Ep #360: Creating Money in 30 Days



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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.

Hello, hello, hello. I'm so excited to be here. So, it was 2018. That is how long I have been running The Revenue Challenge. If my memory is correct, I don't know that I did one on the first round of 200k Mastermind. The very first one, I don't think I did this, but the second one, we ran it the first 30 days of the Mastermind. I just remember it very vividly. At the time, the Mastermind was $10,000, and I had a room of 30 beautiful souls sitting in front of me in Chicago, Illinois. And I flipped my chart, and it said $10k in 30 days. And there was a little bit of a gasp in the room. And I said, "This is what we're going to do."

Most people will join a mastermind or join a container, and they will wait the entire container to create a return for their investment. I don't want to do that. Let's do it in the first 30 days, and let's make a huge impact. Let's really do this and get it done so that the rest of the Mastermind, you can profit. And I remember that conversation vividly. And I remember feeling so convicted in this, not just because I wanted them to make their money back in the Mastermind right away, but because of the importance of learning the skill of making money on demand.

We call it in the 200k Mastermind—that's my higher-level Mastermind—we call it turning the money faucet on and off. There's a really important aspect of that. And so I really want you to think about it like that. If you had the skill—and I'm going to tell you a couple of my stories that are really why this matters to me—but if you had the skill, like going into your kitchen and just turning the faucet on and the water coming out, if you had that skill and instead of water it was money, and then you could turn it off and be like, "Okay, good. Done. Now I'm going to go walk away from the sink for a little bit."

And then I'm going to come back and I'm going to turn the water back on. We have no thoughts. Think about this. Unless you didn't pay your electric bill, you have no thoughts when you go to your sink to turn your faucet on

that water isn't going to come out. But the scariest thing as an entrepreneur is I could go put effort out into the world. I could move the faucet lever, and nothing could happen.

And that realization, that thought is the number one reason people fail when they're selling and trying to make money. Because the moment you have that thought that I could possibly go move the lever and nothing could happen, that fear, especially when it comes to money, takes over your body. It takes over your energy, it takes over how you show up, it takes over everything. And then you show up ever so slightly differently to everything because of your fear that the money might not come out of the faucet.

So this is the lifeline of really good sales, really confident entrepreneurs, and really healthy businesses, is if you know when I go move that dial, when I go manipulate that lever, there will be something there for me. So if I spend energy doing a consult, going to a networking event, if I spend energy doing a launch, and I put everything that I've got into it, I give all of me, and I do that, money's going to be there.

If you believe that 100% with all of your being and your body and you carry yourself that way through all of your effort, all of your energy, all of your creativity, the likelihood of money being there is very high. But we don't do that. We either don't know how to find the thoughts where we're not really certain that money's going to come out, or we battle ourselves the entire time.

And this Challenge helps my Mastermind students. We do it every single round, and now there is a process that's recorded. So many of them do a Challenge every month in the Mastermind. They're like, "I'm redoing this Challenge," or, "I'm doing a Challenge to make even more money. I'm doing my next Challenge." So they have access to be able to do it all the time. They have all the resources, all the support. We coach on it on the calls.

They can—they typically go through the entire process every time they run the Challenge. They'll watch coaching calls that are Challenge-specific, and

they'll get the support to go out and do it over and over and over. And the more they do the Challenge, the better they get at it, the faster they learn to make money, the more confident they are, the more concrete making money starts to feel.

So here's why this matters. The other fear that looms over people when they start a business and are running a business is, "Can I make this business work long-term? Can I make it work now? Can I make it work six months from now? Can I make it work a year from now?" I remember when my husband, when I retired him six years ago before we had kids, multiple people at his job said, "Good luck. I hope it lasts." Something about the money's going to dry up, and it's not going to last. Like little comments here and there about how it's going to dry up. And I never had that fear. Ever. But that fear exists in a lot of people. Will I be able to make it? And if I do, will I be able to replicate it?

And being able to create money on demand is the reason you know you will always be in business. Because—and I'm going to tell you this important story now—because if your business ever got in trouble and it needed money, if your business ever, if you had a big tax bill, if you had an unexpected hire you needed to make, if you had an unexpected refund you had to do.

I remember one time I had to refund someone. They paid in full for a discount. This was maybe my first year of business. She was the best client. Like she did a VIP with me. She ended up buying coaching for someone else, and then she met this guy, and he hated the idea of coaching. And the moment she got engaged, he told her he had to, she had to fire her coach. And instead of being honorable and in integrity and saying, "I already paid this coach and I got a discount and I paid in full, and I know it's non-refundable," she really was like, "You must refund me. I'm going to get a lawyer. You have to refund me." It was a really nasty situation.

And so I just decided to refund her. But at the time, I was investing so heavily in my business, and I had living expenses, right? I'm delivering the

coaching. I have living expenses. And so I had spent some of that money. I didn't have the full refund available.

Like, people don't realize that when you deliver coaching and it's your job, you're living on that money while you're delivering coaching because it's your job. It's just like you go to a corporate office and you get your paycheck, you get to go spend that because you earned it and you made it. And you had expenses to be able to go out and do that, right? You had childcare and you had to buy clothes, and you had to buy lunch and gas that week to get to work. You're not just holding all of the money all of the time. And so I didn't have the money.

And I had to refund her in—I just didn't want to deal with—I didn't have to refund her, but I decided to refund her because she went from best client to—it was wild. Like screaming at me very, very quickly. And I just, I was so new in business. I didn't know what to do, and I was like, "I got to refund her." And so it was $13,000, and I had to put it on a credit card. This is before I knew how to turn the money faucet on and off. So I had to take the credit card out somehow, and I just remember getting credit and paying her $13,000 of a refund on a credit card because I didn't have the cash. And I've also had a $600,000 unexpected tax bill.

And things like this destroy businesses if you don't know how to handle it. And learning how to create money on demand, knowing how to do that saves you from all of this. If your kid is in school and getting bullied, and you decide to put them in private school, and suddenly you have to pay $7000 a year or $15,000 a year for private school, and you didn't have the money in the bank.

And you just signed up for a mastermind to grow your business and go to the next level. And suddenly you're like, "Oh, now I have to—I have to quit the mastermind that I signed a contract for and agreed to do and was really excited to do because I couldn't come up with the money." That, that is why this skill matters so much. I've never had to compromise my desires, my integrity, my personal safety and health of my finances. I've always been

able to create the money on demand. And so I feel really passionately about this.

So this is how The Revenue Challenge was created. In 20, I believe it was 2018, I was in a mastermind to make millions of dollars, to learn how to scale to my first million, and then I eventually made eight figures in that mastermind. And one of the things that they would do is we would meet four times a year, and you had to bring your profit and loss statement. So I don't know if y'all do profit and loss statements. I don't remember when I started doing them, but at some point in business, you'll be doing profit and loss statements. And it's an itemized list of what you, the profits you've brought in and then every expense that has gone out and the money that is in the business. And one of the things that they would, the mastermind would ask is certain things on your P&L. So I'm going to give you an example.

So in the mastermind, it wasn't a requirement, but they taught that for every $100,000 you made, you should have $10,000 in revenue, $10,000 in... we called it working capital, but $10,000 in your account for the business. So if you were making $200,000, you should have $20,000 set aside. If you're making $600,000, you should have $60,000 set aside so that if you have to do a refund, or you have to hire someone, or you want to pay for run ads or anything that you want to spend in your business, you have that money. It's your rainy-day fund.

And I had built up, at the time, that year I made $800,000, and so I was around $600,000, and I had $60,000 in my reserve. Actually, I think that's what we called it. Working capital is more for expenses immediately going out. So it was in my reserve. And I was very prepared, was doing everything that I was supposed to be doing. And then I found the house that I live in now.

My husband and I were living in an apartment at the time because I was investing so heavily in my business. But I just happened to be sent the most amazing, beautiful, ten out of ten house for everything my husband and I ever could imagine wanting in a house. And I didn't have the money

for the down payment, but I did have my reserve, and it was the exact amount that I needed to put on a down payment on my house.

And I know that's so crazy for so many people, but I just knew that I was going to make that money back. I was growing actively, so I just had a lot of faith. But also, I was willing to get into this house. I was willing to, if I had to make payments on my tax bill for the whole next year, I was willing to do that to get into this house. That's how bad I wanted it. And so I did.

And every time we went to these quarterly meetings, we didn't always get asked about our P&L, but this time, they asked. There was an email that went out two or three days—I don't know, it was very shortly before we were going to arrive at this mastermind that said, "Bring your P&Ls. I want to know... here's all of this information I want to know," and one of the things was what's the amount of money in your reserve.

And I was so embarrassed because I knew that I had made this risky move. I knew that I shouldn't possibly have used my tax money to buy my house, and I did. And I had already spent the whole year coming up against inadequacy in the room. It felt like, why am I here? Everybody else is so much bigger, so much better. Their businesses are so much further along. They're so much smarter. They're Ivy League educated. I don't belong here. I spent the whole year thinking I didn't belong anyways. And now I'm going to show up to this meeting, and everyone else is going to have their reserve, and I'm not going to have my reserve.

And I can't tell you, I was more petrified about that than the $600,000 unexpected tax bill a few years later. Probably some good student complex to begin with. So, I was forced; I was faced with a decision. And I cannot tell you—I've coached thousands of coaches in the last ten years, thousands—and I cannot tell you when you're at this fork in the road, how many people go the other way that I went.

So I'm going to tell you the way that I went. The way that I went is I'm going to come up with $60,000 in the next couple of days. I'm going to solve this problem. I'm going to figure it out. I'm going to make money on demand. I

rarely, rarely in my coaching when I see coaches come up against a money issue in their business, whether it's for their business or their personal life—and typically in my 2k for 2k program and a 200k Mastermind, and in that range below 200k, I would even say all the way to 500k, the people, I would say from 500k and below, the typical thing that happens is they have a personal finance issue. It's not rarely a business finance issue. Sometimes you might have a refund that you weren't expecting, but typically your business isn't big enough yet. And sometimes you might have a bigger tax bill than you expect. But typically, your business isn't big enough to have big business surprises.

So it's typically life surprises that happen. And of the thousands and thousands and thousands of coaches—I have 6,000 coaches in my 2k for 2k program. I have probably more than that have actually gone through it. I have over a thousand, maybe 1,200 people who have gone through my 200k Mastermind. So, a lot of coaches in the last ten years. And I would say 90% of the people that I come across who have this issue don't even ask for coaching on it. They quietly give up on themselves, freak out, and they go the path of, "I'm not able to do this, so I just have to either quit my business, quit my coaching, quit my whatever it is that I had intended to do. I have to stop because this personal finance thing is in the way." Or, "quit my business and go back to work."

I don't have the ability to generate the money to pay for the problem, or pay for the desire, right? If you wanted to go on a trip or something. There's been so many things that I just—like the house, I just desired. And I was like, "All right, I'm going to take the money from my business, but then I still have to come up with the money to replace the money for the business," right? That was a desire thing. So they never, ever go this way, which is, "I can create the money. I can make money on demand. I'll just get creative. I'll make an offer. I'll go do it. I'll sign a new client." I've done this so many times.

And so I really see it as a big thought error in coaches who are entrepreneurs. I see it as the biggest obstacle that coaches face, and I see

it as the biggest barrier to having a healthy, solid business that you can keep going and that you can invest in and that you can grow consistently over and over and over.

Because I also find if you're not growing constantly over and over and over, you, you get stale, it becomes harder to grow. The longer you go without growing, it just becomes a little bit harder to get off the ground. So there's just infinite reasons why this matters.

So I need to come up with $60,000, and I had literally maybe a week. I made it in two days. And here's the thing that's really important. If people do decide, "I'm going to solve this problem. I'm going to create an offer. I'm going to make—I'm going to figure out how to make this money," typically, they do it with hustle. They do it with offering something they don't really want to offer, offering something that isn't maybe their core offer that they're offering. They try to throw something out there and see what sticks.

And every time I've done this, I've been able to—I've had since I started scaling to a million three core offers: 2k for 2k, 200k Mastermind, 2 Million Dollar Group. And I've been able to do this, staying within my core offers without hustling. But I do it very strategically.

So for that specific instance, I made an offer to my current Mastermind students. I said—we had enrollment coming up maybe a week before—and I said, "For those of you who sign up in the next 48 hours in early enrollment and pay in full, I'm taking you to Miami for two days for the most amazing VIP with me. We're going to be at One Hotel South Beach. We're going to be in the pool all day coaching. We're going to go to Little Havana. We're going to do—we did a fancy, private dinner on the dock at the Strand Hotel, I believe it was called the Strand. Like, really fancy." I probably spent $20,000 on this VIP for two days, but I didn't make just $60,000. I made $120,000 in two days.

My students were like, "Oh my God." I still have the photos from that VIP. One of the, two of the best days of my entire career. The most fun. So there was nothing stressful, there was nothing crazy over the top. I wasn't

working long hours and busting my ass. I just made a really great offer, and people took it. People took me up on it. Sorry, my hand's getting tired.

And this has happened over and over and over and over in my business. So recently, while on maternity leave, I went into my 2k for 2k program, and I had a special offer just for them that I was going to make before I went on maternity leave, but then I had my baby ten days early and didn't make it. And I felt really strongly that they should have this offer right away, and I didn't want them to wait because I knew everything I was going to be selling after, and there just wasn't time to fit it in. And so I told my team, "I'm going to sell it on maternity leave."

And I sold it out in two hours from one live stream. Sold out, made $100,000 in two hours from the same principles that I teach in The Revenue Challenge, learning how to make money on demand. Except for that one, everyone's been asking, like, "We've got to reverse engineer." They've been telling me they've watched the live stream over and over and over to figure out what I did. And I actually, that made me think, "What did I do there? How did I do that?"

And I figured this is specifically what I did there that is repeatable for my students, that I can teach my students, that will be really useful. It was actually very, very, very simple things that are very profound. And so I'm going to teach that in this next Revenue Challenge.

So after I created the $60,000 in, or the $120,000 in two days and I went to my meeting and I was like, "Yes, here, I have my $60,000 reserve," and I created the money for my house that I wanted in two days. And from that moment on, I have felt the importance of this skill set, of being able to make money on demand when you need it, when you want it. It's everything. I've done it for 2.5 million dollars in 30 days just for fun.

I remember running this a few years ago with my 200k Mastermind, and I knew I was going to ask them to do it. And the number one thing that happens when The Revenue Challenge comes up is people are like, "I'm

not prepared. I haven't prepared to put this energy and effort into it. I haven't prepared for making money. I can't possibly do it."

And I didn't have 2.5 million dollars on my revenue schedule at the time. And I thought, "You know what? Okay, I get the feeling of not being prepared." I even challenged myself to do 2.5 million because that would be like—I went to the place in my brain where they feel, at the time it was $25,000 in 30 days. And I'm like, how do they feel with $25,000 in 30 days with where they are? How that must feel for them. What dollar amount would that take for me to feel that way? And it was 2.5 million. And so I was like, "Okay, let's get to work. 2.5 million in 30 days, I am walking in integrity with these students who are about to go through this Challenge."

I ended up making three million dollars. Now, it wasn't in cash. So typically, we go for cash in The Revenue Challenge. However, I always tell people, if you generate money through payment plans that is not yet cash received, you're not going to be mad. You still get the money. And so I made three million dollars that I received over the next six months, and I had the most amazing time, and my students were so freaking happy.

That time, I offered them—I don't always offer a live in-person thing. I just happened to be using those two examples, but I offered them to come and do a live recording of a course for me in 200k Mastermind. So it was a one-day thing, and they just got to watch me record a new course and ask questions and be live coached, and hang out with each other, and they freaking loved it. And we had the best time.

So that was one of the other times I've done it. But I also had a $600,000 unexpected tax bill that came up one year. This was many years ago. And I've had things like that come up here and there, everywhere, all the time. Sometimes it's just like I want to make a certain amount of money in a certain time frame. And I have the ability to do it. So being able to turn the money faucet on and believe that money is coming out is everything because it has me and the people who know how to do this going with all of their heart, 100% of their energy, putting everything into every sales opportunity that they do.

And when you are not holding yourself back, there's a very different you that shows up. When you are fully confident, there's a very different you that shows up. And that you makes a lot more money than the you that you make now. Makes a lot more money than you now. So that is why this skill matters. I think it matters for longevity in business. I think it matters for confidence. I think it matters for fun in sales. I think it matters for literally everything.

And the last thing I want to share with you that I also think I have not taught this ever before in The Revenue Challenge, and then I'm going to give you the link if you want to join me and tell you how it's set up. But I've been on maternity leave, and I've known that I'm going to be doing The Revenue Challenge.

I chose it very specifically to do it right when I came back because I wanted to go from being out of business, being out of my business and not working, to level 100 right away. I don't want there to be any building up. I was like, let's just go. I wanted to bring the energy up for myself. I wanted to bring the energy up for my clients. I wanted to just be 100% immersed very, very quickly. I think that is the key for me. I don't—I'm not a slow-dip kind of gal. I got to jump in the water.

So I've had a lot of time to think about The Revenue Challenge, and I've had a lot of time to think about what haven't I said and what feels the most relevant to me now that I want to share with the people who join the Challenge. This is going to be my—I'm doing the Challenge for my 200k Mastermind students, my 2 Million Dollar Group, and then those of you who sign up to join us from this offering.

So you'll get to join. This is a very rare opportunity. I have only done the Challenge outside of my 200k Mastermind and my 2 Million Dollar Group one time, and that was last August, I believe, or last October, something like that.

And this may be the last time I do it publicly because I do it in my Mastermind. We do it every round and it's a lot of energy and I like to just, a

lot of times I do it just for the Mastermind. But I've been thinking about it a lot, a lot, a lot, a lot. And this is the other thing that I'm going to be teaching inside this room. This is the other transformation that you have the possibility of walking away with. I'm going to be the example of what's possible when it comes to selling and delivering.

So what a lot of business owners, coaches, entrepreneurs tend to think is they need a long runway of value, time, and energy in order to make money. So if you thought about making $1000 in the next 30 days, $5000 in the next 30 days, $20,000 in the next 30 days, typically your brain is going to go to, "I haven't prepared. I need time. I didn't create enough value. I didn't nurture people long enough. I don't have an audience. I don't know who I would sell this to or how I would sell it."

And that poses a problem too at a lot of levels in business. I again, I would say from nothing, zero, I've made no money, all the way up to your first million dollars, especially in the like $200k to a million dollar range. I see people cancel launches all the time because they're like, "I just couldn't get it done. I couldn't get my launch materials prepared. I don't have time to execute it. I don't have time to put what needs to go into it in order for it to sell."

But I was on maternity leave and made $100,000 in two hours. And that's all I did. It was a live stream, and we sent I think one email out. A live stream and one email. It actually does not require a runway. It's a thought error that we have that we are required to give lots of value ahead of time, required to nurture people for long periods of time, required to have been thinking about it for a really long time, required to have been putting—written a ton of emails and a ton of social posts and all the things. We're required to do all this pre-work in order to be worthy of the money coming in or to have the audience that will bring the money in, whatever the thought is, there's a lot of them, they're errors. They're not actually true.

You don't actually have to have a huge runway. So I'm going to be the example of what's possible for that. I have no runway. I come back in one week. And I'm just doing it. So I've been thinking about this. It's like what

we think when it comes to a launch or making money in business is I have to be one of those, if you live in the United States or if you live in Europe, you know those big planes that are going to go over the ocean or they're going to fly to Asia? Like, they're a really long flight and they're humongous. And they need a really long runway to take off. That's the way we think about making money. We're like, "I need that really long runway and the really big plane."

And the way that I think of The Revenue Challenge is it teaches you how to be one of those military planes that's on a Navy ship in the middle of the ocean and has to take off with the tiniest runway. And it needs a specialized pilot. I teach the specialized pilot version for coaches.

How can you take off with no runway? How can you make money with nothing planned? No runway, no—I don't have a stack of emails written. I don't have a stack of social posted. I don't have tons of time to do it. How can that happen as well? And I know that might seem like, "Oh, she's just selling me get-rich-quick," but I haven't had that experience. It's a thought process. It's the way you use your brain.

And I think it is a worthy skill set if it takes, no matter how long it takes you to develop it. I think it's one of the most worthy things to develop. Because again, if you get that tax bill, if you get an unexpected opportunity to work with someone, if you want to put your kids in a private school, if you want to invest in the stock market, if you want to pay off your house, if your husband loses their job.

I've had that happen so many times with entrepreneurs. I remember one entrepreneur that I was coaching was in my, I believe my 2 Million Dollar Group. She might have been in 200k, I don't remember. She was in both, but it was in a kind of a transition period. And she was like, "Oh my God, my husband lost his job." And she was at this growth period, and I said, "Well, it looks like you just retired him."

And her brain wanted to be like, "Oh, I have to sacrifice. I have to suffer now because my husband lost his job, and so I have to pay the bills, and

because I have to pay the bills, it's going to stress my business, and so all of these things, right? I have to get smaller." Instead of, "I'm going to get bigger. I've got this." And I was like, "No, no, no, you've got this. You're just going to make more money. You're just going to replace this income. It's not a problem." What? What if you thought that? What if that was the empowered way that you thought, that you trained your brain to think that way?

It starts in The Revenue Challenge. It's 30 days at a time. It's your first Challenge, your second Challenge, your third Challenge, your fourth Challenge. I want to invite people, those of you, if you did the first Revenue Challenge that I offered publicly in last October, if you did that one, I want to invite you back. Let's do it better this time. If you used to be in 200k Mastermind and you're not in 200k Mastermind anymore, and you love the Challenge, I want to invite you in. If you've never done the Challenge, I want to invite you in.

This is going to be a room full of very serious people working on a very serious skill set, a skill set that can literally keep you in business, save your business, build your business back up. It is the lifeline for your business. There is no revenue requirement for this, but I do tell people that it's rated R for revenue, meaning if you have a really bad goal aversion, you're going to be confronted with that.

My entire 200k Mastermind and my 2 Million Dollar Group will be in this room. So there's going to be people making 50k, 100k, 200k, 500k, a million, three million, five million. There's going to be people making a lot of money in this room. You're going to be seeing people having a lot of success. I remember one student last year at the very end of the Challenge made $40,000 in a day. That's not typical. Results not typical. But you are going to see people making money. You're going to see people celebrating.

And some people will have a hard time. It will be a challenge. This is one of the things I teach in the process is it's called a challenge. It is a challenge. That's in the name. It's supposed to be a challenge. It is challenging. And I have a lot of material to help you through that challenge.

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So people always tell me, "Well, I just have really strong goal aversion." And I say, "Well, how long do you want to keep that? How long do you want to keep having goal aversion running a business?" I promise you if you were trying to be an entrepreneur and you have goal aversion, if you hate setting goals and you have a really strong physical response or emotional response or mental response to setting a goal, if it causes you massive anxiety, if you're waking up in the middle of the night—people think something's gone wrong when this happens. I woke up in the middle of the night with anxiety a hundred times the year I was scaling to a million dollars.

I never wake up in the middle of the night now. You got to face it. You got to face it head-on. If it gives you the sweats, if it gives you panic in your body, if you get a headache, yeah, that's stress manifesting physically in the body. How long do you want to keep that if you're going to call yourself an entrepreneur and be an entrepreneur?

Not long, or it will be miserable. I promise you. You've got to learn how to have a good relationship with setting revenue goals and achieving them if you want to have a really healthy business and have fun.

And so I want to invite everyone in, but just know it is an advanced course. It's an advanced room. We're talking advanced things, and it is going to be a challenge. It is challenging to learn this skill set. And it's the most rewarding skill set that you'll ever develop.

So if you want the link—and then I'll give you all the details—just comment revenue. And for those of you that are spelling challenge like myself, I believe it is R E V E N U E. Revenue. Someone post it. I looked at it the other day, and it looked weird. I was like, "Wait, is that spelled right?" And then I'm like, "I should probably not have my mini chat set up with a word that feels challenging to spell." It just looked weird. Have you ever had that happen where you look at a word and you're like, "Is that the way it's spelled?" I don't know.

So, comment revenue, and we will send you the link automatically set up with a mini chat. It's not me, it's just a link. It'll send you the page to sign up. So last time I did this Challenge, I gave one week's notice. You're getting a little bit more notice now. The very first Challenge call is November 6th. So you have some time. You have like, I don't even know, 12 days, 13 days.

And when you sign up, you're going to get access to my member portal that houses all of my programs and courses in. And you're going to get access to this course. And I'm going to tell you what's inside of it because you're going to get on-demand access to The Revenue Challenge process, which is ten videos, and it's going to walk you through how to do the Challenge, creating a value plan for the Challenge, getting in the Challenge mindset, recovering from setbacks, everything that you could possibly think that's going to come up during your Challenge, there is a video to help you through that. So there's a process on demand.

You're also going to get a curated list. I went through—and when I say curated, it's not a fancy term. Okay? I'm going to tell you what I did here. I've been doing this Challenge since again, 2018, I think, 2019, since the beginning of 200k. And I went through every past Mastermind last year, and I found The Revenue Challenge in all of our—when you join 200k, you get every past coaching call that we have, I believe. And so there's hundreds of them. And so I went through each past Mastermind.

I found the month that we did The Revenue Challenge, and I watched the calls, and I chose a list of the best ones. Coaching calls where I gave, I started the call and gave people exercises to help them deep dive in their brain and get them in a better place for the Challenge, to really critically think, to super think on their Challenge, to open up their belief systems, to find out where they're lacking in their belief, to align their energy. I found the calls where I coached someone the best, and was like, "Oh my God, everybody needs to see this coaching."

I curated a list of those past coaching calls, and you're going to get access to those as well. I believe there's 10 or 11 of those calls, but they're my top coaching calls from every Challenge I've ever run in the 200k Mastermind.

You'll have access to those as well. So it's going to—you're going to get coaching from me right away, just in those calls.

And then you also get access to my Creating Demand training. It's a five-day training. That is, if you need extra encouragement along the way. That is, if you—it's one of the things I actually did this as a free training, but I don't release it all the time. And it's one of the most asked-about free trainings I ever did.

People were like, "All I did for five days straight is coach people on the thought, 'I am in demand.'" And it was revolutionary. It changed people. They were like, "To watch someone be coached on one thought for five days straight, 'I am in demand,'" because of how you show up when you believe that. When you believe that one single thought, everything changes. So you're going to get access to that as well.

Then, starting November 6th, we're going to have live calls where I will be there coaching you and supporting the entire group as we go through the Challenge together. So you can start the Challenge now. You can wait till November 6th. You can watch all the videos and get yourself prepared. You get to decide how you want to go through it. But I'm going to be doing technically seven calls.

So there's going to be six live Challenge calls, and on those calls, what will happen is I am going to be watching the Facebook community. I'm going to be reading your posts. I'm going to be absorbing the energy of what's happening as the group goes through it. And I'm going to be thinking about what I need to say to you to get you going in the Challenge. I'm going to be thinking about how I can make the most, the most of you, the most successful. Though I do a lot of watching in this, in this time, and a lot of thinking about what's happening for the group because I know what's happened for me year after year after year.

But I'm, every group is different. Every time I run this in 200k, there are different things that emerge watching the group, and those are the things—like the process is this is true for everyone that ever goes through

the Challenge. That's already been recorded, and you'll get that as soon as you sign up.

But for the individual group, I'm looking at what do I need to say individually to this group at this point in time in this moment of the world, of the life, of business, of everything. So I'll get on and maybe share 10 or 20 minutes of my thoughts of what I'm seeing in the group and how I can help, and then we're just going to straight coach.

It's going to be the room to be in. And it will end—the final call, I believe, is—don't quote me on this. When you comment revenue, you'll get the link, and it has the call schedule on it, but I believe the final call is December 6th-ish, so it runs for over a 30-day period.

But I'm going to give you access from the moment you sign up, now all the way through the end of December. Happy holidays. Merry Christmas. I want you to be able to do the Challenge, and if it takes you longer than 30 days, you're going to learn this. Like one of the things I teach in the Challenge is if you do the Challenge and you don't make the money in the Challenge, you don't quit.

You don't say, "Oh, I didn't do it. I have to start over." You keep going. And you're like, "Oh, okay. My theory that I thought, my theory for how much time that was going to take me to make this amount of money was 30 days. Let's see what it really takes if I didn't do it in 30 days." I have so many students that are like, "Oh, I did it in 40. I did it in 56." You keep going. So you're going to have access to the calls, the Challenge, all of the things, all the way through the end of the year.

I really have had so many years in my business where the final two months of the year were my best months. It was like I had gone through all of the hard work throughout the whole year of becoming someone different. I'd laid the groundwork. I'd shifted. I'd built up value. I'd grown my—I'd done all the hard work, and then it really paid off in the final months. And I believe that's true for you, too.

Ep #360: Creating Money in 30 Days

I believe that if you're not on track for your goal that you had hoped to do, I believe that is still possible for you. I also believe if you're on track, that you could end up the year way further than you anticipated. This is why I created The Revenue Challenge for this coming back as well, is I wanted to support my students who are in my higher-level Masterminds for their final push of the year. And I wanted to create a really solid environment around it.

This will not be a hustle environment. This is going to be we're making money with calm and confidence, believing we are in demand, creating value plans and executing and executing with a service energy connected to our people in the highest mindset. It's an energy container, it's a mindset container, it's a money-making container. It's all of those combined, and I'm going to be—that's what we're going to be working on.

And if you are going to be on vacation or you're finishing up a maternity leave, and you sign up and you're not able to attend the live calls with us, you'll still have the ability to say like you couldn't, for whatever reason, you just absolutely couldn't start the Challenge in November, then you could start it in December and you'll have the two months full access to it. What else do I need to tell you?

The investment is $1000. I think $999, but $1000. It is a big investment. It's expensive. And there isn't another container like this that you can join at this level with this level of money-making people to build this skill set and to create this ability in your business forever. So this is an advanced challenge. I have the investment set higher than any of my other Entrepreneur Series courses because I do want you to consider the Challenge is for you if you believe you could at least make $1000 in 30 days.

If you check into your body and there's no hope that you can make $1000 in 30 days, if there is no belief, if you were like, "I can't even entertain it. I would not be able to take that seriously," then I would sit this one out. I'll be really honest about it. But if you know with support, encouragement, a process, deep coaching, and a community of people doing the same, that

you could at least make $1000, there is absolutely zero reasons or excuses or obstacles to not be in this Challenge.

And if you believe you could make more money than that, if more could be on the table, if you could make $2000, $5000, $10,000, $40,000, it would be ridiculous not to join. Like, no reason, no excuse lines up for it.

Jordan: “Is this something I could use in my real estate business? I'm also considering becoming a real estate coach.”

Yes. Can I just tell you about my house story? Because it's so crazy. I'll tell you really quickly, and then I'll answer the other questions. So, how I even ended up buying this house is that my husband and I had finally moved in together. We weren't married yet. And we moved into this gated apartment community that had a garage with the apartment. And I thought, after living in my tiny apartment, I'm making $300,000 a year. I mean, we both were like, "This is the biggest life upgrade ever."

And then my business really started growing, and I don't know, one Saturday, I just happened to be looking at the realtor.com or something, whatever the app is, and I found this house, and I was like, "We should go look at this house. I don't think we're going to buy a house right now." We had planned to buy a house a year, like stay in the apartment for a year and then buy a house, but the house looked—it had the most beautiful windows. And I was like, "We've got to go look at this house."

We didn't end up liking the house. It had a very weird kitchen. But all of a sudden, I became very—I started ruminating. I have an obsessive mind. And so once I get on something, I'm on it. And I obsess over it crazy. And so I'm obsessing about houses, and so we start looking at houses. And my thought process was it could take a year to find the right house, so we should start looking now.

So we look at all these houses, but then I start being like, "Oh, no, no, we're buying a house now." You know, when you just get committed to something and you're like, "No, no, we're buying a house now." And we

found this house that was a seven, six—I don't know, six out of ten for both of us. It was fine. I mean, it was nice. It was nice. It was a huge upgrade to living in an apartment in Kentucky. But it didn't hit all of our boxes. And we looked at it three times, and we were going to make an offer on the house.

And then at the last minute, at 10:00 p.m. at night, we decided not to put an offer in. We had looked at this house three times. So we messaged our realtor, and we were like, "We're going to pass. It's not a ten out of ten. We still have our lease for another eight months. We have time. I think we should wait."

And at 11:00 p.m. at night, she said, "This house is going on the MLS tomorrow if you'd like to take a look at it. I believe it's a ten out of ten for both of you." And she sent the link. This is not even on the market yet.

And it was a ten out of ten for both of us. And we could not sleep that night. We could not sleep. And we told our realtor, "We must see this house tomorrow, the day it goes on the market. No one else is buying this house. We are buying this house." We knew we were buying it before we even stepped foot in it, just from the photos.

So at 11:00 a.m. the very next morning, we come look at this house. It was a parade of homes house, so it was a showcase of the builders, like a builder showcase. And so thousands of people had gone through the house. So they were repainting the walls and fixing things in the house, and like construction is happening, and we're going through this house. We made an offer on the spot, standing in the house, over ask, because I was like, "I'm not getting in a bidding war with anyone on this house. And I know for sure there's no other house in the Louisville area that like, it's so modern. We just don't get houses like this in Louisville. It's so modern, it's so beautiful."

And so we have to have it. And we made an offer and bought it right then. And so my realtor went from no one's buying—they are not buying this house to making a $650,000 sale in 12 hours. I believe that type of money and that type of sale is available to any business owner at any point. I will

be talking to coaches, so I won't be using real estate examples. I'll be using coaching examples, but I think anybody, anyone who owns a business has to have this ability to create money on demand. Otherwise, you're in trouble.

Kim: “How do we determine our goal for the Challenge?” There's actually a module in the pre-recorded process that you get access to right away that tells you how to do that. I promise you everything has been thought of. How to determine your goal, how to set up your offer, how to do your value plan, all of it is in the pre-recorded process.

All right. I love you all. See you in The Revenue Challenge. If you want to join us, again, I just don't think there's a good reason not to if you believe you could make at least $1000 in this Challenge. And even if it takes you all of November and December, but just know you're going to be in the room with some moneymakers. So that's okay.

If you want to face your inadequacy, if you want to come up against yourself a little bit, and you're willing to do that, it changed my life. The fact that I, I think about it all the time, the fact that I was willing to stay in my million-dollar mentoring despite all of the feelings of being not good enough and not belonging. And then the next year, I made 2.5 million dollars. And then the next year, 6.4, and then the next year, I think nine, and the next year, 12. And it was like, "Hell yeah." Coming up against myself and being willing to choose to belong even when I don't think I do, that's another powerful skill set.

All right. I love you all. Have an amazing rest of your week and weekend, and I will see you in The Revenue Challenge.

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.