

Ep #108: Five Things You're Doing on Consults (And Why Coaching Isn't One of Them)



Full Episode Transcript

With Your Host

Stacey Boehman

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Hey, coaches. We wanted to do something special through the month of January in honor of launching our brand new 2K for 2K process and our brand-new member portal. So, we asked our students to record a video of how they made their money back inside 2K so that you can learn from them and see what's possible to sign your first client, make your first 2K.

So, listen for their advice and their words of wisdom at the end of each episode this January and start really seeing that possibility for yourself.

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.

Hello coaches, welcome to episode 108. How are you doing this week? I have to tell you, in September of 2020, we worked with a designer. So, I actually started with an interior designer a year ago. And I was still working on creating the foundation of my business and we were planning a wedding. And there was just so much going on that I was not really in the best place to make a bunch of decisions about my house and I didn't really know what I wanted. It did not go well.

So, we decided, you know what, we're going to hold off. We're going to take a break. We're going to plan the wedding, get married, get the business to a place where I'm actually only working three days a week. And then we'll revisit.

And so, we ended up doing all of that. Of course, we haven't gotten married yet. But we got to a place where we were really ready to do it. and in the year that I kind of thought about the house, I started getting really clear on what I wanted.

So, anyways, flash forward, we hired a new interior designer and we love her so much. We started from scratch, completely just started over. And over the series of a couple of weeks in September, we made decisions about every room in our house and ordered all of the furniture and all of the

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things that we would need to fill our entire house and all the rooms and make it fully livable.

Because we have a pretty big house and we didn't have a lot of furniture for a while. So, we ordered everything in September. But because of COVID, it still has not arrived. It's January, y'all. Like, what is happening? But it's slowly starting to trickle in, which is kind of fun.

So, I'm telling you this story to tell you that this entire time that I've been in my house, so for two years, I've been operating in my office without the proper setup really for my office. I have no bookshelves, no shelves, and no drawers. I have two really tiny ones in my desk, but they're not good.

And so, all of the stuff for my office is inconveniently in these shelves that are underneath our living room TV. It's supposed to be like a guest family room storage. So, we use it as office storage. And then all the other stuff is just on the floor. It's not great.

So, I've always kind of felt like I'm creating in a mess and it's been very stressful. We could have just gone and bought cheap bookshelves, but we did not. So, anyways, we finally got them, these beautiful shelves that are mounted to the wall with glass shelving and then silver metal siding. And my designer came in and styled everything, so I have my favorite books and I'm looking at the ones I teach the most from and really have a lot of lessons I've taken from and that I love to read over and over.

And I have my Life Coach School – I want to call them diplomas – certificates on my shelving and just beautiful boxes to hold my markers and my batteries and all of my program books that I've created for 200K and for 2K, because I like to grab those and reference those for podcasts and for classes that I teach in 200K and for copy that I'm writing. And it's all just beautiful and right there. It's so fun. I'm just loving it. I just have to tell you.

Also, this makes me think, we just launched an internal podcast inside 2K. So, what we do is, every week that we have a live coaching call, we put that on our 2K podcast feed and you can listen to the calls over and over

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and over. Or if you weren't able to come live, you don't have to log into the portal. And if you're wanting to go on a walk and listen to the calls, you have access to that.

And one of the things I'm going to start doing on this podcast is we're going to be sharing client success stories from students who have made their money back. They're going to tell their story and how they did, really bring the community together that way.

But another thing I'm really excited about is I'm going to share – I'm going to do like a book study in 2K. Everyone's always asking me, you know, what are your favorite books? What book suggestions do you have for me? For 2K and for 200K.

So, I'm going to start with the very first books that I read on my journey and do, like, every six to eight weeks, like a book study on that particular book in 2K. And so, I have all of those books that we're going to do for the book study ready to go on my shelf and looking at them. It's just really exciting.

And then, I got a new podcast mic. I've had one for several months and we never took the time to install it. So, we were so inspired by this office redo that I convinced Neil to put my podcast mic together. So now, I have this beautiful new podcast mic that I'm recording with now.

And the final thing that I have to tell you that Neil said was genius and it was my idea, is we had these – on one of the sides of my office wall – we had these hooks installed. A set of four of them. So, two and then another set of two. And they are so I can slide my blank flip charts on them and they just kind of hang on the wall and they're not just leaning up against the wall. I don't have to worry about storing them now. And then we have another section of them for flip charts I want to keep that I might reuse, like webinars I've done or trainings that are really popular that I might do again, whatever it is.

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And so, we have the clean ones that haven't been used and the ones that are our favorites. And they're just neatly displayed and hanging on one of the sides of my walls to be really put together.

So, I just feel like I'm going to teach you today. I'm going to talk about the five things you're doing on consults and why coaching isn't one of them, from my new, beautifully organized, put together no shit all over my desk or floors office. I feel like my self-concept grew 100 times overnight.

Okay, so, the last thing I will say is we are getting our entire kitchen painted. I have gray in my kitchen right now, and we're doing matt black. And then, we're getting an entire new bedroom set. Like, everything brand new, bedroom designed while I'm doing the 200K live virtual event.

So, I'm going to be at a hotel streaming live. Like, we're doing a full setup as if we had an audience, but we won't. And it's going to be really insane and I'm staying at the hotel. So, Neil is taking our dogs and staying with his parents and they're coming in like little elves in a workshop and putting our whole house together.

So, in one week, we're having another dump of amazing things in our house and we're going to get to come home from that and it's just going to be – it feels like Christmas all over again. So, anyways, I wanted to tell you all that. Let's dive in. Five things that you're doing on consults, and why coaching isn't one of them.

So, here's the first thing I want to tell you. Consults are not something you want to wing. And a lot of you are doing that. I know this because you tell me that you're doing it. Especially when you join 2K. People are always like, "Oh my god, I've been winging consults. I'm so glad to have a process."

Consults also aren't coaching calls either. So, I just coached someone in 2K recently that was offering free coaching and she was getting hundreds of people signing up, and they were loving the calls, but not buying.

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Coaching calls have different things happening on them than consult calls. So, it's very important that you hear this. There are actually things that need to happen on consults for a client's brain to have enough comfort and clarity to make a financial decision.

So, here are some important things that I want you to know before we dive into the five things that you're doing on consults. So one of them is that you don't want to try and sell someone on a coaching call if you've positioned it as a coaching call. If they came for coaching, that's all they're prepared to do. They aren't prepared to make money decisions. So, if you offer free coaching, I would really highly recommend to not sell them at the end unless, for whatever reason, they ask you and they're like, "I really want to sign up. I want to get started." If they really prompt that.

And even then, I often suggest to people to schedule a separate sales conversation, a consult. You're not going to call it a sales conversation, but you might say, "I have a process I work with people on and so I like to have this conversation and go through this process and then talk about working together and it's a different container than this conversation. So, let's schedule that next and then we'll be able to get started right away.

You really want them to be expecting a sales conversation and you want their brain to be ready for one. And if you have set it up as a coaching call, they haven't been walked through the necessary steps to make that decision. Okay, so that's one thing I want you to know. And then the second thing is, you don't coach on a consult.

Here's why. Because coaching takes the client into solving problems in their brain and really puts them in a thinking state that can create confusion, fear, overwhelm. I want you to think about how often you have gotten coaching and needed maybe an entire week or more to process it.

It's a different part of the brain than the part that makes decisions to buy. You need the client in desire and hope, excitement, anticipation to buy. That's the state you need them in. If you start coaching them and solving

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their problem and getting into the how of it, you're going to lose all of that excitement and desire.

Again, think of when you start thinking of the how. It's a very heavy, graspy place to be. So, you don't coach on a consult. You don't want them in that heavy, graspy place. You don't want them trying to solve a problem in their brain. It literally dips their excitement. It dips their emotional level and takes them out of a space where they can be high enough in their emotions and in their energy to buy.

Alright, so the third thing I want you to know is that the consult is still extremely valuable and transformational without the coaching. Just knowing what the problem is and the steps to solving it is a massive step in the right direction.

It creates so much hope and belief. And this is where you want the client when they're starting their journey. You want them in the hope and the belief when they agree. You want them to be in hope and belief, and then agree to the journey, and then when they start the journey, you don't want them starting the journey until they've paid you and they've agreed to go on this journey for X amount of time.

So, for me, it was a year. They had agreed to go on the journey for a year, or for six months. Like, my 200K mastermind, they agreed to go on the journey for six months.

So, you want them to only start the journey once they've agreed to the timeframe of the journey and paid you to take that journey. Because once they start the journey, that's when they start to fail. But now they've paid you to fail and have agreed to keep failing with you by their side until that designated time, until they create the result they want, until that six months is up, that year is up.

And so, that's super-important. I would actually say that's kind of a fourth thing. The consult is really valuable and that's why you don't want to coach. I would say the fourth thing, why you don't want to coach on it is because

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you want them to not start that failure journey until they've bought all the way in.

And the last thing I will say is that it's really important also that they've bought in and that you don't start coaching them until they've actually physically paid because what they're agreeing to when they pay you is coaching, even if they don't like it. They've agreed to hear the hard thing.

Coaching before someone pays is advice at best and your client's going to take that with a grain of salt because they've no investment in it. and then, on the flipside of that, because they have no investment in it and you have no investment in it, if you are coaching them on a consult, you're most likely going to water it down because you haven't been officially given that permission to say the hard thing and you're still trying to get that buy in, so you don't want to scare the client off or make them mad because they haven't agreed to be coached hard and to hear the hard thing and they're not in that capacity and there is a point in the consult where you could risk the relationship in a way that isn't helpful.

So, these are the reasons that you don't offer free coaching calls unless you just practice coaching. I did that in the beginning of my journey. I practiced with 10 people for six weeks for free and, so that's great. But not free coaching on consults and why you don't coach on consults. You're giving them the opposite experience of what they need to feel excitement and hope and capable and then have that comfort to buy. And you're starting them on the journey towards failure too soon.

So, people won't buy from you when you're coaching them in what's supposed to be a sales conversation. This is so important because think that, in order for people to want to buy from us, they have to have a taste of coaching. And it's really the opposite.

People will buy from you when they know it's a sales conversation. They know they're in a sales conversation, and in that conversation, instead of solving the problem, you explain their problem better than they understand

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it themselves and then offer a clear, simple, doable solution, so it's not ambiguous.

People will buy from you when they know it's a sales conversation and you can explain their problem better than they understand it themselves and you offer them a clear, simple, doable solution. In 2K, I teach my students a five-step process. We break down exactly what they're doing in each moment of a consult, how much time should be spend on each step of the process, where things can go wrong, and how to fix them.

So, if you're not signing clients on consults, it's because one or more of the things I'm about to tell you, one or more of the things from these five things that you're doing on a consult did not land with your client. It's the only reason that people do not buy. So, here are the five things. And then we're going to break them down.

So, number one, you're figuring out their problem. That's the first thing you're doing on a consult. Then number two, you're creating a solution for them. Number three, you're establishing the value of that solution to them in their eyes. What's it valued at for them?

Number four, you're clearing up any confusion and finding out what objections in their mind they might have. Not to working with you, but to the process that you've talked about. And then, number five, you're helping them make a decision. So, that's all you're doing when you're on a consult; figuring out people's problems, creating solutions, establishing the value of that solution to them, clearing up any confusion they have about the process, and helping them make a decision.

So, let's break that down. So, figuring out your client's problem. That starts the moment you get on the phone or the Zoom with them. And what you need to know about this is that they give you clues in the things they say, the things they do, the way they respond, what they say, what they don't say. And what you as a coach need to be doing most of the time on your consults is listening.

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Most coaches who fear consults fear them because they're telling themselves that they don't know what to say. Like, they're on a consult in their head thinking about what to say next, all while they should be listening.

Consults are not – you don't have to stress about what to do on a consult because most of what you're doing is listening. You're letting somebody else talk. It's like a doctor's appointment. The patient does most of the talking. The doctor asks some pointed questions, runs them through a series of tests, and at the very end of the conversation, diagnoses the problem and explains the medication the client needs or what they prescribe for them to solve this medical issue, and then sends them on their way.

But if you think about, if you've been to the doctor recently, you don't get that diagnosis and you don't get the solution and what you need to do until the very end. You do most of the talking and most of the answering and filling in the gaps for the doctor.

So, your job as a coach is to get as much information from your client as you can so that the solution to their problem becomes obvious. And this is where you have to be willing to be bad, to do it wrong and to learn from experience.

Diagnosing is an art. Even doctors misdiagnose. They do the best they can with the information they have. But the body has some mystery, at least in my experience.

I'll give you an example with my dog and my sister's dog. It's a really sad story. But it happened years ago, so we've all moved beyond it. There was a time when my sister's dog, she had a boy dog, and I have a boy dog Bear. And they were both really sick and they had the exact same symptoms. And they both went into the vet multiple times. They had multiple tests done.

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And what they thought with my dog Bear was that he had cancer. They even did a scan. They showed me the outlining of a mass. They were like, his whole stomach is a mass, which is very strange. But his blood tests were coming back with different stories, and so they sent me to two different vets, and two different vets were very confused.

And then my sister's dog was having the same symptoms and they thought he had food allergies, and so they put him on a different food and his symptoms persisted. And it ended up being around the same – within a two-week period, we found out that my sister's dog is the one that actually had cancer and my dog is the one that actually had food allergies. It was the craziest thing.

And these doctors were not incompetent. But the tests were, for both dogs, kind of all over the place and it was like, it could be this but this leads me to tell me it's this. And they ended up ultimately figuring it out and narrowing it down. But figuring out which tests to take and how much money we wanted to spend on the testing and all of that was like a whole ordeal.

And we've also had a family member in Neil and I's family who had been sick for a really long time and had a lot of different symptoms that ranged from a lot of different things, and was a pretty healthy person, so it didn't make sense to have all these symptoms. And after over a year of testing and going to specialists in different cities and all over the place, they figured out that allergies were causing a big part of the problem but they weren't presenting that way.

So, I just say these couple of examples to say that even the best doctors in medicine, they work with what the body is telling them. But sometimes, what the body is telling them doesn't make sense and, obviously I don't have a medical degree, but I can see those two, my experience as a client of those two situations to say that you have to have a lot of grace for yourself as a coach when you're doing the same thing with the mind.

And if you're on a consult and you're trying to figure out the problem and what the solution is, it is an art to getting very quick at that and to get very

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lasered at that, and even then, there will always be error that can occur and things that can not go perfectly. So, you have to be willing to be bad and to get better and better and better and more and more lasered in on your quote unquote diagnoses of what the problem is.

And what I find is coaches want to get on the phone and they want to knock it out of the park on the first try. And what they actually find is they struggle to figure out what the client's problem is and how to explain the solution simply and clearly. Like, "Oh, I'm not a doctor that's had 20 years' experience in this. I'm not a coach with 20 years of experience in that."

So, they struggle to get to the heart of the problem. They struggle to get the clients to open up and be vulnerable enough to say the things, like the real things that are actually going on that they're really thinking. And then it's really hard to diagnose.

It's like my sister always says that people who come into her hospital who are sick, she's like, "It would be so much easier if they wouldn't lie about their drug use," for example, right? So, the same is true for coaching. It's much easier for me to know how to help a client when I know they haven't made an offer in six weeks and what they're actually doing with their time, and the brutal truth of what they have going on in their mind.

So, there's this art of listening and knowing how to diagnose and then also creating that trust to get the truth. That is everything, to know what to ask and when to ask it, to get curious about the right things, this all takes experience and practice. And I see a lot of people have mis-expectations in their mind about this. They think they're just going to be experts on the first try.

So, in 2K, we really break down this process. I give my students two methods of extracting information from their consult, getting as much intake as possible, and then what they find out is that the art starts when you start doing it. You do a consult and you evaluate and you learn from every conversation you have with the client. The consultation code was also created with this process in mind.

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So, my students can learn from 50 other students' consults and what happened in these steps so that you can get as familiar as possible with what to expect and how to handle it.

And when you do know exactly what their problem is, the skill you want to develop next is explaining that simply, clearly, and doably. I don't think doably is actually a word, but I have coined it as a word. So, it isn't enough for you to know what the problem is. But the person who knows nothing about coaching, they have to understand it too.

So, I was recently coaching a student on this in 2K on one of our live coaching calls. We ended up having a call mostly about consults. And the coach came and we broke down her consults and I had her tell me what the client's problem was and what she thought the solution was. And I could tell, based on how she explained the solution to me and how she explained her problem to me that the problem was not terribly specific, so naturally the solution wasn't terribly specific either.

She had a hunch, and it was the same hunch I had, of what was happening with this client. But it was in a broad sense. And when you only have a broad sense, you then sell your client a broad solution and give so much opportunity for them to say, "That's not it," and negate or argue it or dismiss it completely.

Like, if it doesn't land as this, like, "Oh my god, this is my problem. And this is the solution I have been missing. If it doesn't land as that type of moment, if it lands more like, "I mean, that could be it. I could see that. I mean, I don't think that's all of it." If it lands like that, you are not getting the sale. Even if you're only charging \$97, right?

Sidenote, this is why I never suggest lowering your prices when a client says, "No, I can't afford it," as the solution. It's the wrong problem to solve. No one can afford, "I mean, maybe this could work, but probably won't," even if it's \$19.99. Otherwise, we would own every infomercial product ever.

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No one cares if you cut the price of a product that doesn't work. That doesn't magically inspire them to throw money at you. No one cares if you cut the price of a product that doesn't work. Cutting the price of a product that doesn't work doesn't magically inspire them to throw money at you.

So, getting specific, offering a clear solution is vital to making a sale. Now, it can't just be a clear solution. It also has to be a doable solution. Doable in their mind to where they are right now that isn't a huge leap from who they are now.

So, you can't tell someone on your second step of the consult who has diabetes who is 100 pounds overweight that eats dessert with every meal and consumes mostly high carbs that the first order of business is no sugar, no flour. You can't tell the spouse that's been cheated on that the solution is forgive and connect and find the spark in your marriage again. It's too big a leap.

It's not doable from where they are. It's clear. It's simple. But it's not doable. There are some missing pieces. Like first, we're not going to change anything about your diet. Nothing. We're just going to have you write down what you eat and when you eat it.

Or, maybe even before that, we're just going to start meeting once a week and talking about you, how you're feeling, how you're doing. We can talk about food if you want, but we're just going to start talking.

And then, we'll head into processing some emotions that you're having in your life. Again, we're just going to keep eating what you're eating. And then, we might decide to make new food choices based on what you want to be eating only.

And so, first, before we do that, we're going to really break up and differentiate the food you're eating because you want to with the food that you're eating because your body is urging you to that you don't really want to eat, that you're eating just because you can't control an urge.

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You're going to figure out, where are they? Who are they? And what are the first tiny steps to getting them there? Delivering a clear, simple, doable solution, that is a key on consults to getting your client to the place of, "I can see me doing that." That's your job in this step. And step two is getting them to, "I can see me doing that from where I am right now."

Now, once you start talking about the process of making change, when people are starting to think about making change, here's what most people do when they're focusing on creating change and creating results. They focus on what they have to give up in order to do something.

So, "I have to give up sugar to lose weight. I have to give up time with my family to build a business." They focus on the pain they will go through, "I will be deprived. I will miss out." This is why all humans don't actually do the things they want to do and live the life they want to live. You have to tap them into what they will gain, why it will be worth it, who they will be forever after they change their habits and change their brain to create something new in their life.

People do not buy pain. They buy results. So, they will have to be tapped into those and the impact those results will have and the value they will gain. So, that's step three. You have to establish the value of the solution to them in their life.

If clients don't but, most often it's because they didn't get to this place before making the decision; thinking about what they can gain instead of what they're giving up, what they're going to lose, thinking about what they will have and how they will feel when they have it, versus how they're going to feel when they're working towards it.

This is so important. It's like the smallest little shift and it happens while you're explaining the solution and it happens when you're explaining the solution. And we even – I teach in the 2K process of creating a moment where this happens, kind of in the solution. And then also you take a moment to actually address it with the client. You have to establish the value of that solution.

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And then, after you do that, you have to figure out any confusion that your client might have. This is another thing that keeps them from buying. It's confusion. A confused mind says no. So, when you're selling, you must clear up confusion about the clients' problem, about the process to create the solution, about anything you have said and what it means about what they might be thinking it will take versus what it's actually going to take.

I call these thought errors, when they think that they will have to feel deprived forever to lose weight. That's a thought error. What if you could lose weight and not feel deprived forever and actually feel happy and fulfilled and satisfied? Or maybe they think that you've told them that their marriage issues are just made up in their head and that if they say mantras, they will magically change another human being, right? They clearly misunderstood something you said during the consult, right?

Or they might misunderstand and think that you're telling them it's all their fault and they're wrong as a person, right? When they don't feel clear, if they don't think something applies directly to them, will work for them, their confused mind says no.

And really, I think this is the second place that 99% of nos happen, is with lack of clarity. So, you have to take time to clean things up before you talk about money, to find out what they understand from the conversation, what they understand about that process it's going to take to create the results.

You've listened to them and then you've mirrored back to them their problem and their solution, and then you have to spend time taking time hearing when you gave them the problem and the solution, what they understood from that. You have to take time to figure out what they took from that and where they are and aren't clear.

I would say, of what you say, your client might absorb 20% of that. So, before you talk about money, you have to figure out, what's the 80% that they missed that there might be some vital things within that 80% that will keep them having desire to want to get coaching and to want to say yes and pay for coaching.

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So, that's really step four, is figuring out where they aren't clear. And then the fifth step is helping them make a decision. And helping them make a decision doesn't mean convincing them to say yes to pay you. It means helping them see what a future-focused result-focused decision would look like, to give them the opportunity to become who they want to be now, which is the only way they will create the results they want. They have to make decisions as the person who already has the result they want.

And then sometimes, that decision that you're helping your client make has real people involved in making that decision that aren't on the call. And sometimes, that decision – well, all the time – that decision requires real life money.

And there are also times when someone's mind isn't ready to make a decision and when other avenues of mental health are a better option. So, our job is to help our client decide first what they want, if it's something they can get for themselves, meaning they have total agency over making the decision, and then cover any potential circumstances that might get in the way or talk through any additional conversations that they need to have with other decision-makers in their life. And to have that conversation on the consult.

Because if the client is left to navigate this conversation on their own, they will most often navigate it with their fear-based brain, with missing information, with misunderstanding, and most often just not in their highest power and clearest mind.

I like to think that our final step of the consult, our job here, is to equip them with the best possible information to make the best possible decision for themselves. We have to be highly skilled at navigating conversations about money and decisions that involve other people.

Now, if you do these five things, here is what will happen for the client. They will finally understand what's happening with them and why they have the results they have. They may even understand why what they have tried in the past hasn't worked. And they will know very clearly what they need to

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do to create the result they want and feel empowered and capable of doing it. And they will also understand the work that will be involved and why they will need support with that work and the importance of creating this result for themselves and the other people in their lives.

They will really become aware of the importance to them to start taking action towards this result now, why it matters to them. And they will have unwound anything in their mind that's keeping them from taking action and from making a decision. And they will have power and agency to make the decision for themselves. Or to have a powerful conversation with their partner to advocate for themselves for what they really want.

And in the very small percentage of cases where coaching or your coaching truly isn't the best decision for your client, they will understand what their next steps are to move towards that result. So, for example, when someone has been through extreme trauma and needs possibly a trauma specialist coach or a therapist and that isn't what you offer – like maybe you're a general life coach and you get someone on the phone and then you find out the reason they wanted to talk to you is they have this heavy stuff going on, but that's not really your specialty and you don't feel comfortable or confident that you can help them, you can still serve them to your highest ability on that consult and your level of service can be the reason they go out and seek that trauma-informed life coach or therapist.

But either way, the client leaves informed at the highest level, which is incredibly valuable. The client gets value. You don't solve their problem. You inform them at the highest level and they leave transformed from that. And then, the work begins for them.

So, I have some homework for you. I want you to think about everything you're doing on consults that isn't this. I'm actually working on a webinar about this. Because I know a lot of y'all are doing other things besides these five things that you need to be doing. So, I really want you to investigate that for yourself.

Ep #108: Five Things You're Doing on Consults (And Why Coaching Isn't One of Them)

If you are doing anything other than figuring out their problem, creating and giving them a clear, simple, doable solution, helping them establish the value of that solution to them, clearing up any confusion about the process and helping them make a decision.

If you're not doing those five things, what are you doing? I want you to figure that out for yourself. Really investigate this, okay. That's your homework. And, of course, join 2K for 2K. I cannot stress it enough. Understanding this process in your mind from a place of mastery will help you sell anything to anyone. It will help inform your copy, your webinars, every interaction you have with other humans as a coach. It will make you so much money.

And I really set you up for success. We have an entire module dedicated to breaking down this five-step process. We break down every step in its own classroom. You have a workbook to walk you through becoming proficient and delivering this experience to your clients, to become natural at it. You learn to evaluate your mistakes and own them. You learn how to do all of this from a clean place without inputting your own motives and your own beliefs in the conversation. And you learn how to calm your brain when you're on a consult so that you can think clearly and deliver this process at the highest level.

And there's no ambiguity. You learn exactly what you need to be doing in every step with each of these steps, exactly what you need to be doing and how long you need to be spending in each step and how to transition from one step to the next to where your client feels like it's not a doctor's visit but a natural conversation with warmth and depth and compassion and humor, really with humanity.

And we take an entire module broken down into eight classrooms just on overcoming objections and helping people make decisions and talking people through money decisions. Not talking people into money decisions, but through money decisions, through the discomfort of money conversations, right?

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You don't have to do it alone just like your clients don't have to do it alone. And the sooner you master having this conversation and the boundaries of this conversation, the sooner you will make money.

Okay, I will see you next week. Have a beautiful one. Enjoy.

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Coua: Hello, my name is Coua Xiong. I sell general life coaching and I have made my 2K back. Yay. And I want to share today with you how I was able to do that. So, I was able to do that through networking. And a portion of it came from networking in person, before COVID, and a portion came after COVID hit and I was networking online.

So, \$900 of it came because I decided to meet with someone face to face, someone I didn't know. And I was just open to building a relationship with her. I initially met her in January. And after our meeting, I didn't hear from her again until March, until COVID hit.

She reached back out to me and said, "Coua, I need your help. I think some of my people that work for me could really use some life coaching right now." And so, her and I, we set up an agreement and she paid me \$800 to coach some people, and then one of those people wanted a one-off session, which I charge \$100 for. So, that was how I made my first dollars as a life coach, just by going out to meet this random person that I didn't know.

The rest of the 2K comes from networking online. I signed my first client, and that's how I was able to make the rest of the 2K back. So, what I did was I started networking. And by networking, I just mean I started showing up and I started showing up in one particular group. And this group has nothing to do with life coaching.

I started showing up in a home décor group. I love home décor. So I had a rule for myself. I would only post in groups that I actually wanted to add value in. and because I love home décor so much, it was really easy for me to add value in that group.

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My first post was basically an introduction of me, who I was, why I love home stuff. And my first client, she saw that post and she reached out to me because I said I am a life coach. And from there, we spoke, we booked a consultation, and she became my client and I made my 2K back.

So, three pieces of advice that I would give to someone that is trying to make their 2K back. Number one, be open to how it can happen. I know for myself, I'm the type of person that likes to see the path. And I typically think the path is like this. It's just this narrow path that can only happen in this single way. But that's just not how it works at all. You can make your 2K back in so many different ways.

The second piece of advice that I would give you is to learn to process your emotions. Stacey talks about this a lot. She even has a podcast about processing your emotions. I am a feeler, and by that I mean at first I was a resister of feelings. But it was because I was able to break through, to learn how to process my feelings, that I really was able to sign that first client to push me through and make my full 2K back.

And the third piece of advice that I would give you is to love where you are right now. Stacey says, if you don't think that life is good right here right now, there's no way that over there can be better. And I heard her say that so many times, like that was ingrained in my head.

So, something that I practice deeply is just really learning how to love where I am right now. And loving where I am right now had a lot to do with feeling sufficiency, like now. So, if you do those three things, those three things, that will help you make your 2K back.

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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.

[Make Money as a Life Coach](#)®, a podcast with Stacey Boehman