

Ep #295: Coach X Entrepreneur



Full Episode Transcript

With Your Host

Stacey Boehman

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

Ep #295: Coach X Entrepreneur

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 295. Are you ready? I have a juicy one for you today. We're going to talk a little bit about the entrepreneur and the coach and the two versions of you that live inside of you, and then I'm going to tell you about something I have coming up that is designed to change your life. So stay tuned.

So I've been watching my students, and I have been in a deep place the last eight weeks of massive growth. And I'm coaching in all of my communities, hardcore, 2k for 2k, 200k Mastermind, \$2 million group. And what I'm seeing is that all levels, it doesn't matter where you are, if you've not made any money or if you've made a lot of money, at all levels, what we all want deeply is to be good at marketing and selling so that we have a wave of people coming to us for help. We want to be our people's person, their person to help them. We want to be in demand, to feel purposeful and aligned every day, to be in a current of inspiration and motivation to serve our people, to have ideas popping out like just left and right and to have the energy and focus to implement them and to have those ideas be successful. That is what we all want. Do you feel it? Yes, that is what we want. Yes, that is what we want.

What keeps us from it is not being able to balance entrepreneurship and skill set development, specifically in marketing and sales, revenue production, like needing to produce revenue, dealing with your own entrepreneurial failure, issues with visibility, anything to do with entrepreneurship, when that is not in a grounded, strong place of power, when that is imbalanced when we are not balancing it well with the energy of a coach. If you think about the energy of a coach, the energy of a coach is service-based. It's mission-driven. It's based in love and connection and belief in what's possible. And we strive to be the example of what's possible.

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

Ep #295: Coach X Entrepreneur

When those two are not balanced together, both feeling whole, energized, both being commanded, driven by us, we don't have the things that we want. And if you think about it, they feel so at odds, they just don't have to be, right? The entrepreneur is very self-focused and business-focused. What can the business get? We've got to get things for the business. We've got to do things for the business. We have to do things for the self, like make money. And then the other is people-focused, connection-focused, purpose-focused.

And I have been thinking so much about my mission and my vision and my purpose here in this industry, and I really think I am the bridge between being an entrepreneur and a great salesperson and also being a great coach and making lots of money at the same time as serving very deeply and making a big impact. This is where I shine. This is what I'm able to do, is bring people together to master this. Literally, it's an all-level thing because it doesn't matter how much money you make. You could be making \$500,000, you could be making a million, you could be making \$20,000. All of us let our fear and discomfort on the entrepreneur journey interfere with our purpose as a coach.

And a lot of times what I see as the solution, what people do is they try to swing to the other side because we do this all or nothing thing where if we're on one side of the all or nothing spectrum. In order to solve that, naturally our brain will just swing us to the other end of the spectrum, but that's still all or nothing. We'll either be on the all end or the nothing end. So if you try to be all in on the coach end, what you might actually do is be nothing on the entrepreneur end. And if you try to be all in on the entrepreneur end, it may make you miss out on the coach part of you.

And you can't avoid the journey of entrepreneurship and the idea of marketing and selling and making money and launching and all those things, because if you avoid them, you don't get paid. You don't get to help people. You don't achieve your purpose. You don't accomplish your mission. So we have to do both. We have to balance both. And that is my work, helping you all find that balance.

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

Ep #295: Coach X Entrepreneur

And what I am seeing in... interacting with so many people over the last several months and really over the last like year what I'm seeing that feels different. Maybe than ever before, I've been in this industry almost a decade. Next year will be my decade year. It's so crazy.

But what I noticed that feels stronger than ever before. I think a lot of coaches are hungry for the coach connection and alignment and to feel that passionate energy. They want to get back like, I have moments in my business where when I look back, they might have been the hardest moments ever and they're the ones I'm the most nostalgic about because I had the most passionate energy fueling through me. I was living in breakthrough the most. I was having the most transformation. It felt like I was just grabbing life by the freaking ass and doing it for myself. Do you all know what I'm talking about?

I have had those moments and in those moments I feel more alive, more purposeful, more happy. I might be working harder than ever before, I might be showing up more than ever before, I might be overcoming obstacles and challenges that are harder than ever before but I feel so alive doing it. I feel so purposeful doing it. It feels so good. It feels like I am the most engaged with my life in those moments and especially the moments where you are the most engaged with your people and what your work and what you're doing. I remember when I built my first audience, which became the Diva Business School audience.

If you're around and you were still with me then, I remember that. I remember that happened during my biggest point of entrepreneur failure. I got certified as a life coach. I don't know why I thought this, but I genuinely believed that I was going to get certified And clients were just going to appear. And I was so confused when they didn't. I was very confused. Where are they? Where did they go? They're supposed to be here. They're not. Couldn't believe it. And I remember this moment as clear as day.

I was in a Walmart making an announcement from the front of the store. Do you know where their jewelry department often is? Like it's like kind of like

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

Ep #295: Coach X Entrepreneur

right behind the registers. There's a jewelry department. At least there used to be. And I was picking up the phone and I'm in the jewelry department and I can see my little orange booth in the bakery and I'm telling people I'm going to be giving away free gifts and doing my demos, but I am a certified coach. It felt so incongruent. I was so mad. I was like, what is happening here? How am I still doing this? I did it. I made the leap. I'm a certified coach.

And at the same exact time, I had two really good friends that their businesses, like they were signing clients left and right. They were texting me all the time. They'd be like, I signed a client. So amazing. So amazing. And I was like dying inside and feeling so terrible about myself. And they had partners at the time that they were sharing expenses with and I was single. Suddenly, I was like, God, I have to do it all myself and why is it so hard for me? And then I had a shift. I had a moment. My friends were all buying into this like series of live events where they were traveling all over the country to go to these in-person events and learn all these different skill sets. Creating masterminds and meeting all these people and just filled with this energy.

And I remember at one point I was at one of their houses and they were getting on a mastermind call. I couldn't be on the call. I was there with all of them and they were all getting on the call and I couldn't be on the call because I wasn't part of the series. I felt horrible. And I remember thinking, like, I want to be with them. Like, why don't I get to be with that community? Why don't I get to go with them? Why do I have to do this alone? And then I had the realization I didn't have to do it alone, but I had to bring different people with me. I had to bring my people with me, I had to create my community, I had to be the one leading the mastermind, I had to be the one going out to find people who hadn't found this work yet and they could be my people. And that shifted everything for me.

And instead of trying to like reach the level that my friends were at and go match what my peers were doing and be involved with what's happening with my peers, I decided to break out and go focus on serving people who

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

Ep #295: Coach X Entrepreneur

needed me. And over the next year, I created an audience that was bigger than all of my friends combined. I created a movement of women. And I didn't even have a defined niche yet. I didn't even know exactly what I was doing.

People tell me this on 2k for 2k all the time, and sometimes even in my 200k Mastermind where they're like, I mean, I just help people with all kinds of things and I don't know, it's just like women empowerment, but that doesn't feel enough. That's what I was offering, women's empowerment, inner transformation, right? Like finding your capability, like all of the like things that you guys think are not good enough, they're only not good enough for the coaching industry. They're only too general if you're in a room with coaches and business people and entrepreneurs talking about niches.

It's not too general for the person who genuinely. And when Lee needs that, so I switched it, I switched it and I started focusing on who are the people, not that I look up to, but the people who would look up to me and how can I serve them every single day. I created a huge community, made a hundred thousand dollars in a year, launched into groups, was filling groups up like crazy all because of this. So I know like this is what I think at every level that this happens, this is what we want. We want that feeling where it's like we are met with a really hard challenge and then we become the person who can overcome it and we bring tons of people with us.

I think this is what we all really want and everyone's very hungry for this. Whether you've had this before and you want to get back to it or you've never had it, we want to feel that connection to people and we want to feel so aligned and passionate and we want to have so much energy and we're so, so hungry for it to be working. So because I've been watching this and because I feel like I'm living in my next phase of this, I'm in what I call a current, a vortex. I'm in this thing that feels accelerated where I'm going to bring a ton of people with me because I am having an accelerated growth in my own brain and in my own body and in my own self-concept and in my

Ep #295: Coach X Entrepreneur

work and in my clarity. I'm more connected to my purpose than I've ever been. It feels like a historic moment for me, not like for the world, for me.

This will be a moment where I look back and I'm blown away at who I became in this moment and what I achieved and what I created and who I helped in this moment. I know that. I know it because I've had it happen many times over my career, but here's the thing you need to know. You don't always stay in the current. You don't always stay in the vortex. We fall out. We have hard quarters. We have hard months. We have hard years, we get distracted by life, we step out of our business, we coast in our business because we've got other things going on, we're in our heads about our business trying to figure out how we're going to grow, and we just step out of the current.

I don't even want you to think it's like the goal is for you to live in the current. But when you know you're not in one, the work is to get in one. And when you are in one, you have to give it special attention and life and energy like I'm doing right now. You have to take advantage of it. And the biggest thing is once you know you're in it, you've got to do everything in your power to bring people with you. I have also been in the currents of other people three times in my career. I have jumped into a current with a coach on their way to someplace really big. I call it riding the coattails. People want to say that's a negative thing. I think it's a very smart, savvy thing.

If you have the opportunity to grab someone's coattails and hang on, you better hang on for dear life and go with them wherever they are going. That is just being shrewd, that's being smart. So I have been able to do this three times in my career with two different coaches and now with the perspective that I have and I've always brought people with me every time I'm in this. I remember when I launched 2k for 2k and 2k really blew up. For those of you, especially if you're in The Life Coach School and you're part of that, you witnessed that. There was an event where the whisper in the room was 2k for 2k, 2k for 2k. Everybody was talking about it. It was crazy. It just blew up. It felt like overnight, but really I had spent one solid year

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

Ep #295: Coach X Entrepreneur

painstakingly selling that program and having a goal every launch of 50 people and getting 12 and 16 and 24. And I finally hit my messaging, and I finally hit my stride, and I finally had my first couple hundred people go through the program and get results, it was wildfire. And I brought so many people with me.

So many people said they were there the day I sold that program from Stage, and we had people filling out their credit card info on paper, and they were throwing up in the air. And then they are now successful coaches, multiple six-figure coaches. They're like, I remember that. That was one of my currents that you might have stepped into. It's so fun. You learn so much. Like the windfall of energy and knowledge is insane. And I, now that I'm in this current, I wanna be as intentional as humanly possible to bring you all with me. And I think I've really nailed it. I'm very excited. Here's what I've done. I have actually curated a path into the current, if you wanna come with me. And those of you that are in 2k for 2k or 200k mastermind or \$2 million group, you already know I'm in the current, you're talking about it. It's crazy.

I was even telling my husband yesterday, I get off calls and someone is posting fire emojis and saying, this call gave me life. This was everything. I'm so grateful to be in this room. This is beyond what I expected. Like the energy in all of my rooms is like, do you feel it if you're in there? It's like rising. I really feel like it's. It's not even like we're not even boiling yet. It's like if it was water in a pot, it's just like bubbles at the bottom of the pot and it's getting ready to like really go there and boil over. And if you're not, that's okay. This could be your chance.

One of the things I was thinking about, I wanted to explain to you because you know I've had my very specific offers for a long time, six years, 2k for 2k, 200k Mastermind, \$2 million group. And if you watch me over the next six months, you might be like, what the heck is this girl doing. You might be tempted to think there's a lot of hustle happening in the background. You might be tempted to think if you didn't have this episode and you didn't have this context like, gosh, he's launching something like crazy and what's

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

Ep #295: Coach X Entrepreneur

going on over here? But here's what actually has happened. Not only am I in a current, but all of the energy that I normally spend pouring into my three-day live event for 200k Mastermind, this was the first time I didn't do one.

If we had not decided to take those out and run it full virtual, I would have poured months into that content and into that experience. And this is the first time I didn't have to do that. And all of that energy filled up all of these things. I've been keeping notes in my phone over the last few years of like, oh, I'd really love to do something on this. I'd really love to teach my clients this. I really think this is important. So the free time combined with this current of breakthrough and just absolute growth that I'm having in my own brain, them combined has created what I am calling the Entrepreneur Series.

It is a curated path into the current to come with me. It's all of my brand new insights and work and some of my best things I do and taken deeper. All the things that feel left on the table or that people really need right now put into really compact and condensed lessons. I don't know if you all saw the Instagram post I did, but I realized a couple of weeks ago, I've invested \$233,000 into my brain just in this year, in 2024, like since December of 2023. And over the last two years, I feel like I've learned more than I did in the previous seven. I was telling a client the other day, she said, I really love that in the last two years and as you kind of go into this breakthrough that you're sharing with us in real time, the breakthrough.

I always feel like I have to wait until I'm all the way through it to where I can organize, tidy, and then offer it to people. And I said, well, that's lovely. And some things you will do that. My core programs, 2k for 2k, 200k Mastermind, \$2 million group. Those are all those things. Things I just do really, really well. I'm very experienced in. I know a lot about. And it's just the truth always of the process of entrepreneurship and sales. But if you're willing to show up and teach the breakthroughs as they're coming, if you're willing to be on that edge where things are coming at your brain so fast, and if you're able to focus in and capture all of it, what happens is if you

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

Ep #295: Coach X Entrepreneur

don't wait, you don't miss something that was relevant and important. You get all of the insights, you get all of the knowledge, you get every little detail that matters. The way you say it changes, it will change. The way you say it when you're in it versus the way you say it when you're out of it, it will change.

So I'm taking all of what's happening now and putting it into a path that you can come ride with me. And I've done this in a very strategic way. Like I said, if you watched from the outside over the next six months, it's going to look like what the heck? But if you know because you've listened to this podcast, you're going to be like, dang, this was well thought through. It's one of my values for my business. Well planned, highly executed. So there's two types of containers. There's a quick condensed burst container designed to quickly transform and be really immersive. And then there's a supportive longer term container that allows for trial and error and integration and application and growth. And they're both hugely important, right?

Having a massive transformation and then really growing into it. And sometimes coaching is both. I set up a lot of my higher level masterminds in this way. It's why I do mastermind week. It's set up to be that quick burst and transformation and then we have the six months to integrate and do trial and error and get longer term support. This curated path, the entrepreneur series, and this is not just a six month thing. Really it's going to go beyond that into probably 12 months, but this path will ping pong back and forth. It's going to be short transformative bursts and then longer supportive application. Transformative burst, longer supportive application, and it's gonna go across and support all of my programs. But here's what you'll have to do, and it's gonna be the hardest part, is you're gonna have to opt... into every step.

Everything I launch as part of the entrepreneur series, you'll have to opt in separately and that will be hard. And then to actually go all the way through, you're going to have to do the work of having stamina and focus. The worst thing you could tell yourself is it's not a good time for me. Life's

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

Ep #295: Coach X Entrepreneur

really busy. It's not the time to focus on my business. It's the worst thing you could say because I cannot tell you I have been there. And that thought is a result of not being in your self-concept bigger than your obstacles. It's actually just a belief issue. It's a purpose issue. It's an energy issue.

Because if you were winning, winning, winning, if things were working, if you were serving like crazy and we're getting results, there's no way you'd be like, well, it's not the right time. I promise you. But if you come into this current, if you are in my programs, this is also what we'll be creating because what's required for stamina and focus is belief, energy. It's got to be fun. You have to have enjoyment and purpose. If you have all of those things, like belief that you're going to create an outcome that is way bigger than what you have now, if your energy is so compelled, if you believe there is demand for what you are creating, if you are connected to your people and helping them and feeling so purposeful in what you're offering and what you're doing.

If you are enjoying every minute of the growth and having fun and doing it alongside other people, you'll create a pull so strong that it overcomes any obstacles. And when you feel this life force in you, you will create it in other people. Okay, so let's talk about the curated path, the entrepreneur series. I'm only going to tell you the first step and here's why there is an energy to surprise and awe and excitement and anticipation. There is mystique that your marketing can possess and I'm going to demonstrate that to you. I'm going to show you how to get people to pay attention, to not miss that offer that you make. But it will be hard for you to figure out how to get people to pay attention and not miss the offer you make if you've never been the person who pays attention.

Like you can't sell coaching and believe that people are busy because you are busy. Like if you have the thought, I'm busy, you're going to believe other people are busy and you're going to believe that they're not reading your stuff and they're not looking at your stuff. You've got to know what it's like to put things aside, arrange a schedule, make it happen.

Ep #295: Coach X Entrepreneur

And also this is why I'm going to ping pong. This is why we're going to do short immersive bursts and then followed by longer term, not hugely longer, but longer term spaces. We're going to go from containers that are every day to containers that are every week. Containers that are every day, containers that are every week.

So the first step of the entrepreneur series is served. This is a six lesson container that I'm going to teach coach live over about a week and a half. We're going to take the weekend off and we're going to do it over Labor Day, which is so great because it'll give you that extra day. You'll have Saturday, Sunday, and Monday to really catch up, to think about it, to let it sink in to really get that transformation, then we finish up.

And then at the end, you'll have an option if you want to go into a longer term work over a five week period. Then after that, another opportunity. And in served, this first container, we are going to immerse in what it takes to serve your audience at the highest. To know every day without question that you served. Not wondering am I doing enough, no, knowing when your head hits the pillow at night, today I used myself up, today I showed up, today I served.

I'm going to help you get out of any get energy that comes from entrepreneurship. I've got to hit this goal, I've got to make money, I've got to get a consult, got to close this person, they've got to be doing the work or they're not going to get results and then they're going to ask for a refund. I'm gonna help you recognize the get subtleties that take you out of your connection to being a coach and service and affect your marketing, your selling, your delivering, and bring you back to the coach energy of service.

I'm gonna show you how to connect deeper than you have before with your people and your work. And I think this one's really important. We're going to dive into authority. The authority needed in your body to lead, but healthy authority. Not like codependent, you need me energy and I need you to get it right energy. for something that I need for me, to feel better about myself and my business.

Ep #295: Coach X Entrepreneur

This first installment, the whole purpose is to get your mind, body, and spirit right for the rest of the journey, the rest of the path. And this will be for you regardless of your level, or if you're currently in any of my programs. This is not getting back to basics. This is tapping into truth. This is not kind of the same stuff we always talk about. It's hearing what you need to hear now in the exact energy you need to hear it.

And here's what my deepest desire is. Here's what I want to have happen. By the end of this year, after like kind of the first stage of this Entrepreneur Series and my curated path for you, I want everyone in the current who goes with me to say what just happened. This saved my life. This saved my business. This put me back in the game. This took me to my next level. This was a freaking inch and I grabbed it. It was the life raft. I grabbed onto her coattails and I didn't let go. I rode the current with her. Over the next six months, that is my goal for you. Should you choose to come and play with me on this journey and trust me.

So served is first and at the end of served, again, will be another opportunity for something big that I've never done before. I'm so excited. What I love about this is every single thing we have planned, I cannot wait. Like I feel this energy, it can't get started soon enough. I love this energy. Listen, it could be really easy for me. I'm great at sales. I could sell this whole thing as a bundled package all together. This is the experience, I could do that. But I do think if you are unfamiliar with me and my work, this is a chance to opt in to one thing at a time. If you're struggling with your belief, this is a chance to build it little by little without having to take a huge leap.

If you've worked with me before and you've been feeling this pull to work with me again, but you're not quite sure because it's been a long time and you don't really know who you are and who I am in that relationship, but you're not sure if it will be the same match or if it will be a different match and if that match would be good, this is the chance.

Ep #295: Coach X Entrepreneur

For those of you who trust me and believe I want us all to win and trust I've laid out an awesome path and trust yourself to never be led anywhere you don't want to go and trust that if a leader shows up, you are willing to be led to get where you want to go. If you want more than anything to have a dramatic difference in your business experience by the end of this year, all I want you to take from this episode is start with served and do your best to come in and make space in your calendar to do the entire experience, even if you're watching in replay.

I've made each one of these experiences, I've priced them to be incredibly accessible so that you can. It's like I've created, I don't know if y'all have heard of the French Laundry, but this is my husband and I's favorite restaurant. It's in Yonville, which is where we got married, in Napa Valley. And it was created by Thomas Keller, the famous chef, and we're obsessed with Thomas Keller. We love all of his restaurants. Surf Club in Miami is also one of our favorites. And it's like I've curated a five-course French Laundry meal just for you and your business to help you serve your people.

Now, you can skip dessert if you need to. There have been times where I've gone to the French Laundry And the food was so good that by the time they wheel out this incredible dessert table, they literally fill your table with desserts. And I've been like, this all looks amazing and I absolutely just cannot put another bite in my mouth. If that is you, you can skip dessert if you need to. But if it's the first visit to French Laundry, you for sure wanna make sure you try a little bit of everything. So if just once you wanna go all in, I recommend it being this time.

It's not gonna be easy. This is not get rich quick. I'm not even making a financial goal with this course, with this series of courses, because everyone's going to be in a different place. And it might be a fight for you, but the kind of fight that makes you feel alive. I want you to think of each opportunity that I offer over the next six months is truly an opportunity to grab a life raft, to catch lightning in a bottle.

Ep #295: Coach X Entrepreneur

I've been doing this for myself. I have been setting aside so much deep, intense time to work on myself and my business and my brain and how I feel and my purpose and my mission, and has been so impactful. And I've been thinking like, if I could take my people on a journey, what journey would I take them on between now and the end of the year? And it's a very intentional one.

So here's how you can sign up. You can go to staceyboehman.com/served. You're just opting in to the one thing. You can come into the space and then you can decide at the end if you wanna keep going. And you can decide that each and every single time. But I just wanna tell you, For those of you that go all the way through, I intend on building and compounding with every single container.

All right, friends, are you ready? We're gonna get it back. The balance, entrepreneur and coach. Making money and serving your people. We've got this. Talk to you next week, bye-bye.

Hey, if you're ready to make money as a life coach, I want to invite you to join my 2k for 2k program. Where you're going to make your first \$2,000 the hardest part, using my simple five-step formula for getting consults and closing new clients. Just head over to www.staceyboehman.com/2kfor2k. We'll see you inside.