

Ep #2: 3 Things You Need to Do to Make Money as a Life Coach - Part 2



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 Divas. Do you actually know why I call my clients divas? Because divas, contrary to what you might think when you think of an over-demanding prima donna are - divas are women celebrated for their talent and abilities. Beyoncé is a diva. Ruth Bader Ginsburg is a diva. I know that for a fact. Her sweatshirt says so.

So there you go. From Beyoncé to RBG, I want you to feel like a diva too. In my eyes, we are the divas of the coaching industry and you deserve to be celebrated for your talent, mama. So let's get you celebrated with lots of clients and money and you know, I'm going to say it, significance. That's an actual fundamental human need and we sometimes feel bad about claiming that and desiring that. Not here, not this podcast.

Ambition is welcome. That's my neon sign. So today we're going to talk about telling the world you are in fact a life coach. You can tell them you're a diva too. I give you my vote of confidence. Here's why this is so important. Listen closely. The only reason you aren't making money as a life coach is because you don't believe you make money as a life coach.

You don't believe that that is your reality. And a step beyond that, if you're a new - a new coach or you haven't made a significant amount of money or any money, you may not even truly believe you are a coach. Think about this. If you don't believe truly that you are a serious coach with a serious business, how do you feel telling people who you are and what you do?

Do you even tell anyone? And if you do, what energy do you do that in? What do you think other people might be thinking about you when you tell them or they ask? What you imagine others thinking about you reveals everything about what you are thinking about you. And if you aren't thinking you are a life coach like, in your core, in all of your body like that is who you are, it is what you do, you're not asking to be a coach, you're not trying to

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prove yourself to be a coach, you're not trying to be a coach, you are a coach who gets people results and changes lives, anything short of that is the reason you don't have clients, period.

The moment you believe you are a coach, you will 100% sign clients. You will attract clients to you. They will just start showing up, and not out of thin air. They were there all along. You just aren't aligned with them when they're looking for change and for help and maybe even directly for a coach, and you aren't believing you are one. Think about it.

Someone who needs help desperately deserves to get it from someone who believes they are the person to help. Your only job right now is to believe you are a coach. And if you are listening and you are one of my six-figure plus earners, your only job is the same. You just need to believe you're a \$250,000 coach or a seven-figure coach.

So the best way to do that is to practice telling people you are. Tell everyone. The more people you tell, the more it's going to roll off your tongue and the easier it gets to say and easier it gets to believe. Each time you are saying it, you believe it a little bit more. So that's what we're diving into today is telling the whole world you're a life coach.

So you want to get out, you want to meet as many people as humanly possible, and then you're going to tell everyone you meet you're a life coach. Not in a creepy way. We'll talk about that in a second. And here's what I want to say. If you're one of my clients who is still working your full-time career where you believe there is a conflict - this is what I get a lot of is people tell me, "Well, I can't tell everyone I'm a coach, I still work for someone."

Still, tell everyone you are a certified coach or a coach, if you're not certified. Doesn't matter. Just tell everybody you're a life coach. Think about this. What if you were a school principal or a lead recruiter and you said, "You know, I went and got a life coaching certification. I am now a certified life coach and I want to use these tools I learned to make the workplace a better environment and problem solve at a higher level. My certification is

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really helping me communicate with staff members or customers in a deeper level."

Not all coaches who get certifications or decide to become a coach and learn about coaching and go to masterminds and go to seminars and conferences plan on leaving to own a business. But when you're focused on wanting to have a business and working full-time, you feel like you have to have this secret hidden life that you have to make sure no one knows about and what keeping your life coaching a secret does is keep you from ever building your business and it keeps you being a life coach in that full-time position anyway.

So you might as well start telling people. Tell everyone. And if you truly tell everyone, like it's just kind of who you are and it's just I'm a nurse, what do you do for a living? I'm a nurse. What do you do for a living? I'm a schoolteacher. What do you do for a living? I'm a doctor. Whatever it is, if you just tell them - what do you do for a living? I'm a life coach - if you tell people like it's just who you are, it won't seem so creepy when you meet someone who could use a coach. And it doesn't sound like you're just throwing it out there in a covert mini pitch.

If you wait to tell only people who could be a potential client you are a coach, you won't be ready for them when you do meet them. You won't be confident because you didn't get out and tell everyone you ever met that you're a coach so it won't roll off your tongue like it's just who you are. So you want to tell everyone.

And how you know this is happening when you are only telling people who you think could be a potential client is when you meet them and you're like, oh my god, what do I say? How do I introduce life coaching into the conversation? I don't want to be sales-y. You aren't being sales-y, you're just out of practice and belief in who you are. That's really it. Your fear of sales-y is truly just out of practice. You're just out of practice believing who you are.

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Because if you're a coach, if you believe that in all of your being, and this is at every level. If you believe you're a seven-figure coach, there's a different energy about you when people ask who you are and what you do. It's funny because people are always like, what do you say when people ask you what you do?

It's so interesting because from my perspective, I'm like, I'm a life coach, and then I just move on. I don't do any sort of explaining because I'm not trying to sell everybody I meet because I already have a business full of clients. I'm already working with hundreds of people making hundreds and hundreds of thousands of dollars, millions of dollars. I don't need to pitch every single random stranger I meet at Starbucks, right?

So the energy is completely different, but what I find coaches are doing, especially new ones is they're going out there and they're saying it in kind of a creepy way like they're trying to like, at the person in line at Starbucks, they're trying to sell them coaching. It's very weird.

In fact, I actually remember like, every once in a while you'll tell someone you're a life coach and you're not trying to pitch them or sell them or get them interested at all. I remember once being at a Biggby Coffee in Michigan and I told the lady at the counter, she just asked like, why I was in town and I said something about being a life coach and she said, "Oh my god I'm looking for a life coach," and then we had this whole conversation, totally random, rarely happens.

But then it was just like totally authentic because I wasn't trying to be like, oh, I'm a life coach, I help people get results. And I didn't go into this whole pitch. It's weird when you ask someone what they do and they go into a whole pitch because nobody else on the planet ever does that. Ever, ever, ever. I know I'm being a little ranty here, but I just want to add this in. It's like, you don't meet someone and they're like, I'm a sales executive and they start selling you the thing that they like - water pitchers, I don't know, whatever they sell in a corporation.

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They're not like, well, I sell offices mini coolers, would you like one? I don't even know what that is. It's so creepy when you try to pitch some random stranger. So this is not what I'm saying when I say tell everyone you're a life coach. The goal of this exercise is that by the time you say it so often, it's rolling off your tongue, it's completely what you believe you are, and you just say it so confidently that if someone is interested, they'll be curious and ask you for more information.

And now you're not in the convincing seat. You're in the receiving seat, and so then you just like - like when people ask me, I give them little bits of information because I never want to go into a tangent when they're being polite or they're just curious and then I've gone too far and they're like oh god. So I just like, give them little bits at a time and if they want to know more, I make them work for it. They'll keep asking questions.

People who genuinely want to know and are genuinely curious will. But you can take all the pressure off of trying to sell people in this second part of the three simple steps you need to do to make money as a life coach, none of these are about selling. It's just meeting as many people as possible to expand your audience, because then you're more likely to find people who are going to need your services, and it's going to get you in the energy of being out and it's going to get you talking about who you are the way that you want to, not the way everybody else knows you.

And then you're going to tell everyone you're a life coach to create and build your confidence. You want to be in a constant state of belief and courage and confidence that you're a life coach and meeting everyone you can in that state of belief. This is all about developing belief. I am a life coach.

And when you tell everyone, like truly you tell everybody like, in a way that doesn't feel sales-y but just like, when people ask what you do or it comes up naturally in conversation, it takes your mind off discriminating. Like, discriminating meeting people and telling people you're a life coach building

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relationships to only those people who you think will be your clients or are a good fit, like people do that.

They used to teach that in network marketing like, build your dream list. And what would happen is people would put all these people in their dream list and then get really attached to those people being their business partners and only those people. And then they were like not - so many people are just not taught to just create the possibility that anyone you meet could be your client and no one you meet will be your clients, and letting the relationship just develop as it will.

And I just want to offer, you can tell everybody that you're a life coach the way that you would if you were an actor who just got a starring role in This Is Us. You can tell everyone about how amazing life coaching is and how great your business is going and what you are excited about with life coaching or your business without trying to sell them, again, and if you do do that, you know what you might just end up doing? Selling them life coaching.

I want you to think about this step. It's all about sharing. Sharing your belief, sharing your excitement, sharing your confidence, sharing your story, sharing who you are with everyone you know and everyone you meet. If you're sitting behind a computer, fretting over a funnel or a website or your niche, you're doing it wrong. If you're avoiding your business altogether, you are doing it wrong. And if you're trying to only go out and find clients, you're doing it wrong.

Good thing you found this podcast. I'm going to set you straight. Building your business can be simple, it can be natural. Selling can be a natural expression of who you are and what you're excited about, truly. People are attracted to energy. What energy are you bringing to being a life coach? That will be your answer to why you are or you're not making money as a life coach.

So you want to get out there and you just want to tell the entire world as often as possible. You should just be radiating a state of belief everywhere

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you walk. Think about - this is the best way to explain it. Think about if the most incredible thing ever happened. You just hit six figures in your business, got asked to speak at a massive conference with thousands of people and all of your clients are getting massive results, your podcast is number one on iTunes.

Just imagine how you would interact with the world. The Starbucks person that gets your Starbucks, you would just be so excited to - you'd ask them if they're having an amazing day, they would ask you how your day was going. You wouldn't just be like, "Oh, I'm a life coach. My day is amazing." But you would just carry this energy about you that you may or may not get asked.

And I'm not suggesting that you tell the person at Starbucks you're a life coach without any context, but you could say, "You know, I'm having an amazing day. Something really amazing happened in my business and I am celebrating with a latte." And they'd be like, "Oh my god, what kind of business do you have?" And you're like, "Oh, I'm a life coach. Yeah, it's really fun and amazing, I'm really excited."

And then you don't even have to go into any more. It's just like you practice creating space for people to ask you what you do, you practice creating space to tell people what you do. When you go to networking events, people say what do you do? I'm a life coach. And it can be just that simple. You don't even have to go into your niche. I'm a life coach, I help people lost 50 pounds or more. I help people - whatever it is.

Most of you probably have even longer statements than that. Like, I will say I'm a life coach, and if they're like oh, what kind of life coach, then I'll say I help other life coaches make money. I teach them sales and business. And then it's like, that's it. But the more that I say that, the more I believe it. The more I believe it, the more space I'm creating for people to come find me and work with me.

The only reason that people aren't reaching out for consults - this is something that people are always asking about. Like, I need more consults,

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I need more consults. The reason people aren't reaching out is because you're not sending out the energy that you are the coach, the expert to reach out to and whatever it is you're offering.

And so they don't feel that pull of like, oh my gosh, I've got - this about this. If you've been following me for a while, and you might have just found my podcast, but if you've been following me for a while, I want you to imagine how many times you might have thought, "I really got to work with Stacey one day. I've got to join her 2K program or I've got to join her mastermind. One of these days I'm going to work with her."

Or whatever it is, I guarantee, multiple times that's come up for you and it's from no other thing than my constant being out in the world and creating space for people to know who I am and what I do. And we're going to talk about making offers in the next episode, but I really want you to think about this is the predominant reason that people think, I've got to go work with Stacey is because I'm always thinking and believing that I help hundreds of women make six-figures, I'm a seven-figure coach, I work with lots of people, I'm really good, I get tons of people results.

In fact, my results are guaranteed. That's how strong I believe in what I offer so I'm constantly out there telling everybody about what I do. I'm constantly doing trainings, I'm releasing podcasts, I'm sending out newsletters, I'm doing Facebook Lives, I'm running Facebook ads. I'm telling the whole world, hey, I'm Stacey, I'm a life coach, I help life coaches make money.

And that's what I'm doing all of the time so people when they reach out to me are just responding to my energy. It's not the other way around. You can't wait for people to be reaching out to you for you to respond to their energy to believe that you're a coach and people want what you have to offer, you have to be the one that's creating that energy and that's what's going to create that ripple of people asking who you are and what you do.

Like, people ask me all the time who I am and what I do just because of the energy I walk into any room in. Any room. Even if no one knows anything

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about me, people want to know who I am and what I do just because of the way I carry myself. It's just this like, air of confidence in who I am in the world and because I'm not seeking for people to ask me and because I'm not being needy and grasp-y and sales-y about it and I'm not trying to convert a sale with every single person I meet, which is what a lot of people try to do, I'm not out there trying to find clients, I meet people all the time who are trying to get me to - they're like, can I please be your clients? And I'm like, oh, I only work with life coaches, I help them make money.

You know, I do work with - I have other people who own businesses but I will have people that will ask me to be their coach that are like, not even remotely in any sort of the field that I do and I'm constantly referring them to my clients. I'm like, oh no, I don't do that but I have a client that does. I get Facebook messages all the time now from people that have known me for years and they're like, hey I have a friend, she's really struggling, can she reach out to you? And I'm like, well, I don't really take on one-on-one clients anymore but I can definitely see what is going on with her and refer her to somebody else.

But it's like, that is just because people know me as the person in their life who is a life coach, even if they're never going to do life coaching, they may have a referral for me one day but it's because I'm constantly showing up and telling everybody I'm a life coach. And the more people I tell and the more content I create and the more I put it out there, the more it's just in every piece of my essence who I am, and this is your goal for you, especially when you're new and you want to make money so bad. Your biggest hurdle is getting out there and it rolling off your tongue with the utmost confidence in who you are and what you offer the world.

And the more you sink into believing that, I really believe, if you build it, they will come. When your belief really comes through in all of your being, that is when people are going to start reaching out like crazy. It has nothing to do with the amount of content you're creating because when I built my business the first hundred thousand, I didn't have a podcast, I didn't have

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an email list, I didn't have a website. I launched my website when my business hit \$100,000.

The only thing I had was Facebook Live. I was doing live streams from my personal page and that's it. That's all I had. Sometimes I had business cards with me, sometimes I didn't, but people just knew who I was and I just believed so deeply in what I offered I was always coming in contact with people I could help because that was the predominant vibration I was giving out into the world.

And so it's not your call to action. It's not whether you're posting on IG or Facebook. Like, it's not. For the love of god, it's not. It's not your problem. It's not that you're not explaining what you do right. It's not that you're not compelling enough. It's not that your training wasn't good enough. It's none of those things. It's truly your belief in yourself. That is the number one thing and it's the hardest thing for me to get people to understand because so many people just want this tangible thing.

They want to be able to just go out and manhandle getting their results. They just want to take the results and shake them to get them. Like, that's what they want. They just want to hold onto it so hard and tight and just manhandle their way to making money. And really, all of the actions, all the things that you're doing are great but the moment your belief is aligned, like, who you believe you are is aligned with the result that you want, which is to be a paid life coach, that is when you will become a life coach. That is when you will sign the clients.

And this is at every level because when you're scaling, for example, to seven figures, I have to believe I'm the kind of person that hundreds of people want to work with at the same time. I have to believe I'm the kind of person that thousands of people want to be on my email list. I'm just upping the belief game. But nothing truly has changed.

People are always asking me what I do in my million-dollar mentoring and it's believe at a deeper level. Like, go all the way into that, embody who I'm becoming at a deeper level and tell everybody who that is at a deeper level.

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And at every level that's a little bit different and it's a little bit - but it's just this deeper belief every single time.

So you want to get out there and you want to meet as many people as possible. You want to tell all of them you're a life coach, you want them whole world to know you're a life coach. You can do that in person or you can do that through your Facebook posts, through your live streams, through podcasting, through blogs, through email lists. Every day that you show up and you deliver something to the world, you are telling the world you're a life coach.

But now you have to check, who are you being when you tell people that? Are you believing it yourself? When you fully do, when you fully, fully do, which means you no longer have any thoughts creep up of maybe this isn't going to work, I'm not going to make it, maybe I can't be a coach, maybe I don't have what it takes, when all of those dissipate, even when you fail over and over and over, and when you fail, the predominant thought is like, see, I'm not going to be able to be a life coach, when you're able to fail and still just say okay, I just need to do something different next time but I'm still a life coach and you just keep it moving, that's when you know you truly believe and the result will come very shortly after. You will make money.

And I just want to be clear. I think these first three steps are the biggest things you need to do for the first year or two in your business. This doesn't mean it will take a year or two to make money, but it could, depending on where your state of belief is and how all in you go with this work and how much help you get doing this work. All of those things factor in. You've got to be willing to start where you are.

But I just want to offer that it's like, you could sign someone today if you really took this world out. I did a Facebook Live in my 2K group. I do trainings every single week for an hour and I did a training about this and I was training on booking consults. And I said, the reason people don't book consults is because they don't believe they're someone that books

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consults. I just believe I'm someone that people reach out to, I believe people just send me money. They sign up for my program all the time.

I just believe that people pay me money, that people love my services, that people get results. I'm always radiating those thoughts. So I did this whole training on believing I'm a coach who books consults. I'm a coach who books consults. You have to actually believe that.

And one of my clients went out and met someone that day and signed a \$6500 client. She just went out and told people what she does, met someone, told them what she did and signed a client. So it can happen so fast. It's totally up to you. But the chances of it happening fast and right away as urgently as you want it to happen, the chances are much higher when you're constantly going out and telling people you're a life coach and meeting lots of people. The more often you do that, the higher your chances.

Alright, so I'll see you next week and we're going to dive into making offers. And I cannot wait because this one is the biggest topic I think ever, that I ever get questions about is how to make offers. I'm going to talk about my method for making offers and the way that I built my business to multiple six figures without reaching out directly to people and we're going to dive all in to what this is so important and making money as a coach. So I will see you next week.

Hey, if you're 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 using my simple 5 step formula for getting consults and closing new clients. Just head over to www.staceyboehman.com/2kfor2k. We'll see you inside.