

Ep #276: Proven Results and the 200K Mastermind Data Study



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.

Hello, coaches, welcome to episode 276. My heart is beating out of my chest. I have never been so excited to record an episode for you today and to talk about what I'm going to talk about. Are you ready? I mean, guys, seriously my face has just been in a very firm smile, anticipating this episode. So I said I had something exciting to announce and I'm ready to announce it. Today's episode is titled Proven Results and the 200K Mastermind Data Study. Let me tell you why.

Over the last 13/14 weeks now at this point, I have been poring over the results, asking questions, getting answers, getting measurable data about my 200K Mastermind. We have performed a study, myself, my team and my Chief Technology Officer, Patrick Hennessey. We have performed a data study over five years since 2019, a study of 646 200K Mastermind students and we have the results. Before I talk about the results and how we did the study, I will give you as much information as I can. I just want to tell you a couple of things.

Number one, I had originally planned and designed this episode to have my Chief Technology Officer who actually designed and ran the study, come on and talk about it from his lens. And I will still do that. I am so excited to have that conversation with him. He is such a brilliant human. He started as a neuroscientist and then ended up teaching himself how to code and create software and then went on to work for huge tech companies. He was part of the Chipotle team that created the Chipotle app.

He took his last company, Andela, from 50 million to 250 million. And his specialty is data and analytics. And I am just so incredibly grateful and honored that he stumbled into my life and into my business. And he just had a baby, they had an early baby. That's what I will say, an early baby. And we just want to celebrate him and his fiancé, Raquel, and wish them

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the happiest. Any time babies are born I just want to cry. So we want to wish them the happiest.

But he is temporarily out as they had their baby a little early, and so he couldn't make this episode. But we really want to just congratulate him. I know if you were at 200K Mastermind and Two Million Dollar Group live in Nashville, you might have gotten to meet Patrick. And for sure if you are in Two Million Dollar Group, you also got to meet Raquel while she was pregnant. So we just want to wish their baby, Maximiliano, a happy welcome on this Earth. Gosh, they just make me cry so much. I knew I was going to do this.

Also he just sent me baby photos today. So I've been extra emotional about that. Can you just tell, I have baby fever? Okay, so that's the happy news. Everyone energetically wish them congratulations. And when he is out of, you know when you have a new baby, your head's underwater a little bit? When he has a chance to come up and breathe, whether that is a couple of days from now, a couple of weeks from now, or a couple of months from now, we will have him on the podcast to help dissect this data, bring a different viewpoint of this data.

So today you're going to hear my viewpoint. And every time I have a conversation with him about this work that we're doing together, every time I wish it was recorded so that you all could hear it. Because it is, in my opinion, the most exciting conversation happening. I just geek out every single time. If you would have asked me even a year ago if I would ever have conversations, geeking out about math and numbers, I would laugh at you. I don't even recognize myself anymore. Who have I become? Who is this person, in the best way possible?

So congratulations to Patrick and Raquel and just very, very excited to have him come on and share his viewpoints. But I am going to do this study justice on this episode, I assure you.

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The second thing I want to say before we dive into the numbers is I have spent so much time thanking my past self. I talked about this last week on the episode of Making a Contribution. And I said that every single person can make a contribution far greater than you believe is possible for you. And I want to say that there is your own personal effort, your own willingness to keep at it and change your thoughts and work towards being the person who makes a contribution.

There is the coaching you get, the mentorship you get along the way. And then I think there is just room that has to be left for magic, whether you want to call that God's work, the universe's work, spirits work, sources work, whatever you personally want to call it. We can speak the same language and say there's just something when you show up and you work and you do big things in the world. There are ways that I'm going to just say, magic meets you. Magic meets you.

And this feels like one of those moments because in 2019 in Louisville, Kentucky, in a tiny room in the Omni, that fit barely 30 people. If you all were in that class, you remember, we were snug. There were 30 of us. There was no stage, just me and my flipchart, and we were snug in that room. We were intimate in that room. And I do not know, I've thought about this so deeply. I had no idea this one decision would become so impactful in my business and this entire industry and all of my clients.

This one decision in that room to teach my students, revenue reporting. I've thought a lot about this and I did the episode on why I taught revenue reporting, why I asked for revenue reporting. So on the business side of it, I was keeping my thumb or my finger on the pulse of the room and at the time the room had a 25K guarantee, it was unproven. But I was willing to risk it. I was willing to back my work with my own money, once a student pays me and I've delivered that.

And I was willing to do that because I believed so deeply in the process and I wanted to protect their investment, my investment and even more

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than that, when I think back, I was telling a good friend of mine who's also a coach in the industry, and she makes even more money than me. She's also huge in the industry and we were texting about it. She was my first coach and we've just been friends for a very long time. And I was texting her and I was sending her voice messages and I was telling her, "I don't know what possessed me to start tracking this really."

Really what made me even think, I'm not someone who typically is a data person. And I said, "I think it was the damn yellows." That's what we called them, yellows when we were pitching. We had to keep track of every pitch that we made. We would write down the time that we did the pitch, how many people showed up sometimes and then how much we sold or if it was a zero. And then we had to initial next to the zeroes and anything under five and say who we called for help for an adjustment. And I did that for so many years.

Anyways, I was sending her voicemails about this before I got to tell her that I thought it was the yellows. She said her and her fiancé were listening to it. And she goes, "Oh my God, I said out loud to Kevin, "It's the yellows."" So I don't know what possessed me, but I want to thank my past self because my past self had no idea that consistently asking for these numbers, looking at these numbers, keeping these numbers. At some point we turned them into spreadsheets on Excel so that my team could easily get me the information.

And I could analyze things quickly, just again to have my finger on the pulse of the room. There was never in my entire brain a desire to do a data study. I didn't even know what that was. For five years since 2019, two classes a year, every single time we did this consistently without missing. And then collected and collected just over and over. It blows my mind being here where I am with this data. I want to cry because I can't believe it.

So when I tell you that you have to believe that you are capable of a contribution bigger than what you can imagine this is what I mean. Because

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this was something that I could have never seen coming that was anything at all until Patrick came along and started talking to me about the importance of data. And analytics and how you can use that to improve things in your business and find the things that are working and go ham on them and getting me excited about it.

And then just one day we happened to run data on and analyze how many people in 2K for 2K, how long they used the Ask A Coach function because it's one of the biggest costs in that program that is variable. Meaning however many people use it is how it can fluctuate how much we pay for it. And so we were curious, how long does the average person use it? And that sparked questions. I mean I'm like, "Hey, we have all this data from 200K Mastermind for the last five years since its conception."

When people apply, we ask what their last 12 months and last six months revenue is because we have revenue requirements. And we like to have a good mix in the room of \$25K earners, \$50K earners, \$100K earners, \$150K earners, \$200K earners. We want to have a good mix and I'm really into curating powerful rooms. And so I said, "We have all this data of their starting revenue and then they've tracked their revenue every month throughout their time using our system, using our process and being in the Mastermind."

And I was like, "Could you analyze this?" And he was like, "Yeah, I mean, it would take this and this." And he rattles off all the technical stuff that he would be able to do now if he were on the podcast. And in my mind this was going to take a lot of time and a lot of money and I think with the wrong person it would have. And so I was like, "Okay, well, how much time do you need to do this?" And he was like, "I mean, if I really put my head to it and clear everything off my calendar, oh gosh, I mean, it's going to take some time, a couple of days."

I was like, "What? A couple of days. Let's do it." And so we did it. Now, we have been asking the numbers and asking the data and we will talk more

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about how he created this when he comes on. But I think he booked custom software to run this study. And so what we've been doing for 14 weeks is, I've been asking the numbers questions. And he's been giving me what he calls the most truthful answer, and I'm going to talk about that.

He always says that people say that the data doesn't lie or that the truth is in the math. And he was like, "But you can tell a lot of different truths with math." And he's really interested in telling the most truthful story you can tell with math. So I'm going to explain what we've done in order to tell that story to you in just a second. And one of the things I will say, if he were on here, and I think he would also give me props for, as he said, a lot of CEOs that I've worked with. We were talking about it one day, many, many weeks in.

And he was like, "A lot of CEOs that I work with, when they go to tell their people numbers." He's like, "I can tell they're just regurgitating things that I've said to them and they're just parroting it." He said, "I can tell you really understand." And I think that that has come from, I don't ever really get on the podcast to talk to you all about things that I don't understand. I don't always research things super deeply, but I am very experienced. And I like to know if I'm going to talk about something with authority, I want to know it.

So every time my brain acted confused when he would spit numbers at me, I would ask him questions until I understood. I would ask him five different things. "So wait, what you're saying is", and I would do that over and over and over. And it feels like I just went through an entire coaching program on numbers just because of my willingness to ask questions every time my brain wanted to be a little confused or wanted to not understand specifically what something meant. And so again, I feel very equipped to have this conversation with you but I'm so excited.

Okay, so thanks to my past self, thanks for my future self, thanks to Stacey today who asked questions over the last 14 weeks and have really just bugged the heck out of Patrick at all hours of the night, texting him. "Wait,

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can you run the numbers of this? Can you get me the answer for this? Can you get me the answer for that?” And he’s been such a great sport to get me information even further than what I asked and explain even deeper, to explain over and over. I mean it feels like it has gone bigger than myself.

Okay, the second thing before I dive into the numbers and I know you guys are going, I mean, you’re just dying, I’m sure at this point, get to the point, Stacey. But the other thing I said on my podcast last week, that I believe this is a contribution to the entire industry. And I want to explain why I think it’s very important for you to hear this. The numbers that we have I believe show undeniably that coaching works. I get emotional when I think about this. This is a win for everyone, for coaches, to believe that coaching works.

I genuinely, I was thinking about this, this morning when I was getting ready. Sometimes I can’t express to you all a belief I have deep in my body. I want you to just feel my belief. I deeply believe that these numbers, this story, this proof, would be true for all coaching studied. I really believe this. I believe this, if you are a new coach. I worked with a new coach a couple of years ago. And I don’t describe this in a way, if she’s listening, in any way, be a diminishment at all.

But I worked with the new coach and I could just tell she was new. I’ve taught coaching at The Life Coach School. I’ve been a part of certification programs. I’ve been a part of training master coaches so I can tell when people are in their head thinking of where to go next. And I wanted results from this coach so badly that it didn’t matter even when I made a deal, even when she took me to a place that felt very far from where I needed to go, I went there with her.

And what I ended up doing is changing my entire relationship with my body and my entire belief. I went from my body works against me and is against me and is ill and sickly and painful with chronic pain to my body is healthy, strong, powerful. It works for me. It’s always talking to me, telling me

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important things. I genuinely believe there is no newness that you can have at coaching that will prevent that from happening.

If someone wants to have a transformation, they will have it. I deeply believe that. I have never had a coaching experience, a coaching conversation that I have not taken value from. I have seen with the thousands of coaches that I coach, I have heard their testimonials.

Michelle Rogers, I will not be able to tell this without crying, Michelle Rogers helps parents with children with autism. She sent me a video of a seven year old child saying mama for the first time as a result of that parent hiring Michelle. I deeply believe all coaching works. That is the greatest truth of my life. All coaching works. So I believe very, very deeply that if any of your coaching was studied, this would be the outcome. I deeply believe that. And I believe that without diminishing my success either.

I also believe that the numbers I'm going to share with you are the results of me working the model, of the result with the result line of 100% results for my clients. I have a value in my business that is 100% over-deliver always, 100% results. I spend more time thinking about getting my clients results and actively creating thoughts, concepts, tools, improving on my teaching and my coaching. I spend more time doing that than selling. And I could mathematically prove that to be true with my calendar as well. If we did a study on my time, I will tell you that 70% of it goes to this.

Every live event that I've done for 200K I have put months into the content. And my students will tell you that. They can tell round after round, they can see the improvement. They'll be able to show that. The amount of times I've re-recorded content, the amount of times I've re-taught things, the amount of assets and resources, it's hundreds and hundreds of hours. But I have added up the amount of time that I have taught on stage and it was something like 166 hours that I've put on stage.

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And then over 200 hours that I have coached personally inside 200K Mastermind. So this is 100% my achievement and I am owning it and I see exactly how I created it 100%. And I also deeply believe this is a win for everyone and all coaching works. And if you did these studies, it would show that as well. I think some of you are not skilled at tracking progress and teaching your clients to track progress. And that's what makes you think maybe it doesn't work and makes your clients forget that it's working.

It's crazy how our brains can forget progress that we've had. I've seen it happen so many times, it's wild. Including myself, I will forget how far I've come. And my first coach and even my coach now that I work with, they are always pointing out progress. And so I think that is what you all lack, attention, awareness and ability to track progress. If you could, if you improve that, you would have these results, I promise you. And if you ever work in my higher level Masterminds and containers, I will teach you that.

There are modules in my programs, these are things I teach my students, how to show up and control everything that you possibly can to control something. You can control teaching someone what to do, what to think in order to do it, why you're telling them to do it. Or why you're telling them literally what to do, why to do it, how to think about it, to do it. How to stay on track. How to get back up after failure and to create resilience. How to evaluate and learn from failures and successes, how to compound success.

You can teach so much that is in your control. It's such a waste of time for us to think about the things that we can't control. I was telling someone this the other day. I was like, "Listen, I can't make offers for your business. If I could, I'd probably do it better than you for real, I'm so good." And I do, do this in 2K for 2K, or in 200K Mastermind. Give me 30 seconds of what you do in your business and I will sell it better than you right in front of you, I will tell you.

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People are always like, “Oh my God, I’ve got to rewind that. I’ve got to go listen to the replay and write that down because that was brilliant.” I can’t do that for you but I can do everything else. And that’s what I teach my clients. I do believe this is a measurable result of that model working every day for the last five years. I also think that I might be the first to do this, I really do think.

I don’t know any type of coach, it doesn’t matter what type of coach, business coach, any coach, I don’t know any coach that has ran this extensive of a study from conception of a program all the way to the current day to have this data. As far as I know I am the only one. And I don’t think I’m going to be the last. I think this episode, these numbers coming out, I think this is just the beginning. I think this is going to change the coaching industry because everyone is going to get on board, every one of you is going to want these numbers.

You’re going to want to know in your business, you’re going to want to track. It doesn’t have to be money outcomes. You can track health outcomes. I took a weight loss program where there was a tracker where you could literally create a grid of your weight and your weight loss and see where you went up and down and plateaus. Anyone can do this, anyone. So I think I’m just the first one trailblazing in this aspect, but I know that more is coming because I know coaching works. And I know so many of you are going to want at some point in your career to jump on this train.

And I think now the seed and the idea is planted, more people will come. I think this is a win for everyone because also the coaching industry is booming. It is right now growing at hyper growth, 30 to 50% was one article that I just read. I think one of them said 56%. The industry itself is booming. And what I think this means, one limiting belief that people want to put on the coaching industry is to say it’s oversaturated or it’s reached its peak. It’s actually expected to grow by over \$1 billion just this year.

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You all, I want you to grab some of that business. I want you to be creating some of those results and making some of that money. It is growing, and so what we're going to see is there are studies that are coming out that show it works. Mine is one of them, there are others, not this extensive and not like this. But there are people performing studies to show the percentage of increased happiness and overall life experience for coaches. So this is a win for all of us that we get to share.

And I think that is what is making my heart just pitter patter so much. Talk about this with everyone you know. Tell your people. Tell your clients. Tell your spouses. Tell your parents, your siblings, your friends. Tell them this is proof that coaching works. I'm not just doing this hair brained idea. I'm not just giving advice. What I'm doing, I am part of something that is growing at hyper growth, 40% is hyper growth. The industry is growing at a hyper rate because people want this. There is that level of demand and it works. It's a win for all of us.

Okay, those are my rants. I know I'm 28 minutes in according to the timer. Are you all ready to dissect the data? Alright, are you all ready? Let's go. Let me just break down how we did this study and then give you the numbers. So the way that the study was ran and again I am not Patrick, so he'll come on and talk deeper about it.

But the important thing to know is we took everyone's starting revenue that they applied with. The information they gave us on their application and then the numbers they provided us every month while they were using our process in our Mastermind. And those are the numbers that we have across every student who participated. I will tell you that it was not mandatory for every student to participate. However, I don't have the number, but I bet the number is upwards of 95%.

Most people in the program, don't quote me on that, but most people in the program were participating. I would always get a list of people who had opted out because we told people they could opt out. It was report on time

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or opt out. Because I have a whole team working on this behind the scenes, that was sort of the deal, or just opt out if you don't want to, but most people didn't. I always remember the number was always very small of anyone who opted out.

So if Patrick comes back on, we'll ask him if he happens to be able to pull up that exact number. But what we used was 646 students over five years who did report starting revenues and revenues for every month they were using our system in our Mastermind. And their end number when they ended either their time with us or their round with us. And then the importance here was I said I would talk about Patrick says that the data doesn't lie or something like that, but there are more truthful stories to tell.

So an example of that is if we had used the mean of, if we had taken, let's say that the top person had, I don't know, something ridiculous, 600% growth and then the bottom person had 5% growth and we divided that number. And said that the number, the division of that would be the average growth someone would have. That would be less truthful than if we took the median growth, which means we take all of the growth percentages top to bottom and we look at the average person, the average numbers of all of those numbers.

That's the numbers I'm going to be talking about, the median growth. Patrick says this in the data and analytics kind of industry in his world, that is the most truthful number that you can go with. So are you all ready? I'm so excited.

So the median growth of a client of one of these 646 students by the end of their first Mastermind was 48%. The average student after their first round had a 48% gain in revenue. Now, to give you all an idea, with Silicon Valley tech startups, hyper growth is considered 40%, 10, 20 and even 30% growth is considered really good, but anything above 40 is hyper good and that's an annualized growth. So that's for a full year's growth. We're talking about six months, one round 48%.

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So if you wanted to even compare to Silicon Valley tech startups, considered the fastest growing highest revenue, the top revenue in the entire world. Those are the companies building the highest revenue are tech companies. If we wanted to even compare to that, we would have to annualize that growth which would mean 48% would become 96%. I believe my math is correct there, if we wanted to compare.

And what's so crazy is Patrick was telling me that in Silicon Valley, 40% is hyper growth, but they're actually aiming for 100% growth. That's what all tech companies are aiming for. And they're doing that by burning millions of dollars, hundreds of millions of dollars and not caring about profit at all.

I think this is so important because one of the things that my coach, Brooke Castillo taught me, or that I learned from her, is having a cash flow positive business or mostly cash flow positive business, meaning not taking outside investments. Sure, I have invested and many coaches have invested in themselves using credit cards or cashing in IRAs or things like that, personal money.

But if you're not taking outside funding and the limited startup capital. I know so many of us like to gripe and complain and feel the weight and the pressure, if you invest \$100,000, say of your own money into your coaching business, let's say in the first year or two or three. I think it took me two full years to actually invest and be able to invest 100K into my business. But it could have been, I don't know, 18 months, whatever. If you take all the things that you invest in. So I know that that feels like a lot of money.

But compared to Subway franchises. I was looking that up the other day. I can't remember the numbers, but it's something crazy like \$150,000, \$200,000 just for some part of it. Maybe it's the franchise fee and then another 500K in startup capital just to get it going, something ridiculous. So the fact that we don't have to get outside capital for most of us, unless you borrow from a family member, but actual bank outside capital, venture

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capital. The fact that we're not taking on venture capital, yet we're able to grow at this rate is insanity.

So 48% growth in six months in that first round, 48% gain for the average student. It's incredible. Now, here is what's very interesting. We tracked the percentage of growth, the median growth of a client by the end of their first, second, third, fourth, fifth, sixth round. So I'm going to cover all of that math with you as well. So after the median growth of a client by the end of their second Mastermind, the average student had 124% gain. You all, I want to cry. I'm so proud.

After the third round, the average student had 165% gain. These are six month increments if you remember. So to annualize this you would have to double these numbers. By the fourth round, this is very interesting too. One of the things I will tell you all is there are so many things that I use the word 'anecdotally', but there's so many things I've said anecdotally over the years. Meaning I've watched this happen because I pay attention to my rooms and I will say it as truth, but it's my observation.

So many of my observations or things I teach were proven with the math, which was so wild. So one of the things that I teach is, if you come into 200K since 2020. I created a workbook called *Advanced Selling*, the advanced selling book. And in the book I talk about balancing your business. And I talk about how as you have massive growth, it is important to stop, take a minute, we call them non-growth years or non-growth rounds. This is something I teach in 200K and Two Million Dollar Group. So if you come in, you will hear people say, "I'm in a non-growth round."

And what they're doing is they are looking at the things I've given them. And I give them a good checklist, a way, and then there's a quiz you take, that you number things from one to ten of where you rate them. And if it adds up to a certain number, then I suggest that you have a non-growth year and clean that stuff up. Because your biggest problems, wherever you

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are, will grow with you if you don't fix them as you go. So we talk about this a lot. I've taught this for years.

And one of the things that the numbers have shown is that my students are following this advice. So after the third round, the median growth is 165%. Then it shows after the fourth round the average gain is 167%, which means that they maintained the growth percent of 165, 167, but they aren't compounding it in this period between the third and the fourth round. I think this is so important. It shows my students' entrepreneurial maturity. It shows that I don't teach hustle work.

It shows that they are, after 18 months of massive growth, starting to see the areas that need work and actively slowing themselves down to do that work. It's incredible. Then what's so crazy is it also, the numbers prove that this is a good business strategy, teaching non-growth years or non-growth rounds and cleaning up the back end of your business after massive growth. It shows that this is a good idea because after five rounds it jumps back up to 273% gain and after six rounds, 316% gain.

So something that I have taught, not always, but for a while, at some point I started teaching the idea of the three year commitment. I started telling people because people started asking me, "How did you grow so fast?" I would get voice messages, I would get text messages, people coming up to me at events and saying, "How did you grow this fast?" And every time I told them the same answer, it was just so obvious to me. I said, "I joined my Mastermind, my Million Dollar Mentoring. I did everything they said and then I kept at that process and stayed with that same group of people for three years."

And I explained to them what happened. I say, the first year that I was in Million Dollar Mentoring, I came in the room, everybody was further along. I came in with a bunch of offers. I was running no funnels. I had no idea about ads. I wasn't strong in email marketing. Most of my money came from sales calls. I came in that room, I was at 325, they were all at 500K.

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They all had their scalable offers done. We're doing email marketing. We're not taking sales calls. We're selling through launching, running ads.

They were all so far ahead of me, light years ahead of me, even though our revenue was only \$175,000 off. We were actually worlds apart. And I was hustling so hard and they were all just so calm. My mind was blown. And in that first year I struggled so much. It was like they were speaking a different language to me. I didn't understand shit. I didn't understand most of it. I remember at one point I was frantically asking questions in the Slack. And I just remember, I don't know exactly what the circumstances are, I just remember my energy was ask, ask, ask, ask.

And my coach, Brooke said, "I'm not giving you any more coaching until you go take action and come back. You've got to answer these questions yourself." And it was just my energy, I was in such, we call it how greed, but so much in how greed. And then the coaching I was getting, literally I wasn't retaining it. She would give me advice or strategy and then I would need 100 questions answered before I could go take action or answering them myself would take weeks and I would do it.

This is how I created the idea of intentional thought creation is from making myself answer the questions so that I could understand the strategy that was given to me instead of going back and asking her 50 million questions about it. But it was really, really hard and I feel I missed so much and then I didn't get invited back. I had to beg my way back in the room. And I said, "Listen, I was the only person that didn't make \$1 million. I know I was hard to work with. I know that I had how greed. I know I was in this place. But also I'm calming the eff down. I'm ready. I'm getting back in this room. Whatever I have to do, I'm getting in there."

And one of the things I had to do was get Master Coach certified and take this 100K core. I did it all. And I went back and the second year, everything slowed down. I started hearing things I wasn't hearing before. I started being available for coaching I wasn't available for before. The things that I

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was doing, I was starting to really understand them. I was getting better at evaluating. I was getting better at each of the skills I was learning. My results were catching up. I went from 860 to 2.5 million that year, but everything felt slowed down.

It's like when you learn consults for the first time, consults feel like they're going so fast that you can't possibly keep up. And you're just struggling, it's like the client is way ahead of you in the conversation, you're just running behind to try to catch up. But then once you get really skilled at consults, it feels like you're so far ahead of the game you have to slow yourself down to make sure you're speaking clearly to the person because you're just so far ahead of them. This is kind of what happened in that year.

So this would have been my third and fourth rounds. If I were a 200K student, that's what it would have been like for me. Third and fourth round everything feels like it's slowed down. And then I remember the third year I came back. I'm not saying I was the most confident person in the room, but I felt like I was the most confident person in the room. Every time I came, I was celebrating. There was no more drama. I had completely become a different person. And I had gone in total from 325,000 all the way to 6.4 million.

And so I've been telling that story to people that you can't possibly in just six months, learn everything there is to learn of a process, an entire business strategy and business philosophy. You can't possibly do it all in six months. In 200K Mastermind, we teach three essentials for a reason. You might be able to focus on three things and your three essentials might be the same for an entire two rounds but if you stick with it, you are going to gain something.

People say this in the 2K for 2K group that every time they go through the modules they hear something they didn't hear before. If you stick with something, what happens is, you become the only thing that has to change. What a lot of coaches do is they bounce around all these different coaching

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methods and strategies and they try one thing here and six months later they're in someone else's program and six months later they're in here. And they collect a lot of things, but they never force themselves to be the only thing that changes, instead the strategy changes.

The problem with that is it's very hard to become someone new and take full responsibility and change you and how you think, how you behave, how you operate. Patrick was talking about this. Essentially what we're teaching people is, we're bringing them in and we're helping them gain energy with their mind and the strategy that makes their business easier to run. So that if they gain 48% of their energy back, then they can go create 48% more revenue because they have the energy to do that or 124% or 165% or 316% more energy.

That's essentially what we're doing. We're slowing the mind down, making it better, higher quality with the thinking and the problem solving. We're giving energy back when you stop hustling and you learn the difference between hustle and work hard. Then what you're doing is giving yourself the energy gap, the energy gain. You're closing that gap, you're creating the energy gain to create the revenue gain.

And the more you stick with it, with yourself being the only thing that changes, yourself being the only thing you take responsibility for, you stick with your simple offer. You stick with your one sheet marketing plan. You stick with your PSPR and you just get better and better and better and better and better. This is what waits for you on the other side. I knew I was going to cry on this episode, but I really didn't want it to be a sob fest. I really don't want this episode to feel self-indulgent in any way.

I really want you all to hear this. It is the most powerful thing I've ever, ever said in my career. This is the biggest announcement I've ever made in my career. It is my biggest contribution to this industry. The other important thing to note is that this growth, I'm going to talk about my 25Kers here in a

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minute. I have a very important announcement for you all. But this is important to note that these numbers are across all income levels.

So these gains, this is not one category of earner. This is not the six figure earners are making all the monies. This is across all income levels. That's so important to know. It does not matter what revenue you come in at, this growth is available for you.

So I want to dive into some more numbers. These two I think are also really important because I remember at one point I was talking about this a lot. And I used to ask people to comment during revenue reporting if they had had an increase in revenue of 100K or more in six months. So out of the 646 students, 114 of those students had an increase in revenue of \$100,000 or more in six months, not a year, six months. I have to stop myself from shouting at you. I'm sorry, shouting, I feel myself getting so worked up.

And then 326 of those students out of 646, so this counts the 114 students that are at 100K or more increase in one round. But of those 646, 326 of those students reported a \$50,000 or more increase in six months. Not just that they made their money back, not just that they had made their money back and had a 25 increase but had a \$50,000 increase. That's half the students. It's insane. You all, what are we doing in 200K? If you're not in it, you better get in. We are serious, I have been saying this from the beginning, but this is not a marketing or a sales strategy.

This is the only room you will ever come in, in this industry that is that serious about making money as a life coach without hustling. And being the highest thinkers, smartest problem solvers, most resilient, kindest, most helpful group of people who foster belonging. I've just never been so proud of anything I've ever created.

So I said I have something for you all at the 25K. So this blew my mind. I asked Patrick which of the income groups grew the most. And you're never

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going to believe the answer. Maybe you will. I'm curious what you think it is. I'm going to just tell you. Are you ready? The median growth of a student who comes in the room, of these 646 who came in the room with a less than or equal to 25K in the last 12 months, that was their starting revenue. They made 25K in the last 12 months. The median growth of those students was 224%.

What? Where are my underdogs at? Yes, that's what I'm talking about, you all. That is what I'm talking about. If you think at 25K that you are not ready for the 200K Mastermind. If you think you are not skilled enough, experienced enough, if you for one freaking second doubt that you do not belong and that you should not raise your hand and that what you have to say is not relevant. I want you to know you are the fastest growing income group in the entire Mastermind, 224% as the median growth. That means there are people with much higher growth above that. It's mind blowing.

Now, I asked him the most questions about this. I could not believe this. So I have a lot more to tell you. So here's what I asked him. I said, "Of the 25K participants, what was the percent of those students who came in at 25K or less?" Because I'll talk about this in a second, but we've let people in at 15K, 18K if they really blew me away in their application videos. I have been known to let a few slide in. I've taken some slack about that over the years from my team.

They're always like, "Stacey, you will just let everyone in." And I'm like, "No, that's not true." But some people, sometimes I have let people slide in at 18K, 20K. So of those people, I asked him, "What's the percent of those people who made their money back?" Because that's the standard. And I think this is really important for people, for me to break this down. Let me just tell you, I have taught this in every round for almost to the end of time. I have told people that I artificially created this essentially. I said, "I just decided 25K was the revenue bracket."

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The first couple of rounds, I let people come in who had not made any money and they did not do well in the program. I feel very strongly, if you have not made 25K, based on my experience you need to do 2K for 2K. You need to understand how to get a client direct to consumer sales, you sold the client, not the corporate contract, not you got hired and paid \$60,000 to coach for another coach. You went out and you got a client out of nowhere on your own merits and skill. You need to be able to do that up to around 25,000. For some people, it's less.

I have let someone in at 9,000 before and they ended up making 200K that year. It was fucking wild. What I have been telling them is, "If you come in at 25K in 12 months and you make the program promise, which is you will make \$25,000. \$25,000 in sales, that was the minimum. That was the program promise. What I'm asking you to do is go from 25K in 12 months to 25K in six months. That is doubling your revenue." That is an incredibly hard feat.

That would be like if you made 100K in a year, going to make 100K in six months. It is possible. People do it all the time, especially in this room, but it is a big feat. So just to make their money back, those students just to make their money back, just to break even with their investment, they have to grow 100%. 100% in six months using a brand new process and learning all new things. So I asked him, "What's the percent of those people who did just that?" Are you all ready? 70%. I titled this episode, Proven Results. This is not anecdotal anymore. This is not a sales promise.

This is tangible, measurable results. 70% doubled their revenue. Now, I was like, "I'm going to get granular with you." But here you go. Of the 30% who did not make their 25K, which was the minimum, I said, "How many of those people still grew by 50%?" Which is more than hyper growth and he said 41% of those people increased their revenue by 50% or more. And he said one person had an increase of 49%. And if that person had had a 50% increase instead of a 49% increase, then it would take that number to 50%.

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If the person had a 1% more increase then it would have been 50% of the 30% who didn't make their money back, still grew by 50%. So it goes from 41 to 50% just because of the 49% growth for one of those people. Isn't that interesting? It's so crazy. I don't want to complicate you, it's the only one that I threw in there just because I thought it was so wild. So 70% of those people had 100% growth. And then of those 30% who didn't make their money back still grew 50%. What?

There's no other programs that we're ever guaranteeing results, and you will do this. But imagine making an investment in yourself and having a 50% growth back. It's incredible. This matters. This matters so much for those of you at 25K because the faster you can get into this room, the more money you can make faster. And then I had told you that we let a couple of people in at 18K.

So of those couple of people who came in at 18K, there were a couple of them, of the group who were under 25K who came in, there were a couple of people who doubled their revenue. So they had 100% growth, but because they were under 25K that didn't bring them up to the 25K minimum so they still 'didn't make their money back'. The reason this is important is there were so many people who would come in and they would make 20K and be like shitting all over themselves about it.

And I would be like, "What is happening right now. Last year it took you the whole year to make that amount of money. You went from 25K or 18K in 12 months to 20K in six months. How is that a fail?" I've been shouting that from the rooftops forever, but I want you guys to know I was telling Patrick, this to me is the power of this data because from here on out, and I'll tell you what I mean.

But from here on out, we're working to have these numbers available for you for every round so that you know, maybe I didn't make the 25K minimum that I thought I was coming in to make that 100% growth. But I still grew 80% and that is tangible and real. And I get to keep that for the

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rest of my career, who I became. That's annualized. If you annualize that growth, you're maybe at the 200% growth or 160%. And where will you be at the end if you went from 18K in a year to 40K in a year? That is a lot of growth.

You are actually moving in the right direction. And it's so important for your brain that you tell yourself that. It is so important for your brain that you know that. So I'm going to tell you about where we're headed in the future in just a minute. But here's what I also thought was really interesting. So I asked him, "What was the revenue growth?" We've established that the median growth in the first round is 48%.

And I said, "Of all of the groups, who grew the least in the growth?" And this answer, it was interesting but it did not surprise me, the \$100K earners. The reason I think 25K people do so well and grew the most and had the most growth out of everyone is because I think at 25K you have very little to lose. I think you're willing to be coachable. I find that if they're not spinning out in the drama, they're willing to listen to everything, every coaching they're given. They're soaking everything up. They're eager. Their desire is so high, they are yearning, they are willing to work so hard.

That's what I think makes a \$25K earner so successful. So the intentional reasons that I think the 100K group was the least of the growers, the intentional reasons, if someone chose that, is because they're making more methodical precise decisions. At 100K you do want to, to some degree, start to slow down. If you've had that massive growth, you might need a non-growth round. And that would be a good thing and a mature decision.

For some, this is something that I've also been saying for years and it's so important to know, is that a lot of times people decide to transition from one-on-one to group in this time. And if you do this transition, depending on the person, some people do both and their revenue skyrockets. Some people prefer not to sell one-on-one, and they focus on their group, or they just forget to sell one-on-one and sell their group. But I've had students that

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have gone from 150K a year being on the phone 20 hours a week to 150K a year being on the phone one hour a week.

And some people will see that as a success naturally and some will be like, “Well, I didn’t grow my revenue.” And this is so important because this is something you will learn in 200K that I feel so strongly about is the goal is not to have these ridiculous growth percentages, hyper growth, all of the time. If you’re always working towards hyper growth, you will burn out at some point.

You will be that CEO that cannot stop working. You’ll be working at night. You’ll be working on your vacations. You’ll be working on your holidays. You’ll be working in your brain even when you’re with your kids and even when you’re with your spouse, even when you’re sleeping. Your brain will be on all of the time. So learning to have a non-growth year or learning the power of transitioning and scaling your time, being as important as scaling your money is so important.

In the Two Million Dollar Group, we’re starting to track revenue there. If you’re listening and you’re in Two Million Dollar Group, this will be an important lesson to take. If you have a round or two where your growth percentage is low or it’s the same but you’ve scaled your time and instead of working 20 hours, you get to work one. Win. That’s the goal, that is scaling. So this is a really great intentional reason to decide not to go for hyper growth.

Typically if I offer something new or I change my offers. My goal is not a percentage of growth. I’m not trying to hyper grow at the same time. So what I will typically do if I change my offers in any way, I will change them. I will either decide to make the same amount as the year before or less. And I will be working on balancing something in the business and getting that what feels stable, creating stability and I’m doing this right now with my programs.

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I changed Two Million Dollar Group. I'm about to change to 200K. You'll hear about that next week. And then I'm going to be working on 2K for 2K. And I had offered a 25K group in between for a little bit. And when I was doing that, I'm always making sure that the offer is stable. And then once my offers are stable and I'm like, "Okay, this is what I'm selling." And I am smooth, the backend operations are working. Then we're going to start shooting for hyper growth again but that isn't always the goal.

And you want to make sure that you've decided intentionally whether you are growing or not because it will be the difference of how you feel about your results when you get to the end. The people who purposely chose non-growth years or rounds and purposely chose what the outcome would be that they were exchanging for hyper growth, whether that was scaling their time or not hustling as hard. And I used to call it, doing the same thing but easier, I would be like, "Okay, I'm going to do this again, but I just want it to be easier next time."

And knowing that that's the measurement of success. Some of my students just, I teach them to just bathe in the success. I have an episode on the podcast called Success Intolerance. And so often people go and they get to the 100K mark or the 200K mark or the 500K mark, and they don't even take one second to bathe in that success. They just go right back into hyper growth. And what happens is if you do that consistently long term, you're always in the river of misery.

Most of the time before the hyper growth shows up, it's a lot of trudge. It's a lot of swimming in a gross dirty river. And you can't do that forever. So you have to balance the business, especially after a huge influx of customers. You want to bathe in the success to solidify the identity. You want to take time to look at what got you there and what was working, the things you want to take with you to the next level, the things you don't want to take with you, the things you might want to work on. You want to do a deep evaluation after a certain amount of time at hyper growth before going on.

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Now, I also thought about unintentional reasons. If someone came in and didn't grow as much as they wanted or thought they would or if you're coming in, in the future and you're a \$100K earner. Just to know you're someone to have a little bit of an asterisk with and be like, "I've got to make sure I'm intentional here at this mark in my business." What can happen unintentionally that I have seen is people will make 100K and then tell themselves it's a fluke and either get stuck there or go backwards.

I had a student on the podcast, Rebecca Olson, and we talked about 100K being a fluke. You can search that episode. She's also a 2K for 2K student. She worked so hard on that belief. And she recently posted maybe six months ago or so that she crossed the 200K mark. So finally got that belief out of her system and made 200 freaking K. So if you get stuck at it's a fluke, it's very common. The human brain doesn't want to believe 100K is possible for you as a business owner to create that out of nowhere.

We want to pretend we don't understand how we made that money. We want to be confused about how we made the money and how we will make the money in the future. So knowing that that's happening and having a container to work through that is so important. And so many people have come into the container and they hustled so hard to get to 100K and then things started breaking and that's why they come to me, things are breaking.

One of the things you need to know is if you've gotten to the point where things are starting to break. I was just coaching on this. I don't remember if it was 200K or Two Million Dollar Group, but I said, "If something is broken, you have got to find the mindset that is okay with, you will need to take time to fix what's broken and get back to things working before you start growing again." What people will try to do is, I've got to fix all the things that are broken and grow at the same time. And some people can do that. Those people would be extraordinarily exceptional, beyond exceptional.

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My brain has sometimes wanted to try to grow and fix things as they're breaking at the same time. And I've deeply learned over the last two years, you will have so much more sanity and peace if you choose one at a time. But you need to know and choose it intentionally. If you hustle to get wherever you're going, you'll have to hustle to stay there or fix it. I also think that they grew the least because of success intolerance in general. What I see a lot, and I've made an episode of this podcast, I've done it as an MVP. I reference it the most out of all my podcasts. We talk about it endlessly in my programs.

Success intolerance is, I got to this level. I feel uncomfortable here. My body wants to get rid of it as fast as possible so I can renormalize back to when things were hard and I wasn't making money. We get used to it. Isn't it crazy? They've done studies of children who were abused by their parents. When they're taken out of that situation, they would rather go back because it's comfortable, it's known. We feel safe in the known, whether the known is terrible or not.

So if you have been struggling and it's been hard and you're used to the story of never having money and all of a sudden you make 100K, your brain's going to be like, "I've got to get rid of this as fast as possible. I can't handle it all. Can't handle all this success." And then you will make decisions from that place. And I was thinking about things that would be unintentional.

And I'm going to do a whole podcast about this so I'm not going to spend as much time on it, but you stop taking risks and get really safe, play things very safe. You lose that 25K desire, that 25K willingness, that 25K coachability. And you're just like, "I'm just going to hold on. I'm just going to try to rest. I'm going to try to recoup all these past investments I've made. I'm going to stop investing in myself, stop learning, stop growing, coast, risk less." That mindset can keep you stuck at 100K.

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Or sometimes I see people at 100K, they do take risks, but they're not strategic ones. They're super impulsive, raising prices without demand or being truly sold on the new price. Rushing to group without the demand, being led by their impulse and their desire versus what's just a strategically better decision. Changing their niche, I made 100K, I'm burning it all down and starting over. Changing things that are working, not even knowing what's working.

I've had so many people come to me and they've been like, "Oh my gosh, over the last six months, what I realized is I stopped doing the things that were working. I got scared of the success and I stopped doing the things that were working." You have to be very intentional at 100K with what you do with your mind, your time and your strategy. So I'm going to be doing a lot of content episodes on this.

And we're going to be adding content in 200K to make sure that if you are deciding to grow less and not go for hyper growth, that you've decided ahead of time to do that. And you have your measurement for what success will look like at the end, based on your goals. And to really guide you out of any unintentional growth or any unintentionally not growing.

One of the things I thought was really interesting is the data said this. The data showed us this and it wasn't just the \$100K earners. This was very interesting. Patrick would have to verify this, but it was the \$110K earners to \$150K earners, somewhere in between there, which I thought was very interesting. But one of the things that before I had this data, blew my mind because the data.

Again, if you're paying attention, if you are a coach and your fingers on the pulse of the room that you are leading, you will notice things anecdotally way before the math will prove it. So one of my instructors who has done, I think seven or eight rounds of 200K Mastermind and has taught for, I don't know, four or five rounds of 200K Mastermind, Olivia Vizachero, many of you know her, she's been on the podcast. She said something on this

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round on stage for the entire 200K and Two Million Dollar Group room. She said it on stage. We didn't even have the study at this time.

We hadn't even ran the study. I don't remember how this was brought up, but she said, "I've been thinking a lot about all the students I've coached." I have a lot of different reasons why I match instructors with their revenue base. But typically it has to do with how long they've been in the program, how many times they've instructed, and how much money they personally are making.

So anyways, typically she has been someone who's been in 200K for a long time. She's taught for a long time. Her revenue has been high. So she's been placed in higher earning rooms. And so she was saying, "I was thinking about all the people that I've coached and that either whether peer coaching or in a breakout session. And I've been thinking about the \$100K earners specifically, what's the traits that has someone getting kind of stuck at 100K versus someone skyrocketing into 300, 500K, 600K and going towards a million."

And this was so interesting. She said, "If you don't have a \$1 million goal by the time you are at 100K, you'll get stuck there and you'll be underearning." What? She said that on stage before we ever ran the data study. And then I started thinking, that's true. I remember 100K to me used to be rich, the ultimate success. You have made it to the top 1% top of the top if you make it there. And then I made 100K and as soon as I made it my goal was 500K.

I still remember that goal being so strong in me that I knew exactly where I was going to go to celebrate it if I made it that year, which I didn't, I did 325. But the fact that I had the goal pushed me to 325. And the only reason I had a 500K goal is because I wanted to go to a million. But if you want to know, my celebration place was NIZUC Resort in Cancun. You can look it up. I've never gone. I never quite made it there. I kind of shot beyond that

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and started going straight to The Four Seasons. And then it's been really hard to ever stay anywhere else other than The Four Seasons.

But I remember vividly in my brain, making 500K was synonymous with going to NIZUKC and who I imagined myself to be there. I wanted it so bad. I worked so hard towards it and I did 325K. And then I wanted to make a million from 325K and I did 860. So you may not always make that goal, but shooting for way bigger is what's going to keep you growing, because if you raise your goal to a big level, it requires you to become someone different, someone bigger. I think that's so interesting.

For those of you that are at the 100K level, you have got to get a bigger goal. You have got to start imagining yourself as a millionaire. I was also talking to someone that's been in the industry for a very long time and she made a really, really interesting point that I think is worth bringing up here.

I was talking to Courtney Delgado. Some of you might know her from The Life Coach School and she said, "I think it's important to tell people that you want to get into this Mastermind as soon as possible. Because if you learn what to do and what not to do before you get to the 100K point, you'll be less likely to get trapped there." I thought that was super important to say here and to credit her for it because it wasn't my thought, but I agree.

I think you want to get into 200K Mastermind way before 100K so that you can get this thinking, these thoughts established, the strategy, the intentional things in place way before the unintentional things have an opportunity to sit in. But if you are at 100K, my goodness, you have no reason. You've got to get in this room so that we can make sure we get you to a million. So that we can make sure that you don't take the risks that are impulsive, but you take the right risks.

That you really think through your strategies because there's so much growth available for you and on the table. I really want to advocate for that. And if you have been stuck and not getting in this room because of the

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\$25,000 price point, make sure you do not miss next week. I am going to make the second biggest announcement of my career. I have not changed my offers, what I offer and how I offer it in five years.

And I'm about to change this program in a bigger way than I had ever thought possible and make it more accessible to anyone than I ever thought possible. And create really a win/win for everyone who has loved and adored this program, who's wanted to stay in this program forever, get back in this program, be in this program. I'm making it more accessible than ever before. Because these numbers prove to me how much this work is needed in this industry.

So where are we going from here? Number one, I'm creating revenue tracks. This is going to be a working progress over the next 18 months to two years because I am very meticulous with what I do. But I will be teaching actively from each Mastermind on. I am going to be teaching things specifically for my people at 25K going to 100K. And specific things for my \$100K earners to make sure everything is intentional and you're making great decisions and you're pushing yourself beyond your goals and that you are not slipping into unintentional decisions and strategies.

So I have a lot of content that I've been thinking about in the last 14 weeks. And anyone who joins our July class is going to get that. They're going to get my fresh intellectual property coming from this data study. Like I said, I'm going to announce next week, but we are reinventing and up-leveling the program in such a huge way. We've already been doing that. Patrick has brought so much expertise to my business.

We are redesigning our member portals, creating custom technology, custom engaged platforms for our members to be able to engage with each other. We have created a revenue tracker. We've just rolled out the beta of that to our current students who are going to give us feedback. And we're doubling down on that with new ideas. I want all of you to be able to see

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your growth percentage, not just for the round you're in, but for every round you've been in and as long as you stay with me.

I want you to be able to track it. I wanted to be able to teach you the things that I see when I'm looking at revenue. I want you to be able to know your percent of growth and if you actively chose to scale your time or your money, if you're in a hyper growth phase. If you've been in one for a while and maybe it's time to consider a non-growth round or a non-growth year. I want to be able for all of us to see the median group growth rate, all of us together.

So that I can start to watch the group and see the measurable result and see how to coach the group. Because sometimes I have a hunch, but then I'll coach people and they'll kind of not tell me. One of the things that was really interesting is, I had a hunch that in 2023 coaching businesses were suffering and that the economy was going to come into play. And it was in the conversations of the rooms I was in. But every time that I would bring it up in 200K, people would get coaching on how much money they were making. What do I do with all this money? And I'm hitting new income plateaus.

And I was like, "I still just feel there are people in here and who are not speaking up." And I was constantly pushing people to speak up when we got the data. Now, these numbers that I've given you, they include 2023's numbers. But if we isolated just 2023's class we saw a steep decline in the percent of growth from the first round to the second round, which also showed me July. It's so interesting, but there's so much measurable results out in the world that July is when our economy in the US kind of went to a halt. And we're seeing it uptick back up.

But I think this stuff is so geeky and so important because it can make me such a better coach for the group. If I can see all of our growth and I can see when things are shooting up and shooting down and plateauing, if I can see all of that in real time and you guys can all see it. Listen, where we're

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going is where this industry has not been, I promise you. This is the cutting edge. I'm on it. I want you to come with me on it. So I'm doubling down in technology. I'm doubling down on the data. I'm doubling down on the revenue tracking because it works.

The other thing I want to tell you is if you're in 2K for 2K and you are like, "What? I want to know what the data is for 2K for 2K." Me too. We don't revenue track in 2K for 2K. Patrick doesn't know it yet, but when he gets back from having had Maximiliano, I hope he's okay that I say it like that, I can't help myself. I want to create a way to get this data. So if you're in 2K for 2K, we're going to send out voluntary requests for as many people who would be willing to participate in the study.

And we will design a study and we will get as much information as we can from the people who are willing to provide it. And I will release that data. I know 2K for 2K is the most insane program and people are making ridiculous amounts of money. But I would love to know the actual data. It's life changing when you actually know it. I have up-leveled an insane amount just seeing the things I already believe to be true as factual and having the data. It's just backing my belief times 1,000.

And I think that what this will also do for you all is the same. It's one thing to come in and hope 200K is as good as you thought it was, it's another to know it. You still have to show up and do the work. You still have to invest the money. Think about the people who went through this program, they invested \$25,000 in themselves. So I was thinking about what's the caveat I want to put on this number or what's the awareness or what's the thing I want to say?

And so I thought about, what do I think is required for people to have the median results? Because not everybody did and some people had a lot more. So if you wanted to come in and be an average performer at 48% hyper growth or if you're a \$25K earner, 224%. If you want to do that, what's required? And so I was thinking about the people that represented

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this study. They had extraordinary belief in themselves and the process, and they demonstrated that by paying \$25,000 for the Mastermind.

They had extraordinary trust in themselves and the process to deliver a return far greater than 25K. Or they believed that even breaking even was a significant positive forward direction, breaking even for their investment. That is always my aim, as long as I break even I'm really freaking happy. Or if I get close to breaking even I'm really freaking happy because I also know I own that knowledge and experience for the rest of my life. And I will keep compounding the money I make from having made that knowledge.

The money I spent at The Life Coach School and got back, I mean, I think Master Coach training was maybe 25K. So yeah, I was looking for a 25K return because that's what I do as the CEO of my business, I own my return. And so maybe I got that in one client or the next launch. But the money I've made and compounded from having become a Master Coach in my career is in the millions and ridiculous. And will be in the tens of millions and 20 millions and hundreds of millions.

It will literally be over the lifetime of me selling, hundreds of millions of dollars of return from becoming a Master Coach and getting certified with the school. I believe that to be true about the people who come into 200K. Your returns will be in the hundreds of thousands. It will be in the millions over your career. It will be in the tens of millions in your career.

I also think that what is required for people to get this result is commitment to where they're going. You have to be more sold on where you're going than where you are. You can't get stuck in the story of where you are, in the hardship of where you are and the difficulty level, of the skill level of where you are. You have to be more committed to who you're becoming. You also have to have coachability. I think it is extraordinary to follow a process in your business that is someone else's that is ahead of you when your business feels so deeply personal.

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So being willing to work to see something someone else sees that you don't for your livelihood. That's a big deal. I remember when Brooke coached me to start 2K for 2K. I was selling \$36,000 coaching packages at the time. My husband, Neil was like, "What? Brooke is crazy? She's wrong." I've also told her this so I'm not afraid to share this on the podcast. He was like, "She's wrong. She might be right about a lot of things. She's wrong about this." And I believed I was so coachable.

I mean, I was also not coachable that first year, I struggled hard, but I wanted to be. The desire to want to be coachable and to keep fighting towards it. I literally developed the concept of intentional thought creation from my process of selling myself and believing in 2K for 2K. Neil has changed his tune since we made \$10 million with that program.

I also think this is very interesting, but I think the people who have these results demonstrate constraint with coachability. So I was thinking about, I don't know if this is the best example, but Charlie and the Chocolate Factory, the story of Violet, if I remember correctly, I haven't seen the movie in 15 years. But if I remember correctly, they're told not to consume the candy. They get a tour of the factory because they got the golden ticket and then they're told not to consume the candy.

And then the blueberries just look so delicious, Violet can't help herself, so she starts eating the blueberries and then she becomes a blueberry. I think it is hard to not give in to the urge and the compulsion of excitement. Your brain will offer you lots and maybe even the industry and other people will give you lots of ideas that contrast with the strategy that is the most useful for your business.

So to trust and heed someone's advice when it doesn't allow you to be really excited and jump on every compulsion and express every idea you have. The level of constraint that requires is worthy of developing. And then I also think what is required for people to have these results, develop a personal sense of belonging and community. Your decision to belong in the

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room, I tell people you will hear me say this, I don't know, 50 times every round, "You paid the same amount as someone else, show up like it. Get what you came for."

That was a decision I made when I joined The Life Coach School and went to coach training. I walked into a room, I was selling slicers out of Walmart, carrying around slicers in the trunk of my car that I drove to the Mastermind. And I'm seeing all these beautiful women that smell incredible and live in LA and have Louis Vuitton purses and I felt so intimidated. And in that moment I said, "No, I paid the same tuition they did." And I always charge the same tuition for every single person that's in the room so everyone's on the same playing field. Everyone paid the same tuition.

So the people who succeed the most, decide they belong the most, they're getting what they came for the most. And they plug into the community. They plug in during high value cycles and low value cycles. I recently coached someone, she was so worried about people thinking she wasn't grateful because she signed 52 consults, has 52 consults in the book over the next 30 days. And she's making so much money and has so much ridiculous demand. And she's so stressed and anxious about it. She was like, "It feels like an elephant just slamming on my door and about to break it and smother me."

And I told her, "No, your coaching is as valid as someone who's struggling." And the same is true for someone who's struggling and not getting it. And in a deep low value cycle, it's the same. We learn so much from both ends of those spectrums. So the person who succeeds the most decides to plug in no matter what, no matter how low or how high. And then I also think that person has resilience. They keep going through all of the business and entrepreneurial failures.

I also asked Maggie Reyes, who has been in the Mastermind since that very first 2019 room where we were squished in, in a very tiny, small room. And she has taught so many rounds as a breakout instructor and led so

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many calls like Olivia. And I asked her what she thinks is essential for someone to have these results that we've talked about on this episode. And I thought what she said was really interesting.

She said, "What is required is the cultivation of skills which anyone can do, not the perfect set of circumstances which no one else has." She said, "Here is what I also think is essential, the ability to keep taking action when you feel awful." She said, "The desire to work through confusion and release the idea of the best outcome, and then it has to be this outcome and embrace the idea that everything is testing. The ability to navigate asking for support and trusting yourself, choosing when to trust the process or the coaching and when to listen to your inner voice and go a different way and own your results in both scenarios."

Yes, I've been talking about this a lot lately. She also said, "Humble hard work." This one's really interesting and I love it so much. She said, "Values alignment, of having and committing to a simple offer and committing to deep mindset work and to massive action." I do think it's important, the people who will have the most success in 200K Mastermind are the people who jive with what we teach the most, who are willing to go all in on the philosophies and the processes that we teach.

She said, "What is required is that it all feels like a hell yes." And by the way, you can cultivate that. I had to cultivate 2K for 2K feeling like a hell yes for me, from trust in my coach, who was further along. She said, this was also really good, "You don't need to be coached on the process and why it's useful." Even though I will do that for you every day all day long, I promise. But she said, "You need to be coached on the implementation parts."

So the faster you can sell yourself on the process and that it's useful, then the more you'll start doing and then you get coaching on the implementation parts. I remember I did a training once on that. I said, "You can get coaching from me on what to do and why to do it and then more explanation on that. And I can share with you all my thoughts or we can

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explore your brain and develop your thoughts. And then you can go out and take action and the more action you take and come back and report, that's the higher quality coaching in the room. That you're taking action and coming back and evaluating and getting more coaching. That's the most valuable coaching you can get in the room."

She also said, "You need to want to run a for profit business, which includes marketing to people with the ability to pay the type of coaching prices that make a one-on-one coaching practice sustainable as a job." What? That one's a good one. And then she said, "The other thing is required is desire, desire to have a fully booked one-on-one practice. And the willingness to have whatever it takes energy within your values, which is where the humble hard work comes in."

Dang, you all, do you feel like you've heard a masterclass? Because I feel like I've given one. I'm exhausted. This was worth every minute. I knew it would be a long episode. I hope you all stuck in there, so, so, so much goodness. I'm so eternally grateful that I got to share this with you, that we ran the study. I'm so proud of myself, my students, my past self, Patrick, just every single person, Abby.

Abby is my executive assistant, and she actually helped compile a lot of this data to help Patrick be able to run the numbers. So just every single person on the team. Tiffany, who kept running the marketing and keeping the house going while all these other pieces were running. I just feel very, very grateful to all of my team, all of my students, all of my coaches who have kept me going after becoming a mom.

I just can't believe, I remember feeling like I'm never going to get it back. And the fact that this came and happened and I feel now I'm innovating at a higher level than I ever did before after becoming a mom. That's also worth taking a second to hear for those of you that are becoming new moms. Being a mom does not mean your best innovation days are over. You still

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have a brain that is highly valuable, highly smart and going to produce a lot in your lifetime.

Alright, I love you all so much. Have an amazing week. Have this conversation with every person you know. This is a dramatic, dramatic win for the entire industry. Talk to you next week, bye 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.