Ep #332: The Energy of 2k TODAY



Full Episode Transcript

With Your Host

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Make Money as a Life Coach®, a podcast with 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 332. Okay, so last week we talked about the first 2K being the hardest part. Today, we're going to talk about a concept I teach in my 2K for 2K program called the Energy of 2K Today. Today, right now. Here is why this matters. What most people do when thinking of making money, especially in the beginning, is they tend to think of the dollar amount that they want to make without a time frame.

Or within a time frame, but giving themselves the whole amount of that time to make the money. So, for this podcast episode, I'm going to use the time frame of five weeks, or roughly 30, 35 days, in honor of 2K for 2K Live. So I'm currently taking my students through a live version of the on-demand program and it takes, and we do it over a five-week period. There are five modules that each have like eight to 10 classrooms inside of them. So we do a call on Monday, and I do a little teaching on that specific step, and then we coach. And I bring new things that aren't in the modules to the table. I bring reminders from the modules, and then we spend the week working through the process and going out and applying. So we're going through a five-week or roughly 30, 35 days. I haven't actually counted it out, but period of time.

And if you were joining 2K for 2K and we weren't doing a live process, what people always ask is how long does it take for me to get through the materials? And I typically say roughly 30 to 35 days, or five weeks if you give yourself a week for each step of the process, we're learning something for life here.

Okay, so for this episode, what I wanted to do is I wanted to break down the two scenarios when people are thinking of making money, either thinking about the dollar amount without a time frame or thinking about a time frame but giving themselves the entire amount of time to make that money.

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So I wanted to take those two scenarios and discuss where you might sabotage yourself from making $2K in 30 days, especially if you are in the program and you're going through the live experience with us or if you join after you hear this episode, you really take this seriously because the difference of people who do it or not are the people who nail what I'm about to talk about. And if, you know, I always say the fastest way to believe you can make money is to just make money.

So this is the way I coach in all of my core offers, my 2K for 2K, my $200K Mastermind, my 2 Million Dollar Group. We are focused on money, creating money in specific time frame, and the actionable steps it takes to get there, and then obviously the way you think creates those actionable steps. So that's how we tackle things in my world. We don't sit around and contemplate making money, we do it.

Okay, so most coaches, I find, fall into the bucket of not even committing and taking seriously that they are going to make $2K in 30 days. They give themselves unintentionally, most of the time, extraordinary amounts of time because they don't believe they can do it in 30 days. And/or they don't want to fail, they don't want to feel uncomfortable. It feels better in their body to try and in their brain, to try without a specific deadline, because when they add the deadline, and this is for most goal setting, people say the reason they don't do it is because there's pressure.

But the CTFAR model of that, so if you were looking at the circumstance of the goal, 2K in 30 days, and then your thoughts about it that create emotions in your body and then drive how you show up, your behavior, what actions you take, that therefore create your results, if we look at that model, starting the model of 2K in 30 days with, “I don't believe I can do it.”

And then if you don't believe you can do it, and then you try to make yourself without believing first, then you feel pressure, right? So I don't believe I can do it, I feel pressure, and then I resist feeling the pressure. So typically then I let go of the goal. I don't take the goal seriously, or I spin out

about the goal. None of that is magnetizing and drawing people into you to create a sale or make $2K. And it's such an unpleasant experience.

You'll likely abandon it no matter what because of how it feels, and go back to the no goal. From the place of, I just don't believe I can do it in 30 days. So it's really important to know this because a lot of people tell me, and they think what they're doing is moving in alignment with themselves. Some version of that. They think I'm not great at goal setting, or I don't operate well within goal setting, versus the truth is I have goal aversion.

I am averse to goals. When I set them, I have an adverse reaction in my body. The problem is, whether you set it or not, you still have the “I don't believe I can do it.” Otherwise you would set the goal, and you would just do it. So that's really important to know. Whether you don't give yourself a goal and you give yourself plenty of time to do it or not, “I don't believe I can do it“ is still there the whole time, creating results for you.

Which is why I see people who don't try to do it in 30 days, who don't really commit to that, who give themselves abundant amounts of time to do it, they take an abundant amount of time to do it. So whatever time you give yourself, you'll take that time. If you give yourself unlimited time, you will take unlimited time in order to do it. Because you can't sell coaching from “I don't really believe I can do it. I don't want to fail. I don't want to be uncomfortable or look stupid. I don't want to be wrong.”

I just coached someone recently in 2K on this on our first call, “I don't want to be wrong”. But you'll never figure out selling life coaching from the place of trying to figure out how to do it comfortably. You won't sell life coaching from the place of resisting or trying not to fail, look uncomfortable, or be wrong, and you won't sell it from trying to figure out how to do it comfortably.

That's just not how it works. Right? Which is what I, when people get into confusion and overwhelm and doubt, I'm always telling them that's only happening because your brain's trying to figure out how to do it right so that you don't fail, so that you stay comfortable. Just know that's happening. As

soon as you know that, like, oh, I'm not actually confused. I'm just trying to do it right so I don't fail, so I stay comfortable. But that is just not how it works. It's not how we learn something new. We never learn to do something new comfortably. It's always uncomfortable. Now, you can, I do want to have a little bit of a caveat.

I do think that you can learn how to be confident, which is not the same as comfortable. You can be uncomfortable and confident. You can learn how to be confident because you know what you're doing. That's what we do in 2K. I walk people through the process of what they should be doing to make $2K today. But it will still be uncomfortable. And that's really important to know, the goal isn't to try to bypass discomfort. And that's what we do when we don't set a time frame for it, and we give ourselves luxurious amounts of time.

And even this, I was just thinking, it sometimes also comes from I don't want to have to coach myself or change the way I'm thinking about my restrictions that I have in my life. So people will come and they want to be coaches and they want to be entrepreneurs, but they're like, well, but I can only work so many hours a week and I can only do so many things and I've got this going on and I've got that going on. And so it really has to fit into all of that. And that's not how entrepreneurship works either.

You've got to be all in if you want to be an entrepreneur because it's going to take all in from you. If it were just easy, if it was like a, I know so many people promote building businesses as side gigs, but none of the people who are making the most money are working them as side gigs. It's something to pay attention to.

So if you actually want to have a business that makes you extraordinary amounts of money, if you want to get past the hardest part and make that first $2K and then get past the next hardest part and make $10K and then $20K and then $40K and then $60K, you're going to have to be uncomfortable. And you're going to have to challenge all the restrictions that you think you have that keep you from being able to do the work

required to sign a client and make money. Which is still aversion to discomfort. Okay?

Alright, so now let's say that you do believe in yourself, you think it's possible, you feel excited at the challenge, you're ready, you're fired up. But the way that you think of the goal is, “I have 30 days or five weeks to make this happen.” I have this many days or I have five weeks to make this happen. Now, remember, if you have five weeks, you will take it. You will take all five weeks in your first attempt to make $2K.

This next five weeks is my first attempt to make 2K, whether you're conscious of it or not. Or another way it might show up is that you're taking 2K seriously, like you want to make $2000 in five weeks. So you're taking that seriously. But the way you're preparing your strategy and the work and what you're going to do, you're thinking about those things taking five weeks to happen.

Like, oh, it takes time to warm people up. It takes time to build relationships. It takes time to build up a following. Versus it takes no time to meet one person, impact them, and them ask you about coaching, you do a consult, and close them. I have done that in one single day so many times, I can't tell you. I've had people find me and buy in the exact same day so many times.

When I was selling one-on-one coaching, right now in my current work week, I've had that said to me. So you don't want to be taking all five weeks in the execution of your plan to make $2K in that five-week period. And what's really interesting is I think in the end, it ends up actually being slightly the same exact CTFAR model. I believe I can do it in 30 days or 35 days, or five weeks. I believe I can do it in that time frame is not the same as I believe I can do it today. Believing that you can do it in 30 days or five weeks is really not believing 29 days or four weeks and six days, right? It's 29 days or four weeks and six days of individual days of not believing you can do it today.

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I know that's really nuanced, but are you following me? If you think I could do it in 30 days, what you're not believing on day one is, “I can do it today.” Or on day two, or on day three, or on day four, or on day five. You're constantly believing I'm doing it at the end of the month. I'm doing it gradually. I'm doing it on another day. I'm doing it in the future. It's not the same as I'm believing I can do it today. Or taking it seriously and being fully committed to that day, and then every action you do that day reflecting that.

And thinking “I believe it takes 30 days” has a very different set of strategies and approaches than “I could sign someone today.” Right? Like “I'm going to make $2K in the next five weeks” is different than “I'm going to make 2K today.” The set of actions, what you do, how you show up changes dramatically from those two thought processes. I tell all of my students, at the end of 30 days, I want you to have failed at making $2000, not once, but 30 times. Or however many days there are in the month. I should have just counted. I've said it so many times on this episode now. I want you to have failed every single day. Like, there's such a difference here.

There's such a difference, and I've become the entrepreneur who failed 30 times in a row to make this goal, versus I'm trying to be the entrepreneur who achieves this for the first time in a 30-day period. It's just different. Like there's a big, big difference.

If you have listened a few episodes back to the Failure Gold podcast, then you know that failure gold is value that you extract from each attempt at trying to create $2K in 30 days and then failing and then each time you fail, extracting value from that failure, figuring out what worked, what didn't work, what you could do differently, and then putting that value, that lesson learned back into the world, back into application, going again and doing that every single time that you interact with someone, every single, like it could literally be, you could in a 30-day period or a five-week period, you could fail 100 times. In truth, right? If you're talking to people all day long, you'd be like, oh, that was a fail, that interaction didn't go well. The next two went better.

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That was the brilliance of when I was pitching. We did 10 shows a day, so there was 10 failures a day. Or potential failures. unless we were killing it, and there was 10 successes a day. And then times five times a week or seven times a week. I got so good, so fast because I was constantly confronted with how much money are you making in this show right here with the people in front of you? What are you doing today to get those people to the show? And sometimes that was a creative grind.

Like there were times where we would go in and the speaker wouldn't be working in the store. And so we would have to come up and print off these tickets that said free, there's a free gift if you go to this counter, and we'd have to go hand them out to every single person in the store. And then we'd have these, not boom boxes, but these portable speakers, and we'd have mics on, and we would have to walk through the store aisle after aisle after aisle giving the announcement because the only people that could hear you were the people who were right in that vicinity. And so we would have to make a spectacle for people to be like, what is happening?

Or we would get creative and put the little microphone box on the very top of a really high palette of cereal boxes or whatever. And then we would turn the volume all the way up, max it out, and do the announcement that way. Or we would go to the furthest part of the store, make an announcement, then the middle part of the store, and make an announcement, and then close to our counter and make an announcement. Sometimes we had to get very creative with getting people to have eyeballs on our offer. And we had to do that seven to 10 times a day, every single day, in a bunch of different ways. It wasn't always that specific scenario. That might have driven me crazy a little bit. But there were lots of different scenarios.

There were stores that only let you make one announcement. There were stores where you could make it, but it wasn't very clear. There were stores where people didn't move very quickly, and you had to figure out how to get them to move faster. There were stores where you had to build the relationship before they got to the counter, so you had to go talk to them

first, or they wouldn't be cordial when they got to the counter. There were lots of things.

So we got so much practice figuring that aspect out that I translated that into my coaching business, and I realized, oh, it's the same thing. Every day, I have to have eyeballs on my offer and make the offer and take it as seriously as I would a store day. In my pitching days, my goal was $1200 of revenue every single day for a $30 product because I wanted to win the top salesperson and get to go on a trip and get extra money, and all of those things. And I did because every day I took that $1200 so seriously. Now, I didn't always hit the $1200. There were days where I hit one hundred dollars. Not a great day. But then I had to pick myself back up and the next day go again.

And at the end of the year, the amount of times where I either did $1200 or way more, then that ended up bringing me above the $1200 and having me win all of the things and get to go on the trips and. But it was that focus of each show, each day, this is what I'm doing. The result is created in this moment, not by the end of the day, not by the end of the week, not by the next store run, right now today. And I took that into my business as I've got to do the same thing with my one client at a time, $2000 at a time.

And if you think about it, if you fail 30 times in 30 days, then you gain, if you do the process I teach in 2K for 2K on evaluations and you get really specific and clear and extract a lot of value from each one of those evaluations and you do that 30 times in 30 days, then you gain 30 times more value even if you don't actually achieve the 2K. You are radically closer than if you don't do that, if you only fail one time in 30 days. You're a different person because of what you've learned.

So I also encourage my students to become 30 or 35 versions of themselves throughout the five weeks. Become a new version of yourself every single day because of what you've learned. And let me tell you, whether you join 2K for 2K now and you go through the process, the rest of the process live with us, or you join at any point in a future opportunity, you

want to do this work. It doesn't matter if you missed the live event, this is always the work. If you've been a 2K student for two or three years, this is the work. You want to be a different version of yourself each day that you work the process.

And this is the same for my $200K Mastermind students and the 25K in 30 Days Challenge, too. Same exact work, more money, more advanced level. It's doing this work and understanding the concept of this work times 10. And then repeating that every single month. It's not just doing it once, it's repeating it over and over and over. Did you know if you repeated 2K a week for a year, you would have a $100,000 business? And if you did $2000 a day, every day for a year, you'd have a business bringing in $730,000 a year. What? It's almost a million-dollar business. I also have an episode on the podcast, it's much earlier, called Making a Million Dollars, 2K at a Time.

That's the way it works. So this is not even really a beginning strategy. It's a lifelong strategy of the way that you think of creating money. So it's really the most important thing. If you really go for it, really commit to the idea of 2K today. You will also align your brain with the actual actions and strategies required to make $2K. That's the only way you're going to get the client, is if you take getting that client seriously today. You commit with all of you to that $2000. You ask yourself, what would I be doing or what would I do if I were making $2000 today? If I were creating a client today? Not with pressure, not with scarcity, not with rushing, with the energy that it is happening because you are happening to it. You are making it happen every single day.

And then you either make $2K that day, which will shock the hell out of you, or you learn on the days that you don't. You learn about your level of commitment, how seriously you took the goal, what risks you were willing to take, where your belief wavered, where you stepped out of service and got into get energy. You learn from the interactions that you have with each individual person, the people you meet, the amount of people you meet, how much you put yourself out there, the offers you make, the value you

give, the level of resilience that you create in picking yourself back up. You learn from your failure, you get that gold.

And if you are a 2Ker, then you mix that gold with my wisdom and sales experience and the process that you learn inside the program and the conversations you have with colleagues and with me and the Ask Coaches, and all the different thoughts that you hear in the program that serve you, and this makes you a completely different person every time as long as you're actually taking action and implementing and really working towards that 2K today. By the end of the five weeks, you become the person who makes $2K.

And then, here's what happens. So you become the person who makes $2000, and then either the money showed up in that time frame or it's coming. But only because you became that person every day. There's so many times where I've become someone way before the money shows up or a little before the money shows up. I feel it in my body that I've become that person. I know it's inevitable that I achieve what I'm trying to achieve because I've already become that person. That's what I'm looking for. That's what you want. It doesn't happen from the sidelines. It doesn't happen from consuming and not doing. It doesn't happen giving yourself too much time or not taking that time seriously.

Every day you have to ask if I was serious about making $2000 today, if I believed it was possible, who would I be? How would I be showing up? What would I be doing? And then you go do it with all of your heart and all of your commitment and all of the seriousness in the world as if today is the only day that you have the chance to do it.

And when you do join 2K or if you're already in 2K and you're one of the new students that's joined in the last few weeks, there's a classroom titled The Energy of 2K Today in the very first module under Organic Marketing, The Energy of 2K Today, and this will take this lesson way further. I walk you through what you should be doing, how you need to approach it, and how to be thinking and feeling, and what to focus on each day. I make it

really tangible. But it starts with the mindset of just even realizing that you got to be taking that $2000 seriously every single day.

So, if you're not already in 2K, come join us. We are on week two of 2K for 2K Live now. But we are, like I said earlier, we are always working on 2K today. That is every single day inside the community. This is for those of you that are already students, that is what you want to be working on every single day.

So, if you're not a student, you can sign up at staceyboehman.com/2kfor2klive, and you can dive right into the live action. You can catch up in the replays. And if you do join after the five weeks, our first 2K for 2K Live and then our second 2K for 2K Live will also be available in the bonuses section as its own course that can help guide you through the five-week journey to making that 2K and focusing on that every single day.

Okay. I can't believe it's taken me seven years to record this topic for this episode. But I'm so excited that it is here now and available for you to listen, and I cannot wait to come back and talk to you next week as well. Alright. Have an amazing rest of your week. Go out and make $2K. I'll see you next week.

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. We'll see you inside.