge that and they are like, wait, and they get really defensive or upset or have a lot of negative emotion around it. I know they're not in the right head place.

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But when you're like, yeah, I could do it in three years, five years, who cares? I'm like, I'd like to make 25 million in the next three years but I'd do it in five or six. Who cares?

Amy: I think that just goes back to the I know it's coming. And I'm okay whether it comes in three years or five years because it's coming and it's happening and I believe that so firmly in my bones.

And back to what you were saying, if I really think back to what I really learned the most over the course of these three years is that doubt being present doesn't have to be a problem. I don't have to be in 100% belief all the time in this magical rainbows and unicorns energy in order to believe that it's happening. Doubt's coming along for the ride and that's also not a problem.

Stacey: Yeah. We make it - seriously, people think I think that I don't have any drama anymore. I have so much drama. I just keep going in spite of it.

Amy: Yes. I wrote down a list of some things, what do I want to make sure that people listening to this podcast would walk away with, what have I learned the most from Stacey, and I think that...

Stacey: Okay, so after 400K, what have you learned the most from me?

Amy: Well, I learned this before is that I don't have to let doubt stop me. Doubt's coming along for the ride and that does not have to be a problem. I see you; I hear you; it's going to be a no for me in this moment.

Stacey: I love it. What else?

Amy: The other thing, learning how to be a person who's okay making money.

Stacey: Oh interesting. Why weren't you okay with making money?

Amy: I had a lot of judgments, stories, worries about people who made a lot of money.

Stacey: Like what?

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Amy: For sure, people who had a lot of money either achieved it through nefarious means, or they had to shit on a lot of people to get there, they had to step on a lot of shoulders. And if those two things weren't true, then they had it but then they were miserable. So it just was a no go across the board.

Stacey: Do you know what I have discovered recently? I'm going to get coaching on it. Don't worry. But I have discovered this. I'm really uncomfortable with how much money I'm making now and people - hold on, I said that wrong. I'm very comfortable with how much money I'm making now.

Amy: No, I feel like I know what you're saying.

Stacey: It's like the result of how much money we have now, it's like there's no place now to hide it. It can't be hidden. It just comes out in the way that we talk. So for example, hopefully if it doesn't shut down between now and the 9th of December, we're going to Aspen.

And it's up in the air at this point, who knows, but we're going to Aspen and we're flying private. We're taking our dogs. And so I've been - people have been asking like, where are you going next? I don't advertise it but people will ask me. And I'll be like, we're going to Aspen, we're taking the dogs, I'll tell them about the trip and they'll be like, wait, how are you taking the dogs? You're driving to Aspen in the winter?

And then of course I have to answer like, oh no, we're flying. And they're like, wait, how are you flying with the dogs? We're flying private. And I see the discomfort wash kind of over them and all of a sudden, I feel so much shame for having so much money.

Amy: It's so fascinating. So here's the thing, I suddenly now want to coach you on this. I know it's not the point of this call. I almost seriously like, let's talk about that, why do you think you feel shame?

Stacey: But it's like, it's interesting that we think that we have such a belief - it's almost like I think that people are having those thoughts about me. I'm

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like, I'm either making them highly uncomfortable or I don't know, it's just so interesting this idea that we have about people who are rich and that they have to either be miserable or that they did something bad to get there.

I'm walking around telling people I serve people and help them live better lives for a living. I don't step on people; I help them make a lot of money. My coaches are highly successful and we have all this money and I have all this time and I'm happy. It feels like I'm a walking contradiction to everything that everybody believes about having a lot of money.

And the only way that they feel good about not having a lot of money is if one of those things is true, but then they're presented with me where those things aren't true, so now it's like, I don't know, my impression is that it hits them in a way that - I can't be the thing that they excuse away. My life is such an example that then it's like, what I'm seeing is people are starting to be kind of smacked in the face with the reality that you can be rich and happy and fulfilled and be serving in the world and not be taking advantage. You can do all those things.

And it's starting to turn into like, for some people, they're really inspired by that and they're starting to ask me questions. But it's just really interesting to watch that rub of people's thoughts about the only way that you could have money and then to be an example of the opposite of all of that. And then kind of watch the discomfort and the conversation happen. I'm going to work on cleaning up my part about feeling shitty about it.

Amy: And I can't wait because I feel like I've had this thought of when I get there, because it's already a when, not if, people are going to be waiting for the other shoe to drop. They're going to be waiting for the oh, but her marriage is starting to crumble, or they're going to be looking for the thing, as opposed to every single one of us still has to contend with the crazy person in our brain. That's the thing. We still wake up every day experiencing doubt and fear and worry and we're still human.

Stacey: I'm like, life is still 50/50 for me. I told the Lindsays the other day, it's not all Gucci bags. It's not all buying Gucci bags all day or something

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like that. Sometimes it's complete shit, but for the most part, it's so interesting that making money could be none of those things.

Amy: Well, and I think that it's like...

Stacey: How is it for you now? Sorry, I cut you off, but how is it for you now? Because 400K is a lot of money. Are you happy now?

Amy: Yes.

Stacey: Do you have an amazing marriage?

Amy: Yes.

Stacey: Your husband is such a cutie.

Amy: He is stunning. He is gorgeous. He's in disbelief.

Stacey: She's got a hottie.

Amy: I do, not going to lie.

Stacey: You really do.

Amy: He's gorgeous and he's the most generous, kindest person I've ever met. He puts me to shame in the generosity and kindness department. And I admire him so much, but I don't - he is not grasping how much money is in our bank accounts at all.

Stacey: Which is so fun. Neil can't grasp it either. It's fine.

Amy: I'm like, honey, we don't have...

Stacey: Get used to it honey.

Amy: We don't need to scrimp on this thing over here. Here's this thing in the house that needs to be taken care of and he's like, trying to figure out the way he can rig this or this or that kind of mentality...

Stacey: Neil still does that.

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Amy: Like we don't need to do that anymore. We're okay. We're good. And so I think both of us are in this position of looking around. I think I'm still looking for the other shoe to drop too and I realize that it's not going to, and then I'm okay with that. But it's like a new skin. It's a new skin. I'm realizing that life is still 50/50. We still have family stuff that comes up.

It's Thanksgiving week right now, it's 2020, it's COVID, it's all that fun stuff. We still have - why are we still not getting together? We still have family stuff going on, we have an adult child. It's his daughter from his first marriage. She's learning how to parent an adult who's out on their own and we still get two kids at home.

Stacey: There's some stuff.

Amy: There's still stuff.

Stacey: But it's pretty amazing, like 400K.

Amy: Yes, it's really amazing. And so really what it feels like more than anything is wearing this kind of new suit of being a person who's genuinely happy.

Stacey: Loves what they do.

Amy: Love what I do. I'm excited by getting up every day and coaching my students every day and my parenting is amazing, my marriage is amazing. And it's funny because even I said that, I felt it even right there in that moment, where I could tell my brain was like, so what's wrong? What's the thing I'm not paying attention to? So I think that's where I am of learning how to be this person who's brain still goes to something has to be not okay and reminding myself in that very next moment, no, this is a really good life that we have.

Stacey: Yeah, it's like the thing you have to work on is having.

Amy: Yes, becoming a person who has and who is comfortable with having and who is proud of what she's created. I'm really proud of what I've created because...

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Stacey: How much money had you made before, before that webinar, that year that you did that marketing program, how much money had you made?

Amy: That year, I think I had made \$9000. It was between \$6000 and \$9000.

Stacey: So you've gone from \$9000 to \$400,000 in three years.

Amy: Yes.

Stacey: That's pretty freaking great.

Amy: When you put it that way.

Stacey: That's so great.

Amy: And the other thing that I was thinking about before we started talking was I know for some people it was about a year and a half ago when we were at a mastermind together and I was meeting people, they were starting to know who I was, and there was this energy of I came out of nowhere kind of thing. And I'm like, no, I've kind of been here for a while.

And so when I think about what I'm really proud of, what I'm really proud of was committing to something I totally could not see, but I knew it was possible. There's a lot of sexy in that overnight sensation story, I'm like, but you want to know what, I think there's a lot of sexy in the person who's like, I believe so much that this is happening and I can't not do this. And I'm committed to figuring it out and committed to listening to my coach and committed to learning how to be comfortable with discomfort coming along for the ride.

Stacey: Those are my favorite people in 2K, the ones that are like, it took me eight months but I made my money back. I'm like, it's great when people do it in 24 hours of course. I love that shit all day long. But there's something about someone who is willing to really start from nothing and keep at it.

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I actually just did this whole - I'm going to send an email out sometime in December. I wrote out starting from the first moment that I had the realization that I wanted my life to kind of start to change, that was in 2014. And I wrote out the entire timeline of my success. And it's like, radical.

I can't even read it without sobbing but it's so crazy, over a seven-year period, it really does start to look like all of a sudden someone is blowing up. But when you see the compilation of seven years of breakthroughs and transformational moments and moments where I fought hard and moments where I failed, moments where I got back up, the pure hard work and grit that went into the last seven years, I'm like, of course I made six million dollars this year, obviously. When did you get certified?

Amy: So I was certified in April of 2016.

Stacey: Yeah, so what's the year 2020? So it's been four years. So there was - when I asked you that year of 9K, you had your business the whole year and made 9K.

Amy: That year of - so I was actually coaching, I started coaching in 2013.

Stacey: Okay, so that's really what I should have asked. I just assumed that you started when you got certified.

Amy: No, I was coaching before I got certified. I already had a business.

Stacey: That was wrong of me, I don't know what happened there.

Amy: And I had sporadic - I can't even tell you. I was charging \$400 for six months.

Stacey: Oh my god, that's fantastic.

Amy: And then I got certified...

Stacey: That's up there with Simone \$3 tarot card readings.

Amy: I tell people in 2015, I was charging \$400 for six months.

Stacey: Okay, so you started in 2013.

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Amy: I started in 2013, I was actually coaching through a direct sales product, so they didn't pay me directly. I made money through commissions of selling weight loss products. It was vitamins and supplements. It was a supplement company. And then I stopped selling that and I just started coaching people and I didn't know what to charge so I was like, \$400 for six months, that makes sense.

Stacey: That's like, not even \$100 a month.

Amy: Nope. It was weekly coaching.

Stacey: \$75 a month.

Amy: Yeah, so that was like, \$20 a session, \$20 an hour.

Stacey: You know, I always say to undercharge, but I think that might be a little too much.

Amy: It was a lot. It was a big undercharge. So then after I certified, I was like, well, I just paid Brooke \$14,000 to certify, I should raise my price. So then I did \$400 a month at \$2400 for six months and that felt like a...

Stacey: Yeah, that's a big jump. So you really went from like, 2013 to 2020, so seven years to get to 400K. This is 100 times yes. People don't realize that this is where the journey starts.

Amy: And I think that's why that part about being that person who is like, this is happening, I can't not do this, and I didn't know how and the journey was not a straight line. I mean, I was over here, maybe I'm going to do this, and then I found this thing, and that led to one thing and this led to that. It's been a process, it's been a journey. I don't think I ever imagined or believed anything above \$100,000 a year is possible for me when I was starting.

Stacey: \$100,000 is still so much money.

Amy: It was so much.

Stacey: We're spoiled in the coaching industry.

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Amy: That was so life-changing to me. That idea of making \$100,000 was so life-changing and I never dreamed bigger than that because I was making...

Stacey: When did you start dreaming bigger than that?

Amy: Probably when you and I started working together. Because you had just made - when I met you, you had just made \$200,000, or \$218,000 or \$280,000. I can't remember where it was.

Stacey: Yeah, that's so crazy. Well, I did - okay, so we on our first attempt at this podcast joked that we all have a condition, those of us who have been to The Life Coach School, where we have what we made per year and then we have what we made mastermind to mastermind. And calculate all of those numbers in our head and keep them. And so we're like, which 12 months are you asking about? But you're referring to I had just won the most improved player award from going from 18K to 211K.

Amy: That's the number.

Stacey: Between masterminds. Because I did 150K my first full year. I had a half a year where I got certified in July and I did like, 18Kish or 12K or something that year, and then I did 150K the next year and 300 and something the next year, but then that 12 months in between. Why are we all so weird about our numbers at LCS?

Amy: I know, because...

Stacey: We can't give you a straight answer if you ask about our numbers.

Amy: No, we can never give you - how much money we made in a year, well, which year are we talking about?

Stacey: Mastermind to mastermind, actual calendar year, what are you talking about? I know all my numbers.

Amy: Which 12 months would you like? I can rip that out for you real quick.

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Stacey: I love that about LCS though. I feel like that thought to me was like, I can always grab the number that makes me feel the best. I can always just choose the number that feels like it is the elevated self-concept.

Amy: Right. I mean, that's really what I'm doing here. Depending on which 12 months you're looking at, I've made less than 426K, but I'm going to go with the 426K because that actually happened and I'm a half a million-dollar coach. But I remember being at that mastermind - by the way, there was like, 60 people in that room at that mastermind. Now there's hundreds. And there were - I can't remember how many of you were on that stage but it was like, 12 or 13 six-figure earners.

Stacey: I think it was less than that.

Amy: And you were all on that stage and I was like, you mean we can make multiple six figures? Who are these people? And I remember looking at each of you going, they all have something that I don't and I wonder what it is and I hope I can have that rub off on me. I hope that - I want to hang out with them.

Stacey: I want that, right? Every time someone makes 100K or 200K, it gives us the opportunity to see that and be like, I want that, can I have that? How do I have that?

Amy: I think one of the biggest growths between that year and the following year is I remember being in that room when there were 60 of us and there were 10 or 12 of you up there and I went out to dinner. You invited people out and I was like, I don't know who this woman is, I'm certainly not this diva kind of person that she's talking about, but she was on that stage and if I hang out with her, maybe some of that mojo, that thing that she has, maybe it will rub off on me.

A year later, we're in the same room and there's 120 people or however many on the stage and it occurred to me in that next year, oh, none of these coaches that are on the six-figure stage, that was also the first year that Brooke had a million-dollar earner in Corinne Crabtree. And that's when I was like...

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Stacey: That's the year I made 429K. So I was right where you are.

Amy: Yeah. So my brain was like, you can make a million dollars as a coach. But it was in that room that I realized for the first time - the year before I was thinking I want to hang out with these people because whatever they got that I don't have will rub off on me. That was the year I realized oh, what I see in them doesn't need to rub off on me.

It's already in me, hanging out with them just brings it up closer to the surface, it makes me better realize that what I see in them, that magnificence, that earning potential, that power, that's in me too and being in their space just helps me realize it for myself. It's not that I need you to rub off on me. I don't need Stacey to rub on me and maybe I'll get some of her good mojo. I keep signing up for your masterminds because I know that what I see in you is in me. It's in me now and I'm just bringing it up to the surface.

Stacey: That's exactly what I was talking about on the thoughts about your coach podcast. It just came out today so I don't know that you've listened to it. But I talk about all the thoughts that people have about me, they can 100% have about themselves. It's already in them, the fact that they thought that thought is inside of them.

Amy: Yes.

Stacey: Even the potential, which is so fun.

Amy: It's like unrealized potential. This is one of the coaching concepts that I have taught for quite a while, like what you see in others is what you see in yourself. So the people you admire most, you don't admire those qualities in them. You admire those qualities in you. That's you. That's your future self that's waiting for you to arrive.

Stacey: I love that.

Amy: And so that right there was what that - that was my growth between those two years of like, oh, this isn't me. I don't have to chase after it, it's already there. I want to go spend more time with those people.

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Stacey: I love that. So everyone listening to the podcast needs to make a list of their people that they really look up to and write out all of their thoughts about them and then really turn that back to themselves and be like, this is already inside of me, this is what I think about me, this is the reflection I'm seeing of me in this person and start stepping into that. I think that's so beautiful.

Amy: And it's so fun because at first you're like, no, and then you're like, okay, yeah, I'm seeing it, I do see it, this is me, this is who I am.

Stacey: And I've really seen you do that work over the last couple of years. Like deeply. And now you're - also, this actually made me think about this. That same exact mastermind that you were watching everybody on stage thinking this is me, I have this in me, that was the year Jody Moore got asked - because she was still selling for The Life Coach School at the time, so crazy. This was just, what? Three years ago?

Amy: That mastermind was just over two years ago.

Stacey: It's insane. So I want to know - I'm going back one more. So the one where I was in the red dress and we went to dinner and had the champagne. So I'm going back to that one. So that one was the year that Jody was asked to speak about selling on stage. And I was sitting in the front row, right next to Julie Beavers, and I looked at Julie and I was like, I want to be on that stage teaching selling. I want to sell. I want to teach life coaches how to sell.

Amy: Get out.

Stacey: That wasn't like, I decided that and then immediately changed my niche the next day, which is what sometimes people think. I don't even remember what, March or I don't know when, but I didn't get invited. I think that was the year I got invited to Million Dollar Mentoring. So that moment was in March. I got invited in October. I didn't create 2K for 2K or change my niche to helping life coaches make money until the following July.

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So over an entire year later was when I actually stepped into that. So isn't that crazy? Those little moments, they take sometimes a little bit longer to manifest, but it's really like, hold on to those moments because that's where when I say this is just the beginning, that was the beginning moment.

Amy: It's like a little teaser. It's like a little trailer, a little teaser of what's to come.

Stacey: If you're willing to do the work, right?

Amy: Right. You're like, oh, that's there. I've seen that. It's like a flash of your future of like, boom, here it is.

Stacey: That was the moment, that's when I started working with coaches. Not a lot. I wasn't marketing to coaches but if a coach came to me, I would work with them on a one-on-one basis, and I remember even going back and forth with like, can I be this person that coaches coaches. And I remember when Brooke asked me who I worked with and who I wanted to work with in Million Dollar Mentoring, I was so meek about well, I would like to work with coaches. It was this dirty little secret that I was sharing with her.

Amy: Like, is that okay? Can I do that?

Stacey: I just remember I was so inspired by Jody teaching sales. I was like, I have so much to share about selling, I want to do that. So I love that. And thinking that you work with coaches now, how many coaches are out there seeing you make 400K and they're like, I want to do that.

Amy: I want to do that too. I know. It's so fun to think about that. I recently had a big self-concept - recently, I mean literally last week - a big self-concept shift because after I signed up for the two-million-dollar group and paid you \$50,000. By the way, that will do something in your brain.

Stacey: Yes it will.

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Amy: It will. I was like oh shit, this is happening. I guess this is really going to happen because I've just done that. Of this like, this realization of this is what I do isn't just something that's out there if people are looking for it. This is a necessity. This is something I want to get into the hands of everybody. This is something that I see going beyond that, even into the future of what I've learned and what I teach now.

It just became this oh, here's this thing and I have it. In other words, I've managed to make \$400,000 from the energy of I have something really good if you'd like it to this is something that I'm going to stand on the rooftop and share with everybody that I can and that self-concept switch can happen in a moment.

It happens in flashes and then when we allow it, if we are willing to really - I realize your listeners can't hear me but I'm like, literally leaning in. I'm literally leaning on camera right now. When I lean into it and it feels uncomfortable at first because who am I to believe that everybody should be working with me? Who am I to believe that everybody needs this? And then it kind of passes over me like of course that's who I am. If you're willing to lean into the discomfort of is it okay for me to do this, who am I, is this okay, when are the adults going to come and shut us down.

Stacey: They're definitely coming at some point. I'll let you know when they come for me.

Amy: They're definitely coming. But if you're willing to lean into that discomfort of our doubt, and lean into the vision that's on the other side, it's inevitable. It's totally happening and it's possible for every single person that's listening right now. There's no special anything that Stacey Boehman or Brooke Castillo or your coaches or that I have that isn't available to anyone because it's all our ability to see those flashes, see those little preview trailers, believe that it's inevitable and...

Stacey: Start moving towards them.

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Amy: And start moving towards it. Absolutely. I was actually going to tell you a funny story. It's kind of funny but it's also a story that might make me cry about me paying you the \$50,000.

Stacey: Okay, tell me that. I wrote the thought down that I was going to point out. So tell me this story.

Amy: So when it was January, February of 2016 and I knew that I wanted to get trained by The Life Coach School, there was the money that we had in the bank, like in savings was not enough to pay for it. And we had credit that I could use, but I really wanted to use my credit. I wanted to pay for this.

Because I was a corporate marketer for 10 years, and then I was a stay-at-home mom for 10 years. So I didn't want to use - I wanted to do this myself. And so I had a credit card but I wasn't sure if I could make money back. So I was like, I really want a zero-interest credit card. And I used to get those offers all the time.

So I went out and I sought a credit card for zero interest. And I remember being on the phone, I think it was Bank of America, and this is not a slam against Bank of America, but I think it was them. And the woman asked me, so what was your income? In 2015, I had made \$1200.

Stacey: Oh no.

Amy: And I said \$1200. And she goes, a month? And I said no, that's a year. She's like, ma'am, I'm really sorry, the absolute best I can do for you is \$4000 and I needed like, \$13,000 or \$14,000 on this zero interest. I was like, that's not enough. And I was so upset because I was a former corporate marketer who made her own money, who had her own credit, but I chose to stay home with my kids for 10 years.

And in the eyes of the banking world, I was no longer a good risk. Now, everything was fine. I didn't get that card and I ended up putting it on another one and I ended up having to put Trey's name on it to help me get the money.

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Fast forward to last month, when I called up my bank, not Bank of America, but again, this is not a slam against them. I have a business credit card and I was like, I have to make a very large payment by Friday and they're like, great, how much do you want? I'm like, I had already had \$30,000 and I was like - he goes, do you want me to just see how much I can get for you or do you want a certain amount? And I was like let's make it \$60,000. And 90 seconds later he was like, alright, here you go.

Stacey: So fun. I love it.

Amy: And the emotional part in this is when I think about making money as a life coach, I am more empowered as a woman knowing that I got my own back and I bet on me.

Stacey: You're going to make me cry, Miss Amy Latta.

Amy: I am head to toe in chills right now.

Stacey: That's amazing.

Amy: That I love my husband so dang much and he has my back and he believes so firmly in me. And this sounds so weird but I don't have to have him. I don't have to need him. I'm here because I want to be, because our love is so firm in each other. And I have his back and he has mine, and I can stand on my own two feet as this woman and I am an example for my boys, I'm an example for our daughter. That's what...

Stacey: I really genuinely want every woman to have that opportunity if she wants it, to have that experience. To be in a relationship because she wants to be. Not that you were in financial obligation, but to have that removed from the table and to be able to be the person who gets a \$60,000 credit card limit. That is everything, to be able to be that person.

Amy: And I think even more than that, the freedom that opens up for Trey. Now, Trey's kind of uncomfortable with the idea that he doesn't have to work anymore.

Stacey: He'll get over it.

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Amy: He's kind of going through an identity crisis of if I'm don't have to do this, what would I do? He's like, I don't know, this is all I've ever thought about. And I'm like, well, I'll help you figure that out. But it opens up - it's freedom for him too. This isn't just like, oh, look what Amy created and she's so awesome. No, this is what's possible for all women and it empowers not just women but it empowers the men in their lives also.

Stacey: 100%. Neil doesn't want to work. He loves being home. He's the best house husband ever, which is good because I was never going to be a great housewife. That was not a thing. The worst at all the things. But he loves it. He's like, hell yeah, I'm never going back.

Amy: That is not where Trey is. That is not where my husband is at all. But I think we can...

Stacey: He just needs to have a conversation with Neil. Neil will set him straight.

Amy: I think we've had this conversation in 200K mastermind before. We need coaches for the husbands, for the spouses of the coaches.

Stacey: I mean, he can keep working but I mean, it depends on if he loves what he does. I asked Neil once what he thought his purpose was because he didn't love his job. He was really good at it and he loved the camaraderie and he loved the self-concept of being the best at it, but he didn't love the job itself or feel fulfilled from that job or want to do it.

Even before I made a ton of money he was like, I can't do this forever. It will work me into the ground. And I asked him what he thought his purpose was and he said - again, this is before he left his job, he said I think it's to be an amazing husband and to be an amazing father and to raise my children and be there for them. It was all about being the family man. That's his purpose.

And I just think, for so long society has kind of put women into a box of that's the woman's purpose or that only women can have that purpose and it be socially acceptable. There's just a little bit of that. And now I feel like

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house husbands, it's becoming a thing. And I don't think just in the coaching world.

I think a lot of men, the stigma is becoming less and less and they're stepping into that and they're like actually, my natural talents, inclinations, and purpose feels drawn towards giving to the family and being that main family provider. And now there are a lot of women that are stepping out and being like, listen, I don't have any of that, I don't want to do that at all.

Amy: Well, here's the funny thing. I had that but I'm also like, I did that. I was in corporate marketing for 10 years, I was the stay-at-home mom, the room mom, I was just going through some pictures with my youngest.

Stacey: I'm going to be a total psycho mom like that for sure. I'm going to be a big helicopter parent.

Amy: I was not a helicopter parent but I threw some damn good themed birthday parties, like the money party, the Yo Gabba Gabba party, the decked out to the nines parties. I did that and now this is what I'm doing and now I'm so - when I think about those of us 200K, when I think about the 11 other women that are coming into the two-million-dollar group as we start next year, I know, it's so exciting.

I think about the generational change that we are creating. My grandmother passed away after I'd started my business so she kind of had the idea that there was this thing that I was doing that had a lot of potential. She didn't quite see it come to fruition but my mom is witnessing it, my sister, my cousins are witnessing it, my friends are witnessing it, my daughter and my sons are witnessing it.

This is a generational shift in how we think about money, how we think about what's possible for us, the potential of what we're capable of doing. I don't know if you can tell but I get really excited talking about this.

Stacey: Me too. I think about it a lot.

Amy: I think about it all the time.

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Stacey: All of the money that all of us are making.

Amy: I wrote this down before. I was like, what do I think about money, making money as a life coach? I think about the possibility and the potential.

Stacey: Yeah. And not just of the money that you make, but I really spend a lot of time thinking about the impact of coaching other people and helping people manage their minds.

Amy: We really can create whatever we want to because we decide we're going to. It's mind-blowing but it's also - as soon as I say it's mind-blowing, my brain then also goes, yeah, but it's also just who I am now. This is what we do.

Stacey: So tell me what - you work with new coaches who want to build their confidence. And tell me what you think - if they're listening to the podcast and they haven't made any money yet, or maybe they've made a little money yet, tell me what you think is the predominant thing that they need to be focused on in order to get to that next moment of them, that next place that blows their mind and makes them shift in a major way in their self-concept.

Amy: I think more than anything, their willingness to learn how to not believe every single crappy thought that's going to come through their head because they're always going to have examples of people who are doing it differently, who are doing it faster, who are doing it better, who are - whatever those things are.

That our jobs, our work in becoming confident coaches is not eliminating those thoughts and that doubt. It's not letting it stop us. That it can be there, but it doesn't have to stop us anymore. I guess this is technically two things because the other thing that I would say is so many of the clients that I know I work with or that I've talked to have this, but someone's going to tell me I'm wrong or this isn't okay, or some form of people-pleasing, some form of making sure that people are okay with us, that really learning to

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build the self-concept where I'm okay with me and that's the most important thing that matters.

Stacey: And that's what you do with your clients is I'm okay with me and that's the best.

Amy: Yeah. The number one thing is me being okay with me no matter what. And this is really important. When people sign up for 2K and they're like, I'm going to make 2K in 30 days and then they don't, and what they make that mean.

Stacey: Yeah, it's so fascinating to see like, the people who are like - I think when you fail and you learn from experience, you actually fail, you do the evaluations, you figure out what worked and what didn't, what you're going to do differently, and you gain that experience, what happens is you don't actually feel like you've failed. Like what you imagine failure will feel.

You feel accomplished, excited, energized because when you properly evaluate and learn and gain experience, the result feels more inevitable, not less inevitable. So it's fascinating to see some of those coaches come in and if they don't do it in 30 days, which many of them do, but if they don't, the difference of the hopelessness and I'm never going to be able to do it and I knew I couldn't do it, versus oh my gosh, I didn't make my money back but I've never been more excited and more committed and more sure and now I know exactly what I need to do and I have a plan, it's happening, I'm on the right track, I'm so grateful for this experience. It's such a different mindset.

Amy: Yes, that thought of it's happening, and the way you just said there, it's happening, and that's how I felt about becoming a multiple six-figure coach. It's how I feel about becoming a two-million-dollar coach. It's happening. I'm going to probably face plant quite a bit on my way there. That's okay.

Stacey: Probably, most likely.

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Amy: I'm probably going to face plant. I'm probably going to do something like oh crap, that didn't work. But that's why I have you guys, that's why I have - right, so this is what I came up with and it didn't quite work. What am I missing? I'm going to evaluate and be like, oh, as soon as I realize I'm okay having face planted, then I can solve for it and go, oh, what am I going to do now? But I have to learn to be okay that that's going to happen. So learning how to be okay with me no matter what is...

Stacey: Do you get a lot of like, students who, they'll finally get enough confidence in themselves and courage to post and then you know this happens probably a lot. I see it a lot in 2K, where they finally do it but you know they still have in the back of their head that I'm not going to be okay.

And I always believe that the universe, when we have these thoughts, whether it's a circumstance obstacle or a thought obstacle, the universe always gives us an immediate opportunity to face our obstacle head on and overcome it so that we can be who we want to be. And so when they have that thought in the back of their head that I'm not going to be okay, that people aren't going to be okay with this, they pump themselves up with this - a little bit of surface level confidence and courage.

And they go out and post and then they immediately get comments from people who are like, angry that they don't have a certification or they're not a therapist or that they're doing this or that they know this, and then who are they. They're going to get the pushback and it's like a little turtle and it's shell, right back inside.

Amy: Every single time. I specifically remember a very specific client of mine right now, it took everything she had to go on her personal Facebook and tell people that she was a coach and she did a video or something. Less than five minutes later, 10 minutes later, first person, right out of the gate, challenging her, what are you talking about, this is wrong, and she immediately ran into our Facebook group. The worst thing that could have happened happened. I was right. People are going to hate me doing this, it's so terrible.

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Stacey: But don't you think that's the first lesson too though because you're going to coach your clients and they're going to challenge you.

Amy: Absolutely. And I of course as the coach feel a little bad when I'm secretly like, yes. The thing they were afraid of happened.

Stacey: This is the best thing ever. Trust me.

Amy: I know, I do this all the time where I'm like, yes, the thing that you're terrified of happening, I'm so excited it happened. Now let's coach you through it so that you realize that you can keep going. It's a little masochistic maybe when you're secretly as the coach like, yes, the thing they were horribly terrified of happened.

Stacey: Perfect, fantastic, this is the best thing ever.

Amy: Let's coach you through it, I love it so much. It happens all the time. Whatever we're afraid, whatever we're avoiding, there's no detour. There's no alternate route here. Your Waze route is still going to drive you through the same damn path. I don't care how many different ways you try to get there, you're going to have to experience that. But I think it's the beauty of it, right?

Stacey: That's the only way that you learn how to be okay. You can't - I don't think you can imagine ahead of time that you're okay and self-coach yourself enough that you're okay. I don't think you can truly get there. The only way to master I'm okay is to have those things happen and then be okay.

It's the only way. You can in theory be okay all day long, but you have to have that experience of putting yourself out there and someone being like, who do you think you are or making fun of it or challenging it.

Amy: Because it's just an intellectual concept that I'm okay no matter what happens. Until we've experienced it and we actually say I am still okay in this moment, even though this person said this thing to me, even though the client said they don't like the work that we're doing and I don't want to

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work with you anymore and I want my money back. By the way, that's absolutely going to happen.

Stacey: This just made me think about when I coached you. So people don't know this, but Amy is the reason I created the podcast on difficult clients. I still remember I was in my first apartment that I got with Neil before we bought the house. And I was coaching you on the lady who was laying down on your coaching calls smoking cigarettes in bed.

Amy: Totally.

Stacey: Fantastic.

Amy: Oh my gosh. And I just wanted her to stop so that I could feel like I was a good coach.

Stacey: You had such a manual for how she should behave. So of course, when you're a coach and you have a manual for how your clients behave, you're going to of course get a lady laying in bed smoking a cigarette. The same for me. I had clients who were like, on our coaching calls going to the McDonalds drive-through, yelling at their kids, all the things. When you're new, you're just like, hold on one sec, can I get a Big Mac? And you're like, I'll wait, don't worry, we'll pick it up.

Amy: Oh my goodness, I always know that whenever a student, whenever a client's just like, I'm afraid that this is going to happen, I'm like, guaranteed it's going to happen.

Stacey: Or I need this to happen in order for things to be okay, or I need this person to behave this way, 100% they won't.

Amy: 100%. The thing you worry most, or the thing you think you need the most, it's absolutely the thing that's going to happen. Because as you said, it's the only way you learn how to be okay. And I totally agree with you. Beware what you speak out loud. The universe is absolutely going to deliver it.

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Stacey: But I love this because so you were my client, you had so many different client situations.

Amy: I had a year.

Stacey: Oh yeah, I remember coaching you many times and I'm like, Amy, you really went through a period where you were very self-righteous and this is what I'm here to teach. There was a lot. So I create the podcast and you worked so hard on it though, really so hard on it. So I love now that what you're teaching coaches is how to build their confidence and be okay. Because you're the perfect walking, talking example of having done that work.

Amy: Having done it, yeah. And I really believe this to be true. They can bring anything to me and I'm like, I have an example of that, let me tell you. Let me tell you about the client who fired me on such and such, let me tell you about the client who said this to me, let me tell you about the client who laid down on our coaching calls.

Stacey: And started smoking a cigarette.

Amy: I've got it all. What do you want to offer me? What's the thing that you don't think you can handle? I've done it.

Stacey: That's so great. I know, I thought about doing a podcast on calling it crazy client stories and just talking about all of the crazy shit that has happened in my coaching business because I think people don't think that happens, they're not prepared for it to happen. And of course, then they internalize it and think that it's just happened to them.

They get hate on a post. I had that ad running for a while of me on a private plane with some of the master coaches and paid for by our coach, Brooke. So it wasn't a fake plane picture, it wasn't rented to...

Amy: I remember that ad. And I saw the comments. I was like, dang.

Stacey: I mean, I remember at one point we were like, should we shut this down? There was so much arguing and I had to coach myself and I think

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even someone commented like I can't believe you're even just going to allow this arguing to go on. And I'm like, arguing is a C, it's not a problem, it's fine, people should argue. It's not a bad thing, we should have discourse.

I had to really coach myself on just the people arguing. Not even the things they were saying about me, but just them arguing so ferociously. There was - I mean, it was hundreds of comments long. But they think that that stuff doesn't happen to other people. They just think oh, it's me, and it happened as a sign that I'm not supposed to be a coach, that I'm not cut out for this, that I'm not special snowflake. They don't understand it's like no, this is the entrance exam.

Amy: I coached a client just today on her fear of cancel culture. She's terrified to come out and really say what she wants to say because she's afraid she's going to be canceled and I can't remember her exact phrasing. It was something along the lines of like, hordes of people will come for me. Pretty close to what she said. I'm paraphrasing but hordes of people. It was like, pitchforks.

Stacey: I have been actually thinking a lot about cancel culture lately myself. And I will just say very briefly, I've also been coaching with Kara about this and how it doesn't exist actually at all. But I do think when people try to cancel other people, especially in the coaching industry, to me it's the same as horizontal hostility. It's so bad for our - I would never cancel a coach for any reason just because I think it's so bad for our industry.

I was watching the other day someone arguing or this whole article actually I think that came out. It might have even be Huffington Post about who's the girl, the wash your face girl?

Amy: Oh, Girl, Wash Your Face.

Stacey: Who is it?

Amy: Rachel Hollis.

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Stacey: Yes, and people talking about canceling Rachel Hollis because of all this stuff. I'm like, there's nothing that would ever make me cancel someone. It's just so bad that you would even talk about it's bad for our industry. It's so bad for our industry.

But I remember the same webinar I feel like that you were on, the first one where I was teaching the idea of - I think I called it the Diva Creed or I don't even know, something completely terrible. But I think one of the things I talked about is before that was really becoming a thing, I was teaching this idea that deep down, everybody has this kind of fear of social - being kicked out of the pack.

Amy: We're wired to be afraid of being kicked out of the pack.

Stacey: Our belief, our human innate belief is that there is safety in a tribe, in numbers, and that if we have anyone say anything about us negative, whether it's in our social circle and it's never made it anywhere close to social media, or if it happens in social media, our brain thinks that we will actually die.

Amy: Exactly.

Stacey: And so I was actually coaching with this recently with Brooke on my own fear about being canceled. I'm like, for sure I'm the person that's going to say something that's going to be - I just know it. And she was like, talking about how we can never really be canceled.

And I was thinking about that like, we can never be kicked out of the tribe. We think it's a thing that can happen, and maybe it was a thing evolutionarily speaking that could happen a long time ago, but it's not something that's actually possible now. We can never be kicked out of the tribe. The only thing that we can do is remove ourselves from the tribe, out of our own thoughts about ourselves and other people.

Amy: I think it also depends on how we define the tribe. I mean, I do. This is anthropological and I'm such a nerdy geek and I listen to all these podcasts about this kind of stuff all of the time. It is definitely how our brain

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is wired, but I think in modern days, in modern times, it also just kind of depends of like, there's another tribe that's waiting for you. Your tribe is what you make it. The cancel culture, the culture that we're worried about being canceled from is how we define it.

Stacey: Maybe it's not even your culture, it's not your people.

Amy: Yeah, it may not be your people. I think it's fascinating too. I have also been thinking a lot about this and it's just been a huge part of this year in general. I think a lot of us coaches have thought about it too. But I mean, it's just so funny how as coaches, we worry so much about what people are going to say or what they're going to do and it's kind of like, it's a given that people are going to have thoughts and feelings around you.

But again, it still comes back to you learning to be okay with you no matter what. And you work on that, then you're much more willing to experience what is going to happen.

Stacey: 100%. Because so much of what we teach as coaches, I think that what comes up for the social rejection, the fear of that I think happens because coaching tools and concepts, so many of them are so far outside of how other people live in society. And what we're being taught in schools, in homes, everywhere.

And so when you come out with something your thoughts create your results, I mean, I remember the first time someone said that to me at The Life Coach School. I was like, F off, in my head. I was like, literally get the fuck out of here.

Amy: You're crazy. I don't know what you're saying.

Stacey: I was so offended. I was like, you don't know me, you don't know anything about me. I remember...

Amy: You don't know my story, you don't know where I've been.

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Stacey: Right. So it's like, just that simple concept can create so much pushback socially, but we have to be willing to do that in order to find the people who are like, what? Tell me more.

Amy: And you know, I really think - at risk of being a little out there and being a little woo as far as I think we are in a time that as much as there might be pushback against that concept and how many people that seems foreign too, I also simultaneously at the same time feel like we are at a moment in time where people are more ready for this concept. They're open to it.

Stacey: But you're always going to have those polar opposites. For people who are open to it, the more people there will be that are rejecting it.

Amy: Totally. I think that you get to decide. So coaches, are you listening? You get to decide which one you want to focus on. The more people are open to this, I 100% agree with you, the more people that are going to be opposed. You get to decide which group you want to listen to. Which part do you want to be a part of? And I think that's our focus. There might be more resistance to it, but only because there's more acceptance of it. I don't think there's a better time to be a life coach than right now.

Stacey: I agree, 100%. I think it's the best time ever. And I will also say I do feel like I don't have the same tribe as I had four years ago, seven years ago when I started coaching. I'm not friends with most of the same people. Some of them I still am, but I don't hang with the same crew anymore and that's okay too.

It's okay that things shift and tribes shift and you might come out as a coach and say some shit, like your thoughts create your results, piss a bunch of your friends off. I had a client who was messaging me that she was talking about money and one of her friends was being like, you're being so reckless and this is not okay and you're making it seem like it's my fault that I'm in this money situation, it's not people's fault, and all this stuff.

And I'm like, you just have to be willing for them to be mad at you and are you willing to consider that it's not within your control to keep those friends

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and keep that tribe, but that you're willing to potentially let go of those people if they have that reaction to it in favor of a potentially closer-knit community, better fitting tribe is I guess the best way to describe it, people who fit you better. And to do that in service of wanting to change the world.

I don't think people who have massively changed the world, if you look at all of the people, even people that you rejoice about, those people probably had a large amount of haters and a large amount of people critiquing them and fighting against what they were for. And we just experience that we love them but we miss that they were equally the number of people that hated them and be willing to do that to change the world.

Amy: It's funny because I just recorded a podcast about when awareness sucks, I called it also the enlightenment trap, and I spoke very openly about my once elitist attitude about I'm now so enlightened with thoughts create reality and these other humans have yet to catch up to me.

And now I've kind of come full circle and I'm kind of reconnecting with some of those friends that I had kind of moved away from and just allowing them to be who they are and they don't have to be 100% on board or 100% understanding. And if somebody doesn't want to hang with me anymore, then they won't.

This came up of like, I'm no longer worried about who's reading my Facebook feed or my Instagram feed and what they're thinking because I wouldn't be in their feed if they didn't want me there. So I just assume that everybody...

Stacey: That's so good. They'll either unfollow you or...

Amy: Yeah, I assume that everybody reading my stuff wants to because they would have unfollowed me or unfriended me already. I assume that everybody who hangs out...

Stacey: Even if they comment negative stuff, they did that because they wanted to. Made them feel good. They were all in.

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Amy: That was just something that they were thinking and feeling at that time. I just assume if people are hanging out with me, because they want to. And that just feels so much better than I wonder if this person's judging me right now.

Stacey: Yeah, so that's the piece of being okay, knowing I'm okay. And gaining that confidence is when you can just stop thinking about what other people are thinking about what you're writing or what you're doing or what you're believing or any of that. Who cares if people think you're in a cult? Yeah, I am, it's the best one.

Amy: It's the best cult. Hey, you want to know what? I made \$426,000 in this cult this year so I'm good.

Stacey: The best cult.

Amy: If this is a cult...

Stacey: You put a lot of money in upfront but then you make a lot on the backend.

Amy: If this is a cult, then I think I found a good one. I haven't been asked to do any nefarious things. I haven't been asked to - I don't know if you've ever seen the show The Vow? I'm kind of like a cult fanatic. I love shows about the cult.

Stacey: I haven't seen The Vow yet, but I really got into The Path. Have you seen The Path?

Amy: I haven't seen that one, no.

Stacey: I got really into that one.

Amy: There was one, this is a real thing and there was actual branding and sex. No one's asking me to brand myself. Stacey is not branding an SB on my groin, you know.

Stacey: My god, I have to watch that. I'm very obsessed with cult behavior.

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Amy: If this is a cult, no one has told me I have to leave my friends and family behind. No one has told that - no. Everything I'm being told is hey, here's what you're thinking, you get to decide if you want to continue thinking it, here's some different options. What do you think?

Stacey: And a lot of amazing results of all of that.

Amy: Yeah, totally.

Stacey: Alright, so I feel like we've covered literally so much ground, but I took this note, I want to just acknowledge you and tell you something that I see in you and then I want to see if you have any more thoughts that you want to share with them before we end this conversation. But the thought I wrote down is you said this is necessary. Talking about your work. And I think that that is your million-dollar thought.

I really know that you're going to make a million dollars. I know that that's the thought that's going to get you there. I know that that is your work is everything you've done since 2013 has led you up to this moment to teach coaches how to create their confidence, how to be okay, how to get themselves and their businesses out into the world.

And I just think it's just the best representation of who you've become and I want you to keep that thought, this is necessary, because it is. And I have a similar thought about my work, and it really compels you far more than the money will be able to, or the titles, or the clubs, or any of that. It's like, just that simple thought that this is necessary is everything.

Amy: Well now you're going to make me cry.

Stacey: I'm so excited for you to take that thought into two-million-dollar group and to really help your clients see that thought. It's a big one. This work is necessary.

Amy: And I want to offer that that thought came after I signed up for two-million-dollar group and I got some peer coaching, plus, I also do have a one-on-one coach, one of my master coach sisters who just kind of Bev for you, we just - whatever crap is in my brain that week, we...

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Stacey: Just cleaning out the cobwebs, that's what I say.

Amy: Just clean out the cobwebs. And that came up about two, three weeks ago of like, oh, this is necessary. This is needed. This is not optional. This is not a consolation prize to what also is out there. This is necessary and it totally shifted me.

Stacey: Yeah. So good.

Amy: I'm so excited.

Stacey: Alright, any last words of wisdom for my people?

Amy: When I'm thinking about your people and thinking about the 2K listeners, when I'm thinking about the coaches who haven't signed up yet or are in 2K, trying to figure it out, I just keep thinking you have given them all of the tools that they need. But the work is theirs to do. And I think this is a beautiful thing. It's not you that's going to create that for them. It's them.

And when they really own that it's them, so for you coaches out there, you really believing it's me, Stacey's given me the space, she's given me the tools, but ultimately, I'm the one that's going to create this amazing thing. And that is so empowering.

Stacey: And to have fun with yourself when you're the one creating this amazing thing. It's a solo journey, let's not make it miserable.

Amy: I actually have a sign, you can't quite see it on the screen because it's in the next shelf up and it just says we have fun in all that we do. It's the first thing I see when I walk into my office, when I go to work every day. I'm going to have fun. I'm going to feel uncomfortable but I'm going to have fun while I'm doing it. I'm going to write some copy and it's going to hurt my brain and we're going to have fun while we're doing it.

Stacey: So good. I love it so much. Alright, how do people find you if they want to become a confident coach? You have a mastermind, group coaching situation.

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Amy: Yes. So I have The Confident Coaches Mastermind and we will - I'm not entirely sure when this will be coming out but I run it, it opens every quarter, so January and then I guess March or April and so on. You can find me at The Confident Coaches Podcast. Podcast that comes out obviously every week. I know you just dropped episode 100, I just dropped episode 55. So I'm pretty excited.

Stacey: So fun.

Amy: I know, it's so fun. And then you can find me at amylatta.com. So I'm having a lot of fun on Instagram lately too. You can find me at, my handle is @iamamylatta. That's also my Facebook handle too. So I'm having a lot of fun learning. I've been playing around. I've been listening to you. How can I have fun with my messaging? How can I have fun with my delivery? So I've been playing around with stories, I've been playing around with different ideas.

Stacey: I love it. Well, we're going to link up all that in the show notes too if they didn't catch it or need it repeated, it will be in the show notes so make sure you go find Amy. And if you need to gain some more confidence, join her group. Get yourself out there.

Amy: You hear all this, my friends, this is how I show up. There's a lot of laughter, there's some tears. A little bit of hard too.

Stacey: Of course. I only have fun clients.

Amy: We only have a good time. I'm not doing it if we're not having fun.

Stacey: I love it. Thank you so much for coming on.

Amy: Thank you Stacey.

Stacey: Congratulations on 400K.

Amy: Thank you.

Stacey: And the future million-dollar business that you're creating right now in this moment.

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Amy: It's happening.

Stacey: Love it. Alright, I'll talk to you soon.

Amy: Okay.

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.