

Ep #299: My Most Recent Selling Mistake and What I Learned



Full Episode Transcript

With Your Host

Stacey Boehman

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

Ep #299: My Most Recent Selling Mistake and What I Learned

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 299. Today, I am going to tell you about a selling mistake that I recently made that I know not to make, and yet I made it anyways. So this might sound familiar. You might have experienced this before as well, but I'm also going to share what I learned and how impactful it will be if you check your own selling to make sure you're not doing this as well. And if you are, I'm going to give you a redirect immediately.

So this was actually a Facebook live I did for my Facebook audience. I've been live streaming a lot lately. I've been having a lot of fun. This is actually how I built my business and I've gotten back to it and just wanting to engage and connect with my students and my followers. And so if you are not following me, there are two places I live stream. I live stream on my Instagram account at Stacey Boehman, and I also live stream on my Facebook business account.

I've had hundreds, like literally hundreds of friend requests in the last few weeks from people knowing that I'm going to be live streaming, and they're friend requesting my personal page, which is fine, I will accept you. I just don't hang out there. I hang out on my business page and on my Facebook business page, which is at Stacey Boehman, and on my Instagram page at Stacey Boehman, at least for now.

So if you want to come catch some of my live streams, we usually give a day's notice or a few hours notice, and we also email it out to my list. But if you want to like catch the magic and be in on it, great, come hang out and say hello. I would love to hear from you while I'm live streaming and while I'm going live very frequently.

Ep #299: My Most Recent Selling Mistake and What I Learned

If there's a message that feels like oh, everybody needs to hear this, literally everyone, then I will also bring it here and share it on the podcast, but I won't be sharing all of them. So if you want to catch all of the messages, all of the streams, then make sure to follow me there.

But today, I did feel like learning from this mistake could really be a game changer for you. So I want to make sure that you listen, you catch this mistake, and you catch the redirect. And you start doing it immediately.

And the last thing before we dive in I want to make sure I give you an invite to join me in 2k for 2k.

This is the last time this year that I'm going to be doing an open enrollment for 2k for 2k. At least that I know of, I do not have another one on the calendar and I don't think I can even do another one because we have so many other things that we're going to be doing this year.

So this is really the last chance. If you want to get inside and master selling life coaching, if you aren't getting enough consults and you aren't closing a high enough rate of them to be filling your coaching practice, there is no other offer I make that I would suggest you do other than this one. And we're going to be closing enrollment for the rest of the year. So I really want to make sure you get in.

And this might be the most important thing you need to hear is due to a really high demand of people asking for it, and me having a new awesome in-house bookkeeper, I am now, for this opening, I may not do it in the future, but for this opening, at the date that this podcast goes live, I am going to offer, for the first time ever, a 12-pay option to get inside and just get started. So that comes out to be about \$200 a month for the 2k for 2k. It's a \$2,000 program and you get access for the lifetime of the program.

But right now, because I really am on a mission to help my clients get more consults, close more of them and be working with people and doing what they love to do and reinvigorating their businesses, I am actually going to

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

Ep #299: My Most Recent Selling Mistake and What I Learned

be, for the first time ever, also running the entire community and everyone who joins us through the program live.

So what that means is you can join at any time when we're open and you'll be able to jump in and start going through the modules at your own pace. You can jump into any live coaching calls.

We do them every single week. You can just jump in and get coaching at any point. You can go to Ask a Coach immediately as soon as you join. My team has answered over 40,000 coaching questions. So they are ready to answer yours as you can get personalized help through the program.

But what I'm actually doing for the next five weeks on our weekly scheduled calls, instead of 60-minute calls, I'm turning them into 90-minute calls, and I'm going to be teaching and coaching live and really walking people through the course.

I'm going to give you my best self-coaching exercises for every module. I'm going to be walking you through the workbook. I'm going to be watching the modules alongside you. I'm going to give you two different paths.

So you can do the essentialist path or the immersive path. If you want to be done with every module and the program by the end of the five weeks, or if you want to just make sure you feel like you got the gist of it in five weeks.

And the goal is that we all make money together. We all get that first 2k, the next 2k, and we do it with the energy of the entire community. I've never done this before in six years.

So if you have been listening to the podcast for a while, if you've been on the fence, we have been moving magic with my Serve program and now with 2k for 2k Live, I feel like I'm just moving the energy of the people around me right now. And I'm going to do that for the next five weeks inside 2k for 2k. I'm going to be opening up community chats with me.

Ep #299: My Most Recent Selling Mistake and What I Learned

It's going to be so much fun, but most importantly, it's going to be finally doing the work that you need to do to get those consults and close them. From the angle of thinking of your client, we're going to talk a lot about service, we're going to talk a lot about connection.

2k for 2k is going to be a mirror for you to see all of the little things that are happening in your selling that might be creating a lack of safety or a lack of conviction or a lack of trust with your clients. So I'm really going to be showing you how clients perceive everything we do as coaches in our marketing, in our selling, in our consultations, when we're overcoming objections. We're going to talk through all of it in a really powerful way.

So I want to make sure you join us because it's the last chance this year.

And also, this may be the only time I ever offer a payment plan. We're going to see how it goes. I always like to test things one time out. So this is your chance to get a 12-pay option to join us. And after the live course is over, you get access for the lifetime of the program. So you can keep showing up to weekly coaching calls.

You can keep getting help from Ask a Coach. And you'll get access to the modules and all of the content and all of the updates I make to the program.

Okay, so now that I have told you what's happening in my world, enrollment is going to be closing very soon. So if you're listening to this on the day that this podcast goes live, you really want to make sure you sign up today. We're going to close down enrollment at midnight tonight of the day this episode airs. So it's really just like my last chance to tell you about it and my last chance to convince you to invest in yourself and to commit to this business that you want to create.

My last chance.

Ep #299: My Most Recent Selling Mistake and What I Learned

All right, let's go. So if you want to join us, you can sign up at staceyboehman.com/2kfor2klive and that's 2k F-O-R 2k live.com. So staceyboehman.com/2kfor2klive. I'll see you there.

Okay, so let's dive into my most recent selling mistake, what I learned and how you can move forward and utilize this lesson for yourself today.

Hello, hello, hello. How are you all? Welcome, welcome, welcome. It is another installment of learning from my sales mistakes. This is going to be one of the most powerful conversations that we can have together. So if you are joining, say hello and I would love to know if you are a current student of mine or if you're brand new to me.

Like if you're in my 2k for 2k program, if you're not in my 2k for 2k program, if you've been following me for a while, if you just started following me, I would love to know where you're from and it's going to matter here in just a second we're going to talk about this as part of the lesson that I'm going to teach today.

So if you've been following me for at least a month and you happen to catch the live that I did when I was advertising Served. So when I was marketing Served, I did a live stream where I talked about what it's like to sell a new offer for the first time, no matter how successful you are. And in that live, I talked about how the first time you sell anything, you just don't have the language yet because you haven't talked about your offer enough.

And so you can go back and watch that live. I'm wearing like a blue, it looks like a shirt, but it's a dress.

So you can go back and search the feed if you want to catch that lesson. But I do always tell my students, one of the most powerful things about being a sales coach and coming to my sales events, coming to my live streams, coming to my webinars, opening my emails, even if you already bought the thing I'm selling, you get to see me sell. And you get to see me

Ep #299: My Most Recent Selling Mistake and What I Learned

sell in a really powerful way, but you also get to learn from me because selling is an art.

It's something that you actively engage in every time you sell. You get more skilled, you get more proficient, you know a lot more. But there's a lot of mental things happening when you are selling that can really directly impact the client and how people receive your selling.

And so when I'm selling, I am imperfect. And I always bring my students along for what worked, what didn't work, and what I'm going to do differently and what I'm learning every day every time I go out to sell.

Okay, so I have a new lesson for you all about my selling that I'm going to share with you. Like I said, what works, what doesn't work, and what we're going to do differently. And every time it's something new, it's not always like this thing I didn't know, it's just when you're out there promoting things and talking about your offers, there are things happening in your brains.

You're going to learn about the thing happening in my brain that I think will be really useful for you so many people.

Like as soon as I caught it and realized that that's what it was, I thought, holy smokes, I got to share this with everyone because I 100% know you all are doing this thing that I just did yesterday.

So here's what I did. Are you ready? So the first mistake is on a different live and you can go find that. It's not even a mistake. It's just when you sell a new offer, you've got to be prepared to feel a little bit vulnerable because it's awkward because you haven't talked about it before.

So you're not as proficient.

So that was what happened when I was coaching and talking about SERVED. So this is what happened yesterday for me. And I really want to offer, if you have a coach friend or a bunch of coach friends, send this to

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

Ep #299: My Most Recent Selling Mistake and What I Learned

them. You don't have to like share it on your stories, but like send them a message with this training because they're going to thank you for it. Like with this thing I'm about to tell you, it's not really a training, but this thing I'm about to tell you is going to be highly worth it for every single person you know that is a coach or some type of online marketer, they're really going to appreciate this message that I'm about to tell you.

Okay. But here's what happened. So I have been selling 2k for 2k for six years, and the first year that I sold it was really challenging because of the thing I talked about on my first live, first serve when I talked about what it's like to sell a new offer when you haven't sold it before is you have to develop the language and it's very difficult to get it out of your mouth and explain to people the concept and explain to people what you're doing and what they're going to get and the value of what they're going to get and why they should do it now and all of those things.

And so after a year of selling it and feeling really awkward and not feeling like I quite nailed the language and feeling like it was hard to explain what people were going to get and it was hard to explain what we were doing and why they should join and all of that and failing the whole time, I nailed the communication. I got it. I knew exactly how to talk about 2k for 2k.

I knew exactly how to sell it, and then people started buying like crazy.

I went from two eating lunches. I did six lunches my first year that I sold 2k for 2k, and I sold like 12 people each lunch, 16 people, 24 people. And then after a solid year of being willing to just do it and not be an expert in talking about it, I got really clean and clear on the language. It emerged just from being willing to get it out of my mouth uncomfortably over and over and over and over for a very long period of time.

Like none of you probably expect that it's going to take a year to figure out how to really clearly sell your offer. And keep in mind, the first year I sold 2k for 2k, I still made \$200,000 not selling it well.

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

Ep #299: My Most Recent Selling Mistake and What I Learned

Like trying to just get it out of my mouth. And if I ever sell Served again, I'm going to sell the crap out of it because now I know the language. I know we've done the training now. I know how to talk about it. I know how to say what you will get from it. I know how to explain what it's like to be in the training.

And we still sold 800 spots into Served and I think I would triple or quadruple it if I did it again.

So flash forward to 2019, that is when it was a late December 2018 and early January of 2019, I found the language of 2k for 2k. And I changed my podcast from Diva Business School Podcast to Make Money as a Life Coach Podcast. And I developed the three things we do in the first step of 2k for 2k, which is organic marketing.

I developed the simplistic process of if you boil it all down to what you need to do to make money as a life coach, to get consults, to just get consults on the books. The simplest way to do it is to just meet new people every single day, on or offline.

Tell them that you are a life coach and what you do and how you help people and offer, be consistently offering to help people every day.

Like if you made an offer a day, every day for 365 days a year, what would happen is you would develop the language of your offer. And especially if you were what I teach by 2k for 2k, if you're evaluating along the way, and I'm going to talk about the importance of this in just a second, but if you're evaluating along the way, then each time you make an offer, you get better at that offer. It's not 365 offers that are the same. It's 365 offers where every single time you make an offer, you get better.

And that language emerged, and then I did a training called The Three Simple Steps to Make Money as a Life Coach, and I taught this idea, whether you were a baby coach or still in certification or you'd been at it a

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

Ep #299: My Most Recent Selling Mistake and What I Learned

while, that I caught all the distractions that coaches get stuck in with websites.

I told my story of how I tried to spend a week building a website and being so stuck on my ideal client, my client avatar, and the language to talk about my offers. And I realized after a week that I had not spoken to a single human on or offline.

And I was like, oh, I don't think this is it. I think if I want the world to know I'm a life coach, I gotta start just telling them. I was like, the one skill I know I have is I can have a conversation, right? If I can coach someone, then I'm capable of having a conversation.

So I should probably just get out there and start having conversations. And my business grew very, very quickly.

So I did this training and I told the world, meet people, tell them you're a life coach and offer to help them. Those are the three things in your marketing. If you do those every single day and you evaluate and improve, after 365 days, you are going to be a very different human and you're going to have a very different business. And it will happen right away because most people just aren't making offers.

They're not showing up. They're not giving value.

I could ask the coach, how many offers have you made this week? And they'll be like, oh, I made six in the last six months. And that was a lot for me. Not, I'm showing up every day to engage with people on and offline, and I'm getting value, and I'm growing every single time I do that.

I'm getting better at it, which is also something that coaches don't do. They're like, oh, I haven't evaluated anything, and it just feels the same and it's not going well.

Ep #299: My Most Recent Selling Mistake and What I Learned

And in that training, that one training I made, I think over \$200,000. So one training the first week of January, I made more in that training than I did the entire year of selling 2k for 2k. And then it took off like wildfire and that year I made \$2.5 million. And since then, we have sold, I think it was 5,500 people in 2k for 2k.

So you could do the math, it's a \$2,000 program. And so we've made a lot of money since then, and I've helped a lot of coaches make money in return.

In fact, if we added up all of the money that students have made in 2k for 2k, I bet they've made more money than I've made, which is so great. So then I really knew the language. I understood what the process was. We got our first couple thousand people in the process, and then I actually changed the process because I ran so many people through it that I saw all coaches from all different certification programs and all backgrounds and all walks of life.

We even have a ton of coaches who are, I call them the school of hard knocks, where they learned coaching through experience and they've never been certified, they just have the skill of coaching. And so we got all those people through and I learned what I need to teach differently and how I could be better.

And I ended up adding a step to the process. I ended up separating organic marketing from making offers because I was realizing there's a difference. People were posting every single day and calling that marketing and then never making an offer. And then I developed clean selling and the idea of really being clean and pure in your brain and in your heart and not in get energy, but in service energy, even when you're selling.

And realizing that that was the biggest gap for most people who don't get how to sell well is they don't know that gap. They don't know how to stay in service energy long enough to really be so professional and do such a

Ep #299: My Most Recent Selling Mistake and What I Learned

good job and give such a deep transformation when they're marketing or when they're actually on a consult. And especially when it comes to overcoming objections, they cannot separate their need and their desire and their desperation to get a client from being willing to say the hardest truth, being willing to do the best thing for the client, being willing to serve them at the highest level.

And so I developed the five-step process that emerged, organic marketing, making offers, clean selling, my five-step consultation process, and then how I serve through objections in a way that actually creates a transformation for my client and I taught 5,000 coaches that and lots of coaches made money and I got really, really good at talking about this program.

And even now I've realized that at the end of the day, the core thing that you have to do if you want to make money as a life coach, is you have to get consults and you have to close them. And if you were focused on only those two results, what ended up on your to-do list of how to create those results, how to get consults and close them, the things you spent your time getting coaching on, the things that you spent your time improving, the things you spent your time evaluating, the things you invested in would be completely different than if you had other agendas on top of that.

And so I've gotten really good at talking about 2k for 2k. And if you're just joining, I haven't shared it yet, but I'm going to talk about a big sales mistake that I just made that will be highly valuable for everyone.

Okay, are you ready? I'm going to tell you what I did yesterday. So yesterday I was so excited. I launched 2k for 2k Live.

I've never done this before. In six years, it has always been a passive program. It has a lot of active components, but it's on demand, meaning you can buy at any hour of the night from anywhere in the world. If it's 6 p.m. your time and it's 6 a.m. my time, but you have a consult at 7 p.m.,

Ep #299: My Most Recent Selling Mistake and What I Learned

you can do the consult module and you can get on a consult and you can sign the client while I'm still waking up and getting myself ready.

And I love that. I love that it's on demand and it's available when you need it, anytime. So that's like the passive component is you can do it anytime, anywhere. And then the active component is we've always done weekly group coaching calls and to bring people on and talk about it, talk about what they did on a consult and I tell them what they did wrong and I tell them exactly how to fix it and then I build their confidence back up after a fail. And or marketing, if they're not getting consults.

Like yesterday, I had a call with my 2k for 2k crew, but we literally died laughing because the first person I coached was getting tons of consults but not closing them.

And the second person I coached was not getting enough consults but closing 80% of the people she talked to. And I was like, okay, you two need to get together and do some peer coaching. It was too funny.

But that's what we do every week. I have a coach team that has answered through email coaching 40,000 questions from coaches over the last six years. And you can get unlimited coaching from them at any point.

So if you're going through the modules, you can say, oh, I'm stuck here. She just said something that I'm like, whoa, and now I'm going to take it and get some personal coaching on it.

And then we also have our Facebook community. So those are the active pieces of it, but I've never sold it live. I've never actually done it live. I've never taken people through the course all at once as a group, we all do it together.

So that's what we're doing.

Ep #299: My Most Recent Selling Mistake and What I Learned

And I was so excited to announce this. I was like, people are going to freak out. And then this is the mistake I made. Are y'all ready? Because I bet you're making it too.

I got so excited thinking about my 2k for 2k students and the community and how much people were going to freak out because they always tell me this is the best investment they've ever made and how much they love 2k and I have been paying attention to the community for the last couple of months and people have been posting like crazy they want to go back through the modules one person came back and was like you know I made a lot of money with 2k and then I got distracted with a bunch of other things and then I realized I got to just get back back to 2k, I'm going to go back through the modules.

And we've just been having a lot of people come saying that on the page, like we're going to get back to the process, I'm going to re-engage with the modules, I'm going to go through it again, I need that back in my life. And the whole time I've been like, oh, just wait, just wait, we're about to be live. Like I feel like a dog shaking my butt, excited. Y'all know what that feeling is like? You're like, oh, I can't wait to tell you.

And in that excitement, I got on a live stream to tell them, and what I did when I announced Served, I also knew they were going to be really excited about Served, and so I went live in 2k for 2k first, and I announced it, and then I went live publicly. And I decided to only do one live this time because when I announced Served, I got confused on what I had said on each live because I basically was live for two hours straight, and I was like, wait, did I say it on this one, or did I say it on that one?

And so I wanted it to be clear and concise, so I was just going to do a public one. But in the public one, I forgot that not everybody is in 2k for 2k. I forgot that we want to bring new people in with us because that's part of the whole point. If you've never done 2k for 2k, there's literally never been a better time to join because I'm going to take you through it live.

Ep #299: My Most Recent Selling Mistake and What I Learned

I'm going to tell you every self-coaching exercise that I recommend for you to do for each of the modules and each of the classrooms.

I'm going to go through the content with you and be sharing some of the things that are coming up for me when I'm going through it again. I'm going to teach live on the calls for 20 to 30 minutes each week on that week's topic, and then we're going to coach for an hour through that topic. Like, there could not be a better time to join. To have the whole community going through the process together, it's like going through, if you ever join one of my high-level masterminds.

If you ever join one of those, that's how we start.

We all start together, and then we all go through the process together. But because it's been a passive program, I've never done that. So I'm so excited and I know that it's an over-deliver for my current students. I know they're going to freak out because the program is the only program that I sell that has lifetime access. So as long as I deliver this program, as long as this is my signature program, you get access to it.

So students who have been in it for six years are getting to come to 2k for 2k Live.

And they get to come to weekly coaching every single week. They've gotten to do it for the last six weeks. And you get access to all of that past content as well.

But I forgot that we're bringing new people with us. And I'm going to tell you how this is relevant to you and how this could be showing up in your marketing. But what this did for me is I did an entire 50-minute live stream without ever talking about the program from the lens of a new person, without talking about the price, never once mentioned there is an investment, and missed a lot of new people feeling like they belonged in the conversation.

Ep #299: My Most Recent Selling Mistake and What I Learned

Because I was thinking in my brain about my current students, and I wanted to make sure they knew they didn't have to repay, because that was a big question that I knew they were going to have, and lots of people even still had that question in the group, even though we posted about it. And one person accidentally actually did pay, because they thought they had to.

And so I was so busy communicating to my current students that they get it as part of their program purchase, the one-time investment that they make with that program, that they get it included, that I forgot to include the new people. So this is how it shows up for you. And I'm like the sales queen, y'all.

I want to say this, and I don't say this to be egotistical.

I say this because selling requires active engagement no matter how good you are, and it requires active mind management no matter how good you are and how much you know. So if you don't know me, and you haven't been following me for a while.

The way that I learned so much about selling and sales dynamics and what it requires to be really good at selling, I learned because I used to do infomercials in grocery stores and membership clubs and department stores. I was a pitch artist, so I sold knives and slicers and I was the best in the entire industry in the United States, like the top person. That's not me being egotistical. Every year, I won that award.

I won the top sales spot and even then I could go in a store and not have my mind on right and sell nothing all day.

And then get an adjustment, that's what we called it, call a trader for adjustment. I could get a mindset adjustment and then start selling like crazy. It's the wildest thing and I knew that before I ever even found coaching or new life coaching was a thing or new mindset coaching was a

Ep #299: My Most Recent Selling Mistake and What I Learned

thing or energy coaching was a thing. That's just what it was. Like those were the dynamics we were working with.

We were selling and engaging with live audiences.

So it's kind of like what you watch on QVC except with live people. So it doesn't matter how good you are. It doesn't matter how skilled you are. You can make mistakes like this. You can get on.

So I was coaching someone in 2k for 2k yesterday, the third or fourth person I coached. And we coached on this exact thing where you can be selling and you can anticipate success.

So I would go sell Mr. Sticky, it was a lifetime guarantee lint roller that we used to sell. And I would go do a show and sell like 50 Mr. Stickies, which was a lot.

The goal was to sell five for every show and I would go out and sell 50. And then I would go make the announcement to do another show and assume that that show was going to go the exact same way.

And what would subtly happen is ever so slightly, I would take my foot off of being engaged and focused and present, and I would start to go on autopilot just a little bit. And I would get ahead of myself. The moments that were required to really bring the audience in and put their attention on the thing that I was selling, whether it was the slicer, you know, or the Mr. Sticky, whatever it was, I would take those moments that would really be the thing that sold them.

I would kind of bypass them a little bit.

And so I was actually coaching someone on this in 2k for 2k yesterday. She had been signing clients and she's in a really high-value cycle and things are going really well for her. And then she got on a consult and just anticipated that they were going to be a yes. Anticipated they were coming

Ep #299: My Most Recent Selling Mistake and What I Learned

in mostly sold and it was just going to be kind of a conversation about what it's like to work together. And this person had a lot of questions and then she got really frustrated because her brain had unintentionally expected the sale and then it didn't happen.

And not because this person wasn't wanting to buy but because she had bypassed the moments required and the work required to give this person all of the information and the safety that they need in order to say yes. And instead, her brain got frustrated.

And this is a normal human thing. I teach a lot about get energy versus serve energy and being like self-focused versus focusing on the client. And it doesn't mean you're a bad person if you're in get energy, it doesn't mean you're salesy or all you care about is money. It's literally just something the brain does.

The brain's desire is to be on autopilot.

The brain's only function is to be essential and to do only the things required and if it can put you on autopilot, it actually is saving your body energy. So that's its goal. So it is the human experience to go on autopilot. It's the human experience to do what I just did. Go on the live and completely forget to bring new people with me, to completely forget like talk about my offer as if someone had never heard of it.

I went on and I assumed everyone knew what 2k for 2k was. Here's how I know I did it. Here's how I realized I did it is we got a ton of emails from people asking, what's 2k for 2k? What's the investment? Is it free?

And this is another mistake that we make.

I used to make it a lot more when I was selling mops and slicers and dicers, is I also got people too excited because I was thinking about my current clients and I was thinking about how excited they were going to be because it is free for them because they already paid the \$2,000 one time to do the

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

Ep #299: My Most Recent Selling Mistake and What I Learned

program for life. So they get all of those things included, and so I was very excited for them, and I got everybody excited, so people who weren't in the program also wondered if it was free.

Heard her say free, I didn't hear her say \$2,000. So this can happen to you very subtly, and I want to explain how this can happen to you. So I want you to think about how long you've been talking about your offer, and I want you to think about how often, and maybe this is conscious or unconscious, but how often you assume people have heard about your offer, and how often, when you are posting on social media, or doing a podcast, or a webinar, or going live, or writing an email, how often you assume they already have heard what you're talking about, or know the basics of your offer, like they've heard this before.

It's such a subtle adjustment, but we speak to the people that we believe we're always speaking to.

Second to think about that. We speak to the people that we think we're always speaking to. We imagine a group of people, typically, unless you're telling yourself you're invisible and no one's listening, which I, from like the deepest depths of my heart, I hear you, I see you, I love you. I get this feeling. The feeling of invisibility sucks. It's so awful.

It's so hard. That is also something that I teach on and I help my students through is that feeling of invisibility and it's heightened because of how people engage on social media right now.

But if you're not telling yourself that you are invisible, then you are imagining a certain group of people watching you. You're imagining a certain conversation happening. Katie, oh I do this in my mind. I'm updating them.

I'm not informing them as if they didn't know. Katie, this is the best way to describe this. Yesterday, my live, you can go back and watch it. It's on this page. I'm wearing a blue Fendi. You'll be able to see it.

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

Ep #299: My Most Recent Selling Mistake and What I Learned

Listen, that was my thought model.

That's exactly what I was doing. I'm updating the world on what's happening in 2k for 2k, as if the world already knows what's happening in 2k for 2k. And when you do that, you lose everyone who doesn't know. And the point of building an audience and building your business is bringing in new people.

Here's the other thing that's interesting to think about, and I think the numbers will be wrong because I heard this years ago. Years ago I heard someone requires hearing about something up to 16 times depending on what type of buyer they are.

They may need to hear about something 16 times before they take action. And then if you imagine how many times people actually see your posts, like a way to think about it is how often do you see my posts.

The reason I have people on here is I email my list to tell them I'm going live. I post ahead of time to tell people I'm going live. But just my average Instagram posts, most of my people don't see it. There's the algorithm happening, there's all the other posts happening, it depends on how long they scroll on the internet, it depends on if they're looking for it, if they actively go to my page, so they're not even seeing all the stuff.

So if you're imagining that people are seeing your stuff all the time, they've seen every single thing you've done, and then you imagine they've heard about your offer many times, and typically our brain thinks if someone's heard about it one time and they didn't take action, then talking about it another time is too much.

That shows up when you're afraid to email people more than once a day or more than once a week. It shows up when you think you're bothering them and you think that you're talking about it too much, that they're tired of hearing about it. It shows up in a lot of different ways.

Ep #299: My Most Recent Selling Mistake and What I Learned

Any form of imagining that people have already heard about it, they already know about it, and if they wanted to take you up on your offer they would have already done it. When the opposite is actually true, people need you to show up constantly and talk about your offer and they need to know all of the details over and over and over and you need to tell it to them as if they are new and they've never heard about the offer.

That is what's required as many times as you feel excited to do it and then the goal in your job is to be excited to do it all the time. To be really compelled to share your offer as often as possible but people need to hear it over and over and over and over.

This is also true, I've done in my \$2 million group, which is my highest level mastermind with millionaires, where I helped them make their first million and their first 5 million and beyond. The same thing is true, I do launch audits for them, but I will go through all of their emails and I will point out all the times they said something, assuming everybody knows what they're talking about.

So I'll highlight this and be like, I didn't know what this was. And they're like, oh, I talked about it on my podcast.

And if you're in 2k for 2k, you'll hear me do this. I use the podcast like a supplemental way to things I see happening in the group. I'll do a podcast about it to increase the value. It's not just the process, but I actually create a lot of my podcast content with the purpose of giving value to my community.

As I'll tell people, you'll see me do this, I'll say, I don't know if you heard this episode, but I've done this episode about this. Have you heard it yet?

Okay, I really recommend for your specific thing that we're coaching on today, go listen to this episode. I don't assume they've heard it. 300-something episodes. There's very few podcasts. There are a few of

Ep #299: My Most Recent Selling Mistake and What I Learned

them, but there are very few where I've heard every single episode. The Life Coach School is one of them.

I've heard every single episode they've done.

So I'll point out like, oh, you thought people knew this concept because you said it one time on the podcast or because you said it before on social media, but I didn't know what this was. And this is one of the important things. You have to imagine that anytime you talk about your offer, however you do it, if it's on LinkedIn, if it's on social media, if it's an email, it's easier typically in person because you know whether someone's heard it or not.

But on all the social ways or through email marketing, you imagine they've heard it and you've got to recalibrate your brain so they haven't heard it. And if they have heard it, they haven't heard it the way you're going to talk about it today.

And they want to hear it today and every day. Otherwise they unsubscribe. they stop following. Otherwise, they don't read it. But if they're reading it, they want to read it. They want to hear how you're talking about it today.

Because every day that you talk about it is an opportunity to talk about it differently in a way that lands with them. But you have to start from the beginning every time. You can't start in the middle of the conversation. Yesterday, I started in the middle of the conversation. And because I started in the middle of the conversation, people felt like they were in the middle of the conversation. So they emailed in asking what they missed.

It was very clear. Oh, I get it. Mar, that's such a good realization. I changed my offer too much for it to sink in. Yeah, this is why in my 200k Mastermind, I talk about keeping your offer the same so that you can get really well practiced in talking about it.

Ep #299: My Most Recent Selling Mistake and What I Learned

I think in my 2k for 2k, we don't talk about that as much because in the beginning, sometimes you just have to be trying out some new things before you figure out what your thing is.

It's like, I remember there's a video out there of me on YouTube, creating my first niche and my first coaching program, and it was going to be on relationship coaching. And I had to do it for certification. It's so embarrassing. Every time I watch it, I'm like, it's also really cute, but I'm like, oh my God, it's a little cringey.

But like six months later, I was like, oh, I'm not doing that. I'm going to just do general life coaching.

I'm going to coach anybody on everything because I hired my first coach and that's what I coach people on. So sometimes in the beginning, you need a little bit of flexibility to kind of figure yourself out. You don't have to be so rigid and like I have to know now. I talk about that a lot in Offer Week, which is a bonus inside 2k for 2k.

If you are a coach and you are out there making offers to the world, make sure that you remember that there are people who will see the video or the post that you made and they will not be privy to the first part of the conversation. They will not be up to date on everything you're doing and everything you're offering.

They will not know all of the things. They will not know the investment.

Like you may not be talking about the investment because you do consults, but they may not know that you offer consults. They may not know that the consults that you offer are free. They may not know that how they sign up to do a consult with you is by clicking on your calendar link or by DMing you or by commenting on the post. Like they may not know how to get a hold of you and how to move forward with you.

Ep #299: My Most Recent Selling Mistake and What I Learned

They may not know how to take the next step. They may not know what the next step is.

So every time, or as many times as you possibly can, you want to tell them what the next step is. You want to give them that information. You don't want to assume that they know it. You don't want to assume they've been paying attention.

You don't want to assume they've been following you for a long time. You also don't want to assume that you're invisible.

But every time you show up and you do a post or you do a live stream, it's an opportunity for the people who have been paying attention to see you again and to remind them. And they may need you to remind them from the very beginning. It's also an opportunity for them to share it and send it to other people. And for other people that are brand new to see it, if you have a public profile, it's an opportunity for anyone to come on and see it, especially if they like follow the way the algorithm works.

If they follow accounts that are similar to yours, they might be presented with your video and they've never seen you before. And they're like, who is this person? What's the work they do? What do they offer? How do I move forward? What's the next step that I take?

And you've got to make sure that you do that.

So for the rest of the week, as I am promoting 2k for 2k Live, I'm going to be talking about it as if you've never heard about it before. And if you're in my 2k for 2k, I really invite you to share your experience because there are coaches out there who really need this work and are afraid to make another investment that didn't work in their brains. Y'all know how I feel about this. I have a whole podcast about coaching programs that didn't work, but share your experience.

Ep #299: My Most Recent Selling Mistake and What I Learned

Tell them, share it every time if you want, if you feel called to, if that feels good for your heart, share them and tell them every single time because it may be the first time they've heard your testimonial, even if you've said it over and over and over.

And if you're brand new, be ready. I'm going to talk about it a lot and I'm going to fill you in on everything you might've missed. This is the other thing, the reason you have to do it relentlessly over and over and over is you don't want people to miss it.

You don't want people to miss the offer. So the offer that I have now, the program that is open right now, if you've just found me, it's called 2k for 2k. So you pay 2k, and the goal of the program is for you to make your first 2k.

And the reason this is important is because so many coaches fear they won't be able to make money, and they try to make really big leaps to make that happen.

So they try to think about making 100K. They try to think about signing 10 clients. And the magic of 2k for 2k is we simplify everything and we get you focused on serving one person and making an offer to one person every single day to make that first 2k or that next 2k or that next. I even have a podcast where I talk about making a million dollars 2k at a time.

The 2k, or it could be 5K for you, your offer may not be \$2,000, but if you're lasered in those first few thousand dollars, that first few clients, what happens is it actually makes what you need to do to get that first client more simple and more tangible.

The to-do list shrinks. If you're thinking about writing a post and impacting just one person today, that's very different than if you think I've got to build a whole audience and I've got to try to collect an audience with every single post I write.

Ep #299: My Most Recent Selling Mistake and What I Learned

It's more effective and the person that you're speaking to feels like you're speaking directly to them when you're thinking of just one person. So we went against the industry norm at the time when I created this program where everyone was selling make your first 100K and I was like, the gap is too big.

You've not made any money. You don't know how to make 100K from nothing.

But you could figure out how to make your first 2k or assign your first client. And the beauty of that is just the simplicity and the tangibility of it all of just focusing on that one person and making that first 2k and then actually going out and doing it every single day. Actually going out and showing up for your business every single day.

Focused on today's the day I'm going to get the first client. And then the mindset magic of this is I always tell coaches the easiest way to believe you can make money is to go out and make money. So what coaches want is they want to believe they can make money and in order to do that it feels better to their brain and their body to go create a website and start a podcast and think about their client avatar and figure out their client messaging and figure out how to make that perfect and figure out what their niche is and to obsess over their pricing and their offer and make sure it's the perfect offer for the perfect person that is their client avatar and to make sure what they're saying to them is clear and it makes sense and all of that is busy work.

It feels very productive but it doesn't actually involve engaging with another human being. So you can easily, when you're doing that work, creating lots of content, you can easily believe that it will be possible for you to make money but it actually doesn't produce making money because it's not the activity that actually creates money.

Ep #299: My Most Recent Selling Mistake and What I Learned

The activity that creates money is meeting people and talking to them and telling them who you are and what you do, and giving them value and offering to help them. Like that's the actual thing that makes money is you have to be engaging with real humans every single day. You have to be serving real humans every single day.

So in 2k for 2k we talk about the whole point, the whole goal is you focus on serving people and making 2k today because the fastest and easiest way to believe you can make money is to get out there and make money.

There's no shortcut and it doesn't feel as great to go out and start telling people about your offer and actually taking a stance and making an offer and being willing to be rejected feels a little bit harder than like spending time creating a podcast and thinking about future people who will pay you in the future at some future date. It's all in the future. It's all very big and ambiguous.

And so we bring it down. We focus on five simple steps. Organic marketing, which is marketing without paying for leads.

Getting out there, grassroots, building your audience, whether that's in person through networking events and I used to go to parties, anything, anyone invited me to dinner, I went out. It was an opportunity for me to engage with a human outside of my apartment at the time. I took it and then I was also showing up online and I was also giving value several ways online.

I was in groups, I was on my Facebook page, it was all for a very specific purpose of serving people but I showed up every day, every single day to my business to offer some value and to make an offer, at the time it was to sign up for a consult with me. I got very creative in doing that. So that's the most important thing.

And then one of the things I help people with in 2k for 2k is figuring out the energy of a really compelling offer. How to make your energy clean and get

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

Ep #299: My Most Recent Selling Mistake and What I Learned

out of graspingness and desperateness and get energy. Because I was telling someone in 2k yesterday on our weekly call, I said the more you need something from someone the less they want to give it to you.

The more you need money from them the less they're going to give it to you. The more you need them to agree with you on a consult, the less they're going to agree with you. The more that you need people to pay attention to you, the less they will.

The more you need people to engage with you, the less they will. It has to be for them, it has to be in service.

And so we talk about that when it comes to making offers. And then clean selling is how to get your head on straight when there's money on the table for you, but you really just need to serve the client. How do you have a powerful coaching conversation? How do you have a powerful conversation about objections they might have, about things they say to you that keep them from making an investment?

Like it would be better to do it next month. Next month I'll have more time. I have a trip coming up. It's not a good time. I'll make the payment in a couple of days. Like I just coached someone in 2k on this.

She said, I get a lot of consults. I'm not closing a ton of them. And when I don't close them, the thing they say to me is that they're going to pay in a few days. Like they say yes, but they're going to just sign up in a few days. And then they don't.

Or actually shouldn't even say they don't.

I just asked her how many of those people, when they say they're going to pay in a few days, how many of them actually do? And she said, none of them. And I asked her, what would keep you from telling them that? From saying, listen, that's fine. You can pay whatever you want. But I do have to

Ep #299: My Most Recent Selling Mistake and What I Learned

tell you that every time someone tells me this, and I do a lot of these conversations, and I do a lot of free consults, that's part of my profession.

That's what I do is I let people try out coaching before they actually sign up for coaching.

Every single time someone tells me that they're going to sign up later, they never do. It's never once happened. So I just want you to know in case you really intend to and you really want to, there's something that happens in the brain that actually it just never ends up happening. And I'm invested in helping you get started because that's the hardest part is getting started, signing up. It's the hardest part to take a step forward towards what you want.

It's the hardest part.

And so I asked her, it doesn't have to be those words, it just has to be your words, but what keeps you from pointing it out to them? And she was like, Oh my god, probably like the desperation I'm feeling and I don't want to make them mad and I don't want to confront them and I don't want it and I was like, it's not confronting them. It's serving them.

They're telling you something and either they're telling you that because they don't feel safe to tell you no and in that case you didn't create safety for them or they're believing they're going to do that and then they're not and if I say some shit that I'm going to do something but it's a deflective thing and it's going to keep me from actually doing it like oh start next week I want my coach to tell me actually if you don't start now, you're not starting. That's the trend.

That's the thing, right?

So there's something that has to happen in your body. I call it clean selling in your body and like in your emotions and in your brain. There's something that has to happen for you to be able to say the most honest thing, the

Ep #299: My Most Recent Selling Mistake and What I Learned

most service-based thing, the thing that helps your client the most and gives them the most transformation and helps them get started and take themselves seriously. Like whatever that ends up being, it's different for every person, but you have to be willing to say that and you can't say it if you're feeling desperate.

So I teach you how to do that, how to feel the same way you feel when you coach your clients, how to feel that same way when you sell to them.

That's clean selling. So we cover organic marketing, making offers, and clean selling. And then I teach you a five-step process to make consultations highly valuable for your people. And it doesn't involve winging it, and it doesn't involve coaching.

And people think winging it makes it feel more authentic. It actually makes them feel less safe, the client.

They feel less safe. They don't know how to get the information to you. So they don't know if you have all the information. So then they don't know if you can help them. So you don't want to wing it.

And then you also don't want to coach them.

You think it's giving them a taste of coaching, but it's actually coaching them without permission. They haven't actually agreed to be coached yet. And it gives them the opportunity to disagree with you, to be triggered, to be mad, to feel defensive, takes them into an energy of trying to solve the problem on the call when you can't actually maybe solve the problem in one hour and maybe it requires six months of solving the problem.

So you open up the problem in their mind, but then you don't actually make them feel hopeful about it because they're too worried about thinking about the problem now. Their energy gets really low and then they can't make a decision to buy. So you don't want to wing it and you don't want to be coaching on a consult.

Ep #299: My Most Recent Selling Mistake and What I Learned

And so I walk you through what you do need to be doing for it to be extraordinarily valuable for them. If you do a consult the right way, your client will leave feeling like that call was the best hour that they spent and that their life has changed. Even if they don't move forward with you, they will be like, holy crap, I have a lot to think about. This was really powerful without ever coaching them.

And then there has to be a conversation about making a decision. I call it overcoming objections, but we also call it helping people make a decision because some people have a hard time with overcoming objections.

They think it's convincing someone to buy. It's not convincing someone to buy. If you're convincing, it's because you're attached and you're not clean and you're actually not doing it right. Convincing isn't for the person, that's for you.

But helping someone make a decision and take action on the thing they want, I call it getting them to move. I always tell people when it comes to overcoming objections, listen, if people knew how to move without your help, they wouldn't be signing up for a consult.

If they knew how to show up and be accountable to their life and be intentional with their life and get the results they wanted, they would not be on a consult with you.

So anyone that signs up for a consult might be struggling a little bit with moving towards their desire and what they want. And the first step to moving towards their desire and what they want is signing up to get help to move for what they want. And so that part is going to be difficult for them. Their brain is going to tell them that they don't have the money for it.

What they're really saying when they don't have the money for it is I'm afraid I'm not going to get value for this money that I'm going to spend.

Ep #299: My Most Recent Selling Mistake and What I Learned

That's what's actually true. Because if I believed I was going to get the result, would I be willing to part with the money if I believed the result was guaranteed, if I could buy it off the store shelf?

If Target was selling, losing 10 pounds, if Target was selling, healing generational money trauma, if Target was selling a better relationship with your kids, if Target was selling, making more money in your business. And you can just buy it off the shelf and the result you opened it up and there was the result you would find the money to do it so when we say I don't have the money what we're really afraid of is I'm not going to get what I want from that one.

I don't have the time the same thing is true I'm afraid that if I invest time and energy I'm not going to get the outcome I want and so it's going to be wasted we're afraid of wasting money it's not that we don't have money we're afraid of wasting it it's not that we don't have time we're afraid of wasting it. And we always think tomorrow will be a better day to take action than today, than right now.

And so we have to get really powerful at having this conversation or you're going to have a lot of people that will tell you yes and then they will never make it to the first call. Or they will tell you they need to think about it and you'll never hear from them again. Or they will tell you yes and then they will email you and tell you no.

You'll schedule a follow-up with them and they'll message you before the follow-up and say they thought about it and it's not a good time. They'll tell you finances are tight. They'll tell you it's not a great time.

They'll say they talk to their husband and their husband thinks they should try it on their own for a little bit first, or they talk to their wife, and their wife thinks like, you know, whatever. They talk to someone and someone thinks they should just try it on their own, or they're going to tell you that they need to try it on their own first.

Ep #299: My Most Recent Selling Mistake and What I Learned

Like, oh, I'm seeing how much money it's going to cost me to fix this with help. I should probably just try it on my own first. But if they knew how to try it on their own, they would have already been trying it on their own. So you have to know how to have this conversation.

And these five things, marketing organically, making powerful, clean offers that are compelling, being clean in your mind and in your body, and running a powerful consult that is not winging it and is not coaching, and then being able to overcome your client's objections, those are the only five things you need to learn in order to get your coaching business off the ground, to make your first dollars, to make that first 2k, to break into the industry, to get coaching clients on the calendar. It's the only thing.

Everything else beyond that is something that allows you to believe you could be making money without actually having to do anything that feels risky. Starting a podcast in the beginning allows you to feel really good and put content out to the world, but it doesn't actually have you engaging directly with people.

Starting a funnel and worried about creating emails and videos and figuring out how someone's going to go through that funnel and then figuring out ads to pay for that when you don't even know how to talk about your offer, distraction. When you've never closed a client, distraction.

Worry about how AI can help you with your business, distraction. Thinking about recording content for a program, distraction, it's all a distraction.

Obsessing over the niche, obsessing over the offer, obsessing over your pricing, all a distraction. We solve that in 2k for 2k in one conversation. I teach you my Irresistible Offer Protocol. You answer all of the questions with the protocol.

You make a decision. I always tell my students, there's no right price. There's the price that you choose and then you sell yourself on every single day.

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

Ep #299: My Most Recent Selling Mistake and What I Learned

Every day you wake up and you're like, why is this the perfect price for my client? Why is this the perfect price for me? Why is this the perfect investment for this offer?

You just go to work to sell yourself. And when you are sold on your offer, other people will be too. When you're telling yourself it's too expensive, other people are going to tell you it's too expensive.

So all of those distractions can easily be solved, but the thing you have to do is focus on these five things. And those things are a little bit harder because they have more risk involved because you're interacting with other humans and there's failure involved. But I also teach you how to evaluate.

So every single time you make an offer, every single time you have a conversation, you can do it better.

Each time you show up, you'll be a different person showing up to that next attempt. And if you're willing to do that, I'm going to tell you a really powerful story to end this. This is why I realized this work was so powerful. How I started is, it was really simple. I just made a video online and I told people I was doing a free six-week coaching for 12 people, or 10 people at the time.

I ended up taking 12. As part of my certification, we had to like clock a certain amount of coaching hours.

And so I said, if you've ever been interested, I call it take your power back. I said, if there's any part of your life that you don't feel highly powerful in, I will help you in the next six weeks. I will help 10 people for six weeks take your power back in one area of your life or all of your areas of your life. And so I signed up those people.

And then at the end I did a consult with all of them to see if they wanted to move forward. And then I also started booking consults from just putting out information, making offers and showing up in my business. And my first 12

Ep #299: My Most Recent Selling Mistake and What I Learned

consultations all said no. And at the time, my coaching package was \$5,000. And every time someone said no, I realized that I had lost \$5,000.

And at the end of the 12 people, I realized that \$60,000 hadn't been on the table if I had just known how to close them on the consult.

And that blew my mind. That made me realize how important learning how to sell was because every person you lose, you're not helping them, but you're also losing that money.

The way we think about it is like, oh, some people buy, some people don't. And so like, it's normal if I get 50 consults and they all say no, like that's normal. We don't think about the money on the table. And I know that it feels bad to think about the money on the table, but here's the good thing about being willing to feel so terrible about all the money lost.

Like when I thought about the fact that \$60,000 had been on the table and I had lost that \$60,000, what I realized is I never wanted to lose that \$60,000 again and I never wanted to lose those clients and I wanted to make sure that I figured out that conversation and I made it the most important thing ever.

And I learned this way before I got to the 12 nos, but what I started doing is I would get off a consult and I would write down every single thing on the consult and every part that I got stuck and everything I didn't know how to handle and everything I didn't do as well as I thought I could do and everything they said that was an obstacle or friction to move forward with the coaching, and then I thought about how I would solve it again differently next time.

And now I teach my students an evaluation process to get better every single time, so that you stop leaving money on the table, you stop leaving people who need help hanging, because that's what happens. If they reached out for a consult with you, and they got on a consult with you, what

Ep #299: My Most Recent Selling Mistake and What I Learned

it means is they really wanted help, and you shit the bed. You didn't show up for them 100%.

You can feel bad about this and let that motivate you.

You can be like, I'm never letting someone walk away again. Like, I'm going to figure this out because I don't want to leave them hanging. And one of the things I always say is, if they reach out for a consult with you, some people shop around, but most people, you're the only person that they're ever going to talk to about their problem.

You're the only time they're ever going to be willing to be courageous to talk about it. You're the only person they're ever going to take a chance with. So if you don't take it seriously and you don't feel that emotional regret, screw the pooch, that's what it is.

I think shut the bed though is also a saying, but it's probably not as classy. Screw the pooch, yes.

I want you to really think about this. You may be the only time they are ever brave and courageous enough to talk about their life and their hopes and their dreams and what they want to create and the problems they're having. And if you don't take the sales conversation seriously enough to master it, you let them walk away and they may never get help again. You may be the only person they ever talked to about it.

the one time they felt courageous to do it.

You've got to take it seriously. Everything is on the line for them, but also it's on the line for you. And when I realized that, I went so hard into figuring this out that I became a master at it, and now it's what I teach people. And it's the most powerful thing you can learn, because when you go to sell through email marketing, it's the same thing, but it's a much harder conversation because you don't have the direct feedback from the person like you do on the consult. Webinars, same thing.

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

Ep #299: My Most Recent Selling Mistake and What I Learned

Podcasts, same thing.

So if you can't master that sales conversation you're not going to master email marketing, and you're not going to master podcasting, and you're not going to master ads. You're not going to master any of the next level things required to make hundreds of thousands of dollars, or even millions of dollars.

If you do make millions of dollars, I will tell you so many of my colleagues, they struggle with this, they struggle with the sales conversation, they struggle with conversions, it's the number one thing they think about, because they don't have that skill mastered. It's the most important skill you start with, besides like just knowing how to coach, but I think the more you coach, the better you get at coaching.

So the most important thing is you get clients through the door if you want to be good at coaching.

And I always say selling is coaching, coaching is selling, it's both of those things are getting people to move towards what they want. So when you get really, really good at that, everything else in your entire coaching business gets easier.

And this is what we do in 2k for 2k. It's a \$2,000 investment. I want you to think about this because I know that that's a lot of money, especially right now. And it could be easy to tell yourself that you don't have it.

But I want you to imagine that it's \$2,000 for you to have a sales mentor who will teach you how to get clients every single week indefinitely.

I still sell the program and it's my signature program. And I only say that because some people think lifetime access means like until I die. I don't know if I'm going to be doing 2k for 2k when I'm 98. Hopefully I live that long. That's the only reason I say that.

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

Ep #299: My Most Recent Selling Mistake and What I Learned

I don't plan on closing it. It's my signature program. I've been running it for six years, but I do feel like I have to caveat because people email it and they're like, what do you mean until like Stacey dies? Until I die, what does lifetime mean? And I'm like, no, I do not plan on working that long in my life.

But I do plan on being here for a while.

I feel very attached to my mission. I feel very like convicted in my purpose. I do plan on being around and this is my signature program and I've been running it for quite a while. So as long as it's there, as long as I'm still coaching, all the things, I'm still having that offer, you get access to it.

So imagine being able to have access to help and it's not just me. I also have a team of coaches who answered 40,000 coaching questions from coaches in the last six years and you can get unlimited coaching from them.

And you also have the community of all the people who have come before you.

And one of the most important things I will tell you when you're trying to get your business off the ground is if you're the only entrepreneur you know, you've got to be in a room where people are having this conversation every day so it can normalize it for you. You've got to be in a conversation where you're learning from other people's conversations.

If you don't have a consult and you go three months before you ever have your first consult but you're in the community reading about consults you're actually gaining consult experience just from being exposed to it. It's so important and like I said right now there has never been a better time because I'm actually going to run everyone through it live.

To be highly in the program.

Ep #299: My Most Recent Selling Mistake and What I Learned

Like I've never taken people through it live. It's always been a go at your own pace. You still get access to that after that. But this one time for the next five weeks, our weekly call, I'm going to get on and teach for 20 to 30 minutes on every step of the process. And then we're going to coach and do examples for that specific step that we're talking about, whether it's marketing or selling or making offers or overcoming objections.

And then we're going to have group discussions throughout the week.

I'm also going to create a chat with me, so you'll be able to chat with me. I'm not going to be on it like every second of the day, but it's super fun. It's like being on a text thread with me and a bunch of your co-trends. I had so much fun with this and served. So you're going to get five weeks to go through all the content.

I'm also going to give you two options.

I'm going to give you the immersive path and then the essentialist path. So if you're like, how much time is this going to take? Like, I'm going to give you the most important lessons to go through over the five weeks. And then if you want to go through all of them, I'll tell you what you'll need to do to go through all of them as well.

But imagine in five weeks knowing so much more about selling than you know now, and the difference in results that that will create for you. Imagine making that first 2k or increasing your conversion rates, because that's the other thing people ask me.

The most frequent question we get is, what if I've already made 2k?

And the thing I tell you is how you know that you need to be in 2k for 2k is if you're losing money, if you're leaving money on the table, if you're leaving people hanging that need help, every single time you're doing that, that could have been a yes. If you are not closing the rate that you want to, if

Ep #299: My Most Recent Selling Mistake and What I Learned

you're not getting as many consults as you want, or you're not closing as many as you want, that's the main two things we talk about.

And because the conversation is so constrained, it's very potent. That's what we do. We get consults and we close them in this program.

And you're going to think about selling in a way that you've never thought about before. Because I think about the client perspective, that's my background, is engaging with humans in real time and understanding the psychology of the client and what's happening for them during the buying process and meeting them where they are in a really service-based way.

So if you want to sign up, if you are not in 2k for 2k yet, you can go to staceyboehman.com/2kfor2klive. Now you could also get there from just my standard website. You go to staceyboehman.com, you'll see the 2k sales page and you can go through there and there's no difference. It's just the staceyboehman.com/2kfor2klive just gives you information about the live event that we're doing.

But make sure you sign up. We start Monday. If you sign up before Monday, you can start with us and be there. And there will be replays. We have a private podcast, so you can listen to the replays in private podcast. You can listen to them in our member portal or watch them in our member portal.

So there'll be a lot of ways to engage with the live streams or with the coaching calls if you're not able to make the live calls.

The schedule, by the way, if you're looking for the schedule, it's in the FAQ page on the sales page, staceyboehman.com/2kfor2klive. It'll answer all those questions. You can save all the calls in your calendar. But if you sign up today, you can start going through some of the stuff and get a little bit ahead and get your toes wet. Is that the saying?

God, I should stop saying sayings. I don't know what any of them are.

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

Ep #299: My Most Recent Selling Mistake and What I Learned

Okay, so this is what I wanted to share with you today. Do not forget that people need you to say the whole thing. They need all of the information and they need you to say it to them like they are brand new. Don't forget that people have not been following you.

They don't know everything, they've not been paying attention. You've got to treat every conversation like it's a new conversation online. Don't make the mistake I did yesterday.

All right, I hope you guys have an amazing day and I will talk to you soon. 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.