

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste



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.

Hi, coaches, welcome to an interview today with one of my recent \$200K earners, Lauren Baptiste. Hello, welcome. Introduce yourself, tell everyone who you are and what you do.

Lauren: I am Lauren Baptiste, [inaudible] the first time.

Stacey: Don't lie to them. I had to ask you before we got on.

Lauren: I am a life coach for accountants, attorneys and consultants and I focus on burnout. So when they're coming and they're feeling the pains of working the late hours, the tough clients, the hard boss, I'm their girl.

Stacey: So you crossed the 200K mark, we awarded you the last live event, but when did you actually cross that?

Lauren: November 23.

Stacey: So fun. And then I had just asked you before we started recording, but I think you should just tell everybody now how much money have you made. What are you on track for?

Lauren: Right now my 12 month rolling is 280. And I'm definitely feeling at a third of the year done I'm on track to get over 300, hopefully over 350 and 400 is my goal.

Stacey: That's so exciting. I also just love by the way, how much, especially now with the revenue tracker, how many 200K students are my rolling 12, or for even just from revenue tracking in the past, my rolling 12 is this. I think that's so important because your rolling 12 will tell you that you're going to hit a year goal. So the year I did 860 and I didn't make a million, I remember getting coached on my belief that it was going to take me

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

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

another year to, now I have to reset. And now it's going to be another year before I find out I had a million.

And someone in the room was like, "Well, you'll hit a million in your rolling 12 before the year." And I was like, "What?" And then by February, so two months later, I had a rolling 12 of a million. And it's such a different self-concept when your rolling 12 is already close to your goal because you see that incremental growth happening day after day, week after week, month after month versus having to wait for the end of the year for it.

Lauren: That was one of the first things that I learned in this room, and it was a game changer because it just kept feeling like throwing spaghetti at the wall. Okay, a new client or a new this or a new that. And I was like, "No, track your money." And as a former CPI, I laugh at myself about that. But I'm like, "It's so good to look at it like that." Because to your point, then you're like, "Well, better luck in 2025." And it's like, no.

Stacey: Yeah. I do think what we do is different. And so to your point of being an accountant. I think revenue tracking in the way we do it, where you're actually thinking about your rolling 12 in regards to your goals, this type of conversation, I don't think is the same as talking to a bookkeeper necessarily. I was lucky, I had a bookkeeper. The first one I had, Mark Butler was also a certified coach and we talked so much about mindset in that.

But it really showed me, if someone doesn't have a bookkeeper that's talking mindset, they may never have someone that encourages them, "Look at your rolling 12, you're close to your goal and what is your goal?" It's interesting to me how many times I ask someone if they're on track for their goal, say a month in, two months in, three months in for the year goal. And they've never thought to look and see if I multiply how many quarters are left of the year with what I've created, where am I at? And then what does that knowledge create in my thoughts or my body? I don't think that this is the same conversation. I'm curious what you think about that.

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

Lauren: As you're saying that I'm thinking because I think there's that sneaky people know there's a CPA in the room, people say, "Can you coach me on accounting?" And \$500K earners, higher than that, you don't have to be entry level in your business to not feel comfortable with your numbers. That's the thing we can give ourselves permission for, for a very long time.

Stacey: Always, probably, a version of always.

Lauren: Yeah, as long as, until you get held accountable for it, like you do in the room. And I'm a lover of revenue reporting. I know that's a thing that everyone's like, [inaudible] get up. And I was like, "It got me excited and motivated and clear." I'm like, "Okay, so in order to hit 200K I need to hit \$16,667 a month. What does that look like? How do I do that?"

Stacey: Yeah, I mean, I just think it's so much easier not to know and to just hope it all adds up in the end, it's more lovely. If you have a 100K goal and you've made \$5,000 after the first quarter, it's easier to just believe I'll get there versus to look at the math and be like, actually, I'm on track for whatever that would be, 20,000 or 25,000, whatever it is. It's very confronting.

I mean, I always try to think about it, if someone didn't want to track their revenue every month and look at that, the reasons why. And I do think there's a little bit in the past of Stacey's making me do this and I'm being made to do something. And so I don't know, three rounds ago or something, we just started telling people, "Listen, you can opt out. It's not a big deal. This is supposed to be for you." But if you go past that, I think it is, it's just really confronting to look at the math.

I mean so many times in my own goals, the math does not support the year end goal. My math doesn't this year right now, but I also know exactly, you're at least able to create a plan, a strategy, have a reason. So many times people will post, you've seen this in the revenue, they'll be like, "Well,

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

this is why it's this low. I haven't done this launch yet or I've already started troubleshooting on this." There's just so much more power in knowing.

Lauren: I completely agree.

Stacey: I love that you coach people on accounting. That to me feels like the best use of a mastermind is, everyone has a different background and skill set to bring and I love that stuff.

Lauren: You're only getting that in the 200K room. You're not getting that by working...

Stacey: Until you're in two million, which will be soon. At this rate, you're going to be out of there. So can we rewind because I don't know that I even know this part of the story. When did you come into 200K and do you remember how much money you were making then?

Lauren: So I applied with 111,000. This is my third round so I started in Cabo January 23, And so in one year, and I did that early enrollment. So from November to November, November 2022 to November 2023, I doubled.

Stacey: That is so amazing. Let me actually ask this even more specifically, because now I have really in the last, I don't know, year or two, honed in on the importance of cherry picking. So coming into the room, the room is really meant for people to keep growing with us until you're ready for two million, until you've got your several \$100,000 in group or you're getting there or whatever. It's meant for people to grow. So it's not meant to be as much like 2K for 2K, where you're coming in and you're learning one specific skill set, how to close consults and then you're done.

I mean, some people hang around, but the program is meant to be, yeah, it's fine. But that's how I designed it was, get in. Learn this very important skill set. And then every bonus feature is just to support that skill set versus 200K is here are all of the skill sets available along the way. So I've been

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Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

telling people to cherry pick. So what are the things that you can just take immediately that you don't have to work hard to get the transformation.

And I'm curious if there are things that you remember that were more super obvious and immediately effective versus things that you maybe worked long term in order to create that growth?

Lauren: When I joined, I think that was when you first tried on cherry picking. Because I remember you saying to us, "Hey, here's what I know, it can be really overwhelming to think I have six months to do the whole thing." You said, "Be really strategic about cherry picking." So my whole early enrollment was focused on, what do I want to learn? So I went into PSPR and I was coming out of what I didn't know then to be a low value cycle.

But for me, I was in a slump and I was like, "I really need a fire under myself. What's going to do that?" And I did one of your 25K in 30 day challenges.

Stacey: So fun.

Lauren: That's what got me from, I was technically on track the year before I joined to go and hit 200K, but I pretty much turned the demand faucet off for six months.

Stacey: If I ask you why will that throw you off the rest of what you were telling us?

Lauren: Long, long story short, my life flipped upside down. Moved, grief, a lot of just different life circumstances that at the time I thought, well, it's kind of one or the other. And so turned off the demand of my business while I was still working a full-time job. Then I was like, "Okay, I need to change this. How do I get out of this?" And I don't want to just join the program and hope and pray that the program is going to save me but be like, "Alright, start now. Start November before I'm even in the room."

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

My goal was to make my money back before I even entered the room and I either did that or did it very quickly. And I was like, "Alright, let's go." Now I'm just, I'm in the room, I belong here.

Stacey: So you went to PSPR and then the 25K in 30 day challenge. This is so fun to think about all the different paths someone can take. And I don't know that I've heard this one yet, so this is fun. Okay, keep going.

Lauren: 25K in 30 days. Yeah, that was really fun. And I still challenge myself. I would request, I'm like, "Let's do this every month if we could." Because I think it just really focuses your brain on hitting a goal.

Stacey: We should do it every month.

Lauren: I would love that.

Stacey: It's interesting. I'll think about it. Maggie gave me a really good idea for Two Million Dollar Group too. So I'm reinventing some things right now and then all these ideas that you guys are giving me, I'm like, "Yeah, let me think about that." That's interesting. Because I do think you should be doing them. If you don't achieve it the first time, do it again, do it again, keep going. It's the same thing as 2K today or 2K in 30 days.

Lauren: I've lost track of it a little bit, but in that first year of joining your program and getting into this, I was like, "How long is it going to take me to make 25K?" And so it went from 46 days and 30 days and then it went to two days and that's when I stopped tracking because I was like, "This is amazing."

Stacey: That's so great.

Lauren: And that's when I was like, "I get that this works." And so I stopped tracking the nuance of that. But really, the macro of zooming out of setting a goal and really thinking about not just the actions because I am an action focused girl but what are the thoughts and the feelings that are going to

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

help me create that result. And just really being like, “Okay, is this random talk in front of entrepreneurs when I work for accountants and consultants and attorneys, going to help me or do I say no to that and do copy?”

So that’s when I started to have that decision making and that’s what I found really powerful in getting me from where I was to where I am.

Stacey: Wow. So it was mostly those two things, PSPR and the 25K in 30 day challenge and then lasering in on your simple offer. You didn’t say that, but that’s what you did, laser in on. Or this is the offering, this is who I help. Just knowing very clearly. Yeah. I think there’s a time and a place, I will just say for everyone listening, there is a time and place to grab those opportunities to speak in front of a room of entrepreneurs if you’re learning to develop your public speaking skills.

There are times where it’s good if you’re still like, “I’m a general life coach and I don’t know who I help.” But the moment that, I mean literally this is how I can tell you’re on your way to being so ready for the Two Million Dollar Group room is that when you can start seeing those things and turning them away and be like, “I could do that or I could develop this over here that’s going to make me so much more money in the long term for my business.”

The more decisions you make like that every day, you go from running to catch up with your business to, I’m really far ahead of it because I’ve thought so big that I am just waiting for the results to catch up versus I am pushing really hard to make them happen.

Lauren: Yes, you said that so perfect, yes.

Stacey: It’s because I’m in the flow of recording. I’ve been explaining things all day. Perfect time to do an interview. So those were the cherry picking things. Was there anything that helped you get 100% growth in 12 months?

Lauren: Yeah.

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

Stacey: Yeah, okay, tell us more. We want to know all of the things.

Lauren: I've been thinking about this a lot as I came on, because I was like, "I feel like we're going to go deep here." I'm in my third round, so I'm halfway through my third round. And I feel like every round has been a new layer of the onion. It's like a whole new layer of myself. I had quit my full-time job a week before I started this program.

Stacey: Oh my gosh. Wow. How much money have you made in your business, 100K?

Lauren: Well, I have been in business now, I'm in my seventh year, so I have had several 100K years.

Stacey: Okay, so you've been in business for seven years, so you've been making money for a while. What made you stay working for so long, is it just that you needed to get to that 100K mark before you left?

Lauren: Well, it's funny, you were kind of the cherry on top or the final straw of, well, I can't join this program unless I get rid of my job because now you can enter the program and still have another job.

Stacey: Yeah, for now, I'm still playing with that because so many people tell me this that, "I went for it because I had to make a decision about which way I was going." And it's been so useful, but I'm going to try it for a couple of rounds.

Lauren: Run the boats. This idea of there's just no plan B anymore. So for me, I had several 100K years prior, but I was plateauing. I'm like, "Why am I not growing more? Yes, is it because I'm still working a full-time job? Sure, that could have something to do with it." But I felt like there was a consistency that was lacking in my business, an automation that was lacking in my business of just where are my clients coming from, feeling that I'm feeling steady growth.

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

And I just felt like I knew how to make 100K but I didn't know how to make 200K. And that's why I love even the name of the program because it wasn't just a 100K. I was like, "Oh, yes, I want more."

Stacey: We talk about all the time me and my friends about how, and you might relate to this. I remember thinking when I made 100K, I will be rich. I thought that was the richest people in the world made 100K a year and I just didn't come from money. And then when I got to 100K I was like, "Okay, this covers my coaching investments and my minor small business fees and a very meager sense of lifestyle and that's about it."

And I think even now you're seeing, they just came out with, I think they do this often, but how much money you would have to be making if you lived in New York, if you had a single household, double household, children, all of that. That number just keeps skyrocketing, so I just think 100K. It used to be a lot more money than it is now. And I think people get to the 100K mark and they're shocked that it's not what they thought it was.

And I just remember thinking, no, it's got to be 200. At 200 I felt a difference. I felt I can start shopping around for houses in the future. And I didn't end up doing that until 300K. But I just remember it felt like a lot more money. It was, now I can pay for my business investments. Now I can pay my minor expenses. And there is a lifestyle increase that's come with that. That's not for everybody, because some of you all are awesome and make so much money prior to coaching.

Lauren: Well, we're all getting there, but I had the golden handcuffs on me at my corporate job. I was making a lot more than 100K in my full-time job. And so then to make that decision of, okay. So, even making 200K, I was still not at the point where I'm making more money. I'm at the point where I'm making more than my salary, but then I still have expenses that I'm paying for. So for me to get to that 350, 400K, is that place of, I've beat out my salary, which it's so exciting because I'm so close to it.

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

So for me it was worth the double grind as a burnout coach and not burning out. So really having to balance that with so much grace and space, which is why it took a long time. But for me that felt like the authentic way to do it. So I felt safe, so I didn't take clients out of desperation, so that I was really building the business the way that I wanted it to be.

Stacey: Well, I have to say I think it is, number one, noteworthy that you were working full-time making 100K and you didn't say, "Time is the reason I'm not making more." And that you were like, "Okay, I don't have this consistency yet. I don't have this process yet. I don't know where my clients are coming from." That is so powerful. Are you in 2K for 2K or were you in 2K?

Lauren: Yes.

Stacey: So you've probably seen this in 2K, not as much in 200K, but where people will say, "I just don't have time to market my business and that's the reason I'm not making money." And sometimes that could be true in certain situations, maybe. But I just don't think it's ever a useful thing for us to tell ourselves because you're never going to feel like you have more of it.

But if you're like, "These are the specific skills or these are the things I feel like I'm lacking but it has nothing to do with time, or here's where I'm suffering in my confidence." It's such a more valuable place to take your brain. So I love that you did that.

Lauren: Thank you. I think about my clients too, who are busy women who are in that same place. And there is not time for more, attorneys are working 80 hour weeks, 100 hour weeks, accountants in busy season, it's April, just passed. Time is precious but we can't just say, "Well, I don't have time for that." Because how many years are going to kick by that you just didn't make time for the things that actually mattered for you? So even if it is that little incremental growth.

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

Stacey: I've been saying this everywhere I feel like recently. But my husband and I always joke now since we had Jackson, "How much free time did we have?" All the time we're like, "What were we doing?" And I'm like, "I read a lot of books." I don't know what my husband, watched a lot of sports. We traveled a lot. But what's so interesting is, I think for everyone listening, this is such a great example, not everyone has it. But if you have had a baby you know what it's like to insert that into your life.

It's such a crazy amount of time and attention that isn't planned for. And I think your business is the same thing. You just have to decide it's just happening, I'm doing it. I have to create the time as if I didn't have another choice otherwise you won't. I just don't have a choice, but I mean, I guess I do have a choice. Brooke always says we have a choice to take care of our kids, I guess. It doesn't feel like a choice to me, but I figured that out.

If I'm sick, if I'm whatever, I used to say this all the time that your business is your baby and you have to think of your business like that otherwise you're just never going to create the time. So I love that you did that. I also love your example of having the higher standard. Can we talk about that for a second. Because I see this is one of the hardest things for a lot of people making a lot of money coming into coaching.

I guess my specific question is, what did you tell yourself about those early markers, say your first 2K? I don't know where you came to me at in your money making journey. But that first 2K or 25K or 50K, how did you keep yourself excited? Because people, and you've probably seen this in the 200K room, will tell themselves, well, it's not 300K or it's not 400K. I can't get excited about it until I can replace my income. But then it makes all of that money pretty miserable. So I don't know if you could talk about that a little bit.

Lauren: I think the easiest answer that comes to me as you say that is the desire to have this life that I've created is enough. I could absolutely compare today and be like, "Let me compare this paycheck to the one that I

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

used to get steady every two weeks.” It’s month to month and it changes and you make a big investment and then it’s just a different way of thinking. And I think for those of us that are feeling that golden handcuffs that you’re wearing and you’re like, “But I want this business too.” Okay, well then there’s a couple of ways to go about it.

You can do what I did and stay there until you have savings and you feel sufficient and you build to a certain mark. Yeah, I probably should have been 100K and I’m out and decided that was my number. I never had a number for me, I had a feeling and I just kept chasing that feeling, which is a different story for a different day, which is why I waited so long. But if you have that, I’m going to get out when, that can be easier. Or you can just say, “I’m going to go, but I need to be okay with not making that same salary.”

Because it’s a different skill set and it’s a different way of being. But when you learn how, like you say, to make your first 200K you’ll know how to repeat it over and over and over again faster and faster and faster. And that’s where I think that just excites me, that four years ago I had a completely different life going in the office five days a week, taking the subway, doing the late nights.

Being the person who had to get up because the automatic lights turned off because it was 10 o’clock at night and it was me and the janitor. It was a different lifestyle. And now I have so much freedom. I just went for a walk with my husband.

Stacey: That’s so amazing. That’s so fun. They didn’t see you raise your hand when I said the amount of living in New York has gone up, they didn’t see that. They’re only hearing the conversation, so she lives in New York.

Lauren: Lives in New York, things are expensive. And I know it’s just a matter of time before I’m making more, so I’m not really worried about that.

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

Stacey: That's a thought though. It's such a good one. It's just a matter of time before I'm making more. That's a great one. Your confidence, that speaks to what you believe in your ability to grow and to build your business and to get better. Everybody needs to write that one down.

Lauren: I mean, am I impatient? Sure. Do I want it today? Yeah, that's why I'm here. I'm building towards, I know it's coming. And I think a lot of us, if we're in the right place and we feel in alignment with our work, it's just a matter of time. Are you willing to wait and do the work as long as it takes to get there, fail as many times as it takes, write the same email 20 times? Do what it takes. And I think that's why the room is so special, because we keep seeing failure and getting back up, zero launches, rejection, a lot of rejection through consults.

And that's why I think it's so nice to see that and not feel like you're alone in it or you're a failure. No, that's how we build a business. Success is standing on a bed of failures and saying no.

Stacey: Yeah. I don't think you can learn all the things you need to learn in order to hit your goals, become the person you want to be without the failures. That literally is what informs your growth. Did I say this on 200K? I can't even remember. I feel like I've been talking so much in all the different places that I can't remember where I'm saying anything anymore. But I just read this book called *Unreasonable Hospitality*. And in the book, the guy that wrote it, dad told him, "Adversity would be such a terrible thing to waste."

And I was like, "Oh yes." I've never heard it exactly that way. I've heard the obstacle is the way, but adversity would be a terrible thing to waste because of who you become learning it. I didn't have the same issue as you. I think I was making 60K ish at the time and then I left when I hit 100K as well actually. And I also for very similar reasons, I didn't want to feel pressured on consults. I didn't want to feel like my business had to pay for

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

my lifestyle, which is a reason I do want to let people in the room who are still working full-time.

And I'm seeing that happening now at higher and higher incomes. We even have people in Two Million Dollar Group who still have jobs making \$500,000 a year. And everybody's got their thing. So for me it was, I am going to, so just for everyone listening if this is helpful, my measurement for when I was going to leave was when I actively had to start turning clients away because I had to work. That was the moment. So I would take calls in the morning. I would take calls in my lunch hour. I would take calls in the evening. I would take calls on weekends.

I mean, it was definitely a grind and I told myself, this is you starting a business. You have to fall in love with that bridging your own gap. You have to fall in love with the process of where you're going and what it's going to be like for you. I tell myself, creating something monumental that you'll never get to create again. I think about that with my \$20 million journey, I'm going to look back and be like, "You freaking did that. What? Look at how fun this was along the way. Look at all the things you created and who you became and what it was like."

You're going to look back and forget, but that was for me, it was finding the excitement. Actually I had to find, I don't know if you had this, I had to sell myself on finding enjoyment on the current job while I was still building my business. I'd just walk into Walmart every day, say, "I chose this because", and then especially when you're coaching clients because you love coaching clients. You're probably like, "And now I get to look at these numbers."

Lauren: Another spreadsheet, yes, 100%. And that sometimes there's this really sticky point, whether we're in our business, there's the things that we don't want to do. But I think we could say that even when you're the CEO of your own business, I'm sure there's the things that you really love doing that light you up and then there's the things that don't as much. And so if

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

you're in that, I want to make the jump and go full-time into my business, just know that right now you're in the stickiest and the hardest point, but it gets so much better.

I used to have two laptops, I was so happy to give the other one away, send it back to the company when I let go my job, but I had two laptops. And I'd be back and forth between both of them because I'm serving my clients and I had my own business stuff and that was my priority, but I still had meetings and life and emails to get back to. So I was just always going back and forth. So I have this really wide aspect covers both computers.

Stacey: That's so great. That's so good. How did your bosses/colleagues, I don't know if I've ever asked this of anyone, but how did they react to you leaving and starting your own business? I'm very curious about that. Mine were super snarky about it.

Lauren: Well, the long story short of my whole journey was that I burnt out and ended up in an emergency room. In that moment, I decided that I could quit my job and find a new job or figure out how to solve for it. And so I stayed at my job and I stayed for a while and that was what inspired me, that something could be better. I did my own inner work. I then started to build, I had a first business, that didn't make it, had to put that to bed. And then I created this business and I was like, "No, this feels fully in alignment." And that is helping those that love what they do, do it well.

And for me, with my background as a consultant CPA that worked alongside attorneys, I was like, "Why don't I just help the people that love what they do, do it well." So as I was in the team room with my colleagues, I'm helping someone lose 50 pounds. I'm helping someone stop smoking. I'm helping somebody get their next promotion because I was like, "I love helping you people. I don't really love the PowerPoints and that kind of stuff." But that was where for me then it felt so clear, this is who I help and so let me keep doing more of that.

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

Stacey: They were just so open to you helping them. I don't know why, that just made me so emotional. My eyes got teary. That's so awesome. That's how, I think maybe what is coming up for me is, this is, oh, my God, I'm going to cry. You literally are making me cry because I am just thinking how bad people want it, even if they won't tell you. Your colleagues wanted to lose that weight, to stop smoking and if you hadn't taken the journey, they would have never done that.

Lauren: So it went from a place of, and this was a different team. I worked at a very big company, so over the years you've worked with different people, but from someone who was like, "You're not enough, bring your laptop to the ER with you", literally said that. It was really hard for me to quit. I was, the raise, never quit, you're not a quitter, you're a hard worker type of ethic. And there was a point where, just to your point, I'm the seesaw, me doing more here at this company is slowing down my business.

And that's where I knew, plus it was the applications in and all that kind of stuff. I was like, "It's time." And they were like, "Go." [crosstalk] in the past, they tried to fight for me, but they were like, "You've got to do this now." So I am so grateful for that company for the story, even the story that landed me in the emergency room. Because without that story, without that situation and without me realizing, it's not just having a tough boss, but me being like, "Wow, I'm a people pleaser. Wow, I don't manage my time well. I don't have boundaries."

You don't learn that stuff getting your CPI. You don't learn that stuff. But I'm like, "Wow, if I can teach somebody that now, the amount of heartache, the amount of stress, the amount of people that are leaving the profession because they just don't see how it could be possible to be a woman partner with a family, it's usually one or the other." So that's why I feel so called and that's the drive that I'm not there yet at my current salary, but it's coming because I know there's a lot of people to help in these professions and I'm perfectly equipped to do it.

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

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

Stacey: You have the best thoughts about what you do, who you help. It's so good. Everything she said for everyone listening could just be write this down and do a measurement. Do I believe this about myself? Because this is a \$200K earner talking naturally about herself and her business. But every single thought is the reason you make 200K, I mean more than that now, the reason you're going to make 300K, 350K and a million.

Lauren: And a million. I was loving your data study and then for me just as a numbers girl, comparing where I'm at. And it was interesting because you said, "The slowest growers are the people that were me at that 100K mark. I never believed that when I went into the room.

Stacey: If you were at that 100% growth, you weren't the median \$100K earner. You were probably growing a little bit or a lot faster, but some people didn't. There was a median number of the \$100K earners. I don't remember what it was, but it was lower than all the other groups in the growth ranges. And I just remember being like, "I know exactly why that is."

Lauren: Why? I was wondering.

Stacey: Well, I talk about it on the data study, but I think it's a couple of things. Some people just explode massively to get to 100K, their journey is very quick. And then maybe they do it in their first six months or their first year and then it's kind of either I have to slow down because I hustled really hard to get here or my client load is full. And we teach this in 200K so you already know this.

But they'll get a full practice and stop selling for six months or a year, and then their demand isn't built back up so they don't keep selling or they don't think to launch that group or to get the wait list going and then nurture the wait list. So that can happen. So sometimes I think it's intentional, I'm intentionally slowing down. Sometimes they think it's a fluke. That's a big one. I don't know how I made this 100K. Or it's uncomfortable to sit in that success.

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

And if you haven't done the work of growing your capacity emotionally to experience being a \$100K earner, you will start to give it away and sabotage yourself. So almost everything I teach on the success and tolerance podcast, if it's unintentional and then intentional, if you're trying to work out, how did I create this? I want to do it consistently. I want to do it with more ease. And I think you can be both. You can do it more with ease, be more intentional and be making money at the same time. But not everybody can do that, even sometimes I have to do one or the other.

Lauren: It's funny because when I came into the room, when I applied, I was like, "Well, okay, I could have come in, I guess, years ago." I didn't know about you at the time, but I was like, "I guess I could have come in years ago." But I was like, "You know what? Just going to be gas on the fire because I'm already making this much money." And so it's just funny how I hear you, how you kind of positioned all of them because I know a lot of times it is talking to the 25K and I'm like, "We're here too." And I'm like, "And it's still beneficial." So I love being that example of all the things are possible.

Stacey: Yes. And I have so much content now from this data study that I want to talk about on the podcast that will be coming out in the future. That's very driven directly to those \$100K earners because I do think deep diving into the intentional reasons why your growth could slow at 100K and then the unintentional reasons. And really educating on, here are the things to look out for. And here's how to solve for them. I mean, for me, my interest is now, get as many people to 300K and get as many people as possible into the Two Million Dollar Group room that qualifies so that we can create more millionaires.

So I'm definitely going to be speaking more to that people. I think for a long time though, there was just people that thought there were so many \$100K earners in the room that people were like, "I can't join unless I have made 100K. Everyone's going to be so far ahead of me." I think we do a good

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

room of having a mix of people at all levels. But there's more content coming out.

I'm also creating tracks for 200K. So there's going to be tracks if you come in, in between 25K and 100K and then if you come in at 100K. Where I can kind of laser in on here's how this process applies to you, and here's how this process, to kind of deep dive even further. So I'm excited. I'm glad you're an example of someone making 100% growth is so insane. I'm curious because who did you do accounting for? Were you doing accounting for businesses, individuals? I don't really know how it works.

Lauren: So I worked at a big four accounting firm. So one of those big, Ernst and Young and everyone can see it on my LinkedIn so I don't mind saying and I always talk good about them, so it's all good. So I worked for them and while I was there, I did regulatory tax compliance and consulting work. So it wasn't one-on-one, can I dispense this. It was more of there was a big initiative that came out through a president and then we had to kind of make sure all the businesses follow suit.

Stacey: I know about these initiatives that change quite often and you have to put in regulatory paperwork for.

Lauren: I'm sure you've see them in your business.

Stacey: It's so much fun. My husband and I love getting one of those emails with a fast deadline at the end of the day after Jackson's gone to bed, our absolute favorite, we talk about it all the time. I did tell him though, I was like, "Once we get really on top of this." But right now his thing that he's so annoyed by is something like when we have employees, maybe that leave and we don't have anyone else employed in that. There's paperwork [inaudible] a file, so you don't keep paying taxes. It's just stuff like that.

And he's like, "Oh my God, I have to call the state of Georgia." And he's like, "And I've got to find out who I've got to talk to and what exactly do I have to submit so that we can stop paying the money." And it's a whole

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

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

thing. And I was like, “But babe, once you get this fixed, we know how to do it for life. Once you have the pattern and you know.” And the fact that he does it for me, so I don’t have to do it. Check.

Lauren: Yeah, amazing.

Stacey: Yeah. The only reason I was asking that is because I think that we don’t understand that businesses aren’t just growing by 100% every year. Perspective, that was the word I was looking for.

Lauren: No, not at all.

Stacey: That is not common. Even if someone came in as \$100K earner and grew 10%, that’s still considered extraordinary, 20%, 30%. Other businesses aren’t doing that. I think I, and The Life Coach School and some of these other coaches and schools that have grown really fast have normalized that, but it’s not normal.

Lauren: No, it’s not normal. I mean, I can speak to my book of business that I used to have and it would be \$4 million projects and really big money things. And you go into there and you’re like, “Okay, deep breath, do you think we can get 5% increase?” Or even the year with inflation a couple of years ago where everybody just tacked on 10 to 15% just because they were like, “Inflation.” And that still would get pushed back on. So even if you’re seeing that type of increase, 20% in your business, it is really significant.

For someone who has been in business seven years, not every year, it’s just a highlighted story that now this looks so amazing because I had the structure. But if you are someone starting from nothing and building, going from in debt, because your expenses exceed the money coming in for the first few years. I remember my break-even year which was so exciting. And then I remember 50K and then I remember 100K. And I was like, “What? It’s so amazing.” But it’s incremental.

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

We can't imagine going in that first year being like, "Okay, we're in the black, let's go." It's like, "No, we're mostly in the red." You're probably in the red your first year at least.

Stacey: Yeah, I try to talk about that as often as possible because they think, I've just done it wrong or something has gone wrong. But I tell this story all the time. I was making over 100K and I had four clients or something in the same month, quit. I dropped from 10K a month or something to 6K a month, it was a dramatic drop. And I still had expenses that I was still investing a lot in my business and was on payment plans or whatever. I just remember being like, "Oh." And then I went three months without signing a client.

If you watch Shark Tank, I've probably watched every episode of Shark Tank. And they're always like, "What's happening here with your revenue?" And they're like, "Well, we ran into manufacturing issues and so we did have all this demand, but then we had to switch factories and then this happened." That stuff happens in business. We just forget that it happens. So I really do think any growth that you create is extraordinary, even the growth that happens before the percent shows up.

If you know that you've gotten better at something and you see that you've transformed something, that I think about a lot now because I'm putting so much work in, that results won't show up possibly for a while but I see it underneath. I know I've become a different person taking over my operations, taking over my management. I just see that transforming. And so I just know if I'm not the same person, there is no way that I create the same results as the person I was. It's just impossible.

At some point there will be new results and that helps me be a little patient about it as well, but I do think we have to normalize that. It doesn't always skyrocket up in growth and there aren't break even years. There are years where the growth isn't as much. There are the years where your expenses exceed your revenue and it doesn't have to be a problem. It's literally the

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

way business is designed. I love it. Oh my gosh, I feel like we covered so much and I know we're coming up on time.

I am curious, I always ask this question, so maybe you've heard it before. But knowing you were coming on the podcast and the goal is always, I'm not as fast about it anymore as I used to be. But anytime someone hits 200K I want to get them on the podcast, find out all of their thoughts, path that they used, as much as I can for people listening, it's to help them. So knowing we were going to have this conversation. Are there any things that we haven't covered yet that you were like, "I really want to make sure I speak to this or this will be really helpful for people to know."

Lauren: Well, for me, coming with the hat that I'm wearing from the person that was in corporate, from the person that coaches on burnout. I see entrepreneur burnout. I see it in the room. We can see it in ourselves. We use that word so openly now, "I'm feeling burned out." And I think we need to address that just as an entrepreneur coming into the room, I think there's an overwhelm that comes either if we come into this room or as we're building our business.

And maybe, I hope yours doesn't take seven years to get to this point. I hope you move so much faster than me and that's why I think it's nice to share. Don't do it at the cost of burning out. Don't do it at the cost of hating your business. The reason why I've moved slow is, one, I want sustainability, but two, I want to make sure I get up and I love my clients, I get up and I love my business.

And if you feel like you're burning out in your business, there is a value of slowing down because there is a cost of continuing to go. And then all of a sudden you start reeking of bad perfume where you're going to different clients on a consult and you're getting a lot of no's. Or all of a sudden you used to get x amount of consults on a webinar and now you're not getting any because you feel you're so tired. So really be mindful of that. That's one I think this isn't talked about, [crosstalk].

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

Stacey: I feel like that could be a whole podcast. Because now I want to ask you, what do you think causes burnout? I think it's from not listening to your body when it needs rest and also burning out from thoughts that wear you out, continuously thinking thoughts that make you tired and overwhelmed. Because I've had periods of time where I work harder than ever and I don't feel burned out, I feel energized, but not listening to your body I think can be a big one as well.

But this thought, to your point was really helpful for me, which is how I get there is how I'll be there. I remember Brooke said that years ago. I don't remember where, but I just remember hearing that, how I get there is how I'll be there. And I always had a very clear picture of, why do we get into business as coaches, is we want this freedom of lifestyle. We want other things in our personal lives. We want to live extraordinary lives. We want to be taking vacations, taking care of ourselves, eating healthy.

We want all these lovely things. So as an entrepreneur it's a fine line because I also know entrepreneurs who are like, "I refuse to do anything if it takes me out of my perfect night's sleep and my perfect meal routine and my perfect health. And it's always about exactly what my body needs 100% of the time always, and nothing can interfere." There's always the all or nothing versions. But I do think if you use entrepreneurship as a way to basically negate all of the things that you got into wanting to be a coach and wanting to build a business for, you're going to end up like that.

Lauren: And it's unlearning for me, I was a person who worked 60, 70, 80 hour weeks, and I had to unlearn how to do that. And I'm working towards that three day a week goal. I'm still not there, but it's in my head now as a goal. It's not just a [crosstalk] goal. It's a life goal.

Stacey: And I didn't do that till millions, by the way, just if that's helpful. I think the year I did 6.4 maybe was my first three day work week, or maybe it was 2.5, I don't remember, but it was definitely further in my journey because it just also, your skill sets develop. So you do things faster and

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

better anyway, so there's a little bit of compounding effect there, but keep going.

Lauren: That makes sense. No, I love that. I mean, it makes a lot of sense, but I think sometimes if we come into it like, "Well, whatever it takes." And it's at the cost of your nights, your weekends, going to the things that you want to care about, your health, which is your wealth, and all these things. So we're thinking about burnout. It is as simple as exhaustion, physical or mental, cynicism or detachment. So if you're feeling a negativity or pulling away, you're not enjoying your business anymore and you're not as effective at work anymore.

Stacey: Yes, that's what I was going to say. Can I just interject really quick? So you had said something, I could talk about this topic all day. We should just have you back on to talk just about burnout. So this is something that I tell people a lot is, I've noticed this in myself. There is a point, for example, I'm filming videos and I'm a little behind because I've been sick so much this year.

And I told my team, "Listen, this is how we have to fix this because I can't just record all weekend. I notice that I'm getting tired, my brain and my thought quality is decreasing and I know what I create from here won't be as great unless I rest my brain thoroughly for several days and give myself that recharge."

And so I really do think what happens when you gave the example of you used to get a bunch of consults on a webinar and then you don't. It's because the quality of your thinking and your brain and what you're saying, what you're producing, the energy, all of that is actually less. That's why we can't work to a million is because you can't action your way without burning out, without getting tired, without losing the quality of what you would normally do by being so tired.

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

Lauren: And we only know it, it's entrepreneur burnout, parenting burnout, accounting burnout, they're all the same, but none of them are DIY. Because you're not seeing that there's a part of you that the way you're doing it, isn't working. So I loved when you were like "It's the thoughts that are making you tired." Of course, there is this exhaustion that comes when you're like, "I'm tired", and you say it all the time and then you perpetuate this. And now look at my face.

And you can see you're creating proof that tired exists versus saying, "Okay, I can feel tired, but I can still get so much done. I can still love my business. I can still hit my milestones." So there is a balance of pushing into exhaustion, which I feel we're always skating on this razor thin edge of, let me see if I can squeeze this last thing in.

Stacey: Yeah, just as a society.

Lauren: Yeah, all of us at the cost of quality like you're saying and doing it once and doing it well versus what if you did one webinar a quarter?

Stacey: Instead of every single week?

Lauren: That's what I'm working on right now is learning that skill, just ease.

Stacey: Yeah. And I think it's an awareness thing. I literally just had a team meeting today, it's Monday that we're recording and I told them, I was like, "Listen guys, this is taking way longer to record than I thought, but it's also way better than I thought. And I really think what I'm recording here I won't have to re-record for years so I want to get it right. So this is how we have to readjust things. And this is how we have to make it happen because I also have to be resting in between."

And so I think that's just becoming, I don't know if you teach this, I'm sure you do, but just really seeing yourself as an asset. And really, I don't know what the word is, but reaching out, advocating, that's probably the word, for

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

that rest, for that being able to edit down and essentialize. That is so important to keep the quality of your thoughts up.

Lauren: It's so true. It's so true. So I love how we can use the coaching and the model to really see. If you're feeling exhausted in your business, if you're not as excited about it, if you're feeling like you're not as effective as you used to be, you may be dealing with entrepreneur burnout and there's a solution for it. What do I do? Just first be aware and then trust that there's support out there to get you through that.

Stacey: So say the three things again, the three types of burnout.

Lauren: So exhaustion is the first symptom.

Stacey: Physical or mental?

Lauren: Physical and mental. Cynicism and detachment. That's the second one

Stacey: That one's so good. Okay, keep going.

Lauren: Yeah. And then the third one being the ineffective at work.

Stacey: Yeah, so good. That's so good. By the way, he'll kill me if I tell the story on the podcast, but my husband, this cynicism thing, it matters even if the circumstance is true. So my husband, we don't have a nanny right now, we haven't had a nanny for nine months now. And he'll be like, "I literally can't go to the bathroom by myself." Which is true because Jackson beats down the door if he goes to the bathroom. He can't even pee without Jackson just banging on the door, "Dada, dada, dada."

But I always tell him, "But babe, you're so tired because you keep saying that sentence. That sentence does not give you energy. You've got to stop saying that sentence, even if it's true, it doesn't matter. Just stop saying it to yourself." So I think that's a really good example, but you won't tell him I

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

said that. So if someone is experiencing burnout, do you work with entrepreneurs or is it just consultants?

Lauren: Mostly consultants, accountants, attorneys, but I have a couple of entrepreneurs.

Stacey: Or even if they just want to learn from you.

Lauren: Yeah, they can message me. I'm on Instagram, thelaurenbaptiste. I'm on LinkedIn, all the places, you can learn from it too.

Stacey: Okay, awesome. Well, thank you so much for coming on. This has been such a different and fun conversation. I think we definitely have to have a whole episode on burnout and dive much, much deeper. I think that would be super valuable. But I really appreciate you coming on and sharing all of your lovely 200K thoughts.

Lauren: I'm so grateful. Could I share one more thing for 200K? Because I just want to glorify you and the program.

Stacey: You're so sweet.

Lauren: Alright, I've got a minute. Truly so, so grateful for what you've put together, how you pulled this program together. The community you built is just a continued reflection of you and I love that. And so every time, I always say, "I want to hang with Stacey more", or whatever, [inaudible] you a hug or let's hang out more. But I get to hang out with you more through the amazing people in this room and I feel really lucky to have that.

And I just feel because of this, one of the thoughts that really helped me is, this is going to take my business to the next level and it has. And I'm just so grateful that I get to be proof of that, I had a dream. I was like, "I'm going to be on the podcast one day." And I'm like, "I'm here."

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

Stacey: Oh my God, I love that so much. Thank you so much for sharing that with me. I do think our community is one of the best. I often, think I wish I had a room this big. Sometimes people are afraid of coming into a bigger room because of so many thoughts that they might have. But for me I'm in a small mastermind and the way I think about it is, I love everyone in my mastermind and if there were double, triple, or quadruple us, I just can't see a reason that would be negative. I would love that. I would love to expand.

As you make more and more money, your circle gets smaller and smaller of who understands your life and who can strategize with you and offer. I mean, I think anyone can coach anyone for sure. But to have someone that's really gone through what you've gone through, that world starts to shrink as you make more and more money.

So to be in a room where people have different experiences, they can lend, the more I can have, 10 more Corinnes and 10 more Karas and 10 more Rachels and 10 more Brendas. I would take them. I would take all of them. I'm like, "Yes, please. Come in. Let's go." So that's the way I feel about it. I love that you have that experience. I thought it was so cute, the pink wigs that you guys all pulled out, and it was you, [crosstalk].

Lauren: It was Lisa and then Laura as well, Laura Kelly and so they wore wigs when I accepted my award.

Stacey: Do you have time to tell that story just really quick?

Lauren: Yeah, I have time if you have time.

Stacey: I have time, yeah.

Lauren: I have ample time.

Stacey: Can we just say, we're two women entrepreneurs who own businesses that are over the multiple six figure level and we're both like,

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

“We have time, we’ve got time.” That is a symptom of a well-managed mind in entrepreneurship. Okay, so tell us the story really quick.

Lauren: Long story short is that just building friendships over three rounds, I feel so lucky. So Nashville was the last round. We were all together and we’re like, “Let’s make”, yeah, I don’t think we even announced it until we were in the room that this was the last live. But before we did that welcome dinner, welcome drinks moment. We were like, “Let’s go hang out.” So we all flew in and we decided, Piper Watson, who’s been on other episodes of your podcast. She was like, “Let’s do a wig exchange.”

So if you know white elephant for holiday presents, it was everybody bring a wig, wraps it and then we exchange wigs and we try them on.

Stacey: What’s the purpose of that?

Lauren; For fun.

Stacey: Just for fun.

Lauren: Business owners who can have fun and make a lot of money. That was really the only reason for it and celebrating friendship. So we did that and we put the wigs on. And funny enough, I felt like mine looked like my hair, which is like a wig in itself. And they all had pink wigs. And then when I went to accept my award on stage, I didn’t even realize, I’m walking up. And then all of a sudden, I look into the stage and they’re all wearing the pink wigs, which was such camaraderie or celebration.

Stacey: Were the pink wigs coincidental?

Lauren: They all bought pink wigs, I guess I bought a pink wig for someone else to open. I think we all just went pink. There was one purple wig too.

Stacey: You didn’t talk about how they were all going to be pink wigs. You guys just all chose the colour pink?

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

Lauren: Everyone chose the pink wig and then there was one curly long and dark haired wig which was the one I picked.

Stacey: That is hysterical. Okay, I remember I asked you to tell it on stage too, but this story made it make so much more sense. It is hysterical that you guys all bought the exact same wig. The fact that you guys bought wigs to exchange in itself is very funny, but the fact that it was a pink one.

Lauren: We all decided, they coordinated to wear them at the award ceremony. I was laughing so much.

Stacey: Just the juxtaposition of being kind of a fancier award ceremony where everyone's so dressed up made it even more, it was just pure folly. I loved it.

Lauren: I loved it, it was so the best. And the photos are the best and just the memory is the best. And to accept my first award in that moment that felt like this might be the last one for a bit. I was just like, "I feel so lucky to have the community, to have the room, to have the moment and to be like wow, I made it." Seven years, [crosstalk] my burnout, I'm here, what a life.

Stacey: Oh my God, that's so fun. And I also remember coaching you through your plan. So it's fun, we were coaching on, I think your income goal a little bit. And so that was so fun to see. That was in April and then you accept your award this January, it was so fun.

Lauren: I'm so grateful. I have one last thing to share about the 200K room if that's okay.

Stacey: Yeah, let's go.

Lauren: Okay, one thing I like to do when I talk to my clients, I call it their success formula. Creating this success formula of what their day looks like, what their life looks like, the little things that add up to having success. So I

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

did that for this room and I want to share my success formula for the 200K room.

Stacey: So good, okay, what is it? I'm so curious.

Lauren: Okay. I have a bunch of little things in here so cherry pick whichever ones apply to you. But one of the things that I heard in one of your podcasts that first just was so eye opening was that you talked about a 10X ROI, getting 10 times the amount of the investment. So even when, okay, so now if the room's 10K, how do you make 100K in six months? How has that become the new goal? And what do you have to shift to make that the goal not to just make \$10,000? That's not the plan at all, it's to make hundreds of thousands.

Stacey: So good, yes. Breaking even is not the plan at all. I love that.

Lauren: Not the plan. So for me I heard that and I was like, "Oh, yeah." So even if I don't hit a 10X ROI, I think I mentioned this on an old coaching with you. I think I got 3X ROI on my first, five on my second and now I'm in the middle of my third and I'll keep you posted. But we're building towards that 10X because I want to come in and be like, "I know that when I invest in me it returns."

Stacey: Yes, okay, that's a good one.

Lauren: Okay, second one. Do not plan to stay for just one round. The value truly does come over time. When I was sitting in Cabo, you sold on stage and everyone kept talking about the third day you were going to sell on stage. And I was like, "I don't know, I've been here three days. How do I know if I want to spend another \$25,000 at the time?" And I got just Melissa Parsons who's amazing. She's like, "You're doing that, right?" That's all she said. And I sat there and I was like, "Yeah, I'm doing that. I'm here for at least the year."

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

I'm so grateful because then I wasn't thinking I only have five months, I only have three months. I'm like, "I have a luxurious year." And then by the time you even sold again, four months later or something like that, I was like, "Yeah, I'm in for the next round after that." So it just felt like I'm here and it just really solidifies you choosing the room and choosing to grow in the room. So I thought that was really successful for me.

Stacey: That's so crazy. Can I just tell you, because this is the power I think of the 25K in 30 day challenge. The only reason I even made that offer on day three is because I decided I was doing a 25K in 30 day challenge at the round before. And I decided I'm going to try for 2.5 million because so many people say, "I wasn't prepared for the challenge this month. I didn't know it was coming and I'm not prepared." And I was like, "You know what? I could see how that could be a little confronting if you hadn't planned to sell anything in 30 days."

And I was like, "Well, I haven't planned to sell anything in 30 days. Let's just see if I decide to take 2.5 million. Let's do something that would be really challenging for me that I don't know how I would solve this problem." And at the same time we had scheduled the April date with my production team to record the three year plan course. And in my brainstorming of what could I do, why would I make this offer? What would be in it for them to sign up much earlier than they need to?

And I was like, "They could come live and be at the taping and ask questions and be the first to get it way before we were able to roll it out with editing and all of that." And you ended up being someone I coached live.

Lauren: Yes, I got feedback on that coaching too a lot. I mean, it felt like I was just perfectly aligned to be in the program. I made the decision. I was like, "Then I'm planning three years ahead for my business." It just felt like a no brainer. And so just coming in for six months of being like, "I'll give one round a shot", just is an energy where you're not fully committed. So even just being three days in and being like, "Did I get 25K in value in this

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

room?” And I was like, “I did.” I was like, “I’m just going to do it again. Let’s go.” But that was super successful, get everything you paid for.

Being in the room three rounds, I just see a lot of people sit back, use the Facebook group, ask for peer coaching, exchange consult recordings with one another. The one-on-one coaches are incredible. Raise your hand in the room even with you. I know it could feel like a lot because you’re like, “Wow, a lot of people are watching.” And every time I raised my hand in the room, everyone’s like, “Oh my gosh, I needed that.” So I always just feel if you’re not here getting everything you paid for, why aren’t you? That’s just for me, get it all. Get it all.

Stacey: Well, even if you’re someone who gets results, I’m someone that could just watch all the modules and get all of the transformation and never need to show up to a coaching call. But if you do get a lot of results that way and you show up, there might be bigger results than you even believe available. And if you happen to raise your hand, even if you’re very, very nervous, what I also always see is, that’s a lot of times how friendships get established.

Someone reaches out to say thank you for speaking to something I was going through that I just either didn’t know how to articulate or wasn’t in a spot ready to talk about it yet or didn’t think it was relevant for the group. There’s so many reasons why someone might not raise their hand. And so a lot of friendships are forged by someone feeling connected to you because you spoke to something they needed also to be spoken to. So I think that’s a big, powerful one too.

Lauren: Yeah, I love that one. And then you just said it, so I say raise your hand and ask for help if that’s something that you need to get out of the low slump. The room is to help you get out of it faster, quicker and a lot more fun than doing it by yourself.

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

Stacey: I always say, “You paid the same amount as someone who just had a blowout launch, you guys paid the same amount. So you’ve got to come in and get what you came for.”

Lauren: 100%. I said, “Decide that you’re going to make either 2K, 200K or deciding I’m going to make the million in the room, in your future room.” But just make that decision and work backwards from that. So, Stacey, [crosstalk] the 25K in 30 days. There’s just so much in the room to help you get there. So there’s the macro goal for me even being like, “Okay, 400K.” But then there’s the micro goal, okay, how many consults do I need? What’s my conversion rate and how can I improve that?

There’s all these little micro goals that focus on the macro. But you have to just lean into that decision of what you’re going to do.

Stacey: So good.

Lauren: I put fall in love with revenue reporting. I think that’s my success formula. I fell in love with it. And then to love myself each step of the way. There are months that are hard. There are months that are less than your biggest month or the month before and you just have to love yourself through the good and through the bad and just trust that it’s all part of the process.

Stacey: These are all so good. Yeah, I mean, I could just keep talking about all of them, but you explained it the best. I love it so much. Someone on stage, Laura Connolly said, this was a while ago, maybe the October of 2022 or August 2022 class, maybe, but she said on stage when she was accepting her awards that she decided she was going to love herself as much in the failures as the wins.

And I have continued to talk about that since that moment. That hit me, I’d never heard it exactly like that. You know how you’ve heard the similar things, you know the gig. You’re probably actively even working on the gig, but someone says it so clearly that you’re like, “Oh, that just changed me.”

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Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

That was one of them for me. I get loving myself in the failure but can I love myself as much in the failure as the success? That felt like...

Lauren: Next level.

Stacey: Yeah. And you have to because you do feel so much more than you succeed. At the income level you're at, you'll potentially at some point be feeling like you're failing a lot more than you're winning, even though I always have to remind people, "But you're making more money." They're like, "Yeah, that's interesting." So I think the more fails, the more money.

Lauren: That's a good one. That's a good. Yeah.

Stacey: Well, okay, I really appreciate you coming on and sharing all of this, your entire journey, so good, hearing every single perspective from all the different angles. I love it. I love the different path you took. You didn't go just straight. It wasn't just, I went through all the modules. And I love that you picked a path and made it work for you. I just love it all. Thank you so much for taking your time. Again, I know you already said it, but since we added some more stuff, where can people follow you, connect with you?

Lauren: They can follow me on Instagram @thelaurenbaptiste B-A-P-T-I-S-T-E. You can find me on LinkedIn. And those are my two main places. Or go to my website acheloawellness.com.

Stacey: Okay, so it's The Lauren Baptiste, you all, people that have the in front of your names, I have a couple of people that I keep trying to tag, I put their name in and it never shows up and it's so frustrating. Then I go to their profile and I'm like, "The, the has to be in front of it." So make sure you include the, the. You'll be like, "Where is she? I don't see her."

Lauren: And also Lauren Baptiste.

Stacey: We'll also link it up in the show notes. If you go to the website, the podcast page, you'll be able to see the show notes and also on our social

Ep #280: Breaking through the \$100k Plateau with Lauren Baptiste

at Stacey Boehman, we always post a little audiogram from the week. So we'll tag you as well on Instagram so they'll be able to find you that way. And leave all your praise for everything Laura's shared with you.

If you're going to go to Instagram and you listen to the audiogram and you loved this episode, make sure you tag her. And give her all of the praise and tell her your favorite things because that's always fun to receive the accolades and the praise from being on the podcast.

Lauren: Thank you so much. That feels like a dream.

Stacey: Me too, I love it. I want to have these conversations every day. Let's go. Alright, I will talk to you soon.

Lauren Thank you, Stacey.

Stacey: 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.