

Ep #312: The Million-Dollar Year



Full Episode Transcript

With Your Host

Stacey Boehman

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

Hey coaches, welcome to episode 312. I am right now spending the month preparing for my best year ever. You all, I'm so excited. 2025 will be my first official decade in business. Isn't that crazy? I started my business in July of 2015. So, July of 2025, I will have been in business for one whole decade. And I have an incredible plan for this year and the wisdom that I'm going to share with you. This is actually going to be my year of creating what I call intellectual property.

This is where I get all the things I know over a decade of running a company. Most of those years being at the million and multimillion dollar level. I have been mining my brain for at least the last year, but very intensely for the last six months. And I have so much that I want to share with everyone in a lot of different ways. I'm going to be sharing on the podcast. I'm filming new modules in what I call now my legacy offer suite, which is 2K for 2K, 200K Mastermind and Two Million Dollar Group. Those are my containers where you come, and you learn to make money with me.

And in my 200K Mastermind, actually I just filmed three new classes, the objection stress test, strategic business offer planning, and anti-hustle philosophy. And my students have been freaking out. The objection stress test is a miracle. It is a work of art. It is so, so good. It got into a module and dissected down everything I do to objection stress test all of my offers before I release them. It is brilliant.

And I'm also at the same time as coming up with new ideas or distilling down information that I've always been teaching better and easier to digest in my legacy offers, I am also creating an entire body of work on entrepreneurial mindset with the entrepreneur series. I also, I don't know how it's going to fit in yet, but I also have something really special that I have been creating for my 10th year celebration. So, I don't know where it's fitting in, in all of my offers that I currently have, but just be prepared.

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Next year is the year, I spent all of this year restructuring my business, really just creating an engine that could be prepared for this next year for me to really dive into all of my experience, my wisdom, my knowledge, the way I see the world. And be able to package that up and offer it to all of you over the next year and I'm doing it with that energy of a decade in business.

So, there are a lot of exciting things happening in 2025 and they're being created now in December. Although we're not publicly launching anything, in the background this month I feel like I've been working harder than ever to prep for all of these things coming in the future. And so, I was originally going to launch something and then I just decided I'm going to launch it in January because I really want to just lay a beautiful foundation and be very introspective in December and really putting things together and teasing out everything and curating that path.

I felt like I curated such a beautiful path at the end of this year with my entrepreneur series and mixing it in with my legacy offers and really giving everyone such good spaces to come and such good energy to work on their business and hit their goals and tap into my [inaudible]. And so, I'm just taking the time to kind of recalibrate and replan for the rest of all of the wisdom that wants to come out of me and all of the things that I'm going to be offering next year and all the ways that I'm going to help my students.

And one of those things that I've been really focused on in December this month is the Two Million Dollar Group. We are opening for enrollment January 21st through January 26th. But unlike any class I have ever offered, this will be the first time where this offer will now become a full year program. I have been really studying millionaires and those who are at the £1 million level and the ones that actually make it there because it's a small percent. This is an extraordinary thing to do. I want you to know that ahead of time.

If you're thinking about doing it, it's an extraordinary thing to do and it takes an extraordinary person. It takes extraordinary thinking. It takes extraordinary commitment. And I've also thought about those who haven't

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made it. And specifically, that first attempt at this scale because I really think it matters, that first climb to the top. And I really just genuinely, my fullest, most authentic truth in this moment with all of the experience I have and the decade in business, I really think it takes a full year.

It takes everything you've got and in fact, it took me longer. It took me 14 months to get to a trailing or rolling, whatever you want to call it, trailing 12-month revenue, rolling 12 month revenue of \$1 million. It took me 14 months from the time I actively committed and started working towards it. Now, just six months later, I did it in just six months. But that first time, that \$1 million 12-month period, that first \$1 million year was hard and it took all of my commitment. It took prioritization.

It took the highest level of all in that I had produced other than when I first got my business off the ground. So how you know that you're capable of it is if you just remember what it took to get your business off the ground and if you fill up for that and excited about that. Except instead of getting it off the ground, you're getting it off the multiple six figure level and into the \$1 million level. You're going beyond the clouds. You have it in you, but it does take that. It takes that.

And I really want to coach the kind of student who is committed to that. Not trying it on, not seeing what it's like, not testing the waters. I have thought about this as I'm thinking back to my decade in business and all of the biggest moments of my career. I had none of those thoughts when I started my \$1 million year and my \$1 million journey. I had no thoughts of trying it on. I had no thoughts of let's see what it's like. I had no thoughts of testing the waters.

I had no thoughts of let me try this coach on, this method on and see if it works. None of those thoughts were my thoughts. My thought was, if you want to know what it was, I'm going to tell you, the only option is to succeed. That was it. I have thought about what got me through everything, what made me so coachable.

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My husband in his vows, I was just recently watching our wedding video, and in his vows, he tells the story that I was selling \$36,000 one-on-one coaching packages. And I stopped selling those to sell a \$2,000 program. And he thought I had lost my mind. He thought this is not going to work. And then at the time I think that I had gotten married, we had 1,000 paying customers. So, I had made \$2 million exactly from that \$2,000 offer. But my thought that got me there was the only option is to succeed. The only option is that this happens.

And I made that decision at \$300,000, right around that period, I remember, I was living in a 600 square foot apartment with failing insulation. So, what that meant is in the winter, if you don't live in a place that has a winter and it gets very cold, it was so cold in my apartment that we had to have space heaters to keep us remotely warm and I mean, remotely warm.

My husband actually says it was the best sleep he ever got because he tends to be a really hot sleeper. His legs feel like they're 1,000 degrees. I get so mad at him when he moves over to my side of the bed, and I feel those hot ass legs, I'm like, "What are you doing?" But he says that was the best sleep he ever got. But for me, what I remember about this is I had no insulation in my apartment, and I am freezing all of the time. And this is tied to my \$1 million commitment because I remember that my lease was coming up for renewing for that apartment.

And I remember I went on this walk with my dog through the apartments that I lived in. One of the nice things at the time was they actually did have quite a few walking paths that I could take Bear on. And then it was also tied to this giant field so I could take him to run around and there was a park nearby.

But I remember a specific walk where I was walking around thinking about the renewal for this apartment and knowing, actively having the conscious thought that I was making five times what anyone else living there was making or more. And considering who I was living around and it had just kind of become run down quite a bit. We had neighbors underneath us. The

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cops would get constantly called because they were doing something drug related underneath them.

And I just remember thinking, I'm living in this apartment, and this doesn't quite feel like the living experience I should be having, and I have to make a decision. But the decision I made was, I can spend my time and energy finding a new place, moving, adjusting, buying new furniture, getting absorbed. You all don't know how we get absorbed when we're moving. It becomes the whole thing we're doing. I'm moving. Don't you know, I'm moving. There's so much energy required. I'm unpacking, I'm moving. You all know what I'm talking about.

So, I had this conscious thought at \$300,000 that I can spend my time and energy moving or I can make \$1 million. I think back on that all the time and I'm like, "Who was I?" That was an intense level of commitment. When I think back, the thing that had me making decisions that way is \$300,000 felt temporary to me. I really believed it was a quick landing spot. And just like I tell my students the fastest way to believe you can make money is to make money. I knew that the faster I got to \$1 million, the more likely I was to get there, and I still believe this is true.

I also know there are exceptions. I had a student once in 2K that came in and had been in business for 10 years and hadn't made any money. And then she went very quickly to her first dollars, to her first \$200,000, to her first million, to her first two million. So, it's not that if you don't get there quickly, you can't do it because I have seen the opposite of that. But I do think as I think about my experience, as I think about the millionaires that I know who made it happen, when I think about the people who I've helped make millions.

The people who are committed to getting there quickly and they've already got it on their radar at 200,000, 300,000, they're like, "Okay," the people that decide multiple six figures is not the landing place. It's not the arrival. It's the quick landing spot. It's the break. What's the thing when you're flying, and you have multiple stops? You're transferring. I don't even know what the language is, but you guys get what I'm saying.

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We're so annoyed. We love to fly to Miami. It's our favorite place ever. And ever since COVID, they have no direct flights to Miami. The layover, that's it. See, I needed to just tell the story about my annoyance. We either have to take a 6:00am flight, which is so hard with a toddler, or we have to have a layover. And we're like, "Why are we laying over for a two-hour flight to Miami, an international airport?" What is happening?

Okay, long story short, 300K for those people where they believe multiple six figures is the layover to the destination, millions is where we're going. Those are the people that succeed the fastest. And the faster they get to a million, the more likely they are to get there. I know that's kind of a weird concept to think about, but the faster you decide to make millions, the more likely you are to get there. Just think about that.

So, one of the things I didn't want to do is I didn't want to entertain any sort of comfort at multiple six figures. And what I know is that it's so easy to do that. It's so easy to feel like things are so good, to get really good at coaching and selling, to get comfortable, and then to start fearing losing something. And I only wanted to gain something. So, I remember in that moment, I'm taking a walk in my little rundown apartment complex from my 600 square foot apartment, which I know if you live in New York, that feels gigantic, but in Louisville, it's quite small.

And I remember thinking, I'm just going to renew the lease because I'm not at a million yet and it deserves all of my energy and attention because I'm not stopping until I get there. And again, I'm not saying you have to do that, but I'm saying there's something about, if you study millionaires, they have that sort of lasered in high level of prioritization and commitment. It's just who they are. They see themselves as becoming millionaires, as going to millions. And it's the bigger priority over comfort and breaks and landing spots.

And they're not afraid to lose the 300K business because that was never the business they were building. They were building the \$1 million business. That's truly, I thought I was never building a \$300,000 business. The only reason I actually remember being at 500K is because I did a

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webinar that I had said, “I’m going to walk you through the five-step close process that I have used to help me make \$500,000 in the last 12 months.” That’s the only reason I even remember that time period. Some of you might’ve been on that webinar where I sold the mattresses, remember?

That is the only reason I even remember 500K. 300K was the first time where I was like, “Okay, this is legitimate, let’s start the climb.” I believe I could maybe triple my revenue and do this in one year. But everything else between 300K and a million, it was a blip because it just wasn’t who I was going to be. And even that year, I got engaged that year, but I decided a wedding wasn’t consuming me either, it was not taking me off track.

I actually planned a really incredible wedding, beautiful, stunning, Napa wedding, but I wasn’t letting that take me off track. Because I really just believed the faster I get there the easier it will be to believe that I can be a millionaire. And when I say the faster you get there, this doesn’t have to come from hustle, but what it does come from is not delaying, distracting or simply dreaming of it, but by doing it, by creating it now.

And this again is the type of person I really want to help go to a million. And this is the type of room I want to create. And this is the type of year I want to spend. So, I have found that a few things happen in the first year, scaling to that first million dollars that I think is important to this decision. So, the first is there’s a lot, typically, a lot of cleaning up to do. A lot of six figure earners, especially high ones, have created results thus far that may not be sustainable or duplicable. Is that the right word, duplicable, able to be duplicated?

But those things don’t typically get exposed until you try and sustain, grow or duplicate. Does that make sense? So, you can build something and inherently believe it’s successful and then realize the cracks in it only when you get there. And you thought being there would be different or you try to grow it, or you try to massively duplicate it. I always tell my students scaling magnifies, what is it working and so we need time to fix that stuff first. And that can be business models, that can be client funnels, the way you get your clients, that can be operations, what’s happening in the background.

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Most often, a lot of times, it's mindset, not having enough capacity, not having a big enough self-concept, carrying old past self-concepts and life circumstances with you that create a ton of fear and attachment to money and to comfort into where you are. And scaling ignites a lot of lack of safety, not having enough failure tolerance, your first \$1 million year, you will fail in probably one month more than the six-figure earner will fail in a year if you're really trying to scale, if you're really going for it.

And that could be maybe an exaggeration, but I don't know. If it's easier to think you will fail more in a quarter than a six-figure earner or multiple six-figure earner fails in a year, that felt very, very true for me on my scale. You are racking up the fails, learning from them. It's actually such a weird thing when you move to the one-to-many model and you are selling a bigger audience and becoming more visible and making more offers and having more eyeballs. You actually do have a higher percentage of no's and there is a tolerance that has to come with that.

I get more no's in my year than maybe all of your years combined right now. I just have a different level of tolerance for it, if you look at the amount of no's. If you think of how many people work with me versus how many people are on my list, how many people come to a training versus how many people buy. The only difference is I don't let it stop me, and I keep making more and more money. If you can see past the more no's, you find out actually I'm making more though. So, there can be a lot of failure tolerance that needs to be built up.

There can be again, a lot of scarcity that is running or the way you operate now is built upon that scarcity. I'm trying to think of how to say that but there can be scarcity humming in the background and holding up the business you have now. It could be a lot of hustle. and you may even know that you can't take any more action than you already are, that you're at the max capacity. And so that's something that has to be fixed long-term to create a scalable business.

And then there's also issues with offer strategies and offer structures. And these are all solvable things, but they do take time. In fact, the problems

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that happen at the multiple six figure level, the things that aren't duplicable, the things that won't sustain, the things that can't be grown. Those things are all solvable, but they take more time to solve and do it right and to solve them permanently. In order to create enough energy and enough visibility and enough problem-solving skills and enough emotional tolerance to go to \$1 million. That takes longer than at six figures.

You can kind of just put out fires and move quickly on and you can throw things at the wall and see what sticks because your business isn't big enough that it can sustain that type of flexibility. But as you're creating a scalable business, you have to solve things much more permanently to create enough space to actually go to \$1 million. So that's the first thing.

And then the second thing that I've seen a lot is transitioning to scalable offers without sales calls. So, learning to market, sell and deliver in the one-to-many business model can be a lot harder for people than they expected. These two things converging tend to create a defining moment for hopeful millionaires. And what will either happen is the hopeful millionaire will either let the goal go temporarily and rewind to the self-concept of the multiple six figure earner for safety or double down and decide to leave that self-concept, go all the way into the \$1 million self-concept and never look back.

And this process takes longer than six months. And even though I see my 200K students understand that making 200K is a journey, especially if they come in at \$25,000. Most of them do not have an expectation when they apply, I always ask them, "How much money do you want to make in the next 12 months?" The 25K earners don't typically tell me 200K. They typically tell me anywhere from 50K, which would be doubling to 75K to 100K. It's typically in that range.

So, they're aware this is going to be a journey and it's going to take a few rounds to get me to the end point. But I've found that when it comes to millions, it's really easy to quit on that journey. I've been thinking about why and I think it's just because it's so rare. We see so few people do it, that we struggle to believe that the person who does it could be us. And I think

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because I had a container that allowed me to have a full year to transform, I did.

And in fact, I stayed in that container the next year and the year after and deepened my skill sets, my self-concept, my belief systems, my skill sets to then create 2.5 million and 6.4 million and then to go on and sell \$40 million of coaching after that, in total. And I know that this is rare, but I know it's rare to make \$1 million in the first place. But on top of that being rare, if I had had to decide whether to continue on halfway through that year that I've just laid out to you.

That was the point halfway through my first \$1 million year and my first scale, halfway through would have been the point. I broke this down for myself when I was thinking about this episode. The halfway point for me would have been when I was ending all of my current non-scalable offers, so my one-on-one, my groups, my masterminds that I'd had forever, closing relationships with one-on-one people, having the tears and the cries and having to say goodbye and it was so excruciating. I loved one-on-one.

But even my groups and my masterminds that weren't part of my scalable offers, ending all of those, finishing those up. Then at the same time, I was transitioning to 2K for 2K and learning how to sell that for the first time. At this point, I hadn't even created the *Make Money as a Life Coach* podcast yet. I hadn't even learned that that's how I was describing what I do. And I hadn't figured out how to sell to a sales page or through email. I was learning that.

And I hadn't figured out what I call the PSPR, the language, the communications of how you talk about your offer for 2K for 2K. I think I had actually only sold 2K for 2K once and it was to 12 people. And I was still running the *Diva Business School* podcast. Can you imagine if in the middle of this, I had to decide to reinvest and keep going and keep believing in my \$1 million vision? I had sold 2K for 2K, let me repeat, to 12 whole people and that was difficult.

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I hadn't figured out webinars yet. I was still crashing and burning on those. I would do an amazing webinar like the one where I sold the mattresses, and it would be so brilliant and amazing and so valuable. The most value I ever gave, and no one bought. No sales on the webinar, no sales after the webinar, no sales the whole day after and I would be like, "What the freak is going on?" That kind of failure, getting off a webinar and going and laying in my bed and crying, that level of failure is where I was at halfway through.

So that would be a rough place to redecide to keep going. Now, I still believe I would have. I'm certain of it because even when I didn't get accepted the following year, I made 860,000, but I hadn't crossed the \$1 million mark, and I was the only one in the class. Even when I didn't get accepted, I begged my way back in. And I remember telling my fiancé at the time who is now my husband, I said, "If I don't get in, I'm still making a million dollars." Making a million dollars is not conducive to me being in this room, but also, I'm getting in this room. I'm not being left behind, it's happening.

So, in that second half of the year, here's what I did because I think this is important to look at too because I just offered you kind of a bleak picture. But in the second half of the year, I worked really hard to sell 2K for 2K. All my other offers were gone, and I was totally focused on 2K for 2K. I worked on shedding my hot mess identity. I started showing up more elevated, more calm, more certain. I became a completely different person in that second half of the year. That's when the leader inside of me started emerging.

And by the end of that year, I had launched 2K for 2K five times, none of them hitting my goal. I always wanted to hit 50 and we would do 12, 16, 24, 26, 32, never anywhere close. But I had at least sold it and was working on developing the language and the PSPR and understanding what I needed to say to sell this program. I was on my way, and I created and launched my very first 200K Mastermind class.

And that following January of 2019, that is when I created the *Make Money as a Life Coach* podcast. A full year after my first scale, a full year after my

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\$1 million year, that created my \$1 million year. I launched it in January. I crossed the first \$1 million year in February. And when I launched that podcast, I also came up with my three simple steps to make money as a life coach, my signature slogan. Meet people, tell them you're a life coach, offer to help them.

I created that first week of January as I launched the podcast, a five-day training with those three steps and I had my very first ever \$200,000 launch. So, I went from a 60,000 launch to a \$200,000 launch, from 30 people to 100 people. And then I went on to create my first evergreen sales funnel that would eventually make millions of dollars. To this day, we still run people through this, and they still watch the first video. There's five of them, they'll watch the first one and say, "How do I get into 2K? I want to sign up right now. I don't even need to watch the rest of them. I want to be in 2K," to this day, six years later.

So, the \$1 million year is about stamina, perseverance, determination, courage, resilience, and a dusting of willingness to believe in magic and the extraordinary and to see yourself 100% as a \$1 million earner. But it is a year journey at minimum, especially depending on where you're starting. I highly suggest, if you are at \$500,000, then you give yourself just one year. That is really my suggestion. I'm doubling my revenue, I'm going from 500K to a million. If you are at \$300,000, I would still give yourself a year but be willing to take two.

We have this conversation a lot in my \$1 million group with me. I got from 325,000 in one calendar year to 860,000 in one calendar year, 325 to 860. And then I crossed in a 12-month rolling the following February to a million. But then I made \$1 million dollars cash in that year by June and was at 2.5 million the following year. So, I was willing to take two years to do it.

I remember we talked about going from 325 to 600 and I just knew I had to take the \$1 million seriously at 300K. That to me, I look back and that's where the magic happened, that year of stretch, that year of aligning my self-concept to \$1 million, the year of building skill sets, an offer suite infrastructure, intellectual property to support a \$1 million business. I don't

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think I could have found the how if I had tried to go from 300 to 600 in the same way, stretching myself, taking myself to a place in my brain where the math stopped working.

You guys, ever do that where you're trying to figure out your goal and you believe it based on if you can come up with the math that would support it and if the math doesn't support it, then you're like, it's not possible? So, taking your brain beyond the math, that's where you find out what has to happen to get there. Hey, I could have done 600,000 that year. My coach kept urging me to, to actually slow down. She knew I was going to get there no matter what.

But I look back and I see how much the stretch really worked for me personally. How much the commitment worked for me, but I was always willing to fail. I would not have cried about 600K. I would have been like, "Holy crap, who is this girl that used to sell mops in Walmart and now makes 600,000 dollars?" To me, this still would have been a miracle. And I would have gotten back up and gone again, just like I did. And I really want that for you, for your million dollar a year. Obviously within reason. This isn't get rich quick.

So, as I was planning my year, my 2025, and thinking about the people who have reached out to me, wanting to join and asking questions about the Two Million Dollar Group and people wanting to be mentored by me. They love to be coached by me, whether it's the first million or the next several millions. The thing that kept coming up for me is, I've just always wanted this offer to be a year long. For so many years, we ran it right alongside 200K and it just never really made sense for so many reasons.

But now I've stepped out of that tandem and it's no longer doing what 200K is doing and I've decided that this is really the way I want to offer it. And on top of that, I want to run it as one of the best of the past masterminds because I've ran it differently over the years, always six months. But within those containers, we've offered a lot of different styles of coaching and a lot of different ways of meeting and doing things.

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And so, we've had quarterly meetings with no calls in between where we just do two meetings over a six-month period. Or if you're in for the whole year, four meetings total for the whole year, that's how I did it in my mastermind. I really love that because it required more deciding and then doing that way. Meaning we would come to the meeting. I would get one hour to lay out everything going on in my business, everything in the way of a million, everything I needed to learn to get to a million, all the thoughts.

All the decision making for my business for the next quarter, one hour to lay it out and get coaching on it, decide and be complete and then all the other hours of listening to other people get coached. And then I would have three months to go out and execute before we met again. And then I'd be coming back to show all the things I'd done in between and all the executing I'd done. And we weren't allowed to get coaching by other coaches in the in between. So, I don't have that same rule, but it really did require me to step up.

I had to really become a self-led leader in that moment. I remember even coaching on what would be the value of this, why would this be valuable to not be coaching in the in between? And I really answered that for myself in who I became during that time. So, I think that can be very, very powerful and that's how we did it for a long time. Then we ran it with just weekly calls, and I also see the value of that. I see the value of getting together each week and having consistent touch points and consistent coaching.

And then we've also done weekly calls and meetings. Instead of a whole day meeting, we've done mastermind week where we take that whole day meeting, and we just stretch it over a week so that my clients can still meet with their clients, and they don't have to stack up work the next week. They can just come to one 90-minute call a day and then they can be implementing on the things that we talk about in that call, and they can be still having their coaching calls and their week just kind of hums on, but with the extra added energy of having been in the mastermind week.

And so, we've done that and then we've done weekly calls for the rest of the time. And so, this year, 2025, I am going to offer the most immersive

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best of Two Million Dollar Group experience yet. So, here's how I'm going to run it. It's going to be a 12-month mastermind as I've already said, and we're going to start with mastermind week. I really love the idea of five 90-minute calls back-to-back, having an immersive week that sets the, I call it hype week, but just sets the whole tone and energy.

We're going to do it right after enrollment, the very first week of February. So, five 90-minute calls and workshops we coach, we create, we refine scalable offers. And for the first time ever, we're going to create your \$1 million year plan. So, I created something taking my three-year plan and how I use my three year plan, but tailoring it specifically to the million dollar journey and the million dollar scale. It's going to be so good.

Then throughout our year together, which will really be from the end of January to February of 2026, throughout that time we will also do 40 coaching calls. Now, I'm intentionally creating space here for a couple of reasons. Number one, I want to create space in my year as a CEO because I want to get pregnant, and I want to have space if I'm sick or for a maternity leave.

And one of the things that I've learned in business as you make more and more money and your business gets bigger and bigger, especially as a woman, is that we have to intentionally curate space for life. A few years ago, I packed my schedule so full while also having big life goals and, in the end, I let people down because life happens and there was no space for it. So, I really want to encourage my students, especially women, to have space for life to bring a surprise, for breaks, for rest, for family, for future plans.

So, this year mentorship, I want to be a mix of immersive experiences, long-term mentorship, a mix of targeted and ongoing support that's realistic to life and has space for doing. Maybe it's for you, that space will be doing and getting a bunch of reps in and then coming back and having lots to report. And maybe for you, it will also be for resting.

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I remember also the year that I did 2.5 million, I took a 45-day road trip. We were only doing the meeting, so we had one meeting. And then I worked for a few weeks, then I went to New York to pick out my wedding dress, then I flew back home to Kentucky, and we left for a 45-day road trip that ended for the second meeting. And then I kind of worked the whole road trip as I kind of went and had things planned out ahead of time.

And so, I still had a ton of things to report back to but also, I came back to this meeting having blown my mind that I took a month off my business, for the most part, a month off delivery, a month off of doing the day-to-day. To go live and experience my life and the abundance of my business. And that was huge.

I remember it, for those of you that were at *The Life Coach School*, you might remember this. I got coached on this at a business workshop or something. I raised my hand very sheepishly, sitting in the back, and said, “I would like to make \$1 million next year and go on a month-long road trip with my fiancé and my dog.” And I remember thinking that was the most ridiculous, crazy thing, no one does that. It’s not possible. You can’t take a month off work. You can’t go just take a road trip and you can’t for sure do that and make more money.

And I remember that feeling, just completely impossible. And I remember my coach Brooke saying, “Just put it in the result line, put it in the R line, \$1 million and a month off. Who do you have to become to make that happen? What do you have to do to make that happen?” And that’s the type of thing that is actually really important to start learning at this level in business, because things are going to come up. You’re going to want to take family trips.

Maybe you have an amazing thing that you would love to do, where you want to spend two months traveling Europe. And you want to figure out, how can I create an offer that helps my students get what they came for, but also, how can I take a two-month trip to Europe? And I’m going to really start modeling this with how I structure my offers and the way I deliver content and the way I deliver support.

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I think it's very important, otherwise it can get really easy to start believing that you have to be there all the time, or otherwise your business won't survive and that is a scary place to be. And also, it can create some dependency with your clients. Some perfection, some all or nothing, where you're either there all of the time and it's perfect, or you aren't there all of the time, and then the whole thing is discredited.

And so, I really think that this is a key piece for us to create space, those of us on this \$1 million scale, for us to have space as well. We're going to work really hard. There's going to be some really intense immersive things, and then there's going to be some support, and then there's going to be some space. And so, as part of the targeted support during our year, whenever it best supports along our year, we're also going to have a virtual coaching and workshopping day.

So, I've had rounds where I offer this and rounds where I don't, but it has always been a fan favorite so I'm bringing it back. It's hot seat coaching and workshopping issues, solving for future results or current pain points, back-to-back for a whole day. So, it's a day where you bring something where you're like, "If we could just wiggle this loose. If I could just figure out the solution for this. If I could just make this decision. If I could just know where I was headed in this space right here. If I could just break through this limiting block I've got."

My entire multimillion dollar business was built around these types of days again so, I have a very strong fondness for it. The decisions I made, the coaching I got and absorbed, the whole thing, just being in the energy of multimillionaires and the \$1 million conversation for an entire day is super impactful. So, we're going to have mastermind week. We're going to have calls. We're going to have targeted hot seat coaching day throughout an entire year.

And then on top of that, you also get immediate access to the five-step process that I have created for making millions. So, what you'll actually learn in the program, the things you'll actually do for your business is you'll create a scalable offer, or maybe your second scalable offer. Or if they

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need to be tweaked in any way, the offers that will take you to millions, then you're going to learn how to market, sell, and deliver at scale.

This terminology is very important for me because I could have named it, scaling your marketing, scaling your selling. But to me, it didn't have the same thing that I teach, which is I could teach you how to scale up what you're already doing, or I could teach you what you will need to be doing at millions. And you learn from reverse engineering. And so, I reverse engineer the process, what it will look like for you to be marketing at scale. What does that actually look like? What does selling at scale look like? What does delivering at scale look like? And then how do we reverse engineer it?

And then the most important, the \$1 million self-concept. And then you also get access to the bonus courses, the launches course, the webinars course, the course in email marketing, and the three-year plan. But for 2025, you're also going to get two other things. You're going to get the entire 200K Mastermind, five step process, not to consume, only to use. I'm giving you this because if you've not gone through 200K yet, some people do decide I'm skipping 200K or they find me late and they're already way above 200K.

There could still be some areas of refinement that you find really useful from the 200K process. I've had this happen quite a bit. I've had a couple of students in this current round of Two Million Dollar Group who have gone through literally every single thing in 200K, and they were like, "Holy crap, that was really helpful, and it has made everything I'm doing right now easier and also now everything feels more possible in the scale up."

So, it's not to consume where you need to go through everything in 200K and everything in Two Million Dollar Group. It's just to use the way I film my modules and name them. The modules in the classrooms are very specific to exactly what's taught in there. So, it's very easy to go through and be like, "Would this be useful or not?" Is based on the topic. So for example, there's one teaching in both 200K and Two Million Dollar Group called the

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what and the why, not the how. And that's really about teaching on webinars and teaching on challenge weeks and things like that.

But it's really specific if you're like, "I know I'm teaching too much on my webinars," you see it and you're like, "The what, the why and not the how, yeah, that's me. That's what I need to learn." So, it's very easy to self-select, what do I think could really help me in this journey from the 200K room?

But then as a mastermind student that I am mentoring throughout the year, I really want you to have anything that could help you on your journey with your specific mindset, your specific hurdles. So, I'm also including for you all of the entrepreneur series courses I launch during your time in the mastermind. You'll get them all, any of them that run from January of 2025 to February of 2026 during our time in the mastermind, you get all of those for free. You get to come to any of them that you want. Again, they're not to consume, they're just to use.

So, if you need to deep dive into something and a topic I'm teaching on, there's so many of them that are going to be all level and they're really just developing in general the entrepreneurial mindset. And I've had my Two Million Dollar Group students from this round attend all of them and be like, "Holy crap, that was really good and put me in the energy to really show up for my people." So, you're going to get that too.

So, this is going to be a full immersive experience, but also with time to implement and take massive action in your own business or rest and do something amazing in your life. And this is a smaller group than my other containers. I typically take for this room, just so that you have an expectation, anywhere from 10 to 20 students each round. It's a very small group. It's my most, highest proximity room to be a part of with me.

And this January enrollment that we're going to do, January 21st through January 26th, will be the only opening that we do for the entire year. So, we won't enroll again until 2026 for that calendar year. So, if you're interested in having your first \$1 million year and taking that journey with me, you can

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find more information at www.staceyboehman.com/2milliondollargroup. If 2025 is your first \$1 million year, I want you to do it with me.

Alright, have a beautiful week. I'm going to go back into the office. I'm already in the office, but I'm going to go back into the office metaphorically to create some more things for you all for 2025, deep creation mode in December. Alright, have a beautiful week. I love you all so much, talk to you soon.

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.