

Ep #294: Becoming the Person Who Guarantees Your Success



Full Episode Transcript

With Your Host

Stacey Boehman

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Welcome to the *Make Money as a Life Coach*® podcast where sales expert and master coach Stacey Boehman teaches you how to make your first 2K, 20K, and 200K using her proven formula.

Hey coaches, welcome to Episode 294. I have told you, as I make decisions in my business, one of the things that my intention is that I will always do is do my best to bring you along in my thought process that has me make decisions in my business, especially for the big ones, that doesn't leave you guessing, doesn't leave you wondering, and also teaches you something and helps you learn about entrepreneurship.

I've been thinking a lot about my role and my leadership in the field of teaching life coaches to make money, and what I've really been thinking of, and how I've been thinking of myself recently, is that I really teach sales and entrepreneurship to life coaches.

Yes, I am a Master Certified Life Coach. Yes, I got into life coaching by just wanting to change my life and hiring a general life coach. And yes, I did that for a year before I ever became a coach. And then, I sold general life coaching for several years, and several hundred thousands of dollars.

But who I am now, after the last six years of working with life coaches, is really teaching other life coaches sales and entrepreneurship; we coach, we work on strategy. But I really see my place, especially moving forward, really owning what I know about entrepreneurship and displaying just being the person.

There are the things I can tell you, there are the things I can explain to you, and then there's just my way of being. And so many people have been telling me recently that just being in my vortex, my containers, my energy changes them; the way they see me lead in my business and the way they see me make decisions.

And so today is an opportunity to really step in and maybe affirm decisions that you also agree with and that you already have in place in your

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business. It's also an opportunity to think through and hear what I'm about to tell you, and hear all of my thoughts going into it, to really help you decide for you what you're going to do in your business.

The way I'm going to talk you through this will also help you be a stronger coach for your clients, and help them talk about money and making decisions in a way that will be stronger at the end of this episode.

So I'm making a big decision in my business. I didn't take lightly. I am removing my 2K guarantee from my 2K for 2K program. Now all of my programs will be, you buy them without a guarantee. And I want to explain how the guarantees started, because I know some of you also try to mimic things I do without understanding why I did them, or being ready to do them in the same mindset that I was in when I did them.

I want to tell you why I created it and then the big reasons why I'm moving away from it. In the beginning, when I created 2K for 2K, there was nothing like it. There was no one focused on the first \$2,000, the absolute hardest part. Everyone was selling big results like, get 10 clients in 30 days, make 100K. They were these huge intangible results that when I saw the offers, I wasn't buying them because I'm like, "I can't do that."

I wanted it to be something very tangible, very doable, that no one else was offering. And I wanted it to be an easy yes, because I was in the beginning stages of, I don't want to say my business, I had been in business for a long time, but I had just switched niches. And so I hadn't been coaching life coaches for years.

I didn't have years and years of results under my belt and testimonials and 'I'm happy' customers. I didn't have any of that. So I felt like people were taking... I was taking a bet on people. People were taking a bet on me, and really, what I wanted to do is I wanted to get as many people in as fast as possible so that I could test my method.

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I spent the last six years testing, refining, evaluating, updating, and I really feel like the guarantee reflected that phase. It reflected my desire to just make the most incredible program, and to get people in it as fast as possible so that I could prove my process. I didn't want there to be any barriers on that phase.

I was recently coaching with one of my coaches, I have a couple of coaches now, and one of my coaches is really helping me decide my leadership integrity, my leadership values, and making sure they're expressed throughout my entire company and everything we do. It's been a really profound learning for me.

And one of the things that she was asking me about my 2K students, which really are the biggest part of my community. I consider 2K for 2K, that is my community. And she was asking me what am I leading them towards? One of the things that we came up with, that I feel the most strong about, is yes, I'm leading you towards sales. Yes, I'm leading you towards that first \$2,000. Yes, I'm leading you to those first few clients.

Yes, I'm leading you towards clean selling, which I feel like is the biggest philosophy of that program, is how to be clean in your selling. But I'm also, at the core, leading you towards entrepreneurial preparedness.

And in all of my programs, the thing I want to lead people towards is entrepreneurial character, entrepreneurial integrity; being a really good entrepreneur, being prepared, having the character and heart and spirit of an entrepreneur, and having the integrity of an entrepreneur, right? I teach life coaches entrepreneurship at the core.

And so, then, I was looking up the definition of entrepreneurship. The three top ones that stood out to me have a very similar flavor. So the first one is "the ability and readiness to develop, organize, and run a business enterprise, along with any of its uncertainties, in order to make a profit."

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The second one is “someone who makes money by starting their own business, especially when this involves seeing a new opportunity and taking risks.” And then the third one is “the activity of setting up a business or businesses and taking on financial risk in the hope of profit.”

And that one hit me the hardest. What am I leading them towards? I'm leading them towards preparedness of the activity of setting up a business, taking on financial risk, and in the hope of profit.

I can't tell you how many people have told me that they want what I have. It's not that they want to be me necessarily. Some people may frame it that way, but even if they say, “I want to be you,” what they're really saying is, “I want what she has.”

And when I think back to what it took me to become who I've become, this is what it took. The willingness to take the risk on myself for myself. Showing up for every single dollar I invested. Showing up knowing it was all on me, not waiting around for anything or anyone. Doing everything that was suggested of me.

Exploring everything presented to me, even if I did not like it and was very resistant in the beginning or felt defensive. Being highly coachable. Working through all the discomfort. Not quitting, not checking out.

I guaranteed anything I ever wanted by guaranteeing myself, that was it. I had to become the person, when I think to my first six figure years, when I think to my very first client, when I think back to that journey... Which, by the way, is still one of my favorite parts of my entire career, is building my business and my community for the very first time.

When I think about that... I've been creating a lot of new courses and thinking a lot about wisdom I want to impart to my students in various ways, whether you're a student on my podcast or a student in my programs... thinking about what else haven't I explained to them? What else haven't I taught them that has made me so successful?

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And one of those things is I have learned how to guarantee myself. I've learned how to guarantee myself as a coach. If you've listened to my podcast on 100% Results, I learned how to believe I can guarantee results. Whether I offer them or not, what I know to be true is I have no fear if someone says, "I'm coming to you and I want to do this, can you help me?"

The answer is always yes, because I know how I operate. I know how I show up as a coach in these situations. By the way, I'm so excited. I'm going to be doing a speech at the Life Coach School Mastermind on this exact topic. Very, very excited on how I worked the model of 100% results to be a better coach for myself and create value for my community. I'm so excited.

But I became that person. I am the coach. I guaranteed myself as a coach. I became the person that guaranteed myself as an entrepreneur. I became the person who guarantees investments for myself.

I just made the biggest investment I've ever made in my business and paid more for coaching than I've ever charged, ever, to any of my clients. I was talking to my husband... I was sick to my stomach almost, and I said, "Okay, Neil, this is it. If I do this, do you understand what this means? This means I have to do everything. Anything that she suggests or sees opportunities that she sees for me, I'm doing it. I have to find the time."

"We have to really hunker down as a family and support me here. We have to make sure I have an environment that allows me to go all the way in. There's no turning back. We've got to pause travel for a while. We've got to go all in as a family on this investment. I need everybody on board. Everyone that touches our family, our household, everyone's got to be on board. I have to show up. It might mean later nights if I have to."

"It might mean bigger risks with the business. There could be some coaching that I get for the business that feels scary for us, and I've got to

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do it. It's a big deal. This is a huge risk, and I want to take it, but this is what it means, and I just want us both to be on board.”

Now, nowhere in the conversation was, “You know what this means, this coach better show up for me.” It was, “I'm going to show up for myself.” It wasn't even like I needed permission from Neil, I want to just be clear about that. I just felt like I needed to talk it through. He's going to do anything, right, other than maybe give me space to work more if I need it. But mostly it was just I had to say it to another human.

“This is going to be really big. I'm going really big. I'm putting a lot on the line, and I feel scared about it, but this is the mindset I've got to go in. I'm going to take everything...”

You guys have heard me talk about how when I get coached, I will watch the coaching, if it's recorded, over and over and over. I will literally consume everything given to me, sometimes multiple times. I will coach the crap out of myself in between calls. I go all in if I'm going to spend the money.

And this is what I was thinking about that's so important. I have robbed so many people of this moment, which you don't have to have this moment, but I do think this moment is an important moment and I hope you've had it somewhere. In the beginning of my business, it was extraordinarily hard for me to come up with money to pay for coaching.

Actually, not even at the beginning of my business. My first coach, I hired just for my life. I had no idea where I was coming up with the money. I sold furniture. I sold clothes. I literally lived in an empty apartment. I didn't even have a TV. I had a bed, and that was it.

I built my entire six-figure business on the floor with my laptop. My husband and I, he talked about it, I think, in our vows, how we used to eat in front of the fireplace on the floor with our two plates and our two spoons.

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I went all in, but I had to. I had to because every dollar I spent, I really didn't have. Some of it went on credit cards. I'm not suggesting that you do that at all. No one hear me say that. I have a different level of risk tolerance than some people. And really, I just didn't have anything left. It just felt like there was nowhere to go but up.

I had to make every dollar count, and because I had to make every dollar count, I had to show up for every single dollar that I invested. No one told me this. I did not have one coach tell me or create the concept for me, "As soon as you invest money, make a plan for making it back." No one ever told me that. That was a survival protocol I created. I'm not joking that I still use it to this day, even though it's no longer a survival protocol.

Even with the amount of money I invested, the world wouldn't stop if I didn't make it back. But that's not what I said to myself. I told my husband, "I'm going to make a plan to create back this money in the next eight to 12 weeks, preferably in the next four weeks. How are we going to see a return on this? What are we going to do? I have to show up. We've got to get to work."

Because I've never taken on an investment and don't have a plan for a return, ever. But because I couldn't in the beginning, I just couldn't, there was no option for that.

I remember my first 200K class. I had people raise their hand, and I said, "If you didn't make your money back in this program, how many of you would just not ask for your money back? Also not experience necessarily any emotional regret, and just kind of sweep it under the rug?" So many people raised their hand. And I was like, okay, I have to teach people. This matters.

Because you can become a career hobbyist of coaching, where you just buy coaching all the time because you love to be in the communities. That's something else I used to see a lot when I entered the industry. People

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would be at event after event after event after event, but every time I talked to them, they weren't growing their business. Nothing had changed.

And I was growing exponentially. What was happening there? What was happening, I was showing up for every single dollar I invested.

I was telling myself, "A true entrepreneur, an entrepreneur is not someone who takes on financial risk and then doesn't go for it. An entrepreneur is not someone who takes on financial risk and then doesn't show up for it. An entrepreneur is someone who takes on financial risk and then has a very specific plan for what they are going to do about it. Because they're the only person they can control." That's entrepreneurship.

I also think, by the way, this is my gift to the industry. Because I know coaches come from this very servant's heart, we would do it for free, and sometimes the making money side doesn't always resonate. Or sometimes I coach people and it's really hard for them to get their entrepreneur brain on. It's so easy for me, for who knows, all the reasons. I knew I wanted to be an entrepreneur almost my whole life.

At 17, I started my first business. I started an Amway business, and I had my dad buy me a kit, I think it cost \$1,000. And then I had him buy me all of the supplies, that were \$695, to set up a booth at a state fair to talk to people about XS™ Energy Drinks. I gave out samples.

At 17, I'm at the fair, the county fair, giving samples of XS Energy, doing a raffle, and then calling people to see if they wanted to join the business... those who filled out the raffle.... and talking to them in person about the business. Can you believe that? 17 years old. I knew.

This is part of my gift, right? And then becoming a pitch artist and spending seven years selling real humans in front of my face, in crowd work, doing that and learning everything there is to know about sales and interacting with other humans in sales and how the client thinks in sales. This is my gift. It's me, teaching this.

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This showing up for every single dollar I invested, because I had to. That is what I want to pass on to you all, to show up for every single dollar you ever invest, whether it's hard to invest it or not. What's the plan? What are you going to do? Because you're the only one that you can control. As an entrepreneur, what are you going to do about it?

I know that so many coaches talk about having terrible experiences in buying coaching. They'll slide into my DM and they'll ask me about 2K for 2K. And anytime they tell me, "Oh, I did this one program and it doesn't work," I always tell them, "Go listen to my," I don't remember what the podcast is called now, "Bad Program PTSD".

I'm like, "Go listen to that podcast first, and then come back and let's talk about it." Because I take so much responsibility that I just don't ever have that experience. Now, do I have programs that are better than others? Of course I have things that I'm like, "This was everything," but I've not had any that I've said, "Oh, I didn't get anything because it's not who I am."

So I can never be in that situation, where I would ever invest money and then not get something out of it. It's impossible, because it's not who I am. I want that for you all, not just for me. I want that for you forever, for any investment you ever make.

I talk about this in my 2 Million Group room with employees. I'm also not the person... and I've employed a lot of people, and I've had a lot of people leave my company... whether I made them leave or they got a better job offer or life reasons, deciding to become a stay-at-home mom, whatever it is.

I have never had the thought, "Oh, that was a waste of my money," because I take responsibility for everything. So it's just who I am. I learn from everything. I get value from everything.

If you want to be a leader in the industry, that's what it is. It's taking responsibility even when you don't have to. That's what I do. I don't wait for

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the person who made me the promise. I'm like, "I'm going to make me the promise. And if it doesn't work," I always tell myself, "It's because I haven't done it right. And so I've got to figure that part out."

And so knowing all of this, and I've been really thinking about this, that the secret to how I have made myself, how I have truly made myself, how I have taken myself from someone who had two spoons and was a mop saleswoman to a multi-million-dollar net worth, the way that I've done that and made myself is by becoming the person that can guarantee myself always.

I can guarantee myself as the coach, and I can guarantee myself as the student. Yet, as I'm talking with my coach, I realized I've created an institutional structure that works against the learning objectives that I want to accomplish.

One of the things I had the thought of is, if you need a guarantee to invest in yourself as an entrepreneur, entrepreneurship may not be right for you. That is the truth. I know that might be triggering to hear, but I have to say it to you, have to. I was 17, no one guaranteed me anything and I made absolutely no money from that business. I did learn a lot though, and I said yes to the calling.

I never even had regret about that at 17. I went to college, I got distracted, I had a good time, and I stopped working my business. That's okay. I never looked back on it with regret, and my dad didn't either because he saw how hard I showed up to it. And then I ended up double majoring in two years and doing theater... and doing a theater in Spain and all the things. I just got busy as a kid.

And it wasn't the right thing for me. Then I found pitching, which also felt like entrepreneurship, because I was a 1099 so I got no base pay. So if no one bought I made no money; for seven years. That also taught me it's on me.

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I would literally drive four days across the country to go to California to work knowing it was on me. I would fly places, fly to Puerto Rico knowing it was on me. Every store, every day I walked in, I knew it was on me. And that is what's actually made me so successful.

Not to mention the other thing that makes me really good at selling, which is the other thing I teach to my students, is that I have never needed a guarantee to buy anything. I have not ever purchased one single thing in the coaching industry that had a guarantee. Nothing, at least that I know of or remember. Maybe like little things here and there, I just don't remember.

But any of the big coaching investments I've made, not one single one even offered a guarantee. And I've never asked for one, even for a program I didn't do. There was one program I didn't do and I still believe was the best \$4,000 I ever spent, because I sold myself on the idea that I had to learn Facebook ads to have my first \$100,000 group coaching launch.

And when I looked at the program, I went in and I saw everything that was going to have to be done on the technical side, I was like, "Oh no, that's not happening by the time I'm going to start my launch. I should have started that years ago. Also, I don't think I want to spend my time here. Instead I'm going to just believe I have enough demand from the people watching me already to do this \$100,000 launch and I'm just going to get to work."

To me I was like, oh my gosh, I needed to buy that to have that moment. I needed to buy that to have that decision that this is not what I'm going to move forward with. It didn't even occur to me to ask for a refund because I didn't do the program, because that's just not where my brain was.

So if I want to teach you how to have the results I have, you have to become the person that I am. You have to have the thoughts I have. Maybe not all of them, but the big ones that are hugely influential, it would be helpful to know what those were. And to decide if you want to think them.

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The other piece of this with the sales, because I've never bought anything that had a guarantee, or never asked for a guarantee, I know what it's like to have money on the line. I know that scary feeling right before you make an investment. So I can hold space for other people taking that kind of risk.

But if you require a guarantee, and that is the actual only reason you felt safe to buy, then it will be very hard for you to sell coaching without also offering one. It's much easier to offer a guarantee on a product than a service.

Offering a guarantee on a service... I've been thinking about this a lot and I may do a separate podcast on this... but I've been thinking a lot about how this really feels. If you're doing a service, which means you're one-on-one coaching or your group coaching, but you put a lot of your own man hours into that coaching. 2K is a truly scalable program for me.

My higher-level masterminds, they require a lot more. So selling one-on-one coaching, that's a service-based offer or group that has a lot of your service going into it all of the time. What I mean by it is hours and hours and hours. So if, let's say you one-on-one coach for six months, an hour a week, that's 26 of your hours for that person, right?

Versus in 2K for 2K, I get to coach everybody for an hour a week. Plus I'm in the group, so really, I'm probably in there several hours a week. But it's not the same as 26 hours, right?

I want you to imagine that you got hired for a job and you went and worked for that company for six months. You interviewed, you told them what value you'd bring to the company, they told you what the job expectation was, and you both felt like it was a good match. So you went and worked for them for six months, you hired childcare, you bought new clothes for work, you drove to work every day.

And then after six months they were like, "It's not really working out. We didn't really feel like you did what we expected. I feel like you maybe

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misrepresented a little bit. We just didn't get the full value that we expected from you, and we just don't think it's a good energetic fit. So I know it's been six months, but we're going to have to let you go, and we're going to need a refund from everything we paid you.”

You would never do that. You'd be like, “Wait a minute, I don't even have all that money. I have hired a babysitter, I bought new clothes for this job, the gas... Gas is so expensive right now... to and from work every day, it's a 45-minute drive there, it's a 45-minute drive back. I don't even have all that money. I'm going to have to pay taxes on this money to the government.”

That's how you would feel. You'd be like, “What? What?” So this is why I tell my people, if you are in the one-on-one coaching phase, I don't even recommend that you do it. It's very different to offer one for a program than a service. That is my best entrepreneurial mentorship for you. If it's a service, for sure, you don't want to do that.

But if you have not been able, or you have not bought coaching on your own accord, knowing ‘I don't need a guarantee,’ if you have not had that experience, ‘I'm taking this entrepreneurial risk on myself and I've got to show up for every dollar I've invested.’ And that's really whether it's business coaching or marriage coaching or weight coach, any coaching that you invest, if you haven't done that, it will be very difficult to sell coaching without you offering one.

And again, I've given you my very compelling reason why you shouldn't, if you're in that one-on-one phase. Because you can't work for free for 26 hours. You could offer that if you wanted to. I don't think it would be a good business decision. But it will be hard when they say, “I don't know, there is risk.”

For me, I would say, “Yes, there is. And there's the same amount of risk to stay the same.” People who think that entrepreneurship is more risky than their job, I'm like, “I don't know, it depends on what kind of economy you're

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in. Depends on if your boss likes you, depends on your health, your ability to show up to work.”

I mean, measurably, a full-time job is less risky, but also there is risk involved in that as well. There's risk involved in starting a new job, right? You start with the hope that you're going to love your boss and your working environment and that it's going to be a good match. And sometimes it isn't.

But you have to be able to sell someone; understanding that risk and not being afraid of it. That is what will make you an incredible entrepreneur and a great salesperson. You have to be able to hold emotional space for someone to take that kind of risk with you. To understand what that risk is. To believe, because you're that type of person that you can help them be the type of person that will get results.

So when you have done that, even if it's scary, you're just going to know exactly what to say and how to handle it.

And here's the most interesting thing that also helped lead me to this decision. In working with my coach, in my community and in my values, one of the things that we started doing is something we call “a refund deep dive.” So if someone asks for a refund, we really deep dive into everything we can learn about this student, to learn more about our customers, and to see what we can learn about that.

And we don't get a ton, but each one we do has been highly enlightening. And here's what I found for people who have asked for 2K refunds in the last 12 months. It's been people who didn't show up. It's been people who did not post one time in the Facebook community, did not go to ask a coach one time for coaching, did not come one time for a live coaching call. They didn't show up. They didn't ask for help.

It's not enough to consume videos, you have to show up and ask for help if you need it. I mean, sometimes it's enough to consume videos. I'm in this

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program, and I am freaking just every day I'm watching a video. I even almost posted in the group. I was like, "Hey, I haven't posted in here ever, but it's because I'm literally so busy implementing." So some people are like that in 2K.

But you have to show up. You've got to show up for every single dollar you invest. And then I started thinking about, "Wait a minute, the people who got results, even if they bought because there was a guarantee, the people who got results, they got it in spite of the guarantee not because of it."

If the people who came in and got to work, the thousands of coaches we've helped make money, they've done that in spite of the guarantee. And many of them I bet didn't even buy because of the guarantee. People tell me that all the time.

I took away the guarantee for my 200K mastermind before we did the unbundle. And people were like, "That's a thing." The most successful people in the room, the people doing above average, were all telling me that, "It doesn't even factor into my decision making."

I want you guys to be the coaches, whether it's with me or anyone else, to be the coaches who wouldn't even factor in 'is there an out?' What had occurred to me, is that although my guarantee was creating safety for some people to buy, it was also creating safety for some people not to show up, not to go all in, not to be relentless.

Which is what it requires to be an entrepreneur and to have profit. You have to show up, go all in, and be relentless in asking for help. So although I loved creating safety in the beginning, before my process was tested and proven, and before we had results to show that the program works, I was thinking about this too with these refund deep dives.

How many thousands of people have made money from the 2K process? At this point, you just can't say it's the process. You just can't. There's been

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too many people that have done it. In the beginning, I might have believed you.

If someone asked for a refund in the beginning, I probably would have been like, "Oh yeah, it's the process. Tell me what you need." I would have really spent a lot of time stressing about it and been like, "Okay, I've got to fix it." But at this point, there are just too many people to say that it's the process. It's the person. Now, I believe that's true for everything.

Again, I know that some people are a little more sensitive and they think that they've had really bad coaching experiences or they've had programs that didn't deliver. But I always tell people, when they tell me this... Because it's always them telling me about other people's programs, right?

They come into my DM. They go through my five-day training. They love it. They're hoping I'm different, and they come to tell me about this experience that they're hoping they're not going to have with me. And the thing I always think about is, "You may not have had a great experience, but I guarantee that person has other people who have."

It's impossible for it to be the other way around. This is a good example. There's a restaurant chain called Panda Express where we live. Gross, I would not eat that if you paid me. I have a friend who, it's her guiltiest pleasure and she loves it so much. And every time she goes there, she texts my husband and I, "Eating Panda Express." She knows we're like, "Oh, gross."

So it's impossible. It can't be. There's always someone getting results. There are always other people to prove that it does work. So I don't want my program to be a safe place to not show up anymore. I don't want it to be a safe place not to go all in. I don't want it to be a safe little cuddle for you not to be relentless.

Because what I want to lead the way on is you being a great entrepreneur. So, what you're going to have to be, if you decide I want to be an

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entrepreneur... Which some of you became coaches and you didn't realize you were deciding to become an entrepreneur.... If you have decided to become an entrepreneur because you're a coach, and you want to make money for profit, if you've decided that, then what you've also decided without realizing it is, "I've decided to become a risk taker."

And not all of you have rationalized that yet, resolved to that. "What? I have decided to become a risk taker?" So if I want you to be a really good risk taker, a really good risk taker calculates the risk. Hear me, I'm going to say it again. A really good entrepreneur calculates the risk, accounts for what's in their power, and how they are going to solve for that risk. That is actually what makes a really good entrepreneur.

One of the last things that helped me make this decision, came from my data study. So I've been having this thought... I'm working with two different coaches on my leadership right now... and one of the thoughts I've had is, "I have to define where I'm the type of leader, and my philosophy as a leader, for my next level of growth. And where I lead me, I lead you, which means where I lead us all." Where I lead me is where I lead you, where I lead us all.

Where I am leading is my next level of precision. The data study opened my eyes to the importance of it. If you haven't listened to that episode, it proved what I knew to be true.

Obviously, I'm in my programs. I see the people making money. I see the results. I see all of the amazing things and I know the results I've gotten. But for me, the data study... I said this was not about me, it was about all of us. Because it proves that coaching works. It's so tangible.

And so what I know to be true, I've also said I'm going to do a 2K for 2K data study. I'm going to keep studying my higher-level masterminds. And data matters to me now because I see the power of it. It's a concrete, measurable result of doing this work.

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So it also helps every other person that comes in contact with me believe in coaching more. The coaching they can get for themselves. The coaching they're going to sell to other people. And the more people who believe in the tangibility of coaching, the more people are going to get coached. Which is really my mission, helping millions of people get coached by helping coaches learn how to sell to them better. And help them get better results.

Precision has always mattered to me. It will always matter to me. And I'm going into my next level of it.

Here's what I know. One person not showing up can drastically skew my results. I'm going to give you a tangible example of this. We did the data study... and I talked about this already on the data study. I asked my CTO who ran the study, of the students who came in and had made \$25,000 in the last 12 months, what percent of those people made 25K in six months?

That's effectively growing their revenue 100% in six months, and 200% if you annualized it. The answer was 70%. And then I said, "Okay, so of the 30% who did not make 25K in six months, what's the percent of them that still increased their revenue by 50% or more?"

Because we also had people who we let in at say 18K or 20K because we knew they were close; they're in 2K for 2K. I just know them. And I know they're showing up and I believe in them. And I'm like, "I think you can do it." So how many of those people did I let in?

They may have even grown 100% but didn't make 25K because they would have had to have grown like 150% or whatever it was to make 25K in six months. So I said, "How many of those people still increased their revenue by 50% or more?" And one person, one person of the 30% had an increase of 49%. And if that person had had a 50% increase, so just a 1% more increase, our number would have been 50%; of the 30% of the people who didn't make 25K and still grew their income by 50%.

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I know that that may seem really nitty gritty for you, but precision, to me, matters. How awesome would it have been? I think the number was actually like... of the 30% who didn't make 25K... I said it on the data study podcast, but I think it was 41%.

So when I asked the question of the 30% who didn't make 25K in a six-month period, which would have been a 100% of their revenue, how many of them increased their revenue by 50% or more in six months? The answer was 41%. If one person had increased their revenue just 1% more, that number would have gone from 41% to 50%.

And now I'm going to tell you the thing. Are you ready? I remember I used to do these "make your money back" calls eight weeks out. If people hadn't made their 25K in eight weeks, just that group would come on private calls with me every week until they made their money back. And then we would do it as a group.

So once someone made their money back, I would ask them to peer coach the other people and tell them how they did it, while I'm also coaching those people. We're like 'no one left behind.' And I coached someone who I could tell she just didn't have any energy or life towards making 25K. I could just tell. And so I asked her, "Tell me, if you weren't getting your 25K back, if you knew that you weren't getting it back and this was all on you and you were going to be out \$25,000, if you didn't make the \$25,000, what would be different about this conversation right now? What would be different about how you would be showing up?"

She said something along the lines of, "I don't know, because I am getting my money back. I'm not actually in that situation." And my brain wanted to explode; it didn't. I re-centered myself and got back to holding the space. But to be honest, as much as I love all of you, I don't want people like that in my programs. You skew my results; said with so much love.

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Seriously, said with so much love. But one person not growing 1%... Because I created the circumstance. I will take responsibility for that. I created the circumstance where it would be possible to not show up and give it your all and be relentless. I did that. That's on me. I'm not mad at her. That's on me.

That's why this matters. That's why I have to write it, as a leader. Listen, I'm grateful I did it. I have no regrets. I'm grateful I offered it so that I could get a ton of people through it; again so that I could test, refine, evaluate, update, and help more people quicker. And we've accomplished that.

But now there are just too many people to prove the process works. And because I'm really invested in data, I don't want people... If you're not ready and you needed a guarantee to join that program, or any of my offers, then you're not ready to actually do the thing. And that's okay.

It will skew the precision that I want to accomplish for me, for you, for all of us. Because my results are also results you get to talk about as a tangible example of coaching working.

People have been reaching out and saying, "Hey, are you guys going to publish this study?" because they understand this. They understand that where I lead myself, I lead them; I lead us all. They understand the value to the entire coaching industry if I'm able to get my results published. They understand that value.

It's about the world's perception of coaching. And the more people who get data published and get their coaching studied and get it into actual publications, the more people get served because the more mainstream it becomes. So what I want to do, and this is not about keeping people out.

This is really about calling the right people in. I want to call in ready clients; ready to make an investment. Ready to take the risk. Ready to do the work.

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And if you are not there, do not leave my world because of this episode. I'm not pushing you out, I promise. There are 200, counting this one, 294 episodes of this podcast and almost all of them are 45 minutes to an hour. That's almost 300 hours, and that doesn't count all the bonus episodes I've done.

So I guarantee there's over 300 hours of free content that you can consume of mine before ever giving me any money, before ever investing in any of my programs... Probably 300 hours of free content.

I also do free trainings all the time. I do webinars. My 2K for 2K students show up to all of my webinars and they get mad if they get excluded. Where it's like, "You know these are for new people, right?" They don't care. They love it. That's how valuable they are. So I do those. I also do five-day trainings.

I also have something that I'm so excited about that I've been working on for literally the last two years, called the Entrepreneurial Mini Series. And it's everything I've learned about who I've become and how I've created such success in this industry, like little things that just don't fit in my programs.

How to sell dynamically and be a great presenter. How to be a great teacher and teach really well, and make your concepts simple and doable. I have so many awesome things coming out that will be lower priced than a lot of my other programs to give people.

"Oh, you've listened to my podcast? You have done my free stuff? Here's an option for \$300 and \$500. Here are some other options to come work with me." They're also for my current clients so they can study deeper with me. But there are going to be opportunities with smaller investments, with free things... Literally three of the best free trainings coming up.

I have so many things coming out that would be so good, so you don't have to decide to leave if you were like, "Oh, I needed that guarantee." You want

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to decide to become the person who never needs a guarantee, and do all of my free stuff and my smaller investments until you become that person. That's what I want for you. That's what I want for you, for me, for all of us in the industry. It's go time.

And I promise you, if you think for any second that this means, "This gives me an out to not show up," I always like to think about what will their negative thoughts about it be, the fear-based thoughts? Because anytime we change things that have been there a while, typically we have fear thoughts. So I always think about what might they be thinking.

And one thing you might be thinking as well, "She said she's a new mom. And she says she needs better work/life balance, and so she's probably not going to spend as much time in 2K," I promise you that's not the case.

I'm about to double down all my students in my Tundra K mastermind unbundle. They all found that out to be true. Every single person who signed up when I took it from 25K to 10K they're like, "Holy crap, this is incredible."

Even my past clients were like, "The new content is fire." And I'm like, "Yeah, I'm just getting started." This is for refinement precision. This is for data that could be published one day. This is next level. I'm bringing everyone that wants to come with me, with me.

But I have to be an integrity and alignment, and I've realized that it doesn't feel that way for me anymore. I want to create really good... and this is a whole 'nother subject... but I feel really strongly about helping women become amazing entrepreneurs. Helping women become really strong risk takers. Helping women believe.

I guarantee myself. I don't need to ask my husband permission. I don't need to feel bad that I'm taking a coaching call instead of working on the housework. I'm not going to feel bad to spend my money on me instead of spend my money on the family.

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I'm going to do this for me, and I'm going to end up becoming the breadwinner of the family, like every female breadwinner I create. I just coached someone in 2 Million Group on this, where she's going to pass her husband's income. Her husband's so excited about it. He's ready for it. But she was feeling like, "Will this change our dynamic?" I'm going to be the leader that says, "It doesn't have to."

We can have the female breadwinners. We can have female entrepreneurs, women being the best of the best entrepreneurs. People always tell me, "Why do you always recommend books by male entrepreneurs?" And I'm like, "Because there aren't that many female entrepreneur books."

There's a lot of female personal development books, but there aren't a lot of female books about business. Let's make some. Maybe I'll be one of them. Let's have some women take up space in this entrepreneurship world. Let's have women take up space in this industry as the top coaches.

But if we want to do that, we can't be making decisions about whether to invest in something. We need to go bigger whether or not someone else is going to guarantee that we get a result. We've got to be the kind of people that can make a huge investment and not even have a thought about what's going to be delivered to us, but what we're going to do with that.

I did one call with this big investment that I made. I get one on one and a really, really small group mastermind. We did one call. We made a series of decisions; this was not actually one of them. We made a series of decisions and we have another call in a month.

I've already implemented on almost every single one of them. That's the type of thing you do when your money's on the line. When your money's not on the line, if there was a guarantee that if I showed up to the calls and didn't make my \$90,000 back that I would get a refund, honestly, I don't know how the human brain gets over that hump.

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Now I probably... just because I've trained myself so hard... I know I wouldn't ask for one. I would never ask for one anyways. So even if it was offered, that would be off the table for me.

But it is interesting to think about if I didn't have that, maybe I wouldn't be so willing. And all the things on my list are things that... Have you ever done this coaching where you get really, really, really excited in the coaching call, and then as soon as the coaching call is over, you're like, "Gasp," and all the doubt and all the questions and the how and everything creeps in and suddenly you're so, so lost?

You're like, "Wait a minute, was this a good idea?" And then I have to go back and I have to work really hard to get back to the place where this is the best and most amazing idea, and I'm so excited and know exactly how it works, and I know how to move forward and I'm going to start getting to work.

I have to do all of that work and then I have to get to work, and it is a lot. It's why I've sold almost \$40 million of coaching. Not quite there yet. In my mind, I am. But I like to be truthful about my revenue. I think we're at like \$38 million. But I know the reason I'm getting this level of results is because of how I take it so seriously. It's because of my relentlessness. I'm willing to take the risk on myself.

I acknowledge what a big risk it is. I take it very seriously. I calculate the risk ahead of time, and I decide what I'm going to do to mitigate that risk. How I'm going to show up to it. I show up for every dollar I invest. I show up knowing it's all on me. I do not wait around for more coaching. I'm like, "There's no way I'm going to show up to the next call not having implemented every single one of these things we've discussed."

I will not do it. I have 30 days, let's go. I do everything suggested. There are times, with coaches in the past, where I've even said, "Listen, I'm feeling defensive. Let's move on to something else," but I will come back the next

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week and I'll have worked through it. I'll tell you what I think and what I'm going to decide. And every time I come back and I'm like, "All right, I thought about it."

Sometimes I'm like, "You're right." And sometimes I'm like, "I'm so glad you brought this up because it helped me really solidify what I was thinking and my decision around it. And I feel great about it. And here's what I'm thinking."

It makes me highly coachable. I never think coaching's against me. It's always for me, and I'm willing to take all of it. I'm willing to work through all the discomfort, walk through all the discomfort, and I will not quit and I will not check out.

I guarantee anything I ever want because I become the person that can guarantee myself and how I will show up to it. I want that for you. I want that for me. I want that for all of us. I really do. So it's go time. Y'all feel it? You ready?

All right. I'll see 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 five-step formula for getting consults and closing new clients. Just head over to www.staceyboehman.com/2kfor2k. We'll see you inside.