Ep #340: How to Empower Clients to Invest in Coaching



Full Episode Transcript

With Your Host

Stacey Boehman

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

Ep #340: How to Empower Clients to Invest in Coaching

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! I am so excited to chat with everyone today, my Facebook audience. I love you all so much. I didn't even for the longest time do live streams and engage with my Facebook business page audience, and it's been so fun to do that. In the last six or eight months, I've been live streaming a lot more than ever before and to be able to give messages and share things that I'm thinking about with you all and to commune in this way.

So, if you are just finding me, my name is Stacey Boehman. I am a Master Certified Life Coach, and I help coaches make money. And today, we're going to actually talk about women, specifically, making money and being in their power when it comes to business.

I help coaches make their first $2000 and then $20,000. And then I have a 200k Mastermind where I help them make their first $200,000, and then I have a 2 Million Dollar Group where I help them make the first two million dollars. Y'all see how I love the twos?

And then I also have a brand new series called the Entrepreneur Series, and that is, this is my tenth year in business. And this series has been dedicated to the wisdom that I have collected and accumulated in my brain over the last ten years and selling $40 million of coaching, more than $40 million of coaching at this point. And so there's a lot of wisdom.

So we have done courses on, and really the other piece of the Entrepreneur Series is I found that coaches come into the industry and they have this beautiful coach heart and they want to serve people, and they have no idea how to be an entrepreneur, and no one's really taught them. And so the Entrepreneur Series is my collection of wisdom after ten years combined with helping my coaches become better entrepreneurs.

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And so we've done one on staying in service energy even when you're trying to make specific amounts of money. And we've done one on, I called it "Alive," and it was really about triumphing over every challenge that comes your way in entrepreneurship. And we did one on capacity work and increasing your intellectual, your emotional, and your physical capacity. And now the next Entrepreneur Series course is ROI, creating a return on investments that you make for your coaching business.

No one's ever taught this before. Have you guys ever thought, have you thought about this, why? It's so crazy to me. Why is there no teaching on creating returns for your investments? This has blown my mind since I started the industry. Every time I would join containers, no one was talking about making your money back. And I created that as my core, one of the core philosophies in my containers when you come into my programs, the first thing we do is make your money back.

You join 2k for 2k, we do that in the first thirty days. If you join 200k Mastermind, I have a 25k in 30 Day Challenge, and you do the challenge at any revenue, but at least $10k. That's what the investment is or typically has been. And we work on that return right away. All of my programs, it's like, have you made your money back? That language is throughout my programs because I noticed that no one was ever holding people, not accountable, but having the standard of that.

And so it's really easy to invest a lot of money in the coaching industry specifically, not talking about stock markets, I'm not talking about real estate. It's really easy to invest a lot of money in the coaching industry and not be aware of how much you're putting in and aware of how much you're getting back, or specifically work towards creating returns every single time. And I was forced to do this because I joined the industry and I had no money.

So I couldn't just frivolously put $2k here and $10k here and $20k there and $25k there and I couldn't do that, $6k there. I couldn't do that because

every dollar I was spending was money I should be paying bills with, basically, in the beginning. And so I had to be, I'm signing up for this, and then I'm creating money in this way. This is how I'm paying for it. This is how I'm creating a return. And I just noticed no one was ever talking about it.

And even for me, I've been talking about it a lot in my ten years and in all of my containers, but I've never actually taught a course to my students on how to create returns. So I've just been thinking about this a lot over the last two weeks, is how has no one ever done a course like this before?

How is this not being taught to us as soon as we get into the industry, especially as women, and I'm going to tell you why. I know there might be some guys on here, and that's fine, but this message is very specific to the women. I coach everyone, but the majority of my spaces are mostly female. And I, that means a lot to me because I am a woman in business and I want to see more women in business.

I'm about to have a baby girl in August. I'll get a little misty. But I love the fact that she's going to watch her mama grow up running a multi-million-dollar business and that's going to be the, like the only, I'm going to get so misty, the only reference for life that she's going to have ever is women in business. She's going to be surrounded by them.

All of my best friends are also women in business. And that is the only thing that she's going to grow up knowing is that women run businesses. Like, yeah, oh, yeah, moms, they just run businesses. That's going to be her core life experience, and she's not going to have anything else to compare it to other than obviously moms run high-powered, multi-million-dollar businesses. So I'll, maybe that's what she'll do.

That's so crazy. That got me so emotional. Listen, I can't help it. It's the hormones. So, I am having a baby girl. I run a multi-million-dollar business, so I've been thinking about this a lot. And so here's the message I want to share with you all today. We get into business to make money. That is what

we do. Whether you realize it or not, if you decide to be an entrepreneur and you decide to be a coach, and that's the way you're doing it, I'm going to make money as a life coach. By the way, I have a podcast called *Make Money As a Life Coach*® because I know that's what we do, is we get into business to make money.

And so the focus becomes about money coming in. And all of my core offers are about money coming in. Now, when you're in the container, we do talk also about, again, it's the money coming in to create the return on investment. And so all of our energy, I want you to think about this for a second, is how much of your brain space goes to money coming in? When you're thinking about your business as an entrepreneur, when you're strategizing in your business, when you're doing your self-coaching, when you're doing your mindset work, how much of your brain space that you give to your business as a percent goes to money coming into the business, sales, clients being sold, making money?

Patricia, yeah, “It's like 100%, right?” Catalina, “In 2k, getting ready to qualify for 200k.” Oh, I love it. So fun. Let us know as soon as you do. Manisha, “A lot.” Yes. Sylvia, “A lot.”

Yeah, I mean, seriously, 100%. Maybe it's more if you, we're going to talk about investing and if you have investment shame, if you have investment doubts, if you are stressed about the money going out, especially in the beginning because money is going out a lot before it's coming in. Maybe there is a lot more of the time that you spend thinking about the money coming out. But it's a lot of brain space that we think about money coming in.

And that's amazing. It's great. It's what we're supposed to do as entrepreneurs. And we spend a lot of time thinking about how we feel about money coming in, and coaching ourselves on our thoughts about money coming in, and our receiving energy of money coming in, and the actions we're taking for money to come in. But we don't spend as much time

thinking about the money that's going out and how specifically we feel about that money going out. How empowered or disempowered we feel about the money going out.

And again, in the beginning, your money is going to be going out. It's not going to be coming in right away, depending on how fast you sign your first client and your first clients. All businesses have startup capital, right? They have, you put your own money in to start the business. So you have money going out, but because you have money going out, your brain automatically goes to the money coming in. Like I got to get the money coming in to solve the money going out. Instead of, “let me think about how I'm thinking and feeling when the money goes out.” That is also part of the equation of the money coming in, and I'm going to tell you how, why that is.

But in the beginning, one of the things that, so when I started my business, I felt very powerless around spending money. I was making great money for where I was in my life and my age and my stage of life and, you know, I was making good enough money, but I was also supporting a boyfriend at the time and spending my money in a very frivolous way and not really knowing where the money was going and not really knowing, like I spent money on things I didn't need. I overspent. I couldn't tell myself no. I didn't know where money was going. I didn't pay my bills on time. Things stacked up. I had credit card debt. It was like I just didn't have an education in spending money, and for sure, nothing on investing money.

I didn't grow up around people who were investing money and talking about investing money. That wasn't a conversation that was happening at the table. And for sure, it's typically not 100% of the time, but typically it's not for sure happening for women at the table. You don't grow up, many of us did not grow up sitting at a table having conversations about investing, especially as women.

And so I had a lot of powerless feelings around money. And then one of the things that really started helping me gain traction and grow my business is

how I changed the way that I thought about spending money, money going out, and investing my money. It's one of the first things I worked on with my first one-on-one coach was paying all my bills on time and what was creating spending and making my, coming up with the money for the investments in my business. And I really started focusing on how I was feeling when the money was going out and the empowerment or the disempowerment that I was experiencing.

And so it's important to know that in society, especially for us women, we are depicted a lot of times, if you are on Instagram or TikTok, it's like every funny Instagram or TikTok thing is about how, you know, the Amazon boxes and I have, my wife has two different personalities, one where we need to save money and one where we're going on a European vacation and I never know which one I'm going to get. Those types of, if you've seen those reels, it's like they seem funny, but every time I watch them, I just think about this is society depicting women as frivolous, irresponsible, spenders, not good with money, and not empowered with money, not educated with money, not capable of making decisions around money.

I remember I went to look at, my husband and I are planning to move to Nashville. We bought land in Nashville, Tennessee. And when we were looking at different options of buying houses or land and we went to this neighborhood that was a little outside of Nashville, and the homes are like anywhere from 2.5 million to six million dollars. And we're with our son, so I'm breastfeeding at the time. So we have my son, me, my husband, and our realtor, who is a woman and amazing. And the guy is telling us all about the community and, you know, all the things. And he looks at me and he says, "And you'll love the community. There's just lots of stay-at-home moms here." And then you could just feel the room get icy. Not really from me. I'm just used to it by now. But my husband was a little bit like, and then my realtor was like, "She's the one that works. Her husband is retired." And he's like, "Oh, sorry, sorry about that assumption."

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But that is just what it is. We're not expected to make lots of money, be the breadwinners, be the main money holders. And so when I'm coaching a lot of the women that I work with, oh yes, girl math, yeah, that's another one, right?

When I'm coaching a lot of the women that I coach in business as coaches and entrepreneurs, there is a lot of fear that comes up with investing money and spending money in the business and utilizing money, utilizing family money, utilizing personal money. It doesn't matter. It's just any type of money going out creates a lot of tenseness for women in business, a lot of fear, a lot of uncertainty, a lot of doubt, a lot of wanting to abdicate responsibility to that decision-making process, wanting to take a long time for the decision-making process, a lot of shame if it doesn't go well.

There's a lot of negative connotations and disempowerment when it comes to money going out in spending and investing, especially for women. And society just reinforces that all of the time. And so it's a constant coaching women being afraid of being irresponsible. It is not that they are irresponsible; they're afraid of being seen as irresponsible.

And so here's why this matters. When you are investing and spending, you are actually a buyer. So you are in the marketplace buying coaching as a coach. Yes, you are a coach, but you are also a consumer of coaching. And my firm belief is if you want to be really successful in business as a coach, you have to be really good at buying coaching. You have to believe in coaching a lot and be a consumer of coaching, have a lot of positive experiences of consuming coaching, lots of results from consuming coaching, from being coached. The better you, the more results you have, the better experiences you have, the easier it is for you to believe in coaching and then to go sell coaching to other people.

Right? The first year that I was coached one-on-one with a coach, the very first year, I didn't even know I wanted to have a business. My best friend at the time, I mean, she's still one of my best friends, but I don't know why I

said at the time, but at the time my best friend also wanted to become a life coach as soon as we met the same life coach. She was like, "I want to be a life coach." And I remember telling her, "Oh, I don't have any interest in coaching anyone. I just want to change my life."

And I did that for a full year, just changed everything about my life, my spending, got my money on track, my relationship on track, everything, my career on track. And I had a such a profound experience that at the end of the year, I was like, "Oh, wait a minute. If this felt like the secret to the universe to me, then I think I do want to go share this with other people. I do think I want to help other people do this," because it was so life-changing for me.

So to sell coaching, you have to have those experiences. You have to be, I call it living in breakthrough, but you have to be a product or a product of your product. You have to be a walking, talking example of what is possible with coaching. I've done coaching. It served me well. I have results in my life, or I'm creating them right now. That makes the best energy for selling coaching to someone else.

So you, when you start as an entrepreneur and a coach in this industry, you are a buyer of coaching in the industry. And how you feel with that buying your, what I call your buying power, how that feels for you, the experience you have buying coaching, investing in coaching, that experience also becomes part of what I call your unintentional sales pitch, which is the intangible parts of when you're selling coaching that you can't, someone can't describe because it's not words you're saying, but it's energy you're bringing to the conversation.

And so if the energy you're bringing to the conversation is, “I feel really scared to spend money on coaching. I've had bad experiences. I feel irresponsible. I have shame around it. I'm unsure about it. I don't do it very often. I've only had a few coaching experiences. They haven't gone well.” Any sort of disempowerment as the buyer, that turns into the energy to

which you're also offering coaching to other people, to other buyers. So your clients, they're also buyers of coaching.

And so what has helped me grow my business is feeling very empowered with the spending, the money that I spend and specifically the money I invest in coaching so that I, you know, one of the things I'm going to be teaching in ROI is knowing how to make decisions in the first place, knowing how many investments to make, knowing exactly how to have a plan going into the investment to create a return, knowing how to get the most out of it while you're in the coaching container, knowing how to recover if it isn't what you expected and it doesn't go well.

And so I've been thinking a lot about, and this is the question I want to pose to you, is do you have, do you believe that you have return on investment power? Meaning, when you go to make an investment, you feel excited, you feel purposeful, you feel committed. You feel all of the good feelings that you would want your clients to feel when they pay you. Does it feel like it's done? I'm going to create these results. Do you feel empowered when that money leaves your account? Do you feel grateful? Do you feel excited?

I just had someone join my 200k Mastermind, and then I launched ROI, this Entrepreneur Series course, and my Mastermind students get the Entrepreneur Series courses included in their Mastermind investment. And she was like, "This is the perfect thing that you could have ever done." And she was like, she sent an email into our company and she was talking about how she was like dancing around in the house and she like threw open the door to her husband's office and was like telling him all about it and just feeling she had won the lottery and being literally dancing in her house.

Do you feel that energy of dancing in your house? Do you feel that palpable, powerful energy of I'm creating something with this investment, I'm about to be, I'm about to hit my next level with this investment? Does it

feel empowering? Does it feel exciting? Do you feel gratitude when that money leaves your account?

If you don't, it's going to be really hard to inspire your buyers to feel that way about buying from you. And it's normal if you don't or you don't 100% of the time because you're maybe inexperienced with investing and haven't ever been taught, because again, why? We've never been taught how to invest in coaching specifically and how to get the most out of coaching containers. That's not being taught. So that's a common reason you might feel that way.

And then it's also common because maybe you've been told by society and people in your family and structures and systems that you are, you know, beware of your irresponsibility, beware of your frivolousness. That's what you do is spend money, and you do it to the detriment of your family. Maybe you've received those messages, and you don't know how to invest, and you've never been in maybe conversations where people are teaching you how to invest. And then you're trying to sell someone else investing in you, and it becomes very difficult if you don't have the right energy around it.

And so what I noticed is the more empowered I got with paying for my investments, you know, in the beginning I had to do payment plans and it was every month trying to figure out how to make the payment plan work. But the more empowered I got with it and the more investments I made and the more returns I created, the more powerful I got in selling in my business.

And the, you know, one of the things that I have noticed, this is something else about women that I used to, I started the industry selling general life coaching, and I sold and coached a lot of stay-at-home moms. And it blew my mind how many women I spoke to who were working 120 a week. I think they've done studies that the average stay-at-home mom works about 120 a week. So they're working one hundred and 120 a week for their

family day in and day out, and they did not feel that the money was their money. They felt that they had no money.

There's the family money, there's their husband's money, there's money, but they have to ask permission for that money. They can't just use that money. The money isn't theirs. It's an incredible amount of insecurity that a lot of women feel when they are not making their own money and are playing into that societal role of if you don't create the money, then it's not yours in the family.

And I always used to have conversations with them about this because they're working for the family 120 hours a week, and they are, have entered into this agreement with their spouse willingly. They both made the agreement that they would stay home and take care of the kids, and yet they chose in that agreement, unintentionally, to disempower themselves with money and to decide that none of the money moving forward would be theirs. Maybe their husband thought that, and then they decided that was true because society doesn't value stay-at-home moms. And it always blew my mind.

But I empowered my women clients to get that money and invest in themselves and go for what they wanted because my empowerment around investing was so high. I just didn't even understand it. I'm like, "What do you mean? You spend 120 hours a week working for the family, and you don't think your mental health matters? You, you hold the family up. You make every single plan. You make sure everybody is okay. You cook the meals, you clean, you go get the groceries, and you don't think that you deserve an investment that's going to help you feel better in your life? This is bananas. Why did you enter into that agreement?"

But we do it unintentionally. We do it because society has is set up that way. But because I was so empowered in my own investments, I was able to hold, really, what I call hold space, really strong space for women who felt disempowered around money. So if you are a woman in business and

you feel disempowered around money in any way, if there's any cobwebs in there to be cleaned out, we need to clean it out because otherwise it will be very hard to hold space for other women making the decisions when they say that they need to speak to their spouse before they say yes to coaching, you might agree with them.

If they say, "Well, we make all of our financial decisions together," you might agree with them. If they say, "I don't deserve this." I just coached someone on this recently. "I don't deserve this. This is, this would only be for me and it wouldn't benefit the family at all, so it's selfish to do this." You won't know what to say to them.

And it's not about making people wrong, it's just when you are an empowered person with investing and you meet someone that's disempowered, you have the opportunity to bring them up into your empowerment. But you can only do it if you are feeling really empowered. If you were feeling disempowered in any way, meaning when the money goes out, you feel tense and stressed, you're not sure if it's coming back in, you don't trust yourself to bring the money, not only bring the money back in, but bring a lot more money in because you made the investment.

If you don't trust yourself to fully utilize it, if you don't, if you have judgments about how you utilize it, if you buy things and you don't show up to them, if you invest and you get mediocre returns, but nothing that blows your mind, then when someone else is having any type of objection, if it's a time objection, if it's an energy objection, if any type of, you know, "I don't know, I don't know about the value of coaching," it will be hard for you to help them through that moment if the value of coaching for you has not been like astronomical.

But if you have received astronomical value from coaching, then it will be incredibly easy for you to walk other people through whatever friction or obstacles or resistance or, you know, objections that they have that keep them in, keep them from moving forward, you'll be able to walk them

through that, not talk them into it, but walk them through it so much easier, so much more powerfully because you are a living proof of the value of coaching.

It's more common than not for coaches to come into this industry and be selling coaching and want to have successful coaching businesses but not actually believe in the value of coaching or have had the experience of having an extreme return on investment to have hugely valuable experience in coaching, and then they're so frustrated and confused and disappointed in their results, but it's because of their investment power.

When I started having power in this way, I started also not only being able to talk to people who were disempowered, but I also started attracting a lot more people who were very empowered. One of my early clients was making $500,000 in her business, and I, she worked with me one-on-one, and then I sold her a $20,000 VIP package. And she made that decision on her own. She decided she was doing that and then told her husband that's what she was doing and then sent the check, like a boss. But that happened. I started attracting those type of clients that even if they were stay-at-home moms, they would be like, "Yeah, but I'm going to get the money. It's my money, too."

I started attracting those type of people because I was that type of person. I was investing in myself, so I was attracting people who were excited to invest in themselves. And not just I'm investing in myself with drudgery and fear and terror, but I'm investing in myself, and I'm dancing in my kitchen because I'm so excited and so grateful for the opportunity. And even to this day, I've made some really big investments that have scared, have created fear inside of me. But I've leaned into the excitement and into the possibility and into the empowerment more than the fear, and so I get more out of the return. I trust myself to create the return.

So the conversations, like right now, my husband and I are having a conversation about a $500,000 coaching investment. I'm a little crazy. None

of y'all need to do that. But it's something that I really want, and it's a lot of money, and we're working our way up to it. We're like, "Yeah, that's what we see coming in the future of my business is I want this investment." And we're creating the empowerment around it.

And I've made some, last year I invested $233,000 in my business, which is the most I've ever invested in one year, and it was scary, and also the up-level of my self-concept, of my investment power has been so crazy that the return from what I'm selling and the traction that my sales created, it was insane.

I create returns so quickly because of the empowerment that I feel around it even if I'm, even if I'm scared. “This is so good. Love the pep talk. I have a consultation with a client this weekend.” Yes, empowerment around the investment. But you have to be the walking, talking example of that. That's why I feel so passionately about this Entrepreneur Series course, ROI, Return on Investment. Because I am going to help my students who come into this room become powerful investors, be very empowered in investing.

We're going to change the dynamic of the way that you feel when you invest. The way you feel before you make, while you're thinking about the investment, the way that you feel making the investment, the way you feel directly after, the way you feel implementing the investment, the empowerment that you have personally inside of you. I'm going to teach my ROI plans that I create before I make the investment, my ROI method for once I'm in the investment for creating big returns. But we're also going to deeply coach on investment shame, guilt, disappointment, hesitations, the energy, the empowerment that you have around making investments because if we amp this up, especially if you are a woman in business, then your selling is going to skyrocket as well.

Your power and who you attract, the buyers you attract, the way that you're able to speak to them, their level of empowerment, it all starts to shift. It's very typical early on in your business when you are feeling a little

disempowered around investments. It's very typical to attract a lot of people who are very disempowered as well, and they've never paid for coaching before. They can't wrap their mind around paying for coaching. It feels frivolous, it feels like spending money, it feels like being irresponsible. And if you haven't worked all that out, they will walk every single time, and they will not get the help that they need.

So, if you want to join me in ROI, we start on Monday, and this is a, so we're going to send an email tonight actually to announce this, but this is now an eight-class course. It was seven, but I've added a class. And I'll tell you all about it if you're on my email list. We're going to do eight classes over two and a half weeks, and then you'll have 45 days total access to the course. It's a limited series course, so you have to watch it within the 45 days. You either have to attend live or watch the replays. And we're going to dissect every ounce of anything keeping you out of your investment power. And if you have investment power, we're going to amp it up like crazy.

I'm going to help you be able to also do this for your clients. You'll be able to teach some of this to your people, whether or not you're a business coach or not. This works on, like I've paid for coaching to lose the last ten pounds. I've paid for coaching to help with pregnancy nausea. I've paid for coaching to, pure life coaching. I've had a life coach for many years. I typically always have a life coach and always have a business coach. And so I have created massive personal returns, a lot of inner work.

One of the things my students say in my 2k room and my 200k room, one of the things that they say is you're so good at selling our offers. Like you can sell, in thirty seconds, I can sell their offer better than them. But I always tell them, "Yes, I'm good at selling and that is a piece of it, but also, I just, there's a, I've done a lot of coaching."

So there's not a lot of niches that my clients can have or work that they do that I'm unfamiliar with because I've just invested so much money in

coaching. I think to date I've invested a little over $500,000 over ten years in different coaching, whether it's certification, Master Certification, business coaching, life coaching, very specific coaching. I got coaching on chronic back pain once. I've done a lot of different types of coaching, and I've used all of that coaching, who I've become, and the skills I've created in my business to sell 40, over $40 million of coaching. There's no other investment in the world that create those type of returns.

And I always say even if it's an emotional return, it's an emotional return for the one life that you get to live, to make sure you're living it intentionally, to make sure your marriage is what you expected it to be, to make sure that you are engaging with your children and raising them the way that you want to be raising them, to make sure that all the decisions you make every single day feel purposeful and in alignment with the life you want to live. We get one life. So every investment into your brain, into your heart, into your soul, into your skill sets, every single one of them matters. And then if you're selling coaching, the better you can get at explaining the value of this and the more empowerment you have in your investments, the more you're going to sell.

So, if this resonated, join me in ROI. And I would love to have you. We're going to open the Facebook group today because I have some pre-work that we're going to do between now and when we start on Monday. And there's also going to be some pre-work on Monday, and then we will officially close the doors Wednesday night. We were going to close them Monday night.

We're going to close them Wednesday night because Monday is going to be, it occurred to me, I have seven lessons planned to teach, and it occurred to me the one thing I hadn't planned to teach is getting an ROI from ROI, which is a little meta, but probably matters if you're joining a program about Return on Investment to learn how to have the best experience in the course Return on Investment.

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So Monday is going to become our introduction call, and I'm going to break down the way to think and the way to experience the room and how, and some caveats that I have on some teaching that I'm going to do and maybe some contrasting things that people might experience in the room, and we're I'm going to just really set everybody up to be really primed to get the most out of the course, and then we're going to do some pre-work, and then on next Wednesday, we actually dive into lesson one.

And once we dive into lesson one, I'm going to close the doors permanently because this course, of all courses, is really important that you do the intro call and then call one and then call two and then call three and that you don't skip around and you don't miss calls. You really want to do them. You do not want to do call four or five before you do call one. Because some of the things I'm going to be teaching are going to be a little confronting.

I am going to be teaching the way that I think about investing at a multi-million-dollar level, and if you're not at that level, then it could feel confronting. It could poke on some belief systems and some values that you maybe have from the person that you've been and maybe not the person, maybe they're not supporting the person you want to be. I'm going to call everybody into their highest level of power and responsibility around investments, and that might not be a walk in the park. That might also feel a little confronting. So I want everybody to do it in order, and I really want to manage the flow of people coming in. So I don't want there to be people just jumping in and not having context for all the things I've taught.

One of the things I'm really good at, so I'll say before I jump off here, one of the things I'm very good at is setting context for things so that people can receive tough coaching or things that might trigger values or belief systems. I'm really good at opening people up and creating context and safety for people to receive new information, especially if it's, the things that empower us the most are not always the things that feel the best to hear. And I'm going to do that.

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I'm going to spend, I'm going to be very careful about the way that I lay this out, very careful about the way that I teach. But by the end of this course, I want you to leave feeling deeply empowered for every investment that you make in the future, but also for every investment you've made in the past, even if right now you feel like a failure, shame, you know, still paying debt off from past investments that you didn't, you know, like how it turned out.

Whatever it is, you will leave feeling clear about your past and knowing exactly how to process that and how to recover from that, and how to move forward very powerfully. And that will also help you sell coaching to people because you're going to get a lot of people on the phone that are like, "I've tried one hundred diets, and one of them sent me to the hospital and one of them made me mentally crazy and then none of the other ones worked. And so I'm terrified to try anything else." And you're going to have people that are like, "I did therapy for years and it didn't work."

You're going to have people that come and they have their own shame and regret when it comes to things they've tried to change their life. And if you haven't processed your own shame and regret for things that you've tried that haven't turned out, you're going to struggle with that, too. It's the same thing. It's part of the investment empowerment is being able to be really empowered even when things don't work out the way that you'd hoped.

Okay, so Patty, I'm going to say something super hard right now. “So I'm not looking to invest. I'm wondering how to coach the things I've learned in life.” So you can for sure go to a coach training, but if you're not willing to invest in your own business, you're not, it's going to be very hard for you to sell people. If you are not looking to invest in coaching for yourself, it doesn't matter how much experience you have in a lifetime or two lifetimes, how much good advice you have, how many people come to you to seek out advice. If you don't personally invest in yourself, it will be absolutely very difficult to walk people through investing in you. It's not a judgment. I know this from experience because I have 6000 people in my 2k for 2k community where I'm teaching them how to sell on a consult, and the

number one thing that keeps people from closing a client who's actually interested, who got on a call, who invested an hour to figure out how you could help them, the number one thing is not being able to get them to make a decision and to overcome any objections, and the number one reason for that is what I've just talked about on this Live.

If you're not actively investing, if you're not actively having great experiences coaching, it's very difficult to walk someone else through anything that they're struggling with to get to the other side to decide to buy coaching. I have seen people do a hundred consults, and they're amazing coaches, and the people say, "This was so valuable," and they still don't buy. And there's just something about, it's an intangible thing that if you don't have the experience of having paid money for coaching and invested in yourself time and time again because you see the value of coaching over and over and over, then it becomes very difficult to sell it to other people because you're just not a product of your product. You're like, "I have lots of experience, but I've never been coached. I don't coach. I'm not looking to spend money on coaching." Then you're not going to find people looking to spend money on coaching either. It's just an energetic match that doesn't happen.

“Even if I spend $12k on a program and never cracked it open.” So if you spent $12k on a program and never cracked it open, that is disempowerment around investing, and we will fix it. We will talk about it. There's been one time where I did not do a program and I left, and it actually created such a transformation that I immediately did a $100,000 launch, but it was very intentional and I was very empowered around the decision. But if you spend $12k on a program and you don't do it and you're disempowered, then that starts bleeding into everything you're selling from that moment on.

Stephanie, “Is this best for beginner coaches or how would this benefit established coaches who are regularly investing in their business?” I think it's for everyone that's spending money in their business. If you're not

creating ridiculous returns that blow your mind every single time, you want to be in this program. And if you're not good at helping other people do it, you want to be in this program. So the two things that have made my career what it has been and created $40 million is how the returns that I get for myself and then the returns that I've helped my clients get.

Like we, my 200k Mastermind has been running since 2019, and last year we did a data study on 650 students that came through that room. It was a self-reported data study. So they would apply and on their application tell us how much money they had made in the last six months, in the last twelve months, and then we track their revenue as part of our program every month to see, again, because I believe so much in creating returns, I'm always paying attention to my students' returns and having them pay attention to their returns. And we collected all that data over a six-year period and created an algorithm to produce a study on that data. And one of the things that we found is my students, on average, were growing beyond hypergrowth.

So they consider hypergrowth in the business world 40% growth, and that's over a year period. My students were coming in and growing at a median growth rate of 48% in a six-month period, which is almost 100% annualized, which is really unheard of. And so there's something about when you understand how to create massive returns for yourself, not just returns, returns that would make you keep investing.

This is how you know. If you're an experienced investor and you've invested and you constantly make investments, how empowered do you feel? How amazing do you feel? And do you have such big returns that you are always lining up the next investment? And there would never be a time where you were taking a break or not investing in yourself.

I'm going on maternity leave. I still am paying my business coach because I am a CEO who will still be running a business on maternity leave, and I pay $11,000 for every single call that I do, for a ninety-minute call, $11,000

every time. But I turn that $11,000 into hundreds of thousands of dollars every single time. I can track it. I can see the return from each and every conversation and how it shows up in my selling, my delivering, my managing of my business. I see it everywhere. So this isn't just if you've never created a return, it really is like my ultimate goal for all of you would be that you are so good at creating returns that you would always be investing in your business, always be massively growing, and hitting more higher and higher levels of success. Don't we all want that? That's what I want for you. That's my goal.

Teresa, “Investing in myself is simply a necessary part of owning a business.” Yeah, and aggressively investing. Now, I'm not going to sell you aggressive investments. It's not about that. So it's not going to be like, "Come to this real estate conference and then give me $250,000." Someone was just telling me about that recently. My, one of my doctors had that experience recently.

But whatever you do want to invest in the future, I want you to feel so empowered with it, whether it's with me in one of my programs or someone else. I really have a genuine belief that the more coaches invest in themselves and create returns from coaching, the more value you get from coaching, the more you then help other people say yes to themselves to get coaching, the higher that then the more your people get results and value from coaching, the more they tell other people about their results and their experience and how amazing it was, and then the more their people who hear about it decide to get coached.

And suddenly, now the value of the reputation of the entire coaching industry increases, and then the buyer pool of people interested in coaching and feeling safe to buy coaching, that also increases. And so I think it's for you, it's for your clients, but it's also for the entire industry. And our, the value of our industry, the reputation of our industry, and then increasing the buyer pool of our industry by people getting high returns, both coaches and clients. That is the goal.

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And then if you think about that, if every client and every coach is getting massive returns for everything that they do and more people are getting coached, it's like the world really does start changing. I know that's a big vision for some people to grasp onto in the beginning, but I've been doing this for ten years, and this is some of the things I think about. It matters to me. I think that's how we change the world, is one person getting coached at a time.

All right, I got to jump off here. I love you all so much. I will see you all on Monday.

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.