# Ep #339: ROI




## Full Episode Transcript

**With Your Host**

**Stacey Boehman**

Make Money as a Life Coach®, a podcast with Stacey Boehman

# Ep #339: ROI

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.

Hello, hello. It is time to reveal the new Entrepreneur Series coming to you. I have been dreaming of this next course that I'm going to be releasing as part of the Entrepreneur Series. I have been feeling in my soul the importance of this work and how badly coaches need this work. And it has never been done before, ever. At least that I'm aware of. I do not know that there's a single course or program or anywhere that you could go to learn what I'm going to teach in this next Entrepreneur Series course.

So, if you are live, before I dive in, I would just love to know and hear if you have done any of my Entrepreneur Series courses. Like, are you finding me for the first time? And so I need to back up a little bit? Are you, you know, in my world, and you were in Served or you were in Capacity Work? I would love for you to comment below and tell me which one you joined in on, or if you've done them all, maybe you've done them all. This one is going to be very unique and different than all of the Entrepreneur Series before.

And I will explain why, but I am just curious for those of you that are on, what your familiarity is, and I might start there. This one is needed. It's just needed. And I don't typically sell things that are like needed, but this one is needed. And I also think it will be highly desired, but I also think it's really risky, and there is a reason no one has tackled this topic before. And I also don't think that the reasons why, I've explored why I think that there isn't more education, knowledge, coaching on this topic. I've explored why I think that is, and I'm going to tell you a little bit about it. And it just doesn't feel like a good reason for me to not do this one.

These are all limited courses. You right now, as of now, you can't go back, like you can't just purchase them anytime. They're only available when I do them live for a very limited time. And so we open access, we do the live training, there's a little bit extra access at the end to catch up on replays,

and then we close it completely. It's the only way I can make the series at the price points that I have them, and make them so available to everyone and so accessible is because they're so limited. And they're not like in, I don't know what the word is, chronological order, I don't think is the right word, but maybe it is. Like, if you do them all, the more you do them, I do think it compounds your mindset.

And so I do have students that will tell me what I learned in Served, or what I learned in Alive, or what I learned in Capacity Work. But they're all very just different subjects. So, let me just start with this, and I'll be brief. But the Entrepreneur Series, I created it because I realized, I've been coaching for the last 10 years, and for the last 8, 7, 8, since 2017, 2018, I've been coach, 2018. Since 2018, I have been coaching exclusively coaches making money. And so all of my containers have been, and this is going to matter for this conversation too, they have all been, I did something that when I decided to help coaches make money, I decided to do something that no one had ever really done in the industry, not at the way that I did it, where I took all of my programs, my three core offers, and I made them specific to revenue.

And the reason I did that is because I was in a lot of coaching containers. And one of the things, I always get what I came for, but one of the things that I noticed is that there was a lot of people that were able to kind of hang out in containers and there was no like pressure or, not even pressure is not the right word, but no standard to make money. There was no standard for income. So I would go to, you know, very expensive retreats looking to mingle with other millionaires, and there would be people who had never made a dollar. And I would go to events where we would, they would be very business-focused, and it would be the same people every event, but they were never actually building their business.

And when you're making a lot of money, like you want to be in a room where other people are making lots of money. And when you're, like you just want to be around people who are making money, and the more people who are building a hobby business or what I found was like people were

wanting to have businesses, but because there was no standard or accountability to make money, it was really easy to keep investing and spending money and be in containers to have the dream of one day having a business without the difficulty, the pain, the growth of actually having to build the business, right? So you could be in containers endlessly and feel really great about coaching and really great about the community and really happy to be there and feel like you're getting a lot, but never actually create any sort of movement.

And I wanted to create movement, and I felt like the only way to create movement was to have containers that had set amount of revenues where that was the focus, where we created money. So my first program, 2k for 2k, was all about new coaches coming in and making their first $2k. And then making $10k, and then $20k. And then I created a 200k Mastermind. Yes, it's a girls' trip. Yes, that is how it felt. I never wanted my containers to feel like a girls' trip, which means they don't always feel like rainbows and daisies and fucking butterflies, but also my people get results.

So I wanted that container where people could come in and learn to make their money. And then I created the 200k Mastermind. And then there was a revenue requirement for that, where we didn't let people in until they had made at least $25,000 of revenue. And we went all the way up to $200k earners. And then I created the 2 Million Dollar Group, and you had to have made at least $200,000 of revenue to be in that room. And then each room had a focus on creating money.

Like we talk every day in my 2k for 2k program about making $2k. We talk every day in my 200k Mastermind about making $200k. We actually revenue track. So every month people post what their revenue is and we actually attack the thoughts. Like we do thought work on how much money they've made. Like, we really do focus on doing the thing and creating the thing.

And so that was really important to me because I just didn't see it being done anywhere and being done well. People would, you know, even if there

was a container to help make six figures, if someone didn't get results, they would just let them keep enrolling time and time and time again. Whereas if you come into one of my, like my 200k Masterminds, and you don't create the minimum revenue by the end of the round, I don't let you return. And not because I don't love my people or because I don't want to support them, but because I don't want them to overinvest. I don't want them to keep doing something that isn't working, whether it's for them or in the room or whatever the reason, it can be so nuanced as to the reason, but like I just don't let people keep investing without actually doing the work to produce the revenue.

And that was sort of revolutionary for the industry. People hadn't been doing that. No one had been accountable to creating money. No one had held their students in a standard for getting returns on investment. Like no one had been doing that. And it felt really important to me, not just for the community space and for the way people interact together, but for the students and for the coach, like let's actually do this thing instead of having a girls' weekend or instead of dreaming about doing the thing, like let's actually do it.

And then after 8 years of being in containers, where we're very focused on creating money, one of the things I realized is that my students were starting to lack mindset and things that made making money a lot easier. I give them the strategy of marketing and selling, and delivering, and I give them the mindset of that, but we don't really go into the what I realized is there is a specific mindset you have with being an entrepreneur that isn't taught anywhere, really. And I find that a lot of people who are coaches who come into the industry are not, maybe not natural entrepreneurs.

People who are wanting to be coaches, maybe they're natural healers, maybe they're natural wisdom seekers and wisdom providers, sages, like just like really people who work in the emotional realms. They're intuitive, they're interested in serving people, and they have this coach heart that's so beautiful. And they just want to help people get results.

# Ep #339: ROI

And so there's, we decide to become coaches, and we want to help people, and that's the thing that gets us into the coaching industry, is we want to help people. And then we're suddenly entrepreneurs without realizing it. And entrepreneurship is a really hard game. It requires a very like steel mindset to survive in entrepreneurship. There's a reason most businesses don't survive past the first 5 years. If you look at brick and mortar businesses, just all businesses, because it's a grind. It's hard. It's the highest level of mindset and skill set required. If everybody could do it, everybody would be doing it.

And I've had a lot of success helping coaches become great entrepreneurs in my core containers. But I wanted to have some containers where I could look at some pieces of the entrepreneur mindset that maybe people were missing. And so that's where Served came, and then that's where Capacity Work came, and Alive, and we did a revenue challenge, which was more of an advanced Entrepreneur Series course. And so this series is really filling the gaps that I think people are missing to help them integrate all of entrepreneurship at a deeper level and have more success with it.

And so when I started out, I was thinking about, like what are we missing when it comes to entrepreneurship? What is the mindset required aside from coaching and aside from making money? What is that's missing? And this question has, every answer has been a course. So this answer that came for me very early on, actually. I've had this answer for a long time, but I knew that I wanted to do some other ones first, but this one feels like a really big one, is when I think about what's missing for people in the mindset of an entrepreneur, one of the biggest gaps is the mindset of being an investor, of knowing how to be a really good investor.

When you decide to become a coach, whether you realize it or not, unless you decide to get hired by someone else and work for them, which is still going to work for someone else. If you want to work for yourself, you are inevitably an entrepreneur. And then the moment you become an entrepreneur, you inevitably become an investor. So, whether you realize it or not, the moment you decide I want to become a life coach, I want to get

paid, and I want to work for myself, you're becoming a coach, you're becoming an entrepreneur. You're also becoming a leader, but you're also becoming an investor.

And this is the one area where coaches struggle the most, the investment piece. It's different than anything, it's not the same as spending money. Investing money is not the same as spending money. But investing in coaching or things for your business are also not the same as investing in the stock market or real estate. It's a very specific mindset that makes someone really good at investing in coaching. And what makes someone really good at investing in coaching is the returns they get from the money they spend.

So to date, it's almost impossible to come up with an actual, like specific, like this is the number, because I've been investing for so many years. But from the investments that I can remember, I've invested over $500,000 of my own personal cash into coaching, being coached. All kinds of coaching, mostly business coaching, but also my coach certification for my life coaching, all of the coaching, I've invested over $500,000 in the last 10 years. But I have turned that $500,000 into $40 million of sales. So I want you to think about my rate of return, $500,000 in, $40 million out. It's a really big return.

And I have created this return, I believe with a very specific way that I approach the investments I make, how many I make, how often I make them, and what I do before I make them, and what I do immediately after I make them, and what I do the entire time that I'm in a coaching container, how I approach it, the way that I think. And what I know to be true is that the way that I think is very contrary to what the world, how the world thinks, especially when you think about consumerism. And if you think like a consumer and buy coaching like a consumer, it will not go well. It will not be great. It will not produce the type of returns that I have been getting and that I've been helping my clients get.

# Ep #339: ROI

So it's not just me that has created an insane return for the money that I've put in. But I've also done a data study on my 200k Mastermind students over the last, since 2019. That's when I opened the doors of my 200k Mastermind. We did a data study. We had all of our students give us their current 12- and 6-month revenue as they applied, and then we tracked their revenue growth for every month that they were inside of our containers until they were not. And you can listen to the podcast. I have a podcast about it on the Make Money as a Life Coach podcast. They don't do numbers, podcast numbers anymore for iTunes, but it's called Proven Results and the 200k Mastermind Data Study.

But I reveal a lot of really incredible growth, proof of growth that happened in my room. And students getting a 48% return as the typical median result in their first round, which is more than hypergrowth. Students coming in at my $25k range of income, creating 248% growth in one round, 6 months. Insane results. The amount of, we've created over, I can't remember the exact number, but 300 and something, six and multiple six figure earners from their investments.

So it's not just that I have adopted a mindset that has created a huge return for me, but I subtly teach things here and there in my containers, in my 2k for 2k, in my 200k Mastermind, in all of my containers that help my students create returns as well. I focus on what I can control. I teach them on what they can control, but I also teach them how to think when they're in containers to get the most out of the container. And a container is just what I mean, like a coaching, you know, whether it's a mastermind or a one-on-one, like that's a container, right? And so I'm always teaching them how to get the most out of it.

And so I've started compiling over the last many months all of the things that I know about investing, my processes, my mindset, the way that I handle when investments don't go well, how I recover, how I, and in fact, I actually haven't had, because of the way that I create value in my investments, I haven't ever had one that I have a bad emotion, like that I have a negative emotion around or a bad experience around.

# Ep #339: ROI

Like I know so many coaches have had really bad experiences putting money into coaching in this industry, and I don't have any that I can report. But I do have a lot of value that I've taken from every container I've been in, and I really want to share this wisdom with my people because I want you to be able to have this as well.

One of the things that I, that has helped me grow the fastest, and people are always asking me, how did you grow so fast? How did you, like my first full year I made $150,000, my second year I made $325,000, and then my third year $860,000, and then I was in millions by my fourth year. And people are always asking, like how did you grow so fast?

And the answer is in the investment, the aggressive investing that I've done, and the aggressive returns that I've created. And I'm not afraid to invest, but because I have a really strong mindset and process around doing it. So I'm never like hemming and hawing about it. I'm never uncertain of myself about doing it. I don't have to be worried about getting sold something and then not being good. I don't have any of those thoughts. But I do have a very set of specific thinking that has really served me that I want to teach my people.

But when I first started marketing this, when I, the first couple of emails, I said that this was going to be a very risky course. And I want to tell you why I believe it's going to be risky, and not for you, for me. It's going to be risky for me. And this is why I think no one has ever done a course on how to invest in coaching and how to create returns of investments in coaching. The reason I believe no one has ever done this is because, there's a few reasons. Number one, when you get to the level that I'm at, it's very easy to diminish what I have to say about it by saying, yes, it must be nice though, you have millions of dollars. Of course, you can think that way.

Have you ever thought that? Have you ever had a thought like that? Oh, it's really easy for them to think this. It's really easy for them to make that investment. It's really easy for them to do that. They have millions of dollars. The truth is, I've been investing like this since the very beginning.

And in this course, I'm going to break down some of my earliest investments and some of the trickiest things I had to navigate within those investments, and how I responded that created such big returns. So I have been thinking this way since the very first coach that I ever hired. I have had the thoughts that I'm going to share in the room. And I'm going to share my original stories because I think it's so, I'm going to share some current ones too, but I think the original ones are the most impactful because I had two spoons when I first started the coaching industry.

I had no furniture. I had a tiny apartment. I had very little money to my name. I was a, basically a nomad selling mops in Walmart. And I had no business, according to anyone I knew, becoming a life coach, and definitely no business putting money into coaching over and over. So I think that my earliest stories and the things I learned from them are really the most powerful. But there is risk there because it could be so easy to diminish what I have to say just because of where I am now, not realizing that the mindset of investing is how I got here.

So that's the first risk on me, not on you. But the second risk, which I think is even riskier, is that I sell coaching, and specifically, I sell business coaching. So I think it's also really easy if someone's selling coaching and selling business coaching to think, well, of course you think that. You sell this, right? Of course that you think people should do this. Of course, you think that this is the mindset. Of course, you approach it that way. Or you're like in the industry. Have you heard that? Like, oh, they, she's already drank the Kool-Aid. She's in the industry.

And so I think it could be really easy if you had a really negative lens on investing in yourself and investing in coaching, it could be really easy to diminish or excuse away or find what I'm going to be teaching manipulative. And so I do think that is one of the reasons that there's never been a course like this before. I've also spent a lot of time over the last few years talking to my millionaire colleagues in my masterminds and bringing up some of these things. I'll bring up my mindset around things, and people

will say, well, of course you have that. That's why you make millions. Other people don't think that way. That's why they don't make millions.

And I'm like, yeah, but don't you think we should teach people the conversations we're having in these millionaire rooms? Don't you think that this is the kind of conversation we should be having with people? And people always tell me, well, they're not ready to hear it. People aren't ready to hear it. I don't believe that.

I have tested that with all of my Entrepreneur Series courses. In Capacity Work, I really taught some very confronting things for people to help them step in their power. And I found that people, everyone in the container, whether they'd not made any money or they'd made a ton of money, I found that they were all incredibly responsive and ready and hungry for the information and the conversation. They wanted it really bad. I have not found that yet for my people.

So I am hoping that we can have this conversation in the same way. I am hoping that we're at a place and a time and a point where people are hungry to figure out how to make this less risky, how to be more empowered, how to put all of the power in the investor's hands, how to create immense value and not ever have investor shame or regret or doubt and know that everything you do is in total alignment for who you are and the business you want to have and where you're headed. I believe we want that.

What it's going to take is a really hard conversation. I'm going to share some things that could potentially be very confronting. Because if you have past negative experiences with investing and you're holding on to it as shame and anger at yourself or shame and anger at someone else, in order to become a powerful investor, you're going to have to let that go. We're going to have to work on that. We're going to have to move through that. And in order to do that, you're going to have to be wrong about the way that you think about things. You're going to have to be wrong about a lot of the things that have been taught by society, and some of the things

that you have maybe picked up along the way that are keeping you in consumerism instead of in being a great investor.

And so I think that this could be a confronting course. And I think every single coach should not spend another dollar on big investments in this industry or even smaller couple-thousand-dollar ones until you've taken this course. I think it will save you, I don't even think I could put a number on it. The amount of money that you would save and the amount of money that you could make learning what I'm going to teach is going to be profound. There will be a before this course and an after this course with the empowerment that you feel in your business.

But the other most important thing is I also know, because my 2k for 2k program is very highly focused on getting consults and closing them. And the number one reason people don't close them is they can't overcome objections. The number one reason people can't overcome objections is because they don't have the investor mindset for coaching, and they can't pass it on to other people. And so when other people are in consumerism, and when other people are not embodying their most highly resourced, powerful selves, resourceful selves, if you are not in that place as well, it will be really hard to speak to them about making investments in this way when they've never made an investment in coaching before.

And if you have fear about making investments in coaching that you could make a wrong one, if you have shame around investments that you've made in the past, and you have someone who is on the phone with you, afraid to make an investment, it does not matter what you say to them. The energetics of it will not have this person signing with you.

The reason I'm able to overcome objections so easily, and the reason I'm able to sell so much coaching is because my energetics around investing in coaching and what I believe about I put money in and this is what I get out. Whether it's business or emotional coaching. I've gotten coaching on losing the last 10 pounds. I've gotten coaching on chronic back pain. I have gotten coaching on pregnancy nausea. I have gotten coaching on pure like life

coaching. I've gotten coaching on family stuff. I've gotten marriage coaching. I have gotten all of the coaching.

And my channel, my energy, is so clean when it comes to buying coaching and investing in coaching, and spending money on that instead of other things. It is so clean and so clear that it's very easy for me to talk to people about making coaching investments. And so I think that this is a course that it's like stop and do this before you invest another dollar and before you sell any more coaching.

Whether you are trying to make your first $2k, whether you're making $20k or $30k, whether you're making $200k, or whether you're making $2 million, this is going to change everything about how you show up, what you receive, but also what you're able to hold space for with other people when you're selling to them when it comes to buying coaching in the coaching industry.

I really think this could right a ship, redirect everyone, and create an incredible ripple because I have this thought, I'm going to share with you, and then I'm going to give you the link if you want to join us and tell you a little bit more about it. But I really do believe, I have a very strong belief that I want you to like take a second and just imagine this with me.

If you, as an individual coach, feel empowered and confident for every single dollar you ever put into your coaching business from investing in coaching. I'm not talking about hiring employees. I do think that this mindset trickles over into that in a big way. But not talking about hiring VAs, buying software, things like that. I didn't do any of that until I was at like $200,000 or $300,000. I only invested in coaching. It's the only thing I spent money on until I was at hundreds of thousands of dollars. I ran a very lean business.

But if every single coaching dollar that you spent, you felt secure with and confident with, empowered with, and every dollar you got back $2, $3, $4, $5, $10, $20 in return. If every time you hired a coach, even if it was for your personal gain and not for business, if every time you spent money, you

felt like at the end, this was the best money I could have ever spent, and you become a different person and you leave completely transformed.

Like I hired someone to help me with chronic back pain, and I don't have chronic back pain anymore. Even in both of my, I've had a little back pain in this pregnancy. I just think because I didn't build my core up enough before I got pregnant again. But with both pregnancies, like I have not experienced excruciating back pain like women talk about. Like I completely healed myself from, I've been going to a chiropractor since I was like 8 years old. And I healed that. I don't, I almost never go. Like, if I go, it's only because I have like a shoulder injury that sometimes flares up and like can be really painful, and then I go and it's fine for months and months. Like it's not like I have to keep maintaining this homeostasis of dry needling and chiropractic and massage and pain medicine and all of that. Like, I healed myself from it.

So when you have these experiences where you have such a deep transformation that you are no longer, like I was, we were watching something, we're watching Keeping Up with the Kardashians last night. Don't judge me. But there was an episode where they were meeting a biohacker, like the most famous biohacker in the world. And he was talking about, like, if you could hack an algorithm where you like receive an algorithm of this is what you have to do for optimal health to live much longer than the average person, would you do it? And my husband was like, "Oh, I love food too much." And I was like, "I could definitely do it."

And I told him, I said, when I did a program called, How to Stop Overeating, or something like that. And it taught no sugar, no flour for, and I did it for at least 90 days. I think maybe it was 120 days. But it changed my entire life to just cut sugar and flour out of my life, and it rewrote my relationship with food. And I don't have the same relationship with food anymore. I don't really care about it. And I can eat anything, we can go anywhere. I can always find something. And I'm like super easy to please. I eat when I have to eat. I stop when I'm full. I don't overindulge. I don't eat because I'm

having an emotion. And it's changed my life. And so I was like, I for sure could do that.

So when you have those types of experiences, it doesn't matter if it's like not a dollar return, but if it's an emotional return, a life return. When you have those experiences, every single time you make an investment with any coach that you ever invest with, here's what happens. Your belief in coaching skyrockets. Your conviction, your assuredness, your just the code, the energetic code of your entire brain and body dramatically changes when you believe coaching is the best thing you could ever spend money on and that there's nothing better and you're certain of it and there's no circumstances in which that wouldn't be true.

Here's what happens. You have such an amazing clear channel about coaching. That's the way that you speak about it. That's the way you carry yourself. So then people are flocking to you because they want results and you're now in an energetic alignment where they believe you're the person that can get them results if you've gotten them so well then clearly you can help me.

And then you start helping your people, and your people start getting results. Here's what happens when you're getting results and your people are getting results, big results consistently, all of the time. What I believe is the value and the reputation of our entire industry increases. And when the value and the reputation of the entire coaching industry increases, more people feel safe and trust to buy life coaching or business coaching, or any type of coaching, nutrition coaching. The bigger the reputation, the better the reputation, the more people buy in. Then the more people get help, the more people go tell other people about the help they got, the faster the word spreads, the more people get help.

So I really believe that this course is not just for you and for your business. I also believe it's for your clients. And more importantly, I believe it's for the value and the reputation of our entire industry. It to me feels like there’s a lot on the line to have this conversation, and I think that every single person

that comes through is going to be equipped to go out and champion the entire profession. And to add value to the entire profession, and we can all lift it up together.

And I do believe that 10 years from now, 20 years from now, regardless of how fast AI moves, having your own personal coach is going to be like having a personal trainer. It is becoming mainstream every single day. But the problem when it becomes mainstream is the more people that interact with it, the more people have the opportunity to either have a good reaction or a bad reaction.

With the explosion of COVID and everybody being at home and in their, like watching online, and trying to get out of their frustration and their fear and their anger, a lot of people spent a lot of money on coaching. And we had a huge boom and a huge influx. And because of that huge boom and that huge influx, without having people really focused on returns, with having new coaches coming in at a faster rate than ever before, the level of people getting results increased, but also the level of people not getting results increased. And now, I think we're at a time where people are scrutinizing that a little bit more. And so everybody has to be a little bit better.

And I think that there's two directions we can go. We can go in the direction where we don't address it, or we can go in the direction where we instill trust and we create an incredible reputation for every single person that engages with you as a coach, and then all of the people that they know. And we create a huge ripple of people knowing that this is the best thing they could do for themselves, is spend money on coaching. That is my hope.

So, if you want to join me, the new Entrepreneur Series course is called Return on Investment, ROI. So this course is going to be different than some of the other courses.

So the first thing that's going to be different, and I've thought about this and I've thought about this and I've thought about this because with every course I've ever done, for every single call we do, steam picks up because

they're all so amazing that everybody starts talking about them and word of mouth travels so fast and everyone starts telling all of their friends, get in this course. It's incredible. You're missing out. And so we pick up steam with every single course, and we have people enrolling until the last day, every time. We have had people, and we have a specific access cut-off date where we stop doing replays, we stop offering access so that we can move on to the next thing.

And we will have people who will say 24 hours like, yes, I'm going to watch all of the replays in 24 hours. I've been told I have to be in this course. So we have people that we just pick up steam, and we have people joining up until the very last day. But this course feels really different than all the other ones, where I really think you need to take it. Like it's not a jump in and take it when we're six calls in, and you join the seventh call live. It's one where you really want to do the first call, and then the second call, and then the third call, and then the fourth call. And whether you watch that in replay and behind the group, or you watch it with the group live, or you attend live, either way, you want to do it in consecutive order.

And the only way that I think I can really manage that is by having a cut-off date. So we start next Monday, and we're going to actually close enrollment at the end of that Monday. And you won't be able to enroll beyond that. And you're going to hear a lot about the course, and you're going to want in if you didn't get in by that date. But I'm going to be firm with it because I want to make sure that the container and the context is sacred and held at a really high standard and that we're all going through it together to get the best experience possible and to make sure that everyone is getting the information in the way that I want to roll it out because I do think it's a very important conversation to have.

So, that's one thing is that we're going to close enrollment next Monday night at midnight Eastern. The first call is on Monday, so I'll let people enroll all the way up until the end of Monday. But after that, we're closing enrollment, and you won't be able to get in. And I don't know if I will ever run this course again. I don't know. If you want to be in, you just want to be

in now. If you are in my higher-level masterminds, my 200k Mastermind, my 2 Million Dollar Group, this is included as part of your Mastermind. But anyone else, you want to join us.

Now, the next piece of this is a little bit more expensive of an investment. It's a little bit more of a buy-in than the other series. It is an advanced conversation. I think anyone and everyone should have it. So, whether you've made no money and you've never invested in coaching before, and this is your first one, I actually think it's going to be the best thing you ever did as your first investment. Or if you have been investing for years, then that's great too. I went back and forth on, I wanted to hold two things true at the same time. I really want every single person to be able to do this, and I wanted the course to be really accessible so that no one could say no because the price is so reasonable.

And I also wanted to hold that I wanted there to be more buy-in than typical. I wanted there to be more emotional, I don't know what the word I'm looking for is, but emotional buy-in. Like I wanted that to be bigger than any other Entrepreneur Series course that I've ever done. So I've priced this one at $499. It's still going to be accessible for most people, but it is going to be more than the typical $299 course because of the content that we're going to cover, and I want people who are really bought in, who are really serious. I want people who are willing to get in before the doors close and who are really serious and open to learn what I'm going to cover.

It's going to change everything, but it does I think require someone emotionally regulated around money or have the ability to regulate around money, to have these high level conversations, someone who wants to be empowered, who wants to get the most value out of everything, even if that means sacrificing some personal beliefs and adopting new ones in order to create more.

There's going to be seven calls. Normally, there are six, but the content I want to teach is going to require seven. So this will be a little bit longer than 2 weeks. So we do the calls on, typically on Mondays, Wednesdays, and

Thursdays for 2 weeks straight. So there's a couple days in between to integrate. And then this one will end on the third week. And then I'm going to give longer access period for this one as well because I really want to make sure that every single person goes through the entire course beginning to end consecutively, like call one, call two, call three, call four, call five, call six, call seven. I want to make sure that there's plenty of time to do that. I wanted to make sure that there's plenty of time for conversation and integration. And there will be teaching, there will be coaching. We're going to bring up every belief system in your way of creating massive, radical returns on investments. And so I want there to be time to do that.

So once you get in, you will have access. We'll start next Monday, and then you will have access all the way through the month of July. So all the way until July 31st, which is I think 46 days, technically. I think we're saying 45 just because it's easier than 46. But I actually believe it's 46 days all the way through the end of July. We'll have a Facebook community where you're also able to have conversations and chat.

And my goal is that this doesn't just bring up transformation for you, but you start seeing working with clients differently as well. You're going to start seeing your client filters a little bit differently, who you actually want to let buy coaching from you. This is something else I do that I've not seen a lot of people do in the industry, is have filters for who can pay me. And my higher-level masterminds, they all have applications, we all have requirements for them to join, so that we know that the people paying us are ready to create a return.

And I think that's going to shift for you as well. I think that there's going to be a different level of selling that you do when you're not just selling to everyone, but you're actually selling specifically to a best client who's going to create a big return. If you're looking at, I want you to imagine if you're doing your sales calls and you're not thinking “I hope this person buys from me,” but instead you're thinking, “is this person going to create a big return and what conversation would I need to have with them right now to ensure

that they are this person or they aren't this person and to know by the end of this call."

It's a very different way to sell. So we're going to cover a lot of different ground, a lot of different topics. I'm going to teach you my personal ROI method that I also teach my clients. I'm going to teach you the conversations I have with my spouse when I make really big investments. I am going to teach you how I approach the investment going into it, the first 30 days of an investment that I make, how I go through the entire investment, investing in multiple things at a time. I've done that as well, and what makes me do that versus not do that.

We're going to, I'm going to share everything with you. Like I want you to imagine that you're going to be like in a millionaire room having conversations at the million-dollar level. And I'm letting you into that. Like we're going to have that conversation together. I'm not going to gatekeep it. All the things that I have talked about with other millionaires, I'm going to bring into this conversation. Every single time someone said, "Yeah, but Stacy, you think that way, that's why you make millions. That's why you're so successful. No one else thinks that way." I'm going to point those things out.

And when I do offer you something that is contrary to maybe what society believes, I'm also going to walk you through why I think that and the power behind it and what it's received for me and how it will impact you and I'm really going to, I'm not going to just like say polarizing things and leave them. I'm going to really explain them.

Like I had some people in my, we just closed my 200k Mastermind launch. And I had people ask me questions and I gave them really honest answers and sometimes I have to give a caveat before this course, I have to give a caveat that's like, listen, I think differently than maybe other people and I will tell you how I think, but then I put it on them of like, but you get to decide if you want to think this way because I also know that I am an aggressive investor and I know that I am confident in my ability to create

radical returns. And I don't want to have to have that caveat anymore when I coach people.

I want to just be able to like we've all had the conversation, and now we all know the way that you have to think in order to create radical returns, and then you just decide if you want to choose to adopt that thinking, and you want to choose to adopt the method. So I'm really going to uncover everything, which is why there's seven calls instead of six and why there's longer access because I'm going to go deep with this one.

All right, that is the new Entrepreneur Series, ROI. It's for you and your business, your client's results, but also the reputation and the value of this entire profession that I care so much about. I've always had a goal to help hundreds of thousands of coaches so that they can go out and help millions of people. And I believe that is how we change the world. We don't change it, I don't think, through policies and politics and fighting and polarization. I think we change it one managed mind at a time. And I feel really compelled by that, and I think that this is a huge missing piece to be able to do that. So, I hope you join us. I'll see 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 StaceyBoehman.com/2Kfor2K. We'll see you inside.