

Ep #227: Things to Know About Me



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.

Hey coaches, welcome to episode 227. Today I thought we would do kind of a fun, interesting, maybe useful episode around things that you may not know about me that I think would be important for you to know about me. If you work with me, if you just listen to this podcast and you want to use the concepts and the ideas and the thoughts that I give you to grow your own mindset and to make money.

So whether you're a current client, future client or just a long time podcast listener, I don't know if you've ever seen that post on social media where people will say, "I've added a bunch of followers, let me just let you know about me and give you a quick rundown kind of thing." I was just thinking about that and I thought I would do something like that but for the podcast. So if you just found me and you just started listening or maybe you've been listening for a while but you haven't followed my full journey.

And you don't know all of the context, of all of my journey and the things that play into it, you could hear episodes. Especially the last one on subtle signs of wealth, you could hear those episodes, you could see concepts like that and think I'm totally out of touch and I have no clue and have lots of assumptions.

And my producer, my video producer, he's actually won two Emmys for storytelling for a documentary where he went and knocked on people's doors and asked them about their story. And told stories of people all across the country. But he always tells me that the human mind is trained to think in stories and take information in, in stories. And if they are missing any information, if there's any gaps, our brain will just fill it in on what we think the answer is.

And what I know about our brains leans mostly negative and it's always looking for the danger. So the things that are out to get us. So we tend to look at the world and fill in gaps with negative bias. And I've seen that

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happen. I've seen that happen in the past with past clients. I've seen it happen with people online on our Facebook Ads, not so much on our Instagram, but on our Facebook Ads for sure, especially with people who have no idea who I am. I've seen it in our podcast reviews.

And I've also just had people send me and my team stuff that people have said about us on the internet. And I genuinely think that people are just missing information. They're just missing gaps and their brain is filling it in with a negative bias. And so I thought today would be a fun way to accomplish a couple of things. I wanted to tell you things that you just may not know about me that might be helpful for you. I'm going to save some of those for the end, that just might be helpful for you to hear someone at my level say, this happens to me and to use for you.

And then to also fill in some gaps so you might understand the sub context or the subconscious beliefs I think that go into some of the things I say that if you didn't know my back story or you didn't know certain things about me that it might be hard to really understand where I'm coming from. So I just kind of compiled a list of things I think maybe people get wrong about me, whatever, let's just dive in, or that might be helpful to just understand how I coach and how I teach.

So the biggest thing that you have to know about me that you may not know about me but you probably do, so we'll just start with the one you probably do is that I used to sell infomercial products in department stores all across the country. I have always been in sales. I was in retail sales, in fashion and then 'fashion's' in air quotes, guys. I'll talk about that in a minute. And then I sold cell phones for AT&T for a really long time. I was really good at it. I remember when the Razer came out and the Blackberry was a big thing.

And then I remember when the iPhone came out and everyone hated it at first which is so insane to think about. But I sold cell phones and then I was an actress. I graduated with a theater degree and a Spanish degree. That's something else you might not know about me. I don't speak Spanish as

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well anymore. But I'm an avid salsa, and merengue and bachata dancer. And I can even do a little bit of cha cha. But I really, really am just in love with Hispanic culture and history.

And I always think in another life I might have been Hispanic. But I'm not super interested in US history but for whatever reason I'm really interested in the Spanish avant-garde period and the history of Cuba and Fidel Castro and General Batista. And anyways I have lots of interesting things about that. But I went to school for theater and Spanish. And then I moved to Atlanta to be an actress. And I got some parts and then I applied on a Craigslist ad to be a live infomercial host. And you had to audition, I auditioned with 50 other people and I got the part.

And predominantly I always think back to the interview. You had to audition and then you had to do an interview and I think they loved me because I used to work for Radio Disney. I was a personality. Radio Disney will do corporate events and they'll have DJs come out and you play games with kids and stuff, so banks will have an event at their bank and they'll bring out Radio Disney. Anyways, so they were really into the fact that I used to work for Radio Disney. They just found that to be an outgoing personality, something that they were looking for.

But when I pitched, when I was a pitch artist when I was doing infomercials across the country, they hired actors. So I got to work with some of the coolest actors and personalities and just artistic energies. And it was really a fun job for a really long time for someone that was super young. And I just happened to be really, really, really good at it. I was, actually I was telling this story recently to someone.

If you're a Seinfeld fan and you remember, there was a character on Seinfeld called The Communist. He was Elaine's boyfriend for maybe an episode or two. But he made a huge splash and everyone knows him as The Communist. And it was Todd Kimsey, and he was my trainer. And he taught me how to do the ShamWow infomercial. But the reason that's important to you and I'm thinking a lot about this, is everything I teach, I

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learned so much when I was doing that. We sold knives. We sold slicers. I sold a lifetime guaranteed lint roller called the Mr. Sticky.

I sold microfiber mops. I mean we did everything. We had a little chopper and we would make salsa and pass it around to the audience. Everything I did, it really taught me about the psychology of why people buy and what it takes to engage someone for a certain amount of time, and specifically what it takes to sell someone something that they had no intention of buying. How to create desire and need and urgency to get something right away that was completely unplanned. And also the most painful part of the job was that you got super direct feedback immediately.

You would literally have a thought that would create an energy or a behavior that would show up in your show. And then you would get immediate feedback from the audience. So I just recently was telling someone, maybe some clients that it's more important to, even if you're having a bad day or you're struggling and you're low energy or you're really in your head, or whatever. It's always better to be at the energy that you are versus try to pretend to be positive because people can feel that. They know there's an incongruency and they don't know what that is.

And again we fill the gaps with our own thoughts and so I might be feeling sick and I would walk up to my audience for my show and then I would try to be positive for them and they would literally, can you imagine if you walk up to greet 20 people. And they immediately walk off all of them at the same time and leave you standing alone. And you don't even get to do your show. That would happen to me so often. It happened to everyone but it was the worst feeling ever. Or if you were in the middle of a show and everybody just walks off.

You're still talking and they just completely, everyone turns around and leaves. It would be something I did, something that happened in my brain in my body that then showed up into the world, into their little space that we were all sharing. And then they would have to translate that to what they thought that that meant for them. And what I found is even if it was like I

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just have a cold and I have low energy but I tried to pretend what they would interpret that is she's trying to be sales, she's trying to get one over on me. She's dishonest.

And so I learned from a very early time on, I have to go be 100% me even if that's not as chipper as I think I should be because authenticity comes off as honesty. And so I just learned a ton about how people engage with being sold to in real time and got real time human feedback that really served me in the way that I teach sales. Whether you join 2K for 2K or 200K Mastermind, none of the things I teach are gimmicky or tacticky. I don't believe in one size fits all for overcoming objections or having a discussion around money.

I don't believe in sales scripts, but mostly because if it's not authentic to you, it's going to read something to the person on the other end of the conversation and they're going to fill that something in with a negative bias and use that against you. And so the way that I teach everything I share comes from just all of the seven years. I would do 7 to 10 shows a day, week after week after week for 12 different products all over the country. I mean I went to military bases.

I went to, I mean just everywhere, all over the country, all the way up to Whidbey Island near Canada. And all the way down to the very, very, very tip of Florida. And across both continents, I would do BJ's Membership stores on the East Coast and then Ralph's on the West Coast, everywhere. And then I started working in Walmarts at the end of my career and that taught me a whole other level about the human experience.

So I thought that would be just useful to know that everything I teach and everything I tell you all is a different lens than I think most marketers and most coaches and just most people, it's different than the way they think. Because I'm just so immersed and thinking about how this will impact the person you're selling to, how it will read to them, what it will create as an experience for them. And what either challenges or support that will create

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in them getting what they want. I'm always just thinking about how they think.

And also something else you might not know about me, is I really love to buy things. I'm the easiest sale. I'm not super judgmental when people sell me things. I'm always coming in with a positive bias. I will even help people sell me better. I will even in a conversation be like, "This is not what's working for me. This is what I really need to hear to buy or this is what needs to happen." I'm a great buyer. That's what I should say. I'm a great salesperson. I'm a great buyer.

And so with those two combined I've created content, I've created tools, I've created entire programs to help you make money by really helping you have the best relationship you could with your future or your current buyer. So that's always the way that I'm thinking. When I teach you things mostly I'm thinking about your clients, unless I'm teaching you something directly about your mindset. But when it comes to selling or anything that would be client facing, I'm thinking not about you but about the person that you are talking to or selling to.

And one of the best programs or courses I ever created was something called higher converting consults, and it's free inside 2K for 2K. But I break down 14 of the biggest consult mistakes that people make. And what I love about that, it's a really needy course, but it's a three hour class that I did. But I talk about the mistake you make and then how the client experiences it, how it shows up for them and then what you need to do to fix it and why you do it and how to bridge the gap from why you're doing it now to how you need to do it. And then what the effect will be on your client.

But again, it's just always thinking of the psychology of selling mops in Walmart. So that might be the first thing that you should just know about me.

So the second thing and some of these will be short, some of them will be longer. But the second thing is I brag. I say bold things about myself. I have really high self-confidence. And what I have found is that this triggers a lot

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of people, especially women, which is so interesting to me. But here's what you need to know is I'm going to keep talking highly of myself because I've been joking that I think it's really 1980 to not. Aren't we just over women playing small, being small, and then trying to compete with women or put other women down or anything like that, just isn't that 1980?

I think you can love yourself and talk really highly of yourself and still not think that you are better than other people and not be coming from a place of ego but truly from a place of love and humbleness. You can come from a really great place and just have high self-confidence. But when people don't have high self-confidence I think what happens is you can read that and think that someone is too into themselves or not being humble or being really high in their ego.

But only because, and this used to be me too, only because you have never experienced what it's like for you to be coming from deep love and deep self-confidence in yourself. Then it's just really hard to imagine that it could be coming from a positive place. And one of the things that I think about bragging or saying bold things about myself or having high self-confidence. One of the things I think is it's the greatest act of kindness that I give myself. And something else you might not know about me is I've spent a lifetime saying negative things to myself and hearing negative things about myself.

I grew up being told I wasn't a good person, that I was selfish, that I was irresponsible, that I was bratty. I grew up being made fun of. I tell my husband stories about my childhood and he always says it's a miracle that I've ended up here, and that's coaching my friends. That's how I ended up here. It's why I believe so deeply in life coaching. So, yes, when you hear me say something awesome about myself just know that that took a lot of work, years and years of coaching. And that is the example of me living in the miracle of coaching.

On that note, something you should also know about me is I never want you to use something I say lovingly about myself to say something unloving

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about yourself to you. So don't use something I say coming from love for myself, don't receive that and use that to say something unloving about yourself. I have had clients over the years, torture themselves with compare and despair about me. They'll post their thoughts about me in our groups. And they will be having such a war in their own mind, using me to just despair themselves and I hate it. It hurts my whole heart.

I even have friends and family who will use how I dress, because I tend to dress really nice when I go places. They will use that or the way that my house is maintained against themselves to feel bad about themselves and it really does, it just breaks my heart. Me living my life to its fullest is never with the intention to make anyone else seem smaller. I truly hate that. I only ever intend for you to use myself in general or just anything I say or any accomplishment that I have, like me making \$10 million, anything. I only want you to use anything for you.

Now, sometimes using coaching for you still hurts and it's triggering but I never ever want you to use me for you to feel small. I just want you to know I get zero pleasure out of that. It really does feel quite the opposite to me if I ever see anyone do it. Even the people who are hating on me online, I just feel terrible for them because I know how miserable it can be to ruminate on someone you don't like or someone that triggers you or someone that you think is better than you or is having results that you think you should have and they shouldn't have.

Just all of the compare and despair thoughts are so painful. So I genuinely, I'm not someone and I know there are big people in the industry that you see will go after their haters and they kind of love it and it fuels them to be hated and they get really sassy about it and they love it. And I'm not even saying that's wrong. It's just not my personality. It's not me. I feel mortified if someone says something negative and terrible about me or feels negative and terrible about themselves that I've said. That's the lens I have to work through is it deeply does affect me and there's no part of me that has a hater and feels pleasure about that, uses that to feel super successful.

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I've had clients that have posted that in 2K years ago, I remember. They would be like, "Oh my God, I have my first hater." And they would use that to tell themselves they were being successful. And I just always thought that was really weird. I guess if it makes you feel better about having a hater, great, but I just always would tell them, "I would look at the thoughts that make racking up haters feel good to you, just look at that." It could be a self-protective mechanism but I just for me personally, that is not something I enjoy. I don't really get pleasure in that.

Compare and despair, you should also know when it comes to me in general, compare and despair is not a game I play. I spent a year in my Million Dollar Mentoring, what was that, 2018/2019. I think it was the first year I did Million Dollar Mentoring with my coach and a group of other people scaling to a million.

I spent that whole year feeling super inadequate and comparing myself to all of the other students and then comparing the coaching I would get to all the other students which was mostly that I needed to slow down and they were all good to go forward and move fast to make a lot of money. And I made that mean really awful things about me, that my coach didn't like me, she didn't want me to succeed, that I was inadequate, I wasn't good enough. She didn't see success in me.

I made it mean a lot of awful things and so I spent the whole year feeling really miserable and I realized how un-useful it was to me but also how untrue it was at the end of the year. I really got it and I just stopped doing it. I just vowed, I don't want to do that anymore. So I'm just never racing you or anyone else. I'm not competing with you or anyone else. I was thinking about this the other day, I think it's just important to know, here's what I personally have going on in my background, in my life.

I'm running an eight figure business and trying to triple that, trying to create hypergrowth and accomplish new goals. I'm also trying to navigate being a new mom and running a business and that major identity shift that comes with it. Maybe in my brain sometimes I tell myself it would be easier to have

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already been a mom and have the business grow with me instead of putting a child into an eight figure business. I'm sure that's not true. So for everyone listening, don't use that against me. I'm sure that's not true.

But I'm trying to navigate that massive identity shift of I used to just get to choose my own schedule and do all my own things and be totally self-absorbed in a way that you can be when you're not a parent. And now I have a child. And so I have that going on. And then I'm trying to soak up so much of my baby and create these amazing memories of my family. And then on top of all of those things I am also still somewhat battling postpartum anxiety.

I'm trying to get my brain back and just my normal emotional regulation happening. And so I don't have anything left over for anything else beyond those things. So I stay in my lane because I'm already at capacity with those four things. I couldn't look at what someone else is doing in their lane even if I wanted to. But I don't because it also then has me living out of how I want to live and the desires I have and what's important to me. I think often if I wanted to 'keep up and compete', I'd have to give up working three days a week and I just don't want to do that.

And I think I have said this before but I'll say it again, I have spent my whole life looking for the family I've created now. And it really is my first priority no matter what anyone says about me online. I have more money than I can spend. So my goals are now not about a money obsession but about blowing my self-concept wide open and helping my clients do the same and being an example of what's possible. And I just know the journey of creating a \$30 million business no matter how long it takes me.

It's going to take me a little longer than I thought, but doing that, the person I know I'm going to become in taking on that challenge, I for me, that's what I'm here for and also the money is fucking amazing. I would be lying if I didn't say that. I have big money goals too for generational wealth and for my child and all of that. But I promise you, when you have more money in your account than you can spend there have to be much meatier reasons

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why you do what you do. It can't be just trying to scoop up all the money before it runs out. My goals are really about that.

And I don't need to be anyone there or rush to catch up to anyone. I really truly only want it the way that I want it. And that's the way I want to get there.

Another thing that I think might be important to know about me. I've seen this kind of used against me in one end of the spectrum and the other, very opposing ways. I give myself and The Life Coach School and my coach, Brooke, equal credit for my success. I really believe they brought their A game and I brought mine. I think it's a miracle I found the school and a miracle I showed up and got the transformation for myself.

I just have gotten a lot of comments over the years about how I either give the school and my coach, Brooke, too much credit and I'm not giving myself enough credit and I'm delegating out my success to them in a negative way or I'm not giving them enough credit. And I was thinking about how does this happen? And I think that if you take the singular things I say and use them in an all or nothing way it could seem that way. But for me, I give so much credit to both of us that it's just my truth. It is my truth.

And I think because of that, the full belief I live in every day, I don't always talk about both at the same time or I'm not actively thinking, I have to be giving both of us credit. That's just not what's happening. I don't think that my pride for myself negates the appreciation I have for the school or my coach or any of my coaches ever. Or this is often what gets said is that I'm not giving myself credit if I give my coach credit. And so regardless of what anyone's thoughts are about the remarks I make I feel so abundant in this area.

And I'm okay if people think whatever they want to think, but I just have so much credit, love and gratitude to both of us. It just feels inherent and I will never forget that. I will never forget, we go on walks my husband and I, we go on walks and we just relentlessly talk about how we met and where I

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was and just every little thing along the way that got me here. And I don't feel like I misunderstand any of it.

Something else that gets misunderstood and I really only see my haters say this, but I will clear it up here so that you don't become one in the future. But my haters like to detract from my success by saying I'm only successful because the school markets me and has marketed me so much. And then they get extra mad when I say that The Life Coach School isn't my client funnel. When I teach that to my students to not let whatever school you got certified with or whatever coach you're working with. If they're a multimillionaire and they have a huge community, don't let that be your client funnel.

People think I'm teaching, I am not practicing what I preach, that I'm teaching something but not doing the thing I'm teaching. And so it really enrages people who want to discount my success or find something wrong with the way that I teach and coach. And I've only even ever talked about this in the context of teaching business coaches who also want to coach coaches, how to succeed. But I do feel really strongly about this. So this is what I tell business coaches who want to coach coaches. If you're a coach who wants to coach other coaches there is a whole industry for that.

I just say my coaching school or other coach's communities are not my client funnel. And what I mean by that as there's no intention behind my actions that leads me to trying to use it in that way. It doesn't mean I don't get clients from the school or from working with coaches who have big communities. For the school, I'm the second highest earner for now. I know some of you all are coming for me and I'm okay with it. Again, I'm just not trying to keep my second place status or take first place status in any way.

But I'm the second highest current earner for the school and I am a business coach for coaches which is what I've wanted to do since before people thought it was an 'easy niche' to sell. And I remember telling my coach that I wanted to teach life coaches how to sell during coach training before I even knew that would be successful. I knew very little about the

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industry. I just knew I could be good at it. And I remember, she told me to go out and sell coaching first so that I would be teaching from experience and not theory, and I did.

I sold hundreds of thousands of dollars of general life coaching before niching to teach life coaches how to sell. And for the longest time, I was just the only one doing really well. So I do think there's an element of luck/really great opportunity of being in early in that community. And then because I added so much value to the school in the content that I've created and the way that I teach I do continuously get asked to teach and to speak for them. And because I literally feel like I owe my life to them and to them being taught the model and having opportunities to learn about business I always say yes.

Doesn't matter how much work it will be, doesn't matter, the inconvenience. I will do a lot, I will move a lot of mountains, including flying 35 weeks pregnant to speak. I will do that. And so those things do get me clients, of course. My reputation and the word of mouth that goes to the school about me creates so much business for me. I'm not doing that. I'm not asking people to talk about me in an amazing way. I'm not asking people to go out and tell everyone they meet, "You've got to join 2K for 2K or you've got to get the 200K Mastermind." I'm not asking them to do that, they just do, because I tend to over-deliver in a really big way.

In my containers, people make a lot of money, they're having a lot of success with me, so that happens. And because I've been such an example of what's possible in the school, especially because I came from literally nothing, people want to learn from me. And I do give myself a lot of credit here. My biggest transformation and growth when I look at beginning to end of my business was when I joined Million Dollar Mentoring. And I credit that to me listening to every single thing my coach said to me. So she gave me stellar freaking business advice and then I took it.

Even when I disagreed or I didn't understand or I was scared, I worked really hard to understand and agree and try it until I got the results. I just

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kept going until I got the results and then I would decide whether I wanted to keep doing that or not. And I always did because then I understood and I was getting results and I could see clearly what perspective the advice was coming from. And I just don't see a lot of people willing to do that on a constant basis. And I think that that's really when my reputation at the school started growing.

I went on this huge hero's journey and my peers and my colleagues saw it. They witnessed me transform and that created a level of respect which then led to more clients. But I tell my clients who are wanting to be coaches for coaches, which is not a lot of them by the way, but I do to tell them this because I don't want their mind and their results and their money to be capped by my community or whatever coaching school they're a part of, their communities.

I tell them to think beyond the coaches they know, the world they're in as much as possible, which is very difficult because we're just so in the worlds that we're in. But I tell them to check their behaviors, their intentions, their actions, the thoughts they're thinking. If you intend and put your energy mainly towards getting clients from someone else's community you will be very small. You will have a small business. You will not make multiple millions of dollars this way. You have to do that through diversity and branching out into the whole market.

So I had a client once in Two Million Dollar Group who was really struggling to get past 400K of revenue. And when we dug in, she told me that every single client that she had was from my community and there it is. I was making a few million a year at the time. So imagine trying to create a few million dollar a year business for yourself off of a community of another coach who's also making a few million. It's just not going to happen. I would have to have been making a 100 million for her to create a multimillion dollar business based off of overflow of my clients.

And the biggest thing was she hadn't created the necessary mindset and skills to bring in clients on her own. So the 400K that she made was

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misleading, that got to a million for her was much larger than either of us I think thought at the time. And it had me thinking about her model and what she was thinking and what was going on in your actions that had all, literally her words, 100% of her clients being from my community. And then I started comparing that to my models, the way that I thought and what I was doing to get me to multiple millions.

That has now taken me to eight figures to \$12 million dollars of business, \$35 million in lifetime sales. And here is what it is, some of my thoughts and some of just my basic actions. I think about this a lot. There used to be a Slack channel for The Life Coach School and you could just go in and people could post for coaching and you could go in and answer them. And there were lots and lots and lots of posts asking for business help and sales help and I never responded to them.

And the thought I had, and you could say that this was coming from lack, but honestly it felt like a really great strategic business opportunity, business decision that I think paid me back in spades. I had just started my 2K for 2K and I just thought, I can post in here. But I think that my people who buy 2K would be like, if they're in both communities even, why isn't she helping her paid clients? So I just always thought about the time that I spent helping people in that Slack community. That's time taken away from me helping people in my 2K community.

So I just didn't, I didn't spend a lot of time in the group in that channel. I'm not in any of the unauthorized Facebook communities for LCS coaches. I just don't do that because I just want to spend the time that I'm going to be in there coaching my 2K students. Now, that's also the reason I don't do free Facebook groups for my own business is I'm like, just join 2K for 2K. And if I'm going to coach, I'm going to be in the 2K community or the 200K community or my Two Million dollar Group. I'm going to be in my communities. I'm not going to be in free communities of mine or anybody else's.

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And I do think that was a great business decision coming from wanting to serve my clients at the highest. So that's one thing. I also never, I get asked to teach in programs by the school but I don't typically ask to do that for them. I don't reach out and be like, "Hey, can I do a coaching call and get coached?" I just get asked and then sometimes it works in my schedule and sometimes it doesn't. I was thinking about the thoughts I was thinking when I put my program material together. I thought this would be really useful to hear.

I thought a lot about if I had students that came in that had never heard of the model and never wanted to learn from it, what would I teach them to help them make money if it couldn't be using the model? That will help you create your own intellectual property so much. Then I thought, what would I do if they had never heard of the model and wanted to learn to self-coach and to be coached with it and have an additional tool to help them make money, what would I teach them?

And then I thought, and accounting for both of these truths, how would I structure my programs? And I think that if you take just those three thoughts and you are in 2K for 2K and you go through the program you will see exactly how I set it up from those three beliefs. It will be very easy to see that I am not lying here on this podcast and that is the exact three thoughts that helped me put my program together the way that I did. I also often think where would I find coaches? Not in the Life Coach School. I'm already in that market.

People are already, I have such good word of mouth, I don't need to extra market in that area. What are the other coaches doing? Where are they at? Where are they learning to make money? How are they learning? What tools do they need to know? And then this was another big one that comes up a lot. I teach in 200K, creating your own intellectual property. But I think it's really brilliant, no matter where you've, if your ICF or your IPEC, Human Design, whatever coaching schools you've gone to, I would think about what terms am I using that aren't inherent to other people?

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And how can I just make them more layman or create my own and have my own language in my communities because sometimes I think when we're in communities, it doesn't matter which ones, you get really immersed in that language. And then you forget that other people don't know that language and it comes off as, I call it coach speak. But it just creates a lack of understanding and then if someone doesn't understand the words you're using then they don't feel like they could belong or that they're an outsider looking in that doesn't belong. And you just don't want to create when you're selling.

Again, thinking about the client, thinking about the buyer, you never want them to think, I don't belong. So I never want anyone, and of course I can't control what other people choose to think, but I do put a lot of energy into working on because I have so many clients that come from LCS is working on creating an environment where people don't feel like they don't belong because they're not an LCS coach. That is one thing I think you will find when you join 2K for 2K or 200K Mastermind, that you will not come into a community and feel like, I don't belong here, it's a bunch of LCS coaches.

I have really put a lot of intention into creating diverse coaches and diverse background with diverse teachings. And then I teach my own intellectual property. That's a question I get a lot is, "Do you teach with the school teachers?" And I really don't. I think they do what they do so freaking well, why would I? And I also think I do what I do so freaking well, why wouldn't I, why wouldn't I share my things?

Okay, so let's talk about money. This is another one of those inherent things. I forget that people just don't know how poor I used to be and just how much work I had to do unwinding negative belief systems I had about wealthy people and wanting and having money. And then I think they don't realize just how ridiculous it feels to have it now and how very much I do not take it for granted. And I will also say this was not on my list but I'm going to input it here now.

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I also think people don't realize how seriously I take people's money. I take it very seriously when someone pays me \$2,000. To me now, \$2,000 is walk around money. I could just literally make an impulse decision to buy something for \$2,000 from an Instagram ad today. But having that result for my life because I remember when \$500 was a life or death decision for me or it felt like it. I remember when my money every decision felt so important because I had so little of it.

And so I feel really strongly about stewarding people's money well and not in how I spend my money once it's my money, but I do that with my own desires and priorities and things that are important. But when they come into my programs I really do take it very seriously to steward money well, to create and over-deliver experience, to get my students really high returns on investments, to keep pouring into them.

To keep thinking, I literally year after year and my 200K students who have done round after round, they will tell you this. They can tell I have never stopped figuring out how to teach what I teach, more simple and more clear and more doable for every new person that comes through our door. It's just something in me that I just believe people spending money with me matters and I'm going to steward it well.

Okay, so that's a side tangent for things you might not know about me. But you have to know, I talk a lot about being wealthy and from a really good place, especially the last episode. But it's because it feels so crazy that you could live a life where you could go from poverty to millionaire. That just, what, I can't believe we live in a land where that is a possibility. And what I've even seen is, it's not just a possibility in America, it's a possibility all over the world.

I have clients, I have two, I won't say their names because I asked them to come on the podcast and they didn't feel ready with where they live to come on the podcast. They live in a country that it's really scary for them to have a lot of money. So it's a husband and wife team and the husband has to go to the bank with his wife to make sure she's safe. And they're actively

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looking to be able to leave and to move to a different country. Because the money that they've made through their coaching businesses is so ridiculous.

They're literally extraordinarily wealthy in their country. And if you knew what country it was you would be like, "It's possible for people to make money in that country like that with a coaching business?" And it really is. So you're going to hear me say flippant things probably about money and seem, I don't know what the right word is, but irreverent. But underneath the irreverence that it may seem like is this deep reverence for just how amazing it's been to get these two polar opposite experiences.

And so my husband and I just spend a lot of time talking about that. We actually laughed, we were in Miami this past week and I told them he was always meant to be my husband like he was my soulmate. Because we were at Nobu in Miami. It's our favorite Nobu location. And there was three tables of teenagers, teenagers having a birthday party at Nobu. My husband and I go to Nobu and the bill's \$600. And I was like, "Who are these kids?" And we were laughing and I was like, "A celebration for me growing up was going to O'Charley's."

Do you guys know what O'Charley's is? That was a fine dining experience. And my husband was like. "For me it was Red Lobster." And I was like, "Oh yes." And I was like, "Or Outback, if it was a really special occasion it was Outback." And so I just feel like my husband and I, we follow this Instagram account called Middle Class Fancy. And we just die because it's like the epitome of Midwestern living. And I just love that my husband, as rich as we are now, really gets what it was like to grow up.

I think he really grew up more middle class Midwestern and I grew up I would say lower middle class Midwestern. I feel like now there aren't even those subcategories. it just seems like there is a huge disparity or gap between now lower middle class or low class. And I don't even know if it's the right term, but the wealthy and the poor. But I think there was a lot more

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categories when I was growing up. And I would say that we were lower middle class.

I think my parents made \$60,000 a year. My dad worked, 60,000 was a good year if he worked lots of overtime at the factory he worked at. And my mom didn't work. And when she did work she was a dispatcher for a trucking company. But my parents never brought in anywhere close to 100K a year. I mean I think 60K a year for both of them combined was a really good year. So yeah, we just didn't have a lot of money. And so my mind is always blown. That is the reality I came from.

And this is where I am now. And I think I spend a lot more time now where I am. And if you haven't heard my story or you don't know things about me it could seem like I'm just super irreverent and super un, what's the other word I'm looking for? I was thinking about this, out of touch. And I promise I'm not. And if and when I talk about wealth and rich people and tell stories about my money, I just want to say again, it's not to make you feel worse and certainly 100% not because I don't understand what you're going through.

Some things I don't understand entirely when it comes to systems of oppression that weren't designed to work against me. I don't have that experience 100%. But just straight up white people poor, am I allowed to say that? I definitely get that in my bones, that I understand. I remember I used to borrow the remaining \$6 from my friend's food stamp card to try to go buy groceries for an entire week on \$6. I drove around with a bungee cord holding my hood together after a wreck because I couldn't afford to get it fixed.

And my parents were both non-college educated, blue collar workers. My grandparents all lived below the poverty line, legitimately below the poverty line. I think my family skirted it growing up. And then I skirted that line the first many years of my adult life. So it's this often unsaid inherent gratefulness and pure joy that I have to talk about money. And I do so only

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to show you what's possible and to help you change your belief systems too. That's the only reason I ever do it. It's never to brag.

It's to show you, if you get through the hard stuff, if you get to the other side, this is the fun waiting for you. That's truly always my intention. When I talk about my Derby story or I talk about forgetting that I ordered a car. I want you to be like, "Holy crap, that could be possible for me too, I could have that." And then I'm going to work my butt off. If you listen to this podcast I think I put out a lot of amazing free content.

My episodes are an hour long. I give a lot away for free. If you come into my programs I'm going to work my tail off, whether that's in creating content or actually coaching or bringing people in that coach better than me. I'm going to work my tail off to make sure you get a huge return on your investment especially because my business is built on having return business, it's the only way. We both have to win. It's the only way that that works.

A couple more things. I am obsessed with designer clothes, not necessarily because I am materialistic. I actually do not have a really strong emotional tie to material things. So I don't like to keep things. I don't keep meaning into things, sometimes people think I'm a little heartless for that because I just don't hold onto things. I don't even hold on to necessarily cards people get me, my husband or whatever. I don't take that, my sister and I are both like that, where physical things just don't mean things to us.

But I love fashion and I always have. When I was 16 I got a job at the mall at a store called Weathervane so I could buy my own clothes and be around fashion. And then again in air quotes, 'fashion'. And then I went to work for American Eagle, if you remember that store, is that still around? And then Express until I was 19 or 20. I worked for Express for a long time. I loved working at the mall. I was a mall rat. I thought it was the best ever. Selling people clothes that made them feel good, I loved folding clothes perfectly. A skill I still rock, by the way.

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I fold all the clothes in our house to perfection. I am like for real, Carrie Bradshaw. When I didn't have money I was maxing out credit cards at local boutiques working so hard for a pair of shoes or the perfect dress. And again, not because I attached anything to that thing but because, just fashion just felt so exciting to me. So something I genuinely love to do in my free time is follow fashion. I love to look on sites like Mytheresa and Net-A-Porter and just see what's trending in women's, men's and now kids fashion.

I remember when people were always saying, "There's no good boy clothes." I was like. "Let me show you. My son will be the best dressed. I'm going to master boy's fashion." So if you ever need boy's fashion tips, I've got you. I can tell you all the places to shop. And the other thing to know is I buy clothes for me that are really for me. I don't need anyone to see me in them. It's not a way to try to look rich or make people think a certain thing about me. I just want to feel good about me in my clothes.

And really I was thinking about this. It all started in sixth grade when Abby Steele wore a pair of gray and red Nike's with her shoelaces so loose, her shoes would flop up and down and that was the cool way to do it. But I wanted to be cool like that so bad. And I loved those Nike's and my parents just couldn't afford them. And now I have an insane tennis shoe collection. It's my weak spot. I've had to make myself stop buying them. It's not heels. It's tennis shoes. So I love fashion.

I don't see myself as particularly materialistic or obsessed with having money to buy fancy things. I just really love, I think if I lived another life I would be a fashion blogger. I love clothes. I just love the art of fashion and design.

A couple more things that you might not know about me but you probably know about me if you listened to this podcast in the past is I have postpartum anxiety. And I have big feelings, before postpartum anxiety and now especially with postpartum anxiety. And so some are big in a really good way and some in a bad way. But I think it's important to know it

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doesn't mean I have issues feeling, that I don't have a good relationship with feelings or I'm missing some understanding and skill around emotions.

I have shared a lot on my G about my emotional journey through navigating, running an eight figure business and having a baby. And it's invited a lot of people to presume that I need help with my emotional capacity, that I'm not getting help. And I need help with my relationship to my emotions. It's prompted people to think they need to make an offer to teach me how to not be struggling. And I think that that's not just a misconception about me but about success, money and the human condition.

I get coaching every week with a life coach. I process emotions. I feel them all the way through. I am willing to allow any emotion that comes my way, none are off limits. I can create emotions for results I haven't created yet. I am a master at living emotionally now where I want to go. I am super self-aware to what's happening in my brain and my body and I never give up. I am so resilient. I have self-discipline and I have the ability to work hard without hustle. And this level of emotional capacity has helped me create a \$12 million business and I'm still a human being and life is still 50/50.

And there is not an emotional bypass for humanness, and I always am leery of anyone who thinks there is. And I share not for you to diagnose me but to be an example for those who want to learn from me and get where I'm going. I think coaches always tell me that there's no vulnerability in the coaching industry. I was thinking about this a lot. I think there's less than there could be because of how coaches who desire it act when they get it. Your coach being vulnerable isn't an opportunity to find a flaw in them as much as an opportunity to heal a perceived flaw in you.

I also think the misconception is that once you get to a certain level you won't have to deal with the things that you have to deal with now, but really you do, all of them, just at a much bigger level. You get better at handling things and then you get bigger things to deal with and that keeps going. And there's no level of perfection that coaching is going to help you arrive

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at, I promise. So you might see me be vulnerable and take you on my journey of having postpartum anxiety and having big emotions.

And you might hear me talk about that, but that's for you to normalize it. It's not because I need help in this area, that I'm not doing it right or that I'm missing some information or skill or awareness that you possess, I promise. I work with the best of the best. My one-on-one coach, Bev Aaron is a jedi master at emotions and she has taught me so much. And I promise, my share is for you, it's not because I'm unhinged and not doing well. I'm still highly, highly functioning. I run a \$12 million business with a baby in three days a week.

Another thing to know about me is that I work hard. I talk a lot about working three days a week. I think it's such an incredible thing. You could have an eight figure business and only work three days a week and not be like the typical CEO that you hear about that's just overwhelmed, burnt out, missing all the family things, working 80 to 100 hours, 120 hours a week. I love that I've created a business and a way of running a business that allows me to work three days a week. But I will work more to get the job done. I'm not above it for a second.

It's less of a 'boundary' for me. It's a reward. It's also a result of the productivity that I have and what I get done in the three days a week. I work three days a week but I get five days of work done in those three days. Just in Q1, quarter one of 2023, so January, February, March, this is what I accomplished. I did the Advanced Selling Live event for our January 2023 200K Mastermind. I had an early enrollment launch for my 200K Mastermind. I met with my Two Million Dollar Group twice for full day meetings.

I created and filmed the content for the Two Million Dollar Group, the process and the philosophy to get to millions. I created and filmed a four part series for the 200K Mastermind. I also filmed new ads for all of my programs. I created the new three year plan course and then delivered it to a live audience for a full day. I wrote a brand new sales funnel for the Two

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Million Dollar Group. I wrote a webinar for the Two Million Dollar Group and delivered it. I delivered a five day challenge that I've actually done before but I delivered it again, called Offer Week.

I wrote a new sales sequence for the 200K Mastermind. I did two launch audits for my Two Million Dollar Group students. And I coach in four different programs. So all of that in just the first three months of the year. I work hard. And I think sometimes that loses credit in the eyes of people because I talk about working three days a week so much and how much time I spend with my family. And I don't spend as much time talking about just the pure work that I do. So I think that can be something to just know about me.

I also asked my COO who knows me very, very, very well. I asked her what she thought people might need to know about me. And I thought some of her answers were really interesting, so I thought that I would read them to you really quick. So the first one she said was, "You see the small pieces that get the big result. In 2K for 2K you teach not to tell the prices before a consult but not because you believe in hiding the cost, but because of the practice of focusing on building belief and the value of the coaching more than the price."

And I think that one goes back to what I was talking about in the very beginning of this episode, where I'm just always thinking of the customer. I'm not trying to hide something when I say I wouldn't necessarily tell the price ahead of time. It's because I know that the consumer hasn't talked to you at all about how you can help them. And they know very little about life coaching and the intangibles of life coaching. And so if you tell them how much it is, they're making the decision based on not even understanding the value and just if they think the value that is unknown to them matches the price they want to spend.

And I just know that they can't make a good decision from that place. And so again I'm just always thinking about the consumer. She also said, "You believe that there's space for everyone in the industry and you don't spend

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any time trying to take clients away from others or pick launch dates to undercut anyone else. And you don't believe in one size fits all and that people meant for your space will be there." I thought that one was really interesting. We went back and forth for a long time and I was like. "Wait, do people actually do that?"

It's hard for me to believe that anyone would choose a launch date based on trying to beat someone else to the punch or thinking they're competing with clients that they've got to get a launch in early. I don't know. I was telling her, it's hard for me to believe that. But she said that I coached someone in Two Million Dollar Group on it once years ago. So I don't know, maybe. And she also said, lots of businesses do it. She came from the PR industry and from the fashion industry.

And I do know that past clients have launched programs selling against me, very obviously everyone who they were talking about and their first opening launch was like, "I had this terrible experience coaching with someone and this is why I'm launching this." And I remember thinking, you have the first four sentences of any email or any sales page to capture someone. And I'm like, "And they used it to bad mouth me. That is interesting." So, no, I don't do that. I think you could go crazy doing that.

You could really, I mean if you were just trying to avoid all the people's launches that are your competitors, I feel like you would just be overwhelmed. And there's no space in my brain for that. And I do believe that there isn't a one size fits all. I had that conversation with Claire Pelletreau on our podcast where I talked about some people are just tech savvy. They get ads. They can conceptualize it. They can get started. They're willing to spend money and that's so great.

And my people are people who that would be a huge roadblock to them, creating websites and they would rather just get out and talk to people whether it's in person or on social media and sign clients, just as simple as possible and bring the revenue up as fast as possible. And that's just my lens, but I don't think it's a one size fits all. I don't spend any time marketing

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against other things. I just sell what I know to be true and sell it in a really powerful way that makes people want it.

But I don't think I'm solely right about everything and everyone else is wrong. And I don't think that ever comes out in my marketing. She said, "You believe in learning what your students are, where your students are stuck. And you're always improving your content and clarity so that our students get their results faster and that's how you over-deliver." And I think coaches misunderstand this a lot where they think over-delivery means I've got to be coaching out of my normal times and responding to emails at all hours and being in my Facebook group all the time.

And I've got to do Voxer coaching and all these extra things. And for me, over-delivery is about every time someone, especially in my 200K Mastermind because my students re-enroll and they do the mastermind over and over and over. I want new people to always be able to apply the work as quickly as possible to get a high return on their investment, especially if it's their first round, because they're more likely to stay and make more money.

But also I want my returning students to feel like they're constantly being challenged and upleveled and things are even simpler and clearer for them every time they do the mastermind. So it helps them be more powerful in business. And to me that's the best over-delivery you can do is just getting your clients better, faster results.

And then the final one she said that I thought was really good is she said, "You're always innovating and you don't try to make things perfect because nothing is permanent. You burn it all down if it no longer aligns with the mission or values or getting your clients better, faster results." And that is also true. I learned that from my coach, Brooke, is just be willing to make decisions as if today was day one and how would you do it if you were redeciding everything today?

And I do that pretty frequently with content and with my programs, especially my 200K Mastermind because I'm always kind of reinventing

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and relooking at it and getting so much clearer the more people that come through. I just get so much better at really teaching the whole group from the experience that I've gained. And so I really do not get attached to one specific way of doing things. As soon as I learn there is a better way I'm going to implement on it.

Okay, so then I wanted to end with some funny things. So I have three that just might humanize me to you a little and just make you, maybe some of you guys do this too. So the first one is I laugh at my own jokes. My husband thinks it's hysterical. I'll say something pretty corny that no one else thinks is funny. And then I will laugh at myself. So listen, no one else thinks I'm funny but I find myself very amusing and I'm very entertained by myself, so that's something.

The other thing is I talk to myself. This is pretty embarrassing but I do, I talk to myself a lot. And my husband will catch me. And so I'll be blow drying my hair and he'll just look over and see me silently moving my lips. And he'll look over and be like, "That was a good one, wasn't it, honey?" And he'll be like, "You're in it. What are you doing? What are you talking about, doing a podcast?" He is so funny in the way, I can't even do his impressions of catching me talking to myself, but I do it quite frequently.

I can take myself shopping and I don't need a friend to walk me through what to buy. I'll just talk to myself while I try clothes on and while I look through the racks. And if anybody ever sees me they for sure think I'm crazy. I always say the most genius people talk to themselves. I just have a lot going on in my mind and I'm just working through it. And sometimes I'm so into working through it that it literally shows up on my lips. Embarrassing.

And then the final thing is I was thinking about this a lot actually. And we just went to Miami and I people please my husband a lot. Not all of it is bad. I feel like with my husband I'm just super low key anyways. He, everyone always says traveling, if they travel with me by myself or me with my husband or if they're just around me by myself or around me with my

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husband. They're like, "Stacey, you're like a different human when you're with your husband." He just calms me down so much, I just don't care what we do.

I don't care where we eat as long as I'm with him I'm typically usually happy. But I noticed in a small instance, you guys know that I had my luggage stolen. And so now when I fly commercial, I pack a little tiny suitcase that you can take on the plane. And I pack all of my super expensive designer stuff and then my baby's stuff. I'm not sentimental or materialistic but what is it about a baby's PJs? They have just these outfits that really just, they've worn it a bunch and you just, you're like, "I want to keep this little piece forever."

And I would be devastated if it got lost or ruined or whatever. So all of my favorite PJs of his. So I pack them in this tiny suitcase. And it's locked and I like to just keep it with me so I know if our luggage gets stolen, when we land we have clothes to wear. We don't have to wash them in the bathtub and hang them up to dry. And also they're our favorite pieces or our most expensive pieces.

And my husband was telling me, we were checking into Miami and it was a direct flight. And he was like, "Stacey, just check it. It's not a big deal, it's a direct flight. Nothing's going to happen to it. I get notified. We have air tags in them, I get notified." And for whatever reason he was very bothered that I wanted to take the suitcase with me. And after three times I finally said, "Okay, fine, just check it." And my nanny was with us and she said, "Don't ignore your intuition like that."

And it kind of snapped me out of it. And I looked at him, I was like, "Babe, I people please you so much, I don't want to check it, I want to carry it with me." But I do that a lot. And so I probably need to work on it. I definitely prefer to make him happy. And most of the time it's not a negative byproduct but I think in situations like that I could really look and say, "Okay, don't ignore your intuition, trying to please Neil."

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Okay, so I am not a people pleaser in business. My husband says I am not a pushover and he loves how I am when it comes to business, ironically though I'm sure he loves that I people please him. But he thinks I'm a tough gal and I am but I do really struggle with people pleasing in general with my family and my loved ones. So I work on it. I'm working on it.

Okay, so these are the things that I think you should know about me. I'm sure there are a lot more. And maybe I'll do another episode like this but I hope that it helps you get to know me, my philosophy, how I am personally, how I am professionally. And maybe just the undertones of the things I say that maybe I think are inherent that you may not realize are inherent. So I hope you have an amazing week. I hope this was a fun episode and I will talk to you next week. Have a good one.

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.