Ep 362: Lessons from 10 Years in Business: There Is No Right Offer



Full Episode Transcript

With Your Host

Stacey Boehman

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

Ep 362: Lessons from 10 Years in Business: There Is No Right Offer

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.

Hi coaches. Welcome to episode 362. It's a lot of episodes. Hi. I am so excited to be here with you today. Happy Wednesday. All of my episodes typically come out on Wednesdays.

And this is the first episode of a very special series that I have been dying to get out into the world. This is what I anticipate being a 10-episode series; however, I'm not holding myself to that. If I decide I want to make a couple extras and I can't narrow it down. But a 10-episode series on the top 10 lessons that I have learned in business over the last 10 years. This is my 10th year in business, and I've been sort of celebrating that all year.

And also been thinking a lot about what I've learned and the 10 years of wisdom that I have developed after selling $45 million of coaching. What? It's crazy. So wild. And some of the wisdom that I have learned in business has been coming out through my Entrepreneur Series. And so this isn't a compilation of this is the top 10 or only 10. It's like, these are the 10 things I haven't talked about yet, maybe. I haven't done an Entrepreneur Series on them yet. I haven't maybe had a podcast about them. I haven't really gone in-depth with them.

And some of them are from my core offers. So today's lesson is going to be a lesson straight out of the 200k Mastermind. And it feels really important that this is the very first one. I'm so excited to share it with you. It feels like the bedrock to which the $45 million of coaching that I have sold has been sold through. This one core belief.

And if you are in my 200k Mastermind, you know that we do this work. If you ever join me in 200k Mastermind, this is the work that we do. It's not just the concept of it; we actually become the person who can do this work and has this thought, and creates results from this belief.

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Okay, are you ready? My first top lesson after 10 years in business and $45 million of coaching sold, it's a lot of coaching. I also think I should say this, this is important to know before we dive into this episode, that I have created at least that I can remember, five seven-figure offers. In those five seven-figure offers, and I'm about to create a sixth one. In those seven-figure offers, one of them has come very close to reaching eight figures. It will reach eight figures. One of them has done multiple eight figures, like $25 million in sales. That's the 200k Mastermind. And one of them has done multiple seven figures.

So I just want to say that to say, this belief that I'm about to give you is a very powerful one that can make you a lot of money. It can make your offers be incredibly successful, incredibly successful.

That's what's on the table. Okay, are you ready? Here's the belief. There is no right offer. Only the offer that you make right.

So this is my core belief. My core belief is everything sells. Everything can sell. There's not a perfect offer out there. There's no right, there's no like, oh, this offer at this price point with this length of time to this amount of people selling this result is the right offer, and I will, you know, once I offer it, suddenly everybody will start buying.

There is only the offer that you make right by learning how to sell it and becoming who you need to be to sell it well. And the faster you learn this, you can sell anything. This is very important because if you can sell anything, what actually happens is that you will sell what you truly want.

So I want to tell you a quick story because I've taken some heat on this belief. Now, mostly how I used to say it, and I've just I have no interest in being polarizing, so I've stopped saying it. But this belief came to me in a mastermind, or this realization that I believe this and it's a core belief of mine, came to me while I was in a mastermind with my colleagues at the seven-figure level.

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And I had a colleague who was being coached on a group offer, and she'd been offering one-on-one coaching. And she had a really big story about why her people with what she coaches them on and who they are, that they would never buy group. They would only sell one-on-one.

And she was very stuck on this. I was not the one coaching her, but she was very stuck on this. And out of the blue, I go, "Okay, hold on, listen. Do you know what my clients buy for me?" And she goes, "No, what?" And I said, "Anything I fucking sell them." And that moment, the whole room erupted, and they were like, "This is the most brilliant thing we've ever heard."

Now, I've taken heat on that because people have made that say, I used to have this on mugs. We used to give mugs out in the 200k Mastermind that had that on there. “Do you know what my clients buy for me? Anything I fucking sell them.” And it used to be on the mugs and people loved it until they didn't. And until they I got really, really successful. I crossed eight figures and then suddenly, people started saying that saying meant that I sell dumb things to dumb people.

And I have to tell you, I do not believe that. I do not believe that I sell to dumb people. In fact, my truest belief about my clients are they're smarter than me. Many of them have high Ivy League educations. Many of them climbed the corporate ladder way farther than I could have ever done myself. Many of them are more worldly than me. I have to ask them all the time what their words mean when they're getting coached. What's that mean? I don't know what that is.

So I believe they are very intelligent. I really do believe that about them. And because they're coaches, I just believe they're very in charge of their buying. They're very intentional. They're not making decisions against their will. We're coaches, we know how to operate our brains more than the average human. So I have a lot of powerful beliefs about the power of the

people I work with. So this never crossed my mind that anyone could ever believe that's what I was saying.

For me, it was me being in my power, being fun and cheeky, which I sometimes am, and recognizing that the offer is not the thing that people are buying. They're buying my vision and my passion. And it was also me recognizing that I am in charge of what gets sold as the salesperson. That's my job, right? It's not the buyer's job to sell themselves on whatever offer I give them, it's my job. Whatever the offer is, it's my job to sell it.

I probably know that at my core because I used to sell infomercial products in stores. And the one thing is I could sell everything. I could sell the ShamWow, I could sell the knives, I could sell the slicers, I could sell the chopper, I could sell the Euro Clean Mop, I could sell the Mr. Sticky. And then even within those products, we had free things that we gave away at the audiences. And I could sell a $5 paring knife the same as a little couple inch square of a ShamWow. And what is someone even going to do with that?

I enjoyed it as a cloth to clean off my phone, which is how I sold it. I really love knowing that my phone is clean and it's shiny. This is how I use it. I keep it in my purse. Whatever it was, if I loved the product, I could sell it. What I also know about myself is they used to ship me shit from China from a factory that was not the same factory that we always use. Like every once in a while, we would get a shipment that was like, it just wasn't the same factory. And the product didn't work as well, and I would refuse to sell it. I would say, hey, listen, I'm in the store. This product doesn't work. I'm not selling it. Well, you've got to sell it. We're in the store. Well, I'm not going to sell it. So if you want me to sell something by tomorrow, you should probably overnight me new product.

And I'm not joking with that. That's before I found coaching. That's before I became the sales queen. I've always had an aversion to selling anything I don't love and I don't want and I wouldn't buy and I wouldn't use. I feel very

strongly about loving your product, and I feel very strongly that if you do, it doesn't matter what the product is, you can sell anything, especially if you have the sales skill set, right? If you know how to sell, if you have that skill set, you could just plug it into any offer that you love, right?

So around the time where this was sort of like being used against me, as like Stacey thinks her clients are dumb and, you know, she just sells anything to anyone. And someone actually said, I'm not kidding, online, that I would bag up my dog's dog shit and sell it to someone for $5,000 and convince myself that it's valuable. I kind of laughed at this because I was like, clearly they don't know Neil obviously picks up the dog poop. That is not something I do, ever. I don't take out the trash either.

But I really thought about this. I don't have a desire to be polarizing. I really don't. I don't like any sort of drama like that. It's so embarrassing if someone would take something I said from love and power and being empowered and trying to empower someone else and use it. I don't like that. So I remember having a call with my one-on-one coaches in my 200k Mastermind around the time where this concept and this idea started kind of taking heat online.

And I said, I want to have a conversation with this with you all about this because you're coaching my people, and I want to make sure you understand where I'm coming from when I say this and what I meant by this and the empowerment I feel when I say it. You know what I sell, what I can sell? Anything to anyone because I'm amazing at selling.

And I was like, let's have a conversation about this. Let's talk about it. Like anything that you disagree with, tell me. Like anything that question you have, tell me. And one of my coaches who I love and adore, raised her hand and she said, "Stacey, you can sell anything, but you don't."

And that opened and like up something inside of me and created such an aliveness with this concept for me because she was right. I can sell

anything. I'm that good at selling. I understand the art, and I do believe it's an art. I understand the art and the skill set of selling anything. I am a good salesperson. I know how to communicate in a selling conversation. I know how to think about the buyer in a way that allows them to feel safe to say yes. I know how to sell. I can sell anything.

And I don't. And that's really powerful to know. She said, "Stacey, you've had the same offers for the last six at the time, for the last six years." Now it's been eight years that I've had the same offers. 2k, 200k, 2 Million Dollar Group. And I have a new series that I've been doing called the Entrepreneur Series that's been like a really fun expression of mine and something that I feel really deeply called to do that doesn't, you know, is not part of my mainstay offers, but something that brings me a lot of joy and really serves my people.

So here's what I really believe. When you know that there's no right offer, there's no magical perfect offer. When you commit yourself to becoming the person that can sell any offer to anyone, what you will sell is what you desire to sell. What you will sell is what you believe is the best thing to sell. I genuinely believe that about people. Like, if I have a box of slicers that come from one factory and a box that comes from the other and one of them isn't as good, why the F would I choose that one over the other one?

It's like common sense to me, right? I'm going to choose the one that's the better product because I get to feel good about when they when they leave the store with it. And if you're in my 2k for 2k or my 200k Mastermind, you have access to my irresistible offer protocol. So in the 2k for 2k, if you're a student, you can go into offer week, and I teach the irresistible offer protocol, the foundational ideas behind that. And if you're in the 200k Mastermind, it is inside the five-step process. The very first step addresses that the simple offer addresses the irresistible offer protocol.

So if you're in that, and I'm going to give you a vision of it now if you're not in either of those programs, but what you know to be true is that I only

desire to sell offers, like this is my philosophy. I only desire to sell offers that I know will get my clients results, that I know will be an over-deliver, that I am enthusiastically obsessed with and would want to buy myself, and at a price that feels easy for me to sell. Like, I have no drama about it.

I coach people this all the time. I'm like, I am the biggest proponent of choose the price that feels easy to sell, not the one that you have to convince yourself that you're good enough to sell. It's like such wasted drama. I'd rather just get in and coach people for a lesser price and get the experience and get the and create the momentum and the demand than try to convince myself into selling a $20,000 package that I don't feel ready for.

So I want to sell offers that get my clients results, that overdeliver, that I'm obsessed with, that I would want to buy at prices that feel easy to sell. That's what I want to do.

And because I have the skill set, I can do it. But when you believe there's a right offer, meaning a correct price point at a time frame and a perfect result to offer to get people to buy, notice I said get, to get people to buy, so that you don't get objections, then you compromise your desire and your integrity. And you try to manipulate the buyer into buying and to manipulate the results. And you don't mean to do it. We don't mean to do it. But when we're thinking, what I know to be true is it's going to take them a year to create these results, but I'm going to offer them six months because I don't think that they'll say yes to a year.

You're not offering them the thing that you know is true. You're compromising your integrity as a coach. For me, I didn't think that I could get someone results in six weeks. I didn't even think it was possible in six months, like life-changing, when I was a general life coach. If I was coaching people to change every aspect of their life in entirety, I believed in my coach integrity that would take a year at minimum. And that is what I sold people.

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And I figured out who do I have to be to be a new coach and get on a consult and sell a $5,000 year-long coaching package because that is the right offer to make them. That's the power. That's the beauty of believing that there isn't a right offer is you decide from your coach integrity, what do I want to offer? What's the right offer for them and for me and for all of us? And then I learn to go sell that.

You can't be more interested in a yes and not failing and not hearing no than what you think is right. If you are, you will not be as happy in your offers and you won't make as much money. You will be imprisoned by your lack of sales skills. I want to sell this thing at 10K, but I don't think anyone will buy it. Or I want to have this in-person version of this, I want this to be virtual and in-person, and I think it's really important, but I don't think that people will do in-person, so I'm just not going to offer that. That's imprisonment by lack of sales skills.

So I want you to be able to sell anything, to believe that any offer could sell anything. You could literally any type of offer that you could ever make would be able to be sold, right? I want you to be able to sell anything so that you don't. So that you sell the right thing for you and your clients, not the easy thing, not the popular thing, not the thing that you think you have to sell in order to get the sale, but the thing you want to deliver.

I was just telling my 200k Mastermind, I have a new offer coming out in January that will be a new mainstay offer, something I offer all the time alongside 2k, 200k, and 2 Million Dollar Group. And it's an offer that could be composed a hundred thousand different ways. So many ways. I've narrowed it down to like five. But there are a lot of ways that I could offer this offer.

And I was telling my students, I'm getting very still inside of myself and very quiet. And I'm listening to my heart and I'm listening to my desires and I'm paying attention to the vision. And I'm thinking about the people who will join me in this offer, and I'm thinking about their journey. And I'm just paying

attention and listening to what is it that I most want, regardless of what people say, this is the right way to offer this, and if you want to sell this, you'd better sell it this way. And you got to do this to keep people, and you got to do that to have this result, and for buyers to do this and buyers to behave this way and buyers to behave that way.

And I'm like, wait, wait, wait, hold on. I'm responsible for buyer's behavior, right? They're playing off of me and my certainty and my energy and my sales skills. That's what I believe, right? It's actually the opposite. It's more manipulative to be like, I'm going to do this thing because if I do, then the buyer might pay me more money. The buyer might stay with me longer. The buyer might buy quicker. The buyer might do this or that. Like that is actually manipulative.

But to say this is the offer, this is what I'm excited to give you, and I'm going to go find the people who agree with me and want to join effortlessly. And then the people who need that, it's like a little more effort for them, I'm going to take on that responsibility and figure out what I need to say to them to where they see the vision the way I do and it works. That's my job.

But in order to get to this place, you have to try on this belief that there is no right offer. And you have to come up against your brain thinking there is all the time. There's no right offer that suddenly gets people just saying yes. I've never seen that happen, and I have 6,000 coaches in my 2k for 2k program, and I've coached thousands of people in my 200k Mastermind, and I've coached many people at the 2 Million Dollar Group level. And I've never seen an offer, someone's just like, Oh, I landed on the perfect offer. Everybody said yes. No objections. That doesn't happen.

There is no right offer that magically has no objections. There's no perfect price point that everyone can afford and will say yes to. There's no right time frame where people won't try and negotiate down less time for less money. Like, oh, I offered them six months and they said it was too long. It's because the right offer was three months. No. If you offered them three

months, they would have asked about six weeks because that's not the reason they're not buying, and it's not the reason you're not selling. And when you believe that, you start finding the reasons that they actually aren't buying. You start actually doing better evaluations. Oh, it isn't the price. If it isn't how long it is, then why didn't they buy?

And then the other thing you have to believe is what is true is that you actually can craft your perfect offer, and there actually is a market for it. That's so fun. That's where coaching gets like really fun. Is I love this offer. This is the offer I want to make at the price point I want to make it. I am not compromising my desires or my integrity in any way, shape, or form in order to sell this.

But in order to get to that place, you have to keep believing there is no right offer. There is only the offer that I make right. And then when people don't buy, instead of blaming the offer and changing it to try to mold it into the right offer, you take responsibility for why. You pose your best theories of why they didn't buy. You evaluate. You choose to only address the things in your power.

That's why I believe, you know what my clients buy for me? Anything I sell them because I know I'm going to create the perfect offer for me and for them, and then I'm going to be in my power to take responsibility to sell it. And if they're not buying, it's not the offer, it's me, every time. Every time I say it's not the offer, it's me and I don't get down about it with myself, but I get curious about it and I start paying attention and I start deciding that I'm the thing I can change, how I'm selling it, who I'm being selling it, I'm more and more and more empowered. And I sell more and more and more.

Right? So, for example, if someone doesn't have the money, if they tell me, Oh, I don't have the money, more often what they actually mean is I don't have the money to spend on this thing that I can't see the value of or don't believe I will create results with.

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If I'm taking responsibility, then I can say, okay, I clearly did not explain the value right. I need to redo that. And I clearly didn't show them simply and doably how they will create the result. I didn't help them believe in themselves enough. Maybe I didn't believe in them enough. Maybe I wasn't believing in my offer enough. I get to be real about that and work on that. I get to be in charge of figuring that out.

And then you keep going until you figure out how to market your offer, how to find the people for it, and how to sell it, and how to address objections for it. You just keep going until you do. And the moment you do, you will realize, oh my God, Stacey was right. There is no right offer. There is just the offer I commit to selling and figuring it out.

And that is for me what 2k for 2k was. I remember thinking the name was a little silly and maybe people wouldn't get it. I remember thinking it's not a big enough result. I remember thinking, I don't know if this is what coaches want. I don't know if this is what they're going to buy. Everybody else is selling 10 clients in a week or, you know, $100,000, six figures. Like everybody was selling really big results. I'm like, what am I doing? I'm going to sell little results?

But then I decided to be in charge of that. Yes, I am. Here's why I love this. I think it's more realistic. I think it sets people up for bigger success. I know it's the hardest part. I know if they do that, they could do anything. I believe that this is where we should focus. I believe it will get them small, it will have them thinking in small, tangible steps instead of these like big, giant ones that they're unable to do. I believe it will give them energy and motivation every day if they're just thinking of making $2K, of selling one person.

And so that's what I went and sold when no one else was selling anything like it. And oh, I have made over seven figures with that. I was thinking 6,000 people, or eight figures. I have made over eight figures with the offer. So I have two eight-figure offers. I've sold 6,000 people that offer. I've made

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$12 million from it. Cannot do math. So I've made $12 million off of an offer that I decided to release that was contrary to what every other business coach in the industry was offering coaches, because it was never about the offer. It's the energy behind it. It's my willingness to figure out how to sell it, to share that vision with people, to tell them why it's so important, to make them believe it's possible for them.

So now that I know I can do that, I can do that with my next offer and my next offer and my next offer. That is a more aligned offer. Now, here's the caveat to there is no right offer. An offer could not be right for you if you are not in alignment, integrity, congruence, whatever you want to call it. Alignment, integrity, and congruence with your offer or any offer components.

So, meaning if you are offering something that you haven't mastered yourself. If you're offering to help them lose 100 pounds, but you never have. If you're offering to help them make $100K, but you never have. Now, that's not the same as I'm going to coach, I'm a mindset coach for business owners. I don't market results. I'm just going to help you manage your mind while you build your business. But if you're saying, I'm going to help you make $100K and you've never made $100K, it's not going to work. It'll be very hard to work.

If you are not doing the work that you teach, if you are not using coaching to solve your problems, and you don't actually believe your thoughts create your results, but you're telling other people that they do, it's never going to sell.

When you price your offer above what you're actually willing to pay yourself and that you've actually invested, it's not going to sell. If you're selling renewals to people but you don't ever renew yourself, you're not going to sell it.

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If you're marketing to people above your experience level, they're going to sniff it out every time. You can't just decide I'm going to coach millionaires. I'm going to help them with their productivity. If you don't have a million-dollar business, you don't understand how to help a millionaire with their productivity. You know how to help someone with their productivity, with how much money you make. If you are great at productivity, but productivity at the million-dollar level is very different than productivity at the six-figure level, and you would only know with 100% mastery if you've done it, right?

But those things are not the offer; they're the salesperson. So the reason the offer doesn't sell is not because it isn't sellable, right? It's because the salesperson isn't in alignment with the offer. So for every offer you want to make, you want to know I have to be in alignment with this. I have to be in congruence with this. This has to be a masterful offer.

And maybe my first work to sell this offer right, to make it right, is to find all the ways that I am masterful. In the beginning, coaches love to tell themselves they don't know anything, and they're baby coaches and they don't have any experience, so how have they mastered anything? But they have. This is why they've decided to become a coach. There have got to be things you've mastered. You've got to be a few steps ahead of somebody. And you figure out who that is, and you sell to them.

But I will tell you, for every single offer you could dream up, someone else is already making it and having success. I guarantee it. But are you the person who is the right person to be offering it, and are you willing to invest the time to make that offer work, to figure out how to sell it? Are you willing to stick it out and figure it out so that you have this skill and this freedom from here on out, for the rest of your career? It is literally freedom to know that you could sell any offer to anyone, and so what do you want to sell to smart people, by the way?

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And here's the final thing I will tell you. When you compromise your integrity, when you compromise your desires, when you sell what you think is quote unquote right to get a sale, to get, when you're in get energy and you create an offer from get energy in order for it to be right to get people to magically say yes, you will be deeply frustrated if people don't buy. If it was not something you really wanted to sell, you are going to be miserable when they don't buy. You will be so resentful of having to work hard for it. You will be incredulous. You will be confused as to why people are not buying, and you will be very resistant to figuring it out, or you'll go in that doomsday kind of tunnel, of you're never going to figure out the right offer, and you're just going to spin in it.

Versus if you choose what you love, what you would want to buy, what you would be willing to go to bat for to sell, what feels worthy of a fight, of a grind, of working hard, you're going to be much more likely to do it, to stay with it. Oh, they didn't buy that yet? Oh, they didn't get the vision. Let me try again. Oh, this is really hard. Okay, but it's worth it because I feel really passionately that this is the right offer. Like, you will actually stay more committed to the things you care about if you have that awareness going into it.

That's why I created the irresistible offer protocol. So many people are making offers from just like what people have told them. “Oh, charge what you're worth.” I can't tell you how many coaches have come into my 2k for 2k and told me that someone has told them they should be charging more, they should be charging their worth. People will take them more seriously if they charge more. People won't take them seriously if they charge less.

Like all of these thoughts that the industry has given them, and none of them are like, What do I want to charge? What am I excited to charge? What feels fun to roll off my tongue? And it's this much. Who do I think is the best fit for the offer? How long do I want to coach people? How long do I think that they need to be coached? What is the thing that I'm willing to go to bat for?

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When you do this, you are going to have more power every day to sell what you want. You will be happier delivering what you want to deliver. You will make more money. You will have more success, and your business will feel so much easier. It will feel so much more fun. And you won't take the objections as personally. You'll know that it's an amazing offer. So if someone doesn't want to buy it, that's okay. There are other people who will. Like you will just, I promise you, your whole life will change if you try this on.

And if you want to really master it, we do that in the 200k Mastermind. You start that in 2K, but we really master it in 200k. Like you become a 200k earner that can sell anything to anyone, and you're in full alignment and integrity with the offer that you really want to be selling, and you have the business model that you want to be selling. That's the work we do in there. It has a lot to do with your selling self-concept and a lot of being willing to stay in the figuring it out and learning how to sell it, learning PSPR, and all of the things that I set you up for to be successful on this in the 200k Mastermind.

I don't know when we're opening again. We've been getting lots of emails about that. I'm not quite there yet, but the best place to be if you want to make sure you don't miss the next opening is going to staceyboehman.com/200kmastermind. If you scroll to the bottom, it might even be at the top, but there's a button to join the waitlist, and you want to be on the waitlist. That is where we give all of the information as soon as we have it.

And I also send weekly emails with this kind of stuff. If you're interested in this conversation and you want to have a more advanced understanding of selling and marketing, and delivering, that's the email list of mine to be on. staceyboehman.com/200kmastermind, join the waitlist.

All right, that is lesson number one. I cannot wait. Next week, I will give you another one. See you there. Bye-bye.

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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.