

Ep #141: Having the Audacity to Believe in Yourself with Janae Young



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 141. I'm really excited, today we have Janae Young on from 2k for 2k. And she has the most incredible story, get ready. You're going to be more inspired than you planned to be this Wednesday morning if you're listening. So, Janae, do you want to introduce yourself? And then I have a whole list of questions for you?

Janae: Yes, I will. My name is Janae Young, I'm from Wilmington, North Carolina. I'm a college coach. So, I help students achieve their goal scores and reach their dream schools. And I joined 2k for 2k in April. And I've been an entrepreneur for five years. I started my business right after my 15th birthday.

Stacey: Oh my gosh. That's so fun. So that's the first thing I want to talk about. But I have to just tell you, I love Wilmington. I didn't know that's where you were from.

Janae: So, Wilmington's one of those places where no one – sometimes people know Wilmington and sometimes people think I live in hillbilly town.

Stacey: No. It's the cutest little beach town.

Janae: Yes, oh my gosh, that makes me so excited because oftentimes, especially in California, people are like, "Wilmington. What's Wilmington", at Stanford sometimes. And sometimes people make fun of my country accent. And they're like, "Oh my gosh, she's probably on the tractor trailer." And I'm like, "It's a beach town, I promise." Born and raised here. Spent more time here than I thought I would because of the pandemic.

Stacey: Yeah, I love Wilmington. I used to pitch, I used to sell infomercial products all over the country. And I was called the queen of military bases.

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

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

And so, I would always go work all the military bases and I would go to Fort Bragg a lot. And then I remember one time I went there, they said, “We have this”, I think it was a Sears. They’re like, “We’re the Sears in Wilmington but it’s on the beach.” And so, I went and it is the cutest little beach town. I remember there was this cute little boutique shop and then this Baja taco place that was super cool.

And I just, I loved it. And in fact, we went, I met my sister and we went to – what’s the famous beach in North Carolina that everyone goes to?

Janae: Wrightsville, so that’s 10 minutes from my house.

Stacey: I think it’s South Carolina. No, it’s South Carolina. I can’t remember what it is. I don’t know. There’s a famous beach in South Carolina and I don’t know why...

Janae: Myrtle Beach?

Stacey: No, it’s not Myrtle. I don’t know. It doesn’t matter. But anyways, we went there and I remember thinking Wilmington was way better. I so enjoyed that. So, the lesson from this podcast everyone is to go visit Wilmington. It’s a very lovely place.

Janae: Very lovely place, yeah.

Stacey: Okay. So, tell everyone – I love this because you and I also have the same comment. I started my first business when I was a teenager too. It was wildly unsuccessful but I became an Amway salesgirl, I think 17. But I just knew even then that I wanted to be an entrepreneur. So, tell me about that, knowing at 15 years old that you want to be an entrepreneur, having that confidence in yourself to do that.

Janae: Yeah. So, it was actually, I feel like most people sometimes who start their businesses is on accident completely. What ended up happening was I was 15 and I was kind of at that place where I’m sure also a lot of

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

viewers who have teen children can understand. Where I was like I kind of want my own money now. I'm a little older and at that time I really only had birthday money from my grandma, that was really my only spending money.

So, I remember my sister was talking about a friend of hers and she was saying that she had a very large babysitting clientele. And she was like she's been able to pay for all her stuff and everything like that. And I was like, "Well, I'm going to give that a try." So, I started two businesses at the same time. I had a babysitting business. And then I was like, "I'm going to try tutoring." And there were no parents in my neighborhood who really had small children.

So, the babysitting business turned out not being very successful but the tutoring business, I just started tutoring kids in my school. And I slowly just fell in love with teaching. It was a way for me to communicate, and mentor. And I saw the magic of peer teaching and peer coaching. And when I was sitting with my students I could see that it was something bigger than myself. So, when I say I had no clue what I was doing, I really mean it.

Because I remember, I think my sister, a guy she was talking to at the time came up. He was like, "JanA+e Tutoring would be a cool name, if you put an A+ next to the second A in your name." And I went on Vistaprint and I got these business cards. And I told people I was charging \$10-12 an hour. That makes absolutely no sense. So that tells you.

Stacey: So good.

Janae: I really was starting from scratch. My father, he did wedding photography when we were small kids but there were no full-time entrepreneurs in my family. Both of my parents are engineers. And my sister's in data science. So, I knew nothing about entrepreneurship, just started. And then once I started tutoring on myself, I played soccer in high school. And so, when our soccer season came around I was like, "Well, I don't want to let my clients down so I'm going to have to hire someone."

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

And I just never decided. There was nothing in my mind that said that I couldn't do that. So, I just kept going. I hired one person, and then two people, and three people. And then probably around a year later, so I had a full team of seven or eight tutors under me as well by the time I was 15 or 16 and just kept going from there.

Stacey: I love that. I love that you knew a 100% that you had the confidence to do that. I think that's brilliant, first of all. I also know all about the offers that don't make sense, the \$10-12 an hour. I'm like, "You can come to my retreat and it's \$1,000 for this many days and \$3,000 for this many days, and \$5,000 for this many days." And it just doesn't make sense. But I love the willingness to just get in and get started because that's the only way you find how it does work is when you are willing to experiment with what doesn't work.

Janae: Exactly. And it was just that, it was experimenting for five years. And just having the commitment to keep going because as I'm sure you know, and also a lot of other people listening, the first years of your business are messy sometimes. And for me as someone who was figuring it out while also being in high school the entire time it was just me trying things, failing, getting back up, trying again, being committed, believing hard, having no evidence that it was going to work out.

And I think probably I didn't start it to create a huge company but probably after tutoring for a year or so I was just like, "I'm going to build a million dollar business." And I had no one in my family with a million dollar business. I had no clue how I was going to do it. But I just decided that that was what was placed in my heart and what I was going to do. Because it lit me up inside. And I would, after school I would tutor, before school I would tutor.

And the connection that I was having with students and the impact I was having in Wilmington and what would go on to be on the world stage was just filling me up. And I was like, "This is what I'm going to do. I have no

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

clue how I'm going to do it." And so thankful to my parents and my support network. I didn't go out and share, "I'm 16 and I have a dream of building a million dollar business." But they weren't questioning me. And because of that I never even questioned myself.

Obviously there were days that my belief wavered, but I had the audacity to believe that I could figure it out. I was like, "I don't know how but one day I am and I'm just going to keep trying things until I see it through."

Stacey: That's so fun. I felt the exact same way. I love that. And I love that I'm looking right now, you have your logo on the computer screen which they won't be able to see. But I love your logo, the JenA+e with the A+ is so amazing. But what I really love is that you have so clearly underneath exactly what you do, private tutoring, test prep and college consulting. It's so clear. Of course, it's easy for people to buy from you because it's very clear what they get from you and who you are and what your brand is instantly.

And so, I just have to give you some props for that, that's very clear, it's very simple.

Janae: Thank you. And we're going to talk about how I got it together in 2K.

Stacey: Yeah, let's do it. It's next on my list so let's do it.

Janae: Yes, we're going to, but to go off that, I started private tutoring and then around when I was 16 or 17 I obviously started applying to colleges. I was a junior, a senior, I was starting to go throughout that process. And I saw that there was really no one in the industry that was connecting with students. I was seeing a lot of college coaches who were saying, "Here's how you get into some of the top schools in the country." And they hadn't even done it themselves. And so, I just found, I was like, "There is a void here."

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

And I remember just like my students now, I was preparing for the SAT and ACT, and writing college essays and tackling hard classes. And I remember just thinking if I could figure this out then one day I can help others do the same. So that's what I did. And so, I figured it out myself. And then I started doing one-on-one and so then I started private tutoring and SAT and ACT prep. And then when I went to Stamford, I started outsourcing that to my team. My offer's changed since then. But that's basically how I ended up in the niche that I did.

And I felt almost like you have the guarantee in 200K where if you're a coach who's telling people how or showing people how to make a certain revenue number they have to hit that themselves first, that integrity that's there. And I was like, "I want to deliver that to students in the market." I want to be able to say to students, "I know exactly how to get you from point A to point B because I've done so myself. I've done so. I've been in your exact shoes."

And right now, for example, There was a huge SAT last Saturday for students in August. And I have students on my consults and they're like, "I don't know how I can prepare in the fall and also write my essays." And I'm like, "I know because I was doing it right there with you. I was doing it right there with you." And I can see when I communicate that to parents and students, the relief that washes over them because they understand that I understand them on a deep level and I can show up as their coach.

And so, I recognized at first when I was a bit younger, I would be scared sometimes to show up. I was like, "If I share with people that I'm young, and I'm Black, and that I'm a woman they may not take me seriously in education. They may think, she's not credible." And then I actually did a program at UPenn when I was a rising senior.

And there was a speaker who was speaking about branding and PR and stuff like that. And I remember, I ran up to him at the end, we we're walking the PennERA. And I was like, "I have this business but I feel really scared

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

showing up. If I show up maybe people won't take me seriously." And he was like, "What's the alternative?" And it clicked for me that every moment that I wasn't showing up I was missing out on the opportunity for students to see themselves in me.

Stacey: Oh, so good.

Janae: So, for students to have someone in the college admission space who could reflect them, whether that was me being a woman, or whether that was me being young and chasing after my dreams, or whether that was me being a woman of color. Whatever it may be, I was missing out on the opportunity to show up for myself and to show up for them. And so, in that moment I was like, "I'm just going to start showing up no matter what showing up imperfectly, showing up awkwardly." And because of it I now have been able to connect with so many students around the world.

And I've found that confidence even as a coach who's young. Where before I was like, "Oh, I don't know." And I'm like, "No, because I am in this position, because I'm at Stamford and I've gone through this process myself. And I can understand your students even more authentically, this [crosstalk]."

Stacey: Yeah, you're more relatable, yeah.

Janae: Exactly. This is why I'm your coach. This is why.

Stacey: Yes. I think this is the same thing about life coaching that people don't understand, what you touched on, the importance of having gone first and done the work and used the work on yourself. I think is everything. You have to take yourself through the process. You have to be an example of what's possible with the work. You have to be a product of your product. That will naturally boost your confidence more than anything else is just using the tools on yourself.

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

But then also I remember, and I've told this story before where I was so heartbroken, right around, I had launched my business and I got my heart publicly just ripped apart, and humiliated. It was such, my first embarrassing heartbreak as a coach. And I think even at the time I had been marketing myself as a relationship expert, whatever that meant, with businesses, with relationships, everything else. I was like, "I understand human relationships and I will teach you how." Except I got cheated on and heartbroken and humiliated.

And for so many people, it's those hardships early on in their business and what they're going through in their life would be such an easy way to say to themselves, "I'm not qualified. This is an example of the reason why I don't have the authority to talk on it." And instead, I showed up as exactly what you said. If you're having massive things happening in your life, I'm the person who gets you because I'm doing it too, except I have tools that are helping me through.

And when you're in that stage you're not going to attract people who are really, really, really far from where you are. You're going to attract the people who are close to where you are. And you're going to be that inspiring example to them. So, I was attracting a lot of people who were going through a lot of pain. But I was that example for them of you can do this well. It can be meaningful and you can survive and get to the other side.

And I think that that's exactly what you said, so important, everyone should hire you if that's what they need because you're the walking example of a young woman of color who's going to an ivy league school who started a business and made a lot of money at that business. I think it would be for a college student, you would be the most exciting person to be connecting with, and to know, and to have in my corner if I wanted to have that successful college career as well.

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

Janae: Exactly. And I was also seeing that in the market, just I mean even education's always changing. But even now with COVID students are tackling things that they've never even seen before. And even my parents, met at MIT and they was telling me when my sister and I were going throughout the process, they were like, "It's completely different now. It is completely different now." So, for someone who's 30 years out to be speaking, although obviously all educators are wonderful, phenomenal humans.

I was finding that students were not feeling as connected because the stress has amplified so much. And there's just different circumstances now. And so, when I could show and be like, "I see you, just I see you, I see you where you're at."

Stacey: And speak to exactly where they are.

Janae: Exactly. And speak to, I know that we can do it because I did it myself and I'm going to help you through this. And I'm going to be there with you the entire time. And it's funny what you were saying. You're going through public heartbreak. I remember when I was applying for Stamford I was also going through getting cheated on, recovering from that. And I remember just saying to myself, I was like, "I can figure this out." If I can hold belief for myself I can hold belief for my students when they're going through it too in the future.

And now what I'm so thankful for. We'll get into 2K and my offer later on. But I literally looked before I came on here. And in my program, over 60% of our students are women of color. And over a third are Black women. And I saw that and I started crying because I was like people that – obviously I love all my students equally. But I wanted, when I was in their position, I wanted someone who I felt in the industry could understand me deeply. And now I can turn around and be that for them.

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

And I can hold space for them. And I can coach them. And I can show up every day for them on our coaching calls and say, “I know you can do this and I believe in you and I see you. And we’re going to do this together.”

Stacey: So good, I love that.

Janae: That’s what I love doing. That’s what I’m meant to be doing.

Stacey: I do think that what you said, I just want everyone to kind of take a second here because I do think it’s really important, is because I had this similar experience as well. Where I remember there was an idea of who I wanted my clients to be and my audience to be when I started my business.

My coach and my best friend also we went through certification together. And they were so successful and they were doing so well. And they were tapping into this entrepreneur community and signing clients from this entrepreneur community like crazy. Talking about how fun their clients were and all their different businesses. And I wanted that so bad but I hadn’t signed any clients. And I wasn’t able to bridge into that community. And I remember feeling so alone.

And then I had the heartbreak and I started showing up on social media talking about it, talking about having gone through it, what was happening for me. And I started connecting to all these people who were going through a lot of other sad life experiences. And all of a sudden I had this insanely big community very quickly that was around me that I didn’t even expect or anticipate necessarily to have that I found were my people. And even now I feel like my people are so distinct in who they are that gravitate towards me.

And I think it’s really important, I don’t know, what I was thinking when you were saying that, it’s so important to really fall in love with your people and who you’re going to help, even if it’s not. For me, I think you wanted that

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

and you were intentional and you expected that. For me, I didn't expect my people, it wasn't intentional. It was who showed up. And I see a lot of coaches sometimes pooh pooh on the people who are showing up because they're not who they thought they were going to be.

And so, I think it's so important to fall in love with those people and recognize yourself as that crusader for them, that leader for them. And just be so sufficient in who those people are. That is everything, we don't always – it's such an amazing thing that you knew right away who you wanted to help.

But for the people who don't, I just want to say that was, something you said really struck a chord in me that being really connected with those people and saying, "I'm going to be a leader. I'm going to show up. I'm going to make this happen for all of us. I'm going to bring everyone with me." I just think is so powerful.

Janae: Exactly. And I remember after I stepped on the Stamford's campus I felt my calling just strengthen because I was like, I don't just want to be one of those coaches that shows people how to get into schools and writes their essays. I want to be a coach who shows students how to be successful when they get there. And I wasn't seeing that. And I was like, "Let's show people." Because I mean even from – I'll actually say I met you actually through The Life Coach School. And through that I somehow found Brooke when I was 16.

Stacey: How lucky.

Janae: I was listening to your podcast because I remember thinking and I was like, "This is adult stuff." I was like, "This is serious thought work." And then I found you and I was like, "Oh my gosh, I love her, this is my coach." And from that place though, understanding the model on a deep level, when students are, for example, procrastinating writing their essays, or they're struggling to find the consistency that they need to raise their

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

scores. It's coming from certain thoughts. And I was like, "We need to be addressing those unless the results are going to be the same."

So, bringing that work into the space as well, I was able to create transformation for my students and from a place of integrity know I'm helping them not only in this season but to set them up for success for the next five years of their life. Because like you said, you also equally want to have a successful college career and I want them to be successful in whatever they do. And that's why I stayed within my niche because I was like the SAT and ACT process is the perfect, I think, ground for learning how to create results for yourself.

It's oftentimes the first time students are even setting a goal and creating it for themselves. And it's the same exact process. It's the same thing I did in my business. It's the same thing we do with anything in life really where we just have to really understand this is how I'm going to create results for myself. This is how I'm going to evaluate. This is how I'm going to connect. And once they do that they shift in their confidence and how they show up. And they show up in the different areas of their life completely differently. And then from there go on to have so much more success.

So, I was like if I can create that for my students, this is where I want to be. And so, I just started showing up like that. And finding 2K helped me to do that so much more powerfully as well.

Stacey: Yeah. So, tell me about that because I thought that was so interesting. So, most people, your Facebook posts, I read, it was a couple of months ago, I think, read it and was immediately, I have to have her on the podcast. And then when I was prepping for this podcast I went through it. And step by step was like, yeah, we'll talk about, there was five or six different things within one post. And I was like these are all examples of what's possible, we have to talk about them.

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

But one of the things that you said was you did a little bit reverse. So, you had a team and you came into 2K and made a bunch of decisions to simplify your business and just focused on the three steps of meeting people, telling them you're a life coach, making offers. So, I am curious about that transition because I think a lot of people want to do the opposite.

They're like, "Yeah, I mean I know I have to do these three things but really what will make me successful is having this team, having all these offers. And I want to get there, the grass will be much greener and much thicker and taller there than where it is now." And you have found the opposite to be true, the leaning out, the simplifying has made you so much more money. So, I'm curious if you could talk about that transition.

Janae: Yes. And I mean so much more money and I'm so much happier in my business. So, I'm going to talk about, so the mindset you talked about is so important because I went there. So, I started tutoring myself. And then like I said, I started hiring other tutors. And so, what I found when I was 16 or 17 is that I was tutoring myself and I had a team of tutors that were also tutoring. So, clients would come in our company and then I would delegate them with a specific tutor. So, we had tutors on payroll. And then client relationships I was managing.

Stacey: I can already see it now. I feel the anxiety thinking about it.

Janae: It's so much. And it's managing my brain as a 16 and 17 year old and then managing other teams.

Stacey: Our teenage brains, it sounds like it's going a good place.

Janae: Yeah, exactly. So, I am 16 with seven employees. And then when I went to Stamford I was like I'm of course going to need an assistant so I hired an assistant. And it was funny because everyone I was hiring was obviously older than me because I also have a late summer birthday. So, I think I hired a 22 year old assistant when I was 17. So, I'm doing interviews

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

in Starbucks, okay, who's going to be my assistant? I choose an assistant. So, I have this entire team.

I used to have team meetings in my house. It was so funny because my parents were just along for the ride.

Stacey: What's happening right now?

Janae: I was like, "It's our September team meeting. We've got to go over business objectives for the month, alright?" My mom's like, "I'm going to get some pizza for the..."

Stacey: You're like such a rockstar. I'm in my mid to late 30s, and I don't even want to have team meetings. I'm like, "Can't you just operate on your own?"

Janae: I had like just what's just behind me, the big post-it where you're writing on it. And I'd stand up there and I'd be like, "Alright, so here's where our deficiencies are. We want to get to this level to hit this income goal." So, I was doing all of that. And the backend was very heavy. It was a very backend heavy business. And I didn't want to end up running a business like that. There are obviously tutoring companies, that's how they work. But I wanted a business where I could have deep transformation for my students.

So, when I went to Stamford I ended up transitioning to – I think I created my first online course when I was around 15 or 16 and continuously failed. So, you have to just figure it out. You have to be patient with yourself. So, by the time I launched our offer when I was going to Stamford, we had that program. And I still had a team of tutors but I had significantly shrunk my team down. And then the pandemic hit and the college work had changed completely.

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

Stacey: And you had said, you almost quit your business during COVID. So, you've got to tell that story too. Keep going.

Janae: Yes. So, I will bring it in here because it's right on track. So, I decided to niche down. So, I was like, "Okay, we're going to focus specifically on raising our students' scores and getting them into their dream school." So, I niched down. And I was in my freshman year at Stamford and the pandemic hits. I get sent home. And I'm also going through a very, very hard time mental health wise. And mass refunds start coming in from the business because all of our students' test dates got cancelled and no one knows what's going on.

And obviously are hoarding money left and right. There's so much panic in the world. And so didn't even know what to do. I'd never even experienced it before. And so, there was a point in my business where we were losing thousands of dollars a month because I didn't want to lay off my employees. And also, we were getting mass refunds. And I was also in a place where I was just trying to stay alive. I was just trying to with the depression I was experiencing, I couldn't get out of bed before noon. I had Stamford classes at the same time.

And I was like, "I don't even know how we can have the courage to show up for my business." But there were several moments in my business where – I'm going to try not to get emotional – where I...

Stacey: Do it, we cry on this podcast, it's fine.

Janae: Whenever I'm in the car and you start crying on the podcast, I start crying.

Stacey: I cry any time someone else cries, I can't even help it, they just fall from my face. So, if you cry, we're going to just cry together, it's fine.

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

Janae: Exactly. But I remember in the early stages of building my business I would do the 2K process, meet people, stuff like that. So, I would try and go in classrooms and talk about my services. And I remember there were many times I would go in classrooms and I'd share my number and say, "I'd love to work with you." And I would leave and I'd get all these texts. And I'd think, oh my gosh, there's clients connecting with me. And I'd be in these terrible group chats of people sending explicit things to me, cursing me, hating me, just people spamming me.

I presented to a class one time and I remember it was a calculus class and I was very close to the teacher. And I remember I saw this crumpled up piece of paper. I'd gone back into the classroom after everyone left and there was something written on it. And it was this explicative text. Don't take anything from her. And I remember at 16 it shook me to my core because when you're first starting your business you're trying to hold so much belief in yourself. And I was already a young woman just trying to figure things out.

And I experienced, unfortunately this text in a lot of female entrepreneurs experience but so much younger. And I went to the bathroom that day and I just cried. But I remember I was like, you know what? I'm going to commit. And sometimes, just like you talk about, there is a different feeling of attach versus commitment in your body. And whenever I need to cue that I go back to that moment. Where I was like, I don't care how hard it is, I don't care how many no's I get. I don't care how much rejection I get. I don't care how hard it is. Nothing is going to stop me from my God given purpose.

Stacey: You're going to make me cry. Yes. Yes. Yes.

Janae: I was like, "This is what I'm supposed to be doing." And so, I remember, there were many days where I would have a class and no one would show up. Actually, one of those times I kind of do a summer workshop. And no one was showing up for 10 weeks and I stuck with it. And even one of my tutors, I said to her, I was like, "One day I want to have

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

a business where it impacts students around the world.” And she looked me in my eye and she said, “I don’t think that’s going to happen.”

And I remember, there’s so many different things that I wish I had done when I was 15 or 16, maybe avoided a few guys here and there and made some new friends. But I have so much gratitude for the strength and tenacity that I had during those early stages of my business where I was just going for it. And even in those moments of just straight pain, I held on.

I just decided to believe hard. Because I was like, “If I can believe through this, if I give up now, there are so many students who I’m going to miss out on impacting. There are so many students who I won’t be able to touch.” And so going back to in the pandemic, I was in that place again. And I like, “I don’t want to go out this way. I have worked at this dream for so many years and I don’t want to go out this way.” And so, I somehow managed to keep my business alive. And then when I found 2K, being in 2K showed me how to create an offer that was scalable and transformational.

Being in the program I could see as someone who’s in education myself how the structure of the program allowed for us to just really master the concepts because of the time that we had access to you. And the support that we had access to you. So, I completely restructured my program. And I said, “We can do it this way.” I opened up lifetime access for our college prep program, which is unheard of, but I was like, “We’re going to do it.” And set it up in a similar structure where we’re coaching every week.

And because of that I recognized I really don’t need half the things that I thought I did. So, I actually had – I had to let go of my assistant going into 2021. And I had another one bale out on me early 2021 and I just made the decision. I was like, “We’re going to figure it out.” And I did it. And so, I then recognized, when I go to Stamford for example, I had cut out outsource tutoring. But I also just love showing up in coaching my students multiple times a week. So, it’s working.

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

And scaling it down, I think it was when you said, I don't remember what podcast or whatever. But it was the amount of times someone has to see something in order to buy in or really understand.

Stacey: Yeah, 16 times on average, yeah.

Janae: 16 times, yeah. So, I was like if I have three offers, I'm doing three different. How many times do I have to? And so, I was like, "Scale it down." I made the decision and then I really worked in creating the best program that I ever wanted to create where we could include everything that I really felt students needed to be successful and open that up for lifetime access. So, we had our college prep and we have our SAT and ACT tutoring.

And then from being a student in 2K I also incorporated elements of the model, understanding. So that they could understand truly my thoughts are creating my results. The way that I approach math and the thoughts that I have are going to produce different results for me. And then also including and showing them ways how to manage their time so that they're just more successful students. And then we called it The Success System because with...

Stacey: That's such a great name. I love it.

Janae: Thank you. Thank you. With the limited support and everything including the program, your success is inevitable. That's what I say. And so, then I fell in love with that offer, which I learned how to do in 2K. And then I sold the heck out of it. And I remember in higher converting consults, I signed up for that. And I remember it was the first day of Stamford's spring quarter. And so, I had class that day. And I remember I was like, "Well, I'm going to go to higher converting consults. The lecture's recorded and they're probably just going over procedure anyways."

Stacey: You chose higher converting consults over a Stamford lecture. That's right. That's right.

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

Janae: Because I was like I had a webinar the next day. And I was like, “Listen.” I was like, “I can do homework on the weekends.” And I did. But I was like, “I have a webinar tomorrow.” And I was like, “If I can show up for this.” Because I knew you were going to sell me on 2K. I was like, “When I go on there, there’s no way that I’ll remember everything.” I was like, “I knew it was going to happen.” So, I watch, I show up and I watch. And I’m a college students. I was a high school student for the majority of my business.

So, like you said, I believe also on one of your other podcasts, when you don’t have expansive money at the beginning of building your business, you have to figure things out. And I’m grateful for that because I was like, “I don’t have money to throw around.” So, when I invest in something I’m going all in. So, I was like, “If I can figure out how to sell better on this training, I’m going to turn around and do the same thing.”

So I went to the training, worked on my slides all day, went on the webinar that I had the next night with my students, sold four spots in a smaller program I was doing at the time. And made the 2K that I’d invested in the program. I got in 2K and caught up on my homework for that week. And throughout my spring quarter was in 2K. And I remember on higher converting consults there was a minute where you said, I think it was either, you were talking about how sometimes people think 2K is expensive or they’re like, “I want to make more than 2K.”

And you’re like, “I’m not going to show you to make 2K. I’m going to show you how to make 20K.” And I was like, “Whoa.” I added it up before I came on here. I launched a new program at the beginning of the summer and since joining 2K in April, I’ve made a little over \$26,000.

Stacey: Holy smokes.

Janae: So, I mean obviously you were telling the truth. But I was like, “Yeah, yeah.” And so, I went all in. And being inside, first up, every element

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

of 2K is worth 2K. And the elements where maybe something would leave me stuck when I was building my business at first. I now can just quickly move past it. It's like I have so much momentum in my business now. Even the coaching you gave me on Monday, I turned around and I implemented it. I had a consult in the morning and I made my 2K that day. And I was just like it completely changed the way that I showed up in my business.

And so, when I wrote that post, celebrating, it was like I was celebrating not only what I'd been able to accomplish in 30 days but also how I had been working for it for five years. And holding belief that that moment would happen for five years. Because I'm so glad though, it's so timely that we're having this interview at the beginning of September because this is my five year anniversary of starting my business. Five years ago, in high school I was like, "Here we go, let's try this thing out."

And so, to be able to now have consults with students in Dubai and countries in Europe, and countries in Asia, and South America, and impact students. And teach them on this level and have students say to me, in India for example, "Yeah, look, I've really been waiting to talk to you and hear about your program." And I haven't even been to India in my entire life but really want to go. But that's insane to me. And I'm so thankful that I hold so much gratitude for that version for myself who had the audacity to start [crosstalk].

Stacey: That's so incredible. I have to just point out, it's going to be a little sales pitch from Stacey. But I have so many people that come to me and ask, "I'm in The Life Coach School training", or, "I'm in this IPEC training", or, "I'm in some training. And should I do 2K now or is it going to be too much?" And I'm sitting here listening to you say, "I'm in Stamford and I run a business, and I did the whole program. I went through it and I did my higher converting consults. And then I'm doing webinars. And then I do 2K."

That thought process, the energy fueling you, I think that is the determining factor. We can only do whatever our energy gives our capacity for. And that

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

comes from the way that you're thinking. All of the thoughts that you've shared on this podcast, I just want everyone to write them down and guard them, go to the podcast show notes and download the transcript.

Just really, the energy that carries you, I know 100% is the reason, that connection and that commitment to that dream is a 100% the reason that you found the time, that you created the time to do all that. Which again it just helps you coach your students on creating time to study for prep, or to study for the tests. So, it's total full circle. It makes you an example of what's possible with the products of your product.

Janae: You should see my face when my students tell me they don't have time. I'm like, "Alright now." Because one other thing, when I was thinking about before I came on here, building my business being a student the entire time. And I mean in high school I was taking very rigorous classes because I knew I was trying to go to Stamford, to go to a top school.

And then getting into Stamford, which is the hardest thing I've ever done, which is also why I tell students, "No, we're really going to make sure you're prepared. We're going to make sure you're prepared because when you step in and it's class time and they're like, "You need to learn how to create this result for yourself." I was like, "This is why we're doing this now." Because it's the same thing over the course of the next four years.

But learning how to create results for myself I really had to focus on, for example, in the 80/20 rule. The 20%, I didn't have time for time wasting activities that weren't generating revenue in my business or weren't having an impact on my business. I had to learn how to prioritize the task in my business that were going to create the biggest result for myself, and my students, and the health of my company. And so doing that, like you said, yes, has taught me how to do the same for my students.

Because I'm like, "We can be efficient and I promise you can do it. Because not only did I do it as a student but I also did it while building a business,

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

while also showing up for other students. So, I promise you the time is there when you effectively know how to manage your brain. And when you really are operating from the belief that I can do this.”

Because I’m like, “The reason you’re procrastinating writing your essays isn’t because, or the reason they’re not getting done isn’t because you don’t have time. It’s because you’re procrastinating because you’re operating from the belief that you’re not good enough.”

Stacey: Yeah, or the work won’t be, I’m going to get to the end of this work and it won’t be good enough, 100%.

Janae: Or like my essay is going to be terrible or my story is not good enough. I’m never going to be able to achieve this score. And that of course influences your actions. And I’m oftentimes the first person to even tell them that. And then when that shift occurs I’m like, “Of course you’re working with more energy and of course you’re being more productive because you’re thinking different thoughts. And that’s radiating through your body and completely changing your experience.”

So yes, I can also speak to my students where I’m like, “We’re going to find the time.”

Stacey: Yeah. And listen, I think this is the number one thing that I really wish and you know this too, so we’re both here together and we’re both saying it. You said it a couple of times already. But I just really want people to hear this because I wish it was one belief that I could just download into everyone’s brain which is almost everyone that comes to me has two issues. They have the lack of money and the lack of time. And they don’t understand it’s so hard when you’re in it.

Even for me it was so hard to understand that that is the greatest gift you could ever have as an entrepreneur. Because when you don’t have money

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

to throw at a problem you have to become resourceful and efficient. And you have to make use of every dollar you spend in your business.

Daymond, is it Daymond John? I always forget his last name, the FUBU guy. I am always watching him on Shark Tank and he's always telling people, "The fact that you have a ton of money in your business is your biggest hindrance. You're not in the garage like I was figuring it out and being gorilla figure."

Janae: Exactly.

Stacey: Right, yeah. And so, it's like when you don't have a lot of time you do, you're forced to look at what are the most important things I could possibly spend my time on? And I only can do those. And for me I will tell everyone listening that is how I've scaled to such a lean business. We have a \$10 million business and we just hired our fifth and sixth employees at \$10 million.

We are so lean because we have built our business from the ground. I started learning about this lean up and just your time that you spend in your business, really understanding it and learning it at a deeper level, at that 300K level. Because at the 300K level you have the money coming in and you have the significance coming in. And that's when you all of a sudden want to start scratching your ego for every brilliant idea that you ever had. And you want to put it all out there.

And it's such a practice of constraint to be like, "Okay, no, I have to focus on only a couple of things, do them really well. And that's going to be the determining factor of how far I can scale." The same was true when I was starting my business, I didn't have the money to hire someone to do websites, to hire someone to do Facebook Ads, to pour money into Facebook Ads. I didn't have any of that. I barely could afford business cards. So, I had to be very careful in what I invested in. I had to use that investment wisely.

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

And then the time when I'm working full-time that I had in my business, that's where those three, meet people, tell them you're a coach and make offers, that is the leanest way to grow your business. And you'll be forced to do that if you don't have time and money. So, it's the absolute greatest thing that could ever happen to you to not have either of those things when you start your business. Okay, rant over.

Janae: So good. And also, one thing I tell my students is, "The amount of time we waste trying to figure things out versus having a process to follow is crazy." The shift that happened for me when I joined 2K was I really understood to scale to six figures, which I'm doing right now, I really only need to focus on three things. I was trying to do everything else and because of it I was wasting so much time. So then once I recognized the process that I actually had to follow, I saved myself so much time and I was able to create a lean business.

And now, for example, this summer I also worked a full-time internship at a really large consulting company. And I remember I was traveling between Atlanta and Dallas on my case and there were team dinners. And there were intern events and stuff. And I still made over \$21,000 this summer after launching a new program. And that's because I understand how to effectively create results in a short period of time and help my students do the same.

And sometimes my students come to me and they say, "Well, I just don't have extra time." And I'm like, "Think about how much time you're wasting not knowing the process you need to get through."

Stacey: Yes. Or changing the process because I did this whole rant at the 200K event for a solid three hours, on committing to 200K for a three year commitment. And one of the things that I told them that's so important because I say this. And sometimes I think people say that, "The three year commitment's a really great sales tactic." And I'm like, "It is a great sales tactic to tell you to buy 200K for three years straight." But really it's what I

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

did to scale my business. I found a process and I committed to it all the way through. I didn't change that.

It's the same when I started my business I had that three steps. I committed to that all the way to multiple six figures. And so, I told them, "What we sometimes like to do is we like to horde process. We like to learn as many of them as possible. We're like, well, I don't know, and this process is over here, and this process is over here and that process is over here." And then I'm going to be so endowed with processes. And I'm going to be so knowledgeable on all the processes.

But I told them, "All that happens in your brain when you know too many processes which is the same exact thing." It's the opposite end of the spectrum of not knowing the process at all, is knowing too many processes. I'm like, "When that happens it gives your brain the best excuses not to focus and get to work." You're like, too many cooks in the kitchen. You're like, "But I need to make \$10,000 more money this month." Okay, well, I can do this process, or this process, or this process. And you end up mixing and doing a little bit of all of them.

And then you basically are doing none of them. So, you've got to have a process, you're right, how much money, or time, or what are you losing, how much effort are you spending on not having the process? And then also it's the other side of the coin is find that process. Join your program and just do your program and ignore everything else everybody else is saying to where you can really engrain yourself.

And that's what you're saying. That's why you're having such amazing results is you just did the 2K process and you did it well over, and over, and over.

Janae: Yeah. And now that I've created that simplicity for myself now I preach simplicity in my program. I'm like, "We're not doing all the things. There's three steps." There's three steps. There's three steps.

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

Stacey: Okay, tell everybody your three steps. This is so good. I can't wait to hear what they are.

Janae: So, step one we learn the skills for SAT and ACT prep, that's typically pertaining to actual concepts.

Stacey: Okay, love it.

Janae: And then step two we learn the strategy. So that's the strategy to become a really high scorer, understanding how the test was created. And then figuring out how that strategy is going to apply to you specifically. And then obviously for developing your college applications and stuff, that's the actual act of writing your essays, what you want to say, the thought creation, stuff like that.

Stacey: Yeah, so good.

Janae: And then we follow up with the supports, the support for your brain, the support for you to work past your personal obstacles. And the time that you're going to need to achieve this result because I was seeing these little, I see SAT and ACT bootcamps or these essay edits where people had one or two revisions. And I was like, "What is this?" People don't learn things in three weeks. They don't become masters in three weeks. Obviously we can create more efficient and faster results for ourselves."

But I was like, "We really need to – you need to put yourself in a container where you have so much support that your success is inevitable." That's what I say.

Stacey: Yes. Right, hold on. Say it one more time for the people in the back.

Janae: You need to put yourself in an environment with so much support that your success is inevitable. Because I would say, our brains are going to get in the way. Things are going to get in the way. Life gets in the way.

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

So that's why we opened up our program, the lifetime access because I was like, "This is not a thing where you're going to come in and I'm going to look at your essay and it's one revision, I'm going to charge you \$200."

Stacey: But they need to be in your program like what, a year or two before they even go into college, no?

Janae: Exactly, yeah. So now when our sophomores join I'm like, "I'm here with you for three years and if you want me in college." I mean but most people, they move on with their lives. But I'm also because of the support that we've included now I get on and I can coach my students every single week. And I can see that they're really achieving a level of mastery now because they have that support. And there's also just like there's Ask a Coach feature in 2K, we also have Ask a Tutor function in The Success System and this is one-on-one.

Stacey: It's so good.

Janae: We can work through your problems one-on-one but you also get the support of the group and we're also coaching every single week. And so, because of that there's no rush. The anxiety that is in students' bodies a lot of time when they're like, "If I don't achieve this result by the 12th session with my tutor then I'm going to be out of luck and I'm going to have to find something else." And so, they're frantic, and their emotions are running high, their logic is running low.

And so, opening up that space completely allows my students to just be calm and be with themselves. And we're here along for the ride. We're here for the growth and the mastery. And then because of that we're seeing results that are phenomenal.

Stacey: Of course. I love too that if you're doing that weekly call, what I love for them is that they also get to learn from other people's things that could be like they could get in that room and something unexpected could

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

come up. It never even occurred to them that could possibly happen. And they might have that awareness so much earlier when they're hearing other people talk about their experience. I think that's the same in 2K. I'm like, "Listen."

It's almost more valuable to listen to somebody else get coached than actually get coached because you're open to so many potential problems or potential things that are happening with you. That you're just not even aware they're happening with you until someone else says it. And you're like, "Whoa. I didn't even know it but that's exactly what I'm doing or that's exactly what's happening." It makes you so much more prepared to be in that room.

Janae: Yeah. And it's like you also – and I experience this in 2K as well. Sometimes we have the thought of I'm the only one struggling with this. Or I'm the only one who's stuck in this place. And then you see someone get coached live and you're like, "Oh my gosh, our brains are doing the same thing."

Stacey: Do you find that one of the thoughts that you have to teach your students and constantly reiterate for them is I am smart enough?

Janae: I find that yes, we go through it often.

Stacey: Because I was just thinking that's the thought that I would pay you – how much is your program, \$2,000?

Janae: Yeah. And it's actually under that, it's around 1500.

Stacey: Okay. So that's the thought that people pay you for. Ultimately they pay that money to develop that thought that I am smart enough to go to whatever, I don't know if it's only ivy league colleges or if it's any colleges. But it's like I am smart enough to go to that college. I am smart enough to get the results I want on this test. Because I think that that's the same as

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

entrepreneurship. They pay me to believe, whether it's their version of smart enough to become an entrepreneur and to make money as a coach.

Janae: Exactly. And yes, and it's also, it's taking the time to work on that belief because like I said it completely runs down the model. If you're believing I'm not smart enough, I'm not good enough, I can't do this, what's your result going to be? If you're shifting and you have the support as you're going throughout this process where you then begin to shift that belief for yourself, your results will shift automatically. And so that's really just what we're doing. And we give our students the time to do it.

Because for some students they join and in two weeks they're at where they want to be and we're moving on their college applications. And we're getting them to their dream school. For my other students sometimes, it takes them six months and that's okay. Just like you were talking about with slow burners. I'm like, "I'm not here for only the students who are going to learn in three weeks. I'm here for the students who are going to learn in three weeks. And I'm here for the students who are going to take nine months to do it."

Stacey: Yes, yes, or even longer, 100%. I love this so much. I am so excited for your students. It's the most incredible thing that you're offering them is that belief that they can. And also, this is the other thing I thought about but I'll say it, it's the final thing I'll add to. I think that what helps them develop the I am smart enough belief is because you have so meticulously addressed the process of it. Because I think, again thinking back to entrepreneurship the reason a lot of people think they can't do it is they just don't understand how to actually sell.

That it's not just winging it and you have the sales personality or not. It's that there are five things you have to do on a consult or people are going to say no. There's 14 mistakes that if you make them they're going to say no. And it's not this ambiguous, there are some people who are bestowed and

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

gifted, talent to become entrepreneurs. And the same is true, I am thinking of myself for sure. I would have considered myself not smart enough.

I wouldn't have even literally not even considered going to an ivy league school. It would not have even been in my realm of what I thought was possible for me. But only because no one had ever told me, like the way you broke it down that there is just a strategy. And then what did you say the second, the first one was?

Janae: Skills, strategies, support.

Stacey: The skills and the strategies, yes. Yeah, if I had had that ability to break that down I think I could have believed that for myself too.

Janae: Exactly. And it's also this process, understanding this process of learning, understanding the process of growth. And teaching my students to allow themselves to experience that. And you are beating yourself up because you did a four week program or you worked with a tutor for 12 weeks and you didn't get the result that you wanted. And now you're thinking thoughts about yourself as a student that are completely holding you back from your dreams.

So also, in addition to the college coaching, a lot of times we're doing the mindset coaching because I'm like, "We need to address this thought." And you also need to explain that it is okay. This is the process of growth. And when I'm talking about it with them I'm like, "To get to the place of where I am in my business I worked at it for five years. And never once did I say to myself I can't do it because this is what my results are showing me and I'm just never meant to be an entrepreneur because this didn't work out for me."

I was instead, I'm figuring it out. And I have the capacity to do so. And so, when I am able to create that shift for my students then everything shifts for them because then they recognize, it's not I'm not capable, or I can't get

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

into this school, or I can't get the score. It's just that I'm thinking that and so that's what my results are. But if I shift in my belief and I actually recognize, this is just part of the process of growing, period. And that this is the process of creating results, period. That then everything else from there is so much better.

Stacey: So, I have one last question for you, even though I feel like we already answered it, I want to give you the opportunity to say anything that you might feel like hasn't been said. But one of the things that really struck me is how young you are. And we have this growing community, you know because you mentioned it in the post. But there's a growing community of college age students in 2K that are making money. [inaudible] Harman is the one I'm thinking of now. She is in 200K.

And the same thing that you said about your parents, she's made a 100K in the last four months. I'm like, "What are your parents saying?" You don't know what their thoughts are about this because my parents would be like, "What the hell is going on here?" And so, I just think it's so exciting. You are such an example of what is possible for people. I didn't know. Again, I wanted to be an entrepreneur at 17. I just didn't have the support of people my age doing the same thing, to tell me that I could possibly do it.

So, when you think about young women right now who might be listening to this podcast just like you were at one point. You found the podcast, you were listening, you're like, "Okay, this is really good." For people who might be listening what could you say to them where they're in your shoes, they want what you have, what might you say? And you've already said a lot. I feel just you're such an example that they're going to learn so much from just you being present on this podcast.

Janae: Thank you.

Stacey: But is there anything that if you could say to them, what would you say?

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

Janae: Of course. And on a sidenote we'll see what my parents say when I cross 100K. My goal is to be your youngest student who crosses 100K. I don't know if you know that. That's what [crosstalk].

Stacey: I love that goal. And you so far I think would be, so I love this goal.

Janae: So, we're working towards it. But yeah, they're kind of like, "What's going on here?" Every now and then they check in. But for any young woman out there, and I think anyone in general. I think one thing, I think one day when I was driving when I was 16. I heard Brooke say something like, "The best way to figure out how to do something that's never been done before." She's, "Just start doing it. Just start taking action." And that's what I did. It was messy. It was uncomfortable but I went for it.

And I think as a young woman of color there were a lot of limiting beliefs that I had at first. And one day I just decided, I was like, "You know what? I'm 5'2, my voice is a bit high pitched, I'm petite, I'm Black and I'm young but I'm just going to show up anyways. I'm going to go for it."

Stacey: I feel like everyone needs to do that exercise regardless of who they are. Everyone needs to say all of the things that make them feel self-conscious about selling their offer. And be like, "And I'm doing it."

Janae: Exactly. And I was like, "And it's happening. I'm just going to go for it." And I think in addition to going for it, have grace and patience with yourself as you're going for it. Because if you're doing something that's never been done before, of course it's going to take some time for you to get it but you just hold belief for yourself in those moments as you're going throughout it. You never say to yourself, "Oh, well, this is just not what I'm meant to do." Because that's something that society's going to tell you.

Society will tell you you're not meant to be a woman who's powerful, who's higher earning, who's creating the life of her dreams for herself. And you just say, "I'm going to hold belief even when sometimes no one else is

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

going to believe in me.” And I had a phenomenal support network. But I will say a lot of times the thoughts that I was having, the dreams that I had for myself were just mine. I didn’t tell my parents I wanted to build a million dollar business.

I didn’t talk about that with my friends. People knew I was an entrepreneur and that I was making money. But I didn’t tell them how big my dreams were. And so, in those moments I decided this has never been done before. I don’t know any other entrepreneurs as young as myself. But I just decided that my belief in myself would be enough even when evidence was to the contrary or it wasn’t working, I just decided to believe hard. And that that was going to get me through and that that would be enough. My belief in myself would be enough.

And eventually everything that I’d been working for would show itself to me. And that I just remembered also coming back to your why, I was like, “If I stop, there are so many students who need my help who are searching for what I want to offer, that I won’t be able to help if I stop right now. So, I’m going to keep going for them. And I’m also going to keep going for me.” As a Black woman, I thought.

And when I celebrated that goal that I hit in 2K, I was so emotional because I thought about every Black woman in my lineage who had done the hard thing, who had done the uncomfortable thing, who had done the thing that no one had ever done before. And just celebrating that for them, for myself and for the future that I’ll be able to create for my kids, that keeps me going completely. Because I’m like they...

Stacey: You made me cry again, it’s happening.

Janae: I’m like, “Those women who have come before me are inside of me. They’re my blood. So, when I think about the way that they showed up because I am their dream. I am a Black woman at Stamford who’s making lots of money and helping people around the world. And there are so many

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

women who have come before me who did unthinkable things so that I could have the future that I do. So, when I think about them it's how could I not show up? How could I not go for my goals?

Because they're within me, the strength that they have radiates through me. I think about my grandmother who started a business before she passed away. And it was called JIJ, it was my sister and my cousin's initials, JIJ. And I think about her and I think about my other grandmother who was an educator. And I see how both of their lives have intersected into what my passion is and my mission is now.

And so, I just think about all the women who have come before me and what I'm doing isn't just for me, but it's for everyone else who one day will be able to say if they see me, even if they never, ever, ever work with, never a client of mine. If they see me and say, "I can do what I want to do too. I can accomplish my dreams too", then my work is worth it. And so, I will keep going because my work is valued in this space. And it matters. And there are people out there that I can help. And if that's true I will always keep going.

Stacey: Oh. They can't see, but just tears are just streaming down my face. We knew we were going to have a cry fest at some point.

Janae: I was holding it in. I was doing good. But when I think about my mom, the women who have come before me on every level who have done the uncomfortable thing, the hard thing, the thing that no one's ever done before, the thing that no one thought that they could do. When I think of that it's like how could I not achieve at this high level? How could I not show up as my highest self? But just who I am and that's what all the Black women who have fought for me, that's exactly what they wanted me to do.

So, I'm going to keep showing up and being a light in my student's lives because that's how I am impacting the world. And that's what fills me up. And that work is so important for us to do now especially with young people

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

as they're doing things that we've never even seen before. I can just continue to uplift them, and empower them, and believe in them, then everything that I have gone through is worth it.

Stacey: I love that so much. Okay, how can people find you? First of all, I just know we have so many people listening, so many moms right now that are like, "My kids need to get in her program", for sure, I know that that is a thing. So how can people find you? Are you on IG? Do you have a website? We'll put all of the information in the show notes. But also, how can they and other coaches, how can they just love all over you and support you?

Janae: Yes. So, we will put the link to my program in the show notes. You can find me on Instagram and Facebook as Janae Tutoring, such as my name, J-A-N-A-E Tutoring. And then my website is also www.jenaetutoring.com.

Stacey: I love it. We will definitely link that up. Thank you so much for coming on. This was such an enjoyable podcast for me. I just love you so much. I think you are such a ray of sunshine in our program.

Janae: I equally love you. I told my parents, as soon as I found out, I was like, "Mom, I'm going to be on a podcast with Stacey Boehman." I was like, "I know." And I explained who you were. And they were dancing before I came up, they were like, "Good luck, you're going to do amazing."

Stacey: Okay, listen, tell them that Stacey said they have to listen to this episode so that they can just be so proud of their daughter.

Janae: Yeah. And I'm sending it to – I had brunch with my first lady the other day and I told her about this podcast. She started crying at brunch. And I was like, "I'm going to send it to everyone who's supported me." Because as much as I've done this amazing thing, my parents, in order for me to get to the place at 15 where I decided that I could create a company,

Ep #141: Having the Audacity to Believe in Yourself with Janae Young

my parents instilled that belief within me. They never raised me as a woman to question anything.

And I am so blessed. I am so blessed that I have them and that they never questioned when I went out there and said, "I'm going to create a million dollar business." As I was going throughout that process, they never questioned that I could.

Stacey: I love that so much. Good parents, good for you mom and dad. Got some good parenting. Alright, thank you so much for being on.

Janae: Of course. Of course. I'm so thankful for this opportunity, thank you.

Stacey: Well, I will talk to you soon for your 100K podcast, we'll meet back up. It will be so fun.

Janae: Awesome.

Stacey: Alright, bye.

Janae: Bye.

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.