

## Ep #248: Over and Under Actioning



### Full Episode Transcript

With Your Host

**Stacey Boehman**

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

## Ep #248: Over and Under Actioning

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 248. Today we're going to talk about over and under-actioning. I recently did a webinar on how to sell when you're feeling scarce, when you're experiencing scarcity. And that could be scarcity or when you're feeling lack, insufficiency, not enough-ness of any kind or if you're thinking something isn't enough. And this was a webinar for new students really. And it was really more just a free class. I didn't have flipcharts or slides. I just got on and taught about selling in scarcity.

And some of my students came and they said that it was just so incredibly valuable even for them to hear. They just really needed that kind of reminder. And so I thought I would do a podcast and pull out a couple of the things that we talked about on the class and kind of expand upon them. And so one of the things that we talked about was how when we are feeling scarcity or when we are in scarcity, that two of the things that happen is we either underact or we overact. So we under action or we overaction.

And I also want to just give you an idea of what sufficient actioning looks like, especially if you're a new coach or if you're in that kind of zero to \$40,000 ish range, zero to \$25K range. Before you've made a significant amount of money I think that this tends to be an even bigger issue, but I'm really seeing everyone is kind of struggling with this right now. So I just think it will be highly useful for everyone.

But if you're a new coach especially or you haven't really gotten what you would say is enough money traction to feel a significant amount has been created and you feel confident in creating it, then this episode is really for you. And it's not an anthology, if that's the right word, of all of my thoughts about selling from scarcity. I did an entire class on this. I talked for an hour and 20 minutes and it felt like I just scratched the surface.

And what I really realized is that woven throughout my entire 2K for 2K program, I really am offering circumstances, thoughts and actions that new

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

## Ep #248: Over and Under Actioning

coaches can take in order to align themselves with more sufficient thinking and behavior, even when they are feeling insufficient, even when you might have tough circumstances, even when you haven't proven to yourself yet that you're going to make a significant amount of money as a life coach. And so I think that can be really useful.

And I'll talk about some of the steps that you can take in order to sell when you're feeling insufficient as well throughout this episode. So let's just kind of dive in. When I was preparing for the masterclass, I had kind of just pulled out a piece of paper and a pen and just wrote all of my thoughts down. And then I kept writing thoughts down. And so I'm just going to share them all with you.

So let's talk about under-action from scarcity first. And I'm going to bring up things that I just see the most often. So what I see a lot from new coaches especially is when you are trying to think of making money in your business and you think something is not enough, any version of it's not enough. So for example, we teach in 2K for 2K the idea of focusing on just making 2K today, not 30 days from now, right now. If you tell yourself, well, that's not enough.

Or we'll focus on one yes, just one yes or writing to one person, thinking of one person that you could be further ahead than and that you could help, that you could give something to, just one person and writing that email or writing that post. If you think that's not enough or whatever action you're about to take, it's not enough. What will follow is the feeling of heaviness and feeling deflated and unmotivated and hopeless and uninspired and lethargic, sad, frustrated.

And then what happens, if you have heard me say this before, I've said this so many times is that our thoughts end up as our results. So what ends up happening is you do not enough, you do less and less. And it gets harder and harder to get into action because of the feelings you're experiencing to do any action enthusiastically because you are thinking, whatever I do is not enough.

## Ep #248: Over and Under Actioning

So therefore you end up creating not enough because you do not enough, but not because the actions aren't actually not enough. But because you think they are and then you do them feeling so heavy and so uninspired. And really what happens is if you listen to the episode before, we talk about inspiration when you're writing sales emails and how we think we need to feel inspired in order to write well. But really what happens is just when we feel inspired we have higher access to our thinking and better thoughts and clearer communication.

But we actually always have access to that and we can access it when we're feeling uninspired, when we're feeling neutral, when we're feeling hopeless. We can access it any time. It's just more difficult to access it when you are in the dumps, when you're feeling terrible, when you're feeling insufficient. It's just more of a challenge. And the goal really is that as you grow your business and you become a more emotionally mature adult, being in emotional adulthood, meaning you can feel the emotions that are coming.

And they're happening in your body and you're able to hold them and allow them and operate within them. Whenever you get to that point, your business becomes more reliable and predictable because you can make money any time, not just when you're feeling inspired. When you're feeling scarcity or when you tell yourself whatever you're about to do, the action you're about to take is not enough, it creates the chain reaction of you not giving that action your all, you not showing up in your fullest with your highest level brain.

And when you do that over extended periods of time, a week, two weeks, a month, six months, a year, you create not enough. You don't create the money. If you tell yourself 2K today is not enough, 2K in 30 days is not enough. I'm getting more and more clients that are coming from the corporate world and 100K, 200K, is not even inspiring to them. They're like, "Oh, no, I made 300K, I made 500K in my career, so I have to get beyond 300K and 500K before I ever allow myself to tell myself that the money is enough or what I'm doing is enough, that it's enough."

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

## Ep #248: Over and Under Actioning

So everything before that is not enough. And so I just operate consistently all the time with heaviness and frustration and sadness and defeat in my business. And then I produce less and less and less over that time. So that's one form of under-action from scarcity is telling yourself whatever you're about to do or your goal, the money, it's not enough. And then doing less because you've said it's not enough, it's not inspiring, it's not exciting. So you do less and less and less, you create not enough. That's one form.

Another form of under-action is actually very interesting because it's kind of from the same thing of thinking something isn't enough. When that's almost happening as a subconscious thought of not enough, your brain offers you grand actions that will be enough. So you do less smaller actions and you go for the really big grand actions because the smaller wins are not enough. And so you need those grander wins to tell you it's enough, to tell you that you are headed in the right direction, to get you excited, to get you inspired, to get you committed, to get you feeling motivated.

You need this really big jump or you need these really big results in order to really go all in and go after it. So an example of this that I see a lot is when coaches, I see them making decisions or talking to me about how they're going to create a book. They're going to write a book and then they're going to do a book funnel. They're going to write a book, publish it, self-publish it, create an ad, write a sales funnel and use that book as their sales funnel in order to sell their offer. Even though they don't know how to do any of that, but they're like that.

That's the grand action that will create these grand results that will be enough. And it almost comes from this thinking that the result is so far away that this grand action is what it must take. And there's no other way around it. There's this big grand thing and obviously that's the only way to get this outcome that I want that feels so far away because anything smaller is not enough. So this is what I'm going to do.

And then what ends up happening is you spend all of your time either doing it ineffectively and trying to figure it out or you never start, you just keep

## Ep #248: Over and Under Actioning

thinking of the grand thing that you need to do or will do one day when you have grand energy. You just sit around waiting for really big energy to do the really big thing. Instead of having individual conversations with humans, something simple, something small, something basic, making a post and making an offer.

One of the ways I see this as an example that shows up is my students, one of the things I teach in 2K for 2K and it's so important and it's so underrated, is that you do a very specific evaluation. I teach this in the program, very specific evaluation every single time you do a consult. And you evaluate everything from that consult, but especially the parts where you got stuck or were not great at coaching or showing, communicating with the person on the other end to give them your absolute best experience.

Where maybe they said something and threw you off, maybe they had an objection, whatever it is. I used to write out my conversations with my consults, and really pick them apart after each one. Now, some of you busy yourselves with doing so many of them, you try to give away free coaching and you just book your calendars full, so many that you don't have time to evaluate them. And I want to offer, if you don't have time to evaluate them, you're doing too many of them unless you're closing them all. If you're not closing them, stop scheduling so many.

Make sure you have time to evaluate after. So instead of evaluating after each consult, I'll see coaches get a couple of no's and they'll be like, "You know what? I've got to start doing webinars and I've got to create a sales page and I've just got to up my professionalism. I've got to just start selling to everyone all at once because selling to one person at a time clearly isn't working. And so now I've got to just do this thing where I sell to everyone, all of the people."

But if you're not selling to one person well, it will be very difficult to sell to lots of people well. You're going to take those same thoughts with you. If you get four people on your webinar, that won't be enough. Or if you have

## Ep #248: Over and Under Actioning

200 people on your webinar it won't be enough, or if no one buys then it's not enough. And then there's like, then I have to go to the next grand thing.

I was thinking about this example with myself. I noticed my brain a couple of months doing this where I wanted to get back to my pre-baby weight where all my clothes fit mostly. I'm very sad to have them just sitting in the closet. And I want to feel my best and really, I really enjoy when my body is very toned and very fit and strong. And my brain was telling me that in order to do this, to make up for all the time of being pregnant and sick and then having the baby and being in postpartum and all the things that I need to work out every day for an hour every day.

And anything short of a full hour, I'm talking cardio, lifting, hitting every single area of my body every single day, anything short of that is not enough. So I wouldn't do any of it. I'd be so unmotivated or I have to eat super clean 100% or forget about it. There can't be one ounce of anything unclear in my diet or it's just not going to happen and forget the next workout. Instead of just walking daily, taking a 10 minute run if that's all you have time for.

I went back to the trainer and my trainer started me with, she was like, "Hey, can you just do 10 minutes of these things?" It was mostly core stuff. And I was like, "Oh, yeah." But I had to really coach myself to do it. And many days in the beginning I didn't do it. And I thought that was very fascinating and it made me think of this. I was telling myself it wasn't enough, 10 minutes a day can't possibly do anything for me, so I just didn't do it at all.

I want you to think about how many things you're under-actioning on, how many things you're telling yourself, it's not enough so you might as well just not do it at all. That's under-action coming from some form of scarcity. It's not enough or it has to be grand and then when it is grand, it's too much and it's too big, so I can't take action. And there is also a sneaky thing of it's too many things and then not starting any of those things as well. So it's not

## Ep #248: Over and Under Actioning

enough, it's too many things, or it has to be really grand and then that becomes too much and too big.

One of the things I told my students on the masterclass is I gave them four areas that they could work on that would help them sell even when they're feeling scarcity. And then within those, I gave them four little tips or four little things to think about. And so I told them there were 16 little things available for them during that class that they could take to help them sell when they're feeling insufficient. And I told them that their brain is immediately going to tell them it's either not enough or it's too much.

They're going to be like, "I didn't understand one of these 16 things, so I just can't do any of it. It's all too confusing or this one thing, well, that just sounds kind of basic, so that could never work." Notice when your brain does that.

What if I told you, after selling \$35 million of coaching and being at eight figures, making more than \$10 million for the last three years that it's always those little things that you say are too many of the little things or not enough, they're not big enough, not grand enough. That those are actually the things every single day that \$1 million businesses are built on, that \$100,000 businesses are built on. Any time someone asks me, "How did you get successful?" It's always the little things that I tell them. And it's always the simple things. It's never the over-complicated things.

I've never ever told someone, "Well, I created a beautiful website and it looks really professional." I've never told someone I created a podcast, never told someone, "I got successful by ads, creating these ads and all these funnels and these freebies and all this." I use ads now. I have a website now. As I grew and was able to handle more and more and create more and more in my business and had more and more time to dedicate consistently to my business, of course I created those things. But the little, small simple things, and I'm going to tell you what those are, but are what make the difference.



## Ep #248: Over and Under Actioning

So now let's talk about overaction. So we've talked about under-action. Now we're going to talk about overaction from scarcity. And overaction from scarcity is really when what you put between you and money is too many things. A lot of people in the masterclass identified with this as the laundry list of to-do's in order to hit your goal. So if your list of what is between you and making money is longer than three to five things. It's probably too long.

And for those of you that are in my 200K Mastermind, we talk about the three essentials and that's what I'm talking about here. But also in your marketing plan, this is something to look at when you look at your one page marketing plan. If your marketing plan is longer than five things it's probably too much depending on how much money you're at. It might be slightly longer if you're in the hundreds of thousands range and you're heading into Two Million Dollar Group.

But I don't know. I wrote down my list and my list is five things. So if it's over five things, it's probably too long, you're probably over-actioning. So here are a few ways that I see coaches overaction, especially in the beginning. One great one is when you reach out to people to try to push the needle forward, you kind of try to give them nudges about coaching or you just reach out to them and try to sell them coaching. So all those DMs that maybe you receive from other people.

If you're in my 2K for 2K or you follow me, you may not do a lot of DMing, but people DM you and you see it immediately. You're like, "Oh, look at that scarcity showing up in my inbox." So when you do that, it's very evident to people.

Now, but another sneaky way is if someone reaches out to you through your DM and they're interested in your coaching and they just ask a simple question and you send them back a book. If you jump all over them, if you send them repeated messages, if you jump on them like they are the only opportunity that has come your way in a very long time, like water in a desert. You are over-actioning.

## Ep #248: Over and Under Actioning

I was telling them on the class, I said, “You’ve got to treat people who are new to coaching and thinking about coaching with you. You have to imagine where they are in their brain where maybe they don’t know a lot about coaching.” I think people’s number one fear that keeps them from reaching out for coaching or therapy is I’m inherently broken and unfixable. And if I reach out and actually connect with you and do a consult with you, you’re going to verify that to me so I’d rather just not.

I think that one’s a big one for people. I’ll just give you that, that’s something to talk about to people, I think that that is one of them. And so I was telling them, “If someone reaches out, you have to imagine them as almost like a scared stray kitten.” You’ve got to just hold your hand out a little and let them sniff it. Talk to them a little bit from a distance, very quietly, very calmly. If they do approach, no sudden moves. Then you might want to scratch their little head just a little and then just rub it and okay. And then maybe if they let you hold them then you just hold them very gently, you just pet them.

This is how you have to treat some of your people. And what happens is the opposite is, I’ve got to grab them while they’re interested because they might not be soon. That’s scarcity. Scarcity is there’s not enough time, there’s not enough people. There’s not enough opportunity. So I have to action on it right now and because of that because there’s not enough opportunity so I have to action on every single one that comes my way right now with utmost importance. I oversell in a negative way, I overact on that interest that someone has expressed of me.

If someone’s on a consult with you. This was interesting. I just coached one of my clients on this because one of the things that I teach is if someone gets on a consult, they want to be a yes. None of us ever put ourselves in sales situations where we just are like, “Well, I really want to be a no. So let me sign up for this consultation or let me walk into the store, I definitely don’t want to buy anything.” We might not be planning to buy today but we don’t typically put ourselves in situations where we just genuinely don’t want to buy.

## Ep #248: Over and Under Actioning

So most people aren't interested in buying and so then your job is to just make it compelling for them to buy right now and make them feel safe to do it and to show them that it's the right thing that is for them. And sometimes it isn't. It's your job to also tell them that as well. And then we talk about that in 2K for 2K, when coaching maybe isn't right for someone. And if you're being discerning, if you've listened to the podcast about being a professional, if you're thinking of yourself as a professional, then you're thinking in that way. You're not thinking, I have to sell everyone.

But one of my clients was thinking, well, you said everybody that gets on a consult wants to be a yes. So I'm thinking they want to be a yes and I have to make them a yes. And so if I can't convince them on the consult then I've got to follow up with lots of lots of emails that convince them afterwards. And she was signing them and making lots of money, but they were really difficult clients. And I said because she had over-acted to sell them. She had really over-efforted to sell them.

She had really pushed them and wanted it more than them, and therefore she was having what makes a client difficult is you have to chase them around and you have to do all the work for them. Because if you fooled them, doing all the work, if you sold them having all the desire for them and over-selling them, over-acting with them then you're going to have to overwork for them in the relationship. So that's another way that it can show up.

It can also show up by throwing lots of things at the wall and never committing to any strategy where you're like, "I'm on Instagram. I'm on LinkedIn. I'm on Facebook. I'm on TikTok. I'm on this over here. I'm on all the channels." That to me, a pretty good sign of over-actioning.

Okay, so let's talk about sufficient action. And then I'll give you the four steps that you really just want to overall be focused on. So sufficient action, I'm just going to give you a scenario. I'm going to walk you through an entire process beginning to end of a coach who is building their coaching practice from a sufficient place. And I'm going to do it in the I form because

## Ep #248: Over and Under Actioning

I kind of just wrote this out as almost like a manifesto. But this is actually the result that happens when you really deeply embody and study the 2K for 2K process.

When you come into 2K for 2K this is who you learn to be. So I am a coach, I am building my coaching practice. I meet people all day as a life coach. I show up as a life coach to everyone in my life, in every day-to-day activity. I am always connecting. I'm giving value constantly and freely to anyone and at the end making an offer for people who are ready to work with me. Hear this. I'm making an offer for people who are ready to work with me right now.

I believe in my value as a coach, my offer to get ready, committed clients results. And I believe in people's ability to get results no matter where they are starting and their resourcefulness to pay for that value exchange. But I don't chase after people. I don't want it more than them. I don't do the work for them or need them to see the value and want that value. I know there are enough people like this naturally in the world. I keep showing up for them to find me. I let them pursue me.

I do a professional sales call. I give my professional assessment of what the problem is and how I can help. I answer questions and I talk through making decisions powerfully. Now, I've overcome so many of my own objections and obstacles in my life and I am constantly working on them now that I can hold space for someone else compassionately while helping them if they want to overcome those obstacles permanently, including the obstacles to get started coaching.

And then every day I evaluate and improve what I'm in control of in this scenario until I get the result I am looking for. Do you feel that difference? So one of the things that I taught on the masterclass is that, so there's four things that you really need to be thinking about that I think are really useful.

I gave everyone on the class, I said, "We're just going to believe that all circumstances are real today. We're not going to argue with them, all of your circumstances that give you circumstantial scarcity, we're just going to

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

## Ep #248: Over and Under Actioning

agree with all of it and all of your thoughts that make you feel insufficient. We're just going to agree with all of it. We don't even need to argue with it." I'm a really big fan of just not arguing with things. It's all true. And how do we want to operate if it's all true?

And one of the things that you have to do if you want to learn how to sell in insufficiency is you have to learn how to operate in sufficiency. It's the first step. So many of new coaches especially come in and they think they have to solve all of themselves and all of their insufficiency before they ever make money. Instead of thinking you know what? There's going to be quite a while because I'm doing this new thing called entrepreneurship and I'm learning all these new skills like marketing and selling, consultations. I'm learning how to talk to people about money, all of these things, they're very scary.

And I'm not skilled with them yet, so I'm going to be operating with some level of drama and lack in my body maybe at any given time. So if that's true, instead of trying to mantra my way into sufficiency and try to constantly be positive or ignore, this is what a lot of people do. They try to ignore and push away the insufficiency and pretend it's not there because they think that the positivity and that inspiration is where they need to be. Instead of doing that, just learn to operate in insufficiency and there's many ways that you can do that.

A couple of ways that I gave them is you have to just bring down your resistance to feeling bad. The more you bring it down, the more access you have to the bigger parts of your brain, the areas where you have better problem solving. That's one way is just roll with it and lean on your expertise. Lean on what you offer to people. And if you don't know what that is, that's the first step you've got to get clear on when you join 2K for 2K.

We have an entire workbook called Mastering Selling Your Offer where you flesh out the value of what you are offering for you specifically to your people. You've got to get very clear and be able to communicate that. But

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

## Ep #248: Over and Under Actioning

to know that in your brain and body you have to have belief in yourself as a coach and what you're offering. And at the exchange rate of what you're charging, you can't have any misalignment there. All the misalignment you do have there, it just creates more objections on your consults.

And so you can even use those objections and make those no's super valuable by evaluating, finding all the windows in your brain, little holes in your brain where you aren't believing in your offer. That's all part of operating in insufficiency. It's like, oh, yeah, I don't believe in my offer fully. Okay, so I'm going to do a consult, I'm going to sell it, I'm going to find where those holes. I'm going to make that, if I get a no, it's going to be super valuable because I'll never get a no for that reason again because I'm going to evaluate very well, learn and move forward.

So that's the first baseline is you just have to be able to operate in it, bring your resistance down and be able to operate with your expertise and deliver value to people even when you feel crummy. Then I offer to them that one of the things that made me so successful when I was selling mops in Walmart and then what made me so successful as a coach is I leaned on a sales process when I was selling to people. So the steps I was going to take, the things I was going to say, the process I was going to run people through while I was selling to them was very specific. I was never winging it.

And what happens when we wing it is we're just more susceptible to all of our mind drama and all of our thoughts. But when you're putting your brain to work doing a sales process, then you're focused on that. And it's harder to be focused on all of your doubts and insufficiencies when you're focused on doing a sales process. So there were seven fundamentals that we had to achieve in one show when I was selling mops in Walmart. There are five that I teach in my 2K for 2K sales process.

Where most of the call you're doing intake and you're running a client through a specific exercise to gather the appropriate information you need to then explain how your coaching will help them. And then walk them

## Ep #248: Over and Under Actioning

through any questions, reservations, the value of what it would be to get the result they want and then talk about money in a really professional manner that really serves the client in what they want and who they want to be. And when you're so focused on doing that, you don't have time to think about all your insufficiency.

And then you've got to learn the art of clean selling, which for those of you who are life coach certified you'll understand this idea of holding space. And I'm sure other coaching schools teach this as well, but this is where you get your brain in a place where you're very open and curious and you don't have a lot going on. You're not self-focused, but you're focused on another human with open curiosity but with positive leaning belief.

Belief that this person can make a change, belief that you can help them, belief that you are equipped to be the one to walk them through it, belief of the value it will bring to their life. But then you're listening and you're open and you're curious and you don't have an agenda. You're not pushing the yes. You're just trying to identify if the yes is right for them and if it is, you want to just be able to communicate it clearly so that they see it too and then address any concerns that they're having, or even prepare them.

I teach a lot in 2K about if they want to say yes to coaching, but they need to have conversations with spouses or financial advisors, let's prep for that conversation. Let's iron out anything that makes this conversation difficult or unclear or is going to stump you, any questions people might ask you that might stump you later, let's talk about them right now. You're able to do that when you're clean selling, when you're selling from a clean place without attachment, without agenda.

When you can do that, even when you are feeling insufficient, when you can take yourself to a present place of open curiosity without attachment, but with positive leaning bias, with some sort of positive belief and intention of yourself and the other person. When you can do that, your yeses automatically increase and then you can focus on creating sufficiency. And you can do that throughout the whole time.

## Ep #248: Over and Under Actioning

But I told the students on this class that sometimes you guys try to go from insufficiency to abundance or you think the goal is as soon as you feel insufficiency, get into sufficiency because insufficiency is really, really, really bad. And that just amps up your resistance. And remember the one thing you want to do is bring your resistance down. But you can create pockets of sufficiency when you are feeling insufficient. You may not be able to hold it permanently and forever, but you can create pockets of them. You can create little bits of sufficiency. One of the best ways is to have fun.

I asked them on the class, “How many of you all are having fun selling?” There were so many no’s. That was the one thing, no matter what store I went into, no matter what product I was doing, no matter what day it was, I had to figure out a way to have fun. Because it was an entire day of my life, or 20 straight minutes of my life, and did I want to be miserable? Did I want to be lacking, or did I want to try to have some fun? Did I want to just get really present and enjoy my time no matter what even if I didn’t make any money?

Every consult I ever did, I was like, “I’m going to have fun with this. I’m going to enjoy this.” And someone said, “Well, what if you’re coaching on something that’s really deep and grief or trauma?” I’m like, “Okay, choose a different word if you can’t access fun. You’re going to give hope. You’re going to leave having given them hope and feeling good about that.” Having left feeling like that hour was valuable to them and you, even if they don’t buy, that creates sufficiency. Finding okay-ness right now in the moment is another way to do it.

And I gave this example that will tie it back to under-actioning and over-actioning is a lot of my 200K students will come. And one of the things I teach in my 200K Mastermind with launching specifically, you start to kind of do the launching process in the 200K Mastermind when you start your first groups. And one of the things I teach them is to try to get their launch materials done, scheduled and prepared in advance so that when they’re actually in an opening, they can focus on just customer service and engaging and creating connection with people and selling.

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



## Ep #248: Over and Under Actioning

And they'll come in the group and they'll be like, "Oh, my God, my launch starts tomorrow and I don't have the sales emails done. I don't have the webinar fully done. And it's all going to be terrible and I'm going to fail because it's not going to be high quality." And one of the things I work with them is it's a process to figure out how to get that ahead of your own work. It doesn't just happen overnight. It takes a couple of launches to really learn how to get ahead of your own work.

In the meantime, you have to ask yourself, how can this be enough for the right people? It's a great question to get you in sufficiency. How can this be enough for the right people? How can I make this webinar perfect even if I don't have those slides done, even if I don't have the flipchart done? How is it fine that I'm going to be writing the sales emails in real time? If I don't get them done, I have to write them in real time. I'm going to tell myself the story that I'm just going to be more in tune with what I'm writing because I'm writing in real time. I'm going to find a way to make it sufficient.

You can do that too. You can be actively creating sufficiency in pockets of time specifically when you're engaging with people as a professional in your business. And it makes it so much easier when you're willing to operate. Even when you don't experience that, it's so much easier to get into it to create the sufficiency.

So that's my episode for you all today. I want you to think about that, are you under-actioning, over-actioning or are you in sufficient action? If you are not finding yourself consistently in this sufficient action, again, nothing's gone wrong because you can be in insufficient action but join 2K for 2K so I can help you with those most simple basic things. One of the things I told them is, "The number one thing that keeps you from making money in your business is not all of the things that you're thinking it is. It's literally how you're feeling when you are working and engaging with people every single day.

It's the amount of fight or flight you experience. It's the amount of work you actually get done. It's the amount of value you actually put out into the

## Ep #248: Over and Under Actioning

world and what your headspace is when you're doing it." And so that's the first problem you want to solve. If you do not know how to sell someone cleanly and you are constantly feeling attached and desperate and needy, you need something from someone.

This is something else I told them is the difference between the feeling of I need something from you versus the feeling of I have something to give you. If you are experiencing a large amount of time thinking you need something from someone, let me help you shift into I have something to give. The 2K for 2K process is literally five steps geared to help you do that, to help you learn how to clean sell, to give you a sales process to lean on even when you're freaking out.

To help you talk about money and overcoming other people's feelings of insufficiency when you're feeling insufficient at the same time, how to get your brain clear and open for that. And how to operate even when you're feeling insufficient. I'll give you one last tip. Another great way that I told them that you create sufficiency, if you listened to the episode that I talked about how selling is very similar to circular dating, I don't remember what episode number it is, but we'll link it up in the show notes.

I said a great way to create sufficiency is create so many opportunities to be selling that you're not leaning on any single one. You've got to be out there meeting people, telling them you're a coach, offering to help them. You've got to be out there creating content, giving content out to the world, constantly creating value. You've got to have so many people in your pipeline that it doesn't matter if someone tells you no, you've got another consult coming right up.

Or you have so many people you're in conversations with and you've been serving and creating relationships with that you just know someone's about to buy from you, that clients are coming. This is the first step, you all. It's not the fancy stuff. You've got to get your emotional world under control in allowance because you're a coach, you're a life coach or a coach of some

## Ep #248: Over and Under Actioning

sort and that's likely some form of what you're selling to other people, goes back to being a product of your product.

It doesn't mean you're positive all the time. It means you can handle when you're negative and you're able to create more positivity to solve problems at a higher level than the average person. When you embody that as an entrepreneur as well, you're going to make more money. Alright, have an amazing week, you all. I'll talk to you soon. Bye bye.

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 2,000 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](http://www.staceyboehman.com/2kfor2k). We'll see you inside.