

## Ep #327: 200k... In a Year



### Full Episode Transcript

With Your Host

**Stacey Boehman**

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

## Ep #327: 200k... In a Year

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.

Stacey Boehman: Hi, coaches. Welcome to Episode 327. Today, I have a really exciting announcement, a golden opportunity. I am going to be speaking to those of you who know that it is possible to make \$200k in a year. You see that for yourself. You know this is the direction your business is headed, the direction that you want to head, where you want to be. And you want to be in a room who specializes in it. And to date, the 200k Mastermind has created 116 200k earners and 191 100K earners. So this is a room that specializes in this, and I am launching a brand new 12-month 200k Mastermind class that will run from July 2025 through July of 2026.

Whether 200k is on your radar for this year, if you can see yourself achieving this for this 12-month period or you want to be there by the end of 2026, this is your time to have me as your mentor, to have the full power of the 200k process and the community at your back to get it done.

You will master creating an offer or an offer suite, depending on how your business is set up, that can help you create \$200k simply. The most simple, essential way possible is the easiest way to go. You will grow your Self Concept, your skill, and your capacity in marketing, selling, and delivering. Specifically in organic marketing, meaning not having to give up your revenue to ad spend.

I made my first \$200k without ads. And I even had my first \$100K group launch without ads. And I feel so passionately about helping coaches learn a process that keeps more income in your pocket year after year. In fact, even at the multi-million dollar level, I have not ran a single ad in the last year and we have grown my revenue by a million dollars and doubled my profit. So I have a lot to teach in this area.

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Something else we work on in this Mastermind is upping conversion rates on consults and then when you have so many consults and you have so few spots, when your demand is high and your supply is low, then we work on selling through webinars and through emails and creating demand all along the way and learning to sell in a way that every time you show up to sell any offer, you increase the overall value of your brand.

I've been thinking about this a lot for my brand. I really believe every time I show up to sell, if I'm showing up and selling the Entrepreneur Series, people are asking me about 2k or 200k or 2 Million Dollar Group. If I'm selling 2k for 2k, people are asking me when I'm opening 200k Mastermind again. If I'm selling 2 Million Dollar Group, people are telling me 200k is my next stop. I can't wait to get in there, and then I'm going to be in the 2 Million Dollar Group room.

So every time I sell, I am selling for my overall entire brand and I'm going to show you how to be doing that as well. How to be that impactful when you are marketing, selling, launching, however you currently sell, you can be so much more powerful in that process. You can have so much more control and impact over that process.

And I teach you how I have created massive results for my clients in specific timeframes so that my offers are more valuable, they're more reliable, and it really ups my referral game like crazy. Even to date, my business, I've done polls in my 2k for 2k group, and whether it's running ads, I have a podcast every week, this podcast every week, I do organic marketing, I'm on social media, but the number one way that people tell me they found me is through a friend. Someone referred them to me, whether it was to my podcast, whether it was to my free five-day training, whether it was into an Entrepreneur Series course, but they found me through someone they know loving my program.

So I teach my students in my 200k Mastermind how to start tackling 100% results for your clients, how to create massive value so everyone is always

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talking about your work. And this room is also about learning to turn the money faucet on and off.

Think about this, to have control of your revenue and how it flows, and for your money to be consistent and to be able to produce a highest month and then keep doing that month after month. And then to be able to take a break when you'd want to step away from selling, to go on a vacation or an extended sabbatical, and spend the summer with your kids, and then to be able to come back and immediately turn the money faucet on again. That ability gives you control as a CEO.

But most importantly, this is not about making \$200k one time, but learning how to do it as your standard, as how you operate without requiring lots of energy. It's just what you produce.

I used to walk into stores when I was selling mops in Walmart, and I would know I'm walking into any store. It doesn't matter what type of store, it doesn't matter how busy the store is, it doesn't matter what product I'm selling. I sell \$1,000 of product a day. And then I remember a time in my business where I could sell \$200k, like it didn't matter how hard I worked, it was just what I do, I just produce \$200k. And now that number is much higher, and it can be higher for you too. You can grow that number but we start with 200k.

Just like in my 2k for 2k room, we start 2k at a time, well we start this 200k at a time. And we learn to do it without hustling because hustling isn't sustainable. In this container, we do everything with sustainability and alignment, We do it right so that you can keep at it. So it's something that can fold into your life, and you can really have that work-life balance that everybody talks about wanting, but it feels like it's not possible.

Well, if you work your brain and you grow your emotional capacity, if you grow your physical capacity, if you grow your intellectual capacity, your

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money-making capacity, then you have that. You can have that. I have that at the multimillion-dollar level. It is possible for all of you.

But we have to do it without the energy that creates hustling. This container is really about learning to slow down, create a lot of sufficiency, and to be a 200k earner before you even create that money so that when you do, you're not having to hustle to keep it up either. We do it the right way.

And one of the things that our data study showed us in 2024 was that the longer students stayed with the program, the longer students were mentored, the longer students had access to the type of thinking and the strategy that we teach in this room, the more individual rounds they did, which are typically six months, the more money on average they made.

So the typical median result of a student in their first round was a 48% increase in revenue in their business in six months. And then after a second round, another six months, the median gain was 124%. And then after the third round, 165%, all the way up to after six rounds, 316% gain. And that's six-month periods.

So, imagine annualizing this and then year after year, like imagine what it would do for your business to grow 316% over three years. For any business that is hyper-growth, 40% is considered hyper-growth in Silicon Valley. So for venture capital startups and they are blowing through tons of money, and I teach my clients a cash flow positive way of growth. This is everything.

And this 12-month class will be the 13th class I have ran of this program. It will mark close to a thousand students having gone through this process. It has been tested, it has evolved, and it is incredible business mentorship. I am so proud of this program. I teach strategy, I teach mindset, I teach energetics, it all matters.

And I want to invite you to join me, to work with me for 12 whole months, you and me, a year together. This offer is going to be a one-time offer. This

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will be the first, last, and only time I make this offer at the price point that I'm going to tell you.

But first, I want to tell you how it all started. So I recently turned my 2 Million Dollar Group into a 12-month program because I specifically was scaling, I wanted them to have a full year to see the deep changes. It takes 6 months to do the pre-scale at least, then another 6 months to start scaling, and that's like best timeframe. And so I didn't want them to have to re-up after we did all of the hard work of creating their scalable offers and figuring out how to sell that offer and how they're going to position their brand and all of the things that make an offer scalable.

And then we got to do another round at the time where it's the hardest. I wanted to have them have a full year with me to really do it well. I wanted to be able to be with them through their ups and downs. So many businesses, all businesses, are not linear in growth. It's normal to have a better first half and even more common to have a better second half of your year, for your first 6 months to be kind of the warmup and your next 6 months to really be a compound effect of everything you worked on throughout the entire year. That's how my years historically have been.

And so I want to be able to be there for all of that and to be able to capitalize on all of the growth that happens, the failure gold that you receive, and really help you implement faster and faster so that you can have that bigger second half of the year, like the first 6 months, and then it sets you up for the second 6 months. So to be able to have that 12-month period where you're just growing faster and faster, that is the ideal situation.

And you might be learning to sell group for the first time, or changing niches, or niching down. You might be transitioning from part-time coach to full-time coach and out of a career. And then also sometimes in a year of a business, life things happen that affect the business and affect you as the CEO.

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And so especially at the 2 Million Dollar Group level of scaling, I felt like it was really important from here on out that I always had a year with them. And I will tell you, this class has been so awesome. I can feel them relaxing knowing they have more time. And thinking more methodically, slowing down, being willing to stay with it in the process, like being less in fight or flight. And so I started thinking about that for my 200k Mastermind. This program has historically been a six-month program, and we enroll every six months, each six months, that you want to continue working towards \$200k and even beyond. You might want to go from \$200k and one-on-one coaching to then \$200k in group, which is effectively scaling your time and is a whole new set of skill sets that we also teach in the 200k room.

And so knowing the positive effects that this has brought on for my 2 Million Dollar Group students, and also knowing that I'm going to be taking a maternity leave for 12 weeks from August through October to have my baby girl, I wanted to create an offer that was an opportunity. I love creating win-wins and I always want to over-deliver.

So I want my maternity leave to be one of those wins. I don't want to leave people out of being able to grow and have me as their mentor for six months straight. I don't want them to have to wait until January of 2026 to work with me. I've had so many of you asking me, oh my God, are you doing another 200k class? What's happening with 200k?

And so I started thinking about how do I make that a win? How do I make it an amazing offer? What if I didn't have to be confined to the way it's always been? What if I could create something brand new that feels energetically aligned with where I am, something I'm really excited about, something I know I'm going to pour my heart and soul into, and something that really excites me, just gets me compelled and activated and engaged.

And with that, I created what is a really, truly golden ticket of an offer once in a lifetime and for so many reasons. So this 200k Mastermind, let me just



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tell you what we're going to do together. We will start with Mastermind Week in July, the week after 4th of July.

So if you're in America and you celebrate 4th of July and you might be traveling, I have factored that in. We will come back that next week after everybody's enjoyed their summer holiday and we will come back to focus on our businesses for one full week. We will workshop and coach on each of the five steps of the 200k process on daily calls for five days straight.

So day one, we do the 200k offer, and we go over everyone's offer. We make it really simple to get to 200k through that offer. Then we cover advanced marketing, and then advanced selling, advanced delivering. And then we cover on the final day the three essentials to work on for whether it's the first quarter of the Mastermind, the first six months of the Mastermind, but something to focus on because it is a lot of content.

We have students that come in at the \$20k mark, and so they might be taking a few rounds to get to \$200k. It's not a get-rich-quick, it's not an overnight success. It takes time to build a \$200k business. And so the material meets people where they are, whether they're coming in at the 20k mark or whether they're coming in at the 100k mark and wanting to go quickly to the 200k mark, whether you're selling one-on-one coaching or you're wanting to start selling your first group, there are courses and there's material that really covers all of that. Starting your first email list, sales pages, everybody is kind of at a different place between 20K and 200k, but the process is very streamlined, and then the additional things that people might need are available in bonus courses.

And so in the first week, we just cover and workshop and coach through all five of the main core steps so that everyone's on the same exact page. And there are lots of examples. I go through PSPR selling. I help people create their PSPRs live on the calls. Mastermind Week has become one of the absolute favorites of this Mastermind. We just get so much done in one week. And because they're 90-minute calls, it also allows you to still do

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your coaching calls in between, and you don't have to take a whole week off of work to grow your business and to really put intention on your 200k goal.

Then after Mastermind Week, we will have three coaching sessions and a Q&A session so that you can ask me anything about the process and we can just start coaching through business questions, business scenarios that you have, anything that you're wanting to work through in your business right after Mastermind Week that really gets the wheels turning.

And so typically people want coaching, and they have lots of questions in this time. So we will have four calls to cover that. And then I'm going to go birth a human. Everyone send me love and prayers.

And while I'm on maternity leave, you will have access to the 200k process. You will have access to all six of those 200k specialty courses. So when you join and when we go through Mastermind Week, you're going to choose three essentials, three of the things within the five steps and all the bonus courses that are going to really help create the most impact the quickest in your business and have the most lasting effect. That way, they're manageable and you can really focus.

So you're going to choose those three essentials and then if webinars is an essential, then while I'm on maternity leave, you can dive in to that webinars course. And if launching your first group is an essential, then you can go through the launches course, and I show you step by step how to set up a launch and deliver it.

And you can also deep dive into the email marketing course. Or you can start right away with the revenue challenge if you want to make your money back in the first 30 days, and just get going and do your first revenue challenge by yourself, and just get your first revenue challenge under your belt.

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Or you can go through your three-year plan if you're someone who's joining and you feel like you just have a lot of lack of clarity and direction for where you're headed in your business, and that keeps you frozen in what you're doing right now. I have people that do that, and so this will really help you see what your three essentials need to be and what you need to be working on based on the skills that you want to stack as you create a \$200k business.

Or you can take the Creating Big Things course, which is also a student favorite, where you finally tackle that big project that you want to complete and get it done. That could be starting your podcast, starting your email list, that could be creating your group offer and your group program.

I have created so many big things in my career and I have realized how much mental blocks and how much coaching is required to really see a project all the way through in a small amount of time, in a short amount of time.

And so I created a course to teach you how I do it so quickly and how I stay on top of it, and I see it through. Then you're also going to get access to a brand new course that I am creating called the Launch Audit. And you will be the first to get access to it.

I'm going to teach you how I audit sales pages, emails, all launch materials to help find your unintentional sales pitch, the things that turn people off from buying while you're out there marketing and selling, and to create a more powerful launch sequence that converts at a higher rate. And so I'm going to show you how I do that, how I've taught my one-on-one coaches to do it and I'm going to give you that process.

But I want the time that I spend on maternity leave to be so... I want it to be used so valuably in the container that I'm also going to give Mastermind students, but I want the time that I spend on maternity leave to be used so valuably in this 12-month container that I'm going to give students in this

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12-month container access to all of my Entrepreneur Series courses for the entire 12 months.

So you're going to get Served, Alive, Capacity Work, and I have at least one other coming out after this podcast airs and before I go on maternity leave. You'll also get all the Entrepreneur Series courses that I launch in 2026 while you're in the Mastermind. So from January to July, any that I do then, you'll also get access to those.

So after our first month together, you're going to get rare time to be able to truly focus on the courses and do the deep dives that you need most, without feeling like you have to keep pace with everyone and everything else that's happening in the Mastermind.

And then I'm going to come back in November, and we are going to finish the year and start the new year really strong and purposefully. I have a plan because I've done a maternity leave before and I've done the tiptoeing back in. I've done the slow, like ease in and I really believe what will be mentally healthier for me is to pick back up the momentum and increase my desire to be in my business and be really in the teaching and coaching as fast as possible.

So we are going to immediately start the revenue challenge, aka the 25K in 30-day challenge, as a group. This is important not just to generate cash quickly and know that you know how to do that, but to learn that you can actually turn the money faucet on anytime you want. That's what we call it, the 200k Room.

And then you learn how to do it the first time, but then the real work of the 200k Mastermind, like the real work we do in that room, if you've done the public revenue challenge that I offered last year, the real work is to be able to do that reliably and consistently, month after month. It's not just like a wham bam, thank you ma'am. I had the highest month ever, woohoo, and then I've never been able to produce it again. That's not what we're doing.

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We want to be able to do it month after month. And if you do the math, \$25K a month is actually a \$300k business, so we will take it.

And then in January, I'm going to be taking everyone through the three-year plan course live. So if you're In my 200k Mastermind or my 2 Million Dollar Group Mastermind, I'm going to take all of my students through that workbook, through that process, live together at the beginning of the year so that, it's just such a great business planning exercise to really help you lay it all out, see what needs to be accomplished quarter by quarter and what it's going to take to make it all happen and the growth areas that you need as a CEO and to really see what's most important today so that you can build up to accomplishing your three-year plan. We reverse engineer the whole thing.

And then we get to keep Masterminding through July. And the goal is \$200k. Now again, that can be \$200k in our 12 months together. That could be \$200k by the end of 2025, and then you're repeating it, or you're doing it faster, or you're going to \$300K or \$400K, or that could be on track to be at \$200k by the end of 2026. But it's the number that we focus on in the room and we work to hit, and we're going to do it together, and that's going to be the conversation.

The entire conversation in that room is getting to 200k. And having a whole year creates a different level of commitment to that number, to the process, to success. And the numbers show the increase in growth when students stay with the process longer. But this time you won't have to re-decide halfway through your growth process. And I think that could be really big for some of you.

I personally joined a year-long membership recently, and it felt so amazing. I didn't even think about it at the time, but it was after I signed up. I felt such a relief, such a sigh of, I don't know, just a breath of fresh air, and it felt so powerful to know I have all the time before my maternity leave. I'm going to be getting mentorship on my maternity leave and getting coaching so that I

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have the experience I want to have, but also so I'm really prepared to come back into my business and that I feel like I used the most of my time and I'm also the most prepared to transition.

And then I also have all this time post-maternity as well to really get my groove back, really be in the momentum and doing all the things I want to accomplish next year because I've never had such an aggressive, in a good way, aggressive and ambitious plan for just in general, the beginning of any year but then also coming off of a maternity leave, and I really wanna rock it, and I'm just so excited for it. Like I just have so much I wanna get out into the world that I don't want there to be a slow coming back period, and I really wanna have a strong first 6 months, And so it feels really exciting to know I have helped through all of those phases over the next 12 months and that I have support. And so I imagine that's how it's going to feel for you.

And when I thought about this offer and my maternity leave, I didn't think a four-month Mastermind would be the same, trying to go all the way to 200k. Like, if you were actually realistically looking at 200k in your business, I didn't think 4 months would cut it. And I know so many of you, you do consults with clients and you offer 6 months, and then they say, oh, but can we do 3 months? Can we just get it in 3 months?

But what they're thinking about is, and what I will always tell you, is what they're thinking about is saving money, saving time. They're not actually thinking about doing it the right way and having that result permanently as who they are forever. And that's really what I'm interested in and the people who I'm interested in working with are the people who want that.

And I've also found time after time that the final two months of our normal regular 200k six-month classes are where the magic starts happening for first-time students or students who have you know maybe been stuck in a rut before they came into the room. And so I really want to make sure we have enough time to make the magic happen.

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So I'm making this offer to those of you who are committed to staying with it, committed to reaching for it, who would cherish the support for 12 months and use the process and all of the bonus courses to up-level who you are in business and how you operate.

So I told you I would tell you the investment for this 12-month 200k Mastermind, it will be \$15,000, and you will be able to pay in full or extend payments up to 10 months. But it's so important that you hear this, no matter how far in the future you're listening to this podcast and when you come across it, the live offer that I'm making here at the date of recording for this 2025-2026 12-month class is a one-time offer. I will never offer it for this price again.

If I keep it at a year moving forward, the investment will be \$20,000. If I come back to the six-month containers, it will be \$10k per round. So you'll never be able to be in this room and have access to the materials and the courses and all of the learning for 12 months and the community and all of the things, the revenue tracker, all of the things that bring value to and create value in a 200k business, You'll never have access to those things for a 12-month period for this investment ever again.

It is literally a once-in-a-lifetime offer to mentor with me in this room, and it's a win. I birth a human, you birth a \$200k business. We enroll June 2nd through the 6th.

We start the second week of July, and you can join the waitlist at [staceyboehman.com/200k-Mastermind](https://staceyboehman.com/200k-Mastermind). And through the waitlist, you'll be able to go ahead and mark your calendars for Mastermind Week and you'll get the dates and the times of those five calls. You'll get all the information as soon as you get on the wait list and if you're already on it, you'll be receiving an email with this information the day this podcast goes live.

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So join me. Enrollment is June 2nd through the 6th and we will start the second week of July. [StaceyBoehman.com/200k-Mastermind](https://StaceyBoehman.com/200k-Mastermind). I'll see you there.

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 [StaceyBoehman.com/2kfor2k](https://StaceyBoehman.com/2kfor2k). We'll see you inside.