Ep #368: Lessons From 10 Years in Business: Mindset and Emotional Expansion



Full Episode Transcript

With Your Host

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

Ep #368: Lessons From 10 Years in Business: Mindset and Emotional Expansion

Welcome to the *Make Money as a Life Coach*® podcast where sales expert and Master Coach Stacey Boehman teaches you how to make your first $2k, $20k, and $200k using her proven formula.

Hey coaches, welcome to episode 368. Are you loving these episodes? Because what I'm hearing is you are, which makes me very happy because I'm loving doing them. I was actually just telling a client in my—we just had a 200k Mastermind call, and she was telling herself that she didn't know what to say to her people and that she didn't—she didn't basically didn't think that what she had to say was life changing. And so, I gave her homework at the end of our session.

We coached on a bunch of things, but at the end, I said, "Sit down and make a list of what you believe to be true about coaching for your clients, about your work. What's your philosophy? What are the things that you think are true?"

Make an exhaustive list and then choose some of the top ones that you think, "I really believe this. I think that if people knew this, they would 100% have their lives changed. This would serve them. This would help them. This would be so much—if they really got it, this would be so valuable." And then go out and say those things. Say those things to other people. Create content, create webinars, create emails, create podcasts, create things.

I was like, "That's all I did when I decided I want to release my top 10 lessons from 10 years in business, wisdom from 10 years in business. What are the things that I believe after 10 years? What are the things I believe to be the most true? What are the things that—what are the pillars or philosophies that I have that have really made me successful and made my client successful?"

And I created a pretty exhaustive list, so there's the ones that I think are the top 10, and then there's ones that I'm like, "Oh my God, we also have to talk about this. We also have to talk about this." And so now I have a list a

mile long, I feel like, of episodes that I can't wait to produce from that space.

So, I just want to offer that to y'all. You guys can do the same thing. Do it on your podcast, do it as webinars, do like—now I have 10 webinar topics, right? Whatever it is that you want to do, get your work out into the world. I just have a deep belief that each of these episodes is going to be so valuable and really change people's perspectives and engage them in their businesses, engage them in thinking differently about their businesses and that actual deep change will happen because I recorded them.

And because of that, think about the energy to which other people receive these episodes. People are posting like crazy in my different communities about, "Have you listened to this episode? So good." But that comes from me believing this work is so important and this conversation is so important every single week, and that these things I'm sharing are hugely valuable.

But from being willing to just sit down and say, "What do I believe? What's my philosophy? What are the things that have mattered to me along the journey?" And then I believe that other people want to hear those things.

Okay. And this week is no exception. We also had this conversation about things being enough to sell, and I was talking about, I remember the first time my coach, Brooke, sold feeling better. And I remember thinking, "Oh my God." Her thoughts must be, "This is so important. Someone would invest money to feel better." And that changed my life because I think sometimes we complicate things up.

And so this episode today, for this week's episode, this is also a very simple idea that I think we all adopt and also, we all believe and also, we don't always act on. So today we're talking about mindset and emotional expansion, emotional capacity.

And what I have learned in 10 years in business is the people who double or triple down with this belief and this work and put it at the forefront as the

first response to solving problems, the first response to creating things—it's like this is their front line. When you do this, you will create higher profits. You will be able to work less, and you will have a leaner business. When you go to mindset and emotional capacity first, before changing circumstances or solving with strategy, before the actions.

Now, I want to say this first: I know not everyone comes into the industry studying and believing the same things. I coached 6,000 coaches in my 2k for 2k, and not everyone comes in as a coach learning that their thoughts create their results. So, this is also why I believe it deserves a firm spot on the list.

But as a bigger thought that I have, I believe that we believe in mindset in theory, and it doesn't always show up in application. And that is the work, is always remembering, "Oh, it's our thoughts. Oh, this thought is the reason I'm not creating the result that I want."

And so I just see on a regular basis and know deeply that many coaches struggle to see how their thoughts actually create their results, especially in the beginning, and how they create their business results. They also struggle to believe new things, like actually create new beliefs. And coaches also tend to struggle with stopping believing in unhelpful things.

So, for this episode, I want to offer you this thought, this belief, is that the degree to which you manage your mind actively, with purpose, and the degree to which you expand your emotional range to feel things that you don't want to feel and to feel things that you want to feel, there will be a direct result on the simplicity of the way your business runs and the more profitable that your business is. That will become the result. If you are looking for a simple, lean, highly profitable business, you will create it through your thinking and through what you are willing to feel.

So, I learned very early on that if there was nothing I was unwilling to feel, there would be nothing I would be unwilling to do. So, I remember I was actually in a Meijer grocery store when I heard this idea, and I had just had

a show where I felt completely humiliated. Live audience, you never knew what was going to happen. Some shows are amazing, some shows you felt humiliated. And I remember thinking, Okay, let's go. If this is true, I want to have a very big willingness to feel very big things. I want to be 100% willing to feel the hardest emotions: humiliation, shame, frustration, disappointment, inadequacy. Let's go.

And I remember doing this show thinking, Okay, I went up, and I did the next show with, What if I was just willing to feel humiliated? And every show after was completely different in that store. And even from that store after store after store, from that moment on, my willingness to feel humiliated changed—I mean, I could talk about that for an entire episode—changed me. And since then, I've been, "Okay, here's the emotion I don't want to feel. I've got to move towards that. I've got to be willing to feel that." And the heavier emotions I'm willing to lift, the stronger I'm going to be.

And then at every level over the last 10 years, it truly—I can see it—it has been my thoughts and that emotional expansion that has been the leap for me in my business growth every time. So, I want to give you a few examples so that you can tangibly see what I'm saying.

I remember a time when I was selling one-on-one coaching, when I believed that as I grew 2k for 2k—like right as I was creating 2k for 2k—I really had a very strong, I don't know how to describe it, but I was just very stuck. I was very stuck in my willingness to even want to scale my business and grow. Like I wanted to scale my money, but scaling it through a scalable offer like 2k for 2k, I had a ton of resistance.

I believed that the more people that were in there, the less attention each individual person would get and the less results people would get. I thought that going beyond one-on-one was for greedy people, for people who didn't care about their client results. Not in a way where I was judging other people; it just felt—I was feeling very righteous in my high-touch

experience, if that makes sense. Like, "Oh, I care about my clients. I have a very high-touch experience."

And so in order for me to be able to create a program like 2k and scale, my thoughts had to change. And I remember trying on the idea, "What if it were true that more people in a program could equal better, faster results?"

I don't even know that anyone ever offered me that. I just remember thinking, "Well, I believe it's the opposite, so let's just try on the opposite, right? If I believe that high-touch one-on-one is the way to get better, faster results, let me try on the idea that it could actually be the opposite and then try to prove that to myself. Like, open my mind and try to prove that to myself."

And I have a few podcasts on this idea and this topic so you could scroll through and find them. I talk about the scaling equation, and I talk about it on a couple of ones: 100% results. I talk about it in several. You could scroll through and find them, so I won't dive into it here. But ultimately, what I will say is I did prove that. To this day, students are getting profoundly faster, better results than when I was coaching one-on-one.

And the short version of why that's true is the 2k process has just been stress tested by 6,000 coaches over eight years. There are things that I used to teach in there that I no longer teach in there. For example, that you have, in order to sell one-on-one coaching, you have to have hired a one-on-one coach yourself, and you have to be in an integrity of what you're selling. And I stopped saying that because people started proving me wrong.

People came into 2k and were selling one-on-one coaching and they had never had a one-on-one coach. They just came straight into 2k, and their clients were getting results. And I was like, "Oh, I can't say that anymore. It's not true." I love it. I love to be proved wrong. If I'm going to be proved wrong, let's do it, because that was a limiting belief I had that I was passing

on to clients at the time. Now, it doesn't harm them. Can't possibly harm yourself getting a one-on-one coach, but it just wasn't true anymore, so I stopped saying it.

And I proved this thought untrue to myself, that the only way to get better results is by doing one-on-one coaching. I proved that wrong, so I stopped saying that anymore. And now I know more people can actually equal better, faster results. And then it went on to be true for my 200k Mastermind and my 2 Million Dollar Group.

So my thought changed, and then my results dramatically shifted. I went from someone who could only make $300,000 a year coaching 20 hours a week to someone who could make $10 million a year coaching 3 hours a week. So that in and of itself proves my theory for this episode true, if we just stopped there.

When you're willing to challenge—I mean, this was a deep thought. I believed this as if I was reporting the news. There was a lot of emotional resistance to the idea of putting thousands of people in a program at the same time. A lot. You may not know that now because now this is who I am, but there was a version of me who did not believe that this could be true.

So because I changed my mindset and expanded emotionally—and I'm going to talk about this in a second—to where I could hold 1,000 people in my room, 2,000 people, 5,000 people, 6,000 people, I now have a business that was able to be created—$45 million of revenue in three days a week because of what I—the change I decided to make and what I did in the middle, right? It's not just like, Oh, I decided to think something different, and suddenly this is the business I had.

No, I started behaving differently. The problems that I started to solve, right? So I went from not having—the problem is I can't scale because I can only coach so many people one-on-one, and that's the best way to get results—to the problem I'm solving is, How do I get 1,000 people better,

faster results? And asking myself that question every single day, or, How do I know that it's true the more people are in this program that they will get better, faster results?

Answering those questions made me the person I am today. So that's the middle, right? It's not just like, Oh, I just start thinking something different. No, the middle and how I behaved in the middle, what I chose to solve, the problems I put my brain to solve, that's what created the $45 million in three days a week.

And I remember when I got my first 1,000 people into 2k for 2k, the feeling—I coach this a lot in my 2 Million Dollar Group—the feeling of pressure and heaviness of holding 1,000 people's results, feeling like I needed to be checking in all the time. I needed to answer every single question to give value and to over-deliver because I actually couldn't answer 1,000 people's questions, right? I couldn't be there in that way for that many people, and I believed that was required.

And it was very uncomfortable. I would go to bed at night and be thinking all of the time about, Are my students getting results? Are they going to be okay? Are they going to be happy with me? Are they going to tell me that this didn't work? I would be holding that in a way that did not feel good.

And so for this, I had to expand my emotional capacity to hold a big group of students and not know if they were going to get the results and not know what they were doing in that specific moment. Are they out there making offers? Are they telling people they're a life coach? Are they offering to help them? Have they signed a client? Have they made money? I didn't know any of those answers because not everybody reports into your Facebook community, if you even have one. You don't always get—the more people you get, you're not getting direct feedback from them

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I just coached someone in my 200k. We just completed a revenue challenge, and I coached her at the very beginning of November when the revenue challenge started.

And I'm trying to remember now, I think her goal was $20k in 30 days, something close to that. And then I didn't see her on a call again or talk to her again the rest of the revenue challenge. And then she came back today, and she was like, "I made $38,000 in 45 days. I'm freaking out. I didn't do it with hustle. My entire life has changed. I now see the standard to which I have to operate my business from here on out." I was crying on the call with her. It was the most incredible thing.

But before I expanded my emotional capacity to be able to hold not talking to her every single week about her goal, I would have been a wreck. But I expanded that ability to be able to let her go out and do her own thing and come back and get coaching when she needed or report back when it was right for her.

I actually teach this in my 2 Million Dollar Group. The ability to scale is directly correlated with your emotional capacity to hold this: the fact that people will not be giving you direct feedback all the time anymore, and you still have to believe in them. I have to believe that they're going to be resourceful. My clients are going to extract what they need, they're going to show up for themselves. I had to believe in them deeper. I had to believe in myself more strongly that I'm going to give them something, and it's going to be valuable enough to see them through for an entire month.

I had to hold the uncertainty of people not having gotten results yet, and working on those results actively. I had to be able to hold the uncertainty of them being actively in failing, failing, failing, and not having broken through yet.

I had another client in the 2 Million Dollar Group this year who was failing, failing, failing, failing, failing. And they actually wrote me an email and said, "Should I quit or am I going to break through? Tell me something to help me

break through," because the failure was so hard. And I had to believe breakthrough is possible, breakthrough is happening. I've got this. You've got this. We're going. We're moving forward. That is an emotional capacity. That's an emotional strength to walk with someone through their failure and in the uncertainty of them not having achieved the result until they achieve the result, no matter how long it takes.

But the coach that I showed up as when I believed in my students' capabilities and held their beliefs and the uncertainty of it all without having to act on it or overwork or the way I think about it is manhandling the results for them, like forcing them to be a good student and to show up and to ask questions and to check on them, right, so that I feel better because I haven't built that emotional capacity. Right? Instead of doing that, I had to hold all of it. And that coach, that version of me, started getting client results predictably and on a larger scale.

And again, because of the middle, the in between what I did. So for example, with my 2k for 2k, when I started noticing, Oh my God, I feel like I need to be in there, one of the things that we do in 2k is that you evaluate. So you do a consult, and then there's a specific evaluation process where you break down what happened and what you could do differently to sign the client the next time or to make that sale easier or whatever it is. And in the beginning, I would go in, and I would coach. If there was 100 people, it was very easy for me to go in and coach everybody's consultations. And then there got to be a point where there was 1,000 people, and it was much harder for me to get to all of the consultations.

And so when I thought about, Okay, I want to believe that it's possible more people equals better, faster results, and I'm not able to get everybody, and I do want to expand my emotional capacity to hold the fact that I won't be doing all of them, but also, how do I not need to do all of them? How do I teach what I'm doing at scale to the amount of people that are in the room?

And that's when *The Consultation Code* was created, which if you're in 2k for 2k, it is the one thing people tell me over and over and over it's worth

the entire cost of the program. They would pay $2,000 just for what's in that book.

What I did is I spent 64 hours—I clocked it. That's why it's so specific—64 hours coaching people in 2k on their consultations. They would post an evaluation, I would read their evaluation, I would tell them what went wrong, why it went wrong, and what they need to do differently, what they need to think, what they need to say, where I would have taken it, how the client responded the way that they responded. And then I put those in *The Consultation Code*.

So people will say, "If I read through that through a weekend, it's like I've just studied a master course in selling." And then I added to the beginning of the book the five-step close that I teach in 2k, and then how I transition conversationally in between each step so that they could have it out when they're on a consult and just follow along.

It's such a valuable resource, and it took me from needing to coach everybody every single time to speeding up that process and even my clients not having to do so much of that consult failure because they've learned so quickly through the program and the book.

But I would have never gotten there if I hadn't been willing to think it's possible that more people will actually equal better, faster results. The more, 64 hours of coaching people on consults made me an expert on coaching on consults.

And now I can do it so fast on our weekly calls, it's insane. I can get to the point of the problem so fast. So I got better as a coach, too, because I was willing to change my thinking on that. And now I sometimes think one-on-one can be the slowest way to grow. There are other advantages to it, but the way I think about it now is there's no way—it's not always the fastest route.

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Another one of my favorite examples with this idea that mindset and emotional expansion create less work, leaner businesses, and higher profits is when I decided, after I had my son, to end live events. I felt very complete with them.

I'd done so many of them that I just felt complete, but also I didn't want my family to have to travel. We were traveling for eight days at a time to do a three-day live event, plus my 2 Million Dollar Group live—I was doing live events for them too. So it was like four days of live event, two days of travel, and then days in between because we had to be there a day early to plan, and then usually a day after to decompress. And so it was a huge amount of travel multiple times a year, and so I just decided I didn't want to do it anymore.

And I wanted to become 100% virtual. And then because of that, I wanted to scale down the amount of people I had to manage. I also wanted to have my business be simpler and leaner. I wanted to have less things happening in the business so that I could personally oversee them.

And people have asked me a lot of questions about this in my business. I've had colleagues ask me, "How did you turn things around, and how did you de-scale so quickly? How did you get so lean? How did you get your revenue up so much? How did you get your profit up so much?" And really, it isn't what I did as much as the brain I did it with.

And truly, when I look back to that time, I'm literally postpartum with a new baby, trying to get pregnant for another baby, dropping $6 million of business expenses. I think I cut 12 team members, dropped operations significantly, took back over everything, quality-controlled everything, went 100% virtual, all in 18 months.

And I did it with one thought: I am capable. It's a simple thought, but I want you to imagine all the times you think you're not capable of something and you don't go for it because you think you're not capable, versus if you decided in that moment to tell yourself you were.

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And I actually had leaders on my team—I prepped my team, the leadership team that I did let go, I prepped them of that. They had time to transition out. And I had some of them on their way out the door, offering me that they were very worried about me. And, "This is a lot, and I'm afraid you're going to be very overwhelmed, and things are not going to go well." And I would tell them, "Don't tell me that. It's going to be simple. I've got this."

And it was simple, but not because it was actually simple, but because I decided it so. People have asked me in my behind the—I'm doing a behind the scenes experience, and they're like, "How do you stay so organized?" I'm like, "Because I approach things from an organized mind." "How do you keep things so simple?" "Because I approach it from a simple mindset. I decide something's going to be simple. I decide I know how to organize this. And then I go do it." So I went in, and I simplified every business operation. And every time my brain offered, "It's too much,"—I literally, I remember asking people, these weren't even jobs I knew how to do.

I remember sitting down with one of my operations people, and I was like, "Okay, walk me through how you do this thing that's very complex and very difficult and so time-consuming." And, "I don't even know how to do this job, but I know that I think the highest in the room. And so you're going to walk me through how you do it, and then I'm going to simplify it." And I did that for two days straight with every business operation in the company.

And I'm like, "Well, that doesn't make sense. What if we could do it this way?" And they're like, "Well, I don't know if I could do it this way." I'm like, "Well, let's figure it out. Let's see if we can do it this way, because it seems like it would be a lot simpler if we did it this way. What if we cut this out and cut this out? And what if you just did this right here?"

One of the examples is they were telling me that it takes weeks to upload all of the email notifications, for example, for 200k to say, "Hey, our weekly call is upcoming," the call reminders, that takes a really long time. And I was like, Okay, could we not just set up an automation and have it, like we

schedule it one time before the Mastermind starts, and then the automation just sends it out. And then if you need to make a change, you go in and change that automation, and you just change one email at a time, but the automation continues and it's always there.

It was things like that where I just thought about, There's got to be a simpler way, versus my team members were coming to me with, It's so complicated and it takes so long and there's no other way to do it. The thought is what drives the result.

I know that we know this, and yet I see this every single day in these little things here and there where we're just not practicing what we preach. So every time my brain offered me, It's too much. I'm overwhelmed. Like, from this experience, I learned that “I'm overwhelmed” is just the feeling of overwhelm is just the thought, "I can't handle it. I'm not capable. It's too much."

So when I felt overwhelmed, I told myself, "I am capable. I have the capacity. It's not too much. I've got this." And that is how I have the result that I have now. My business grew by a million dollars in revenue. My profit went from 7% to 60% over 18 months. My operations are now very lean. We have a very clean, simple business that's very doable for me to manage and a business that's very doable for my team to execute on.

And in fact, now we make all of our decisions—does this allow us to stay lean? Does this allow us to—because people think, "Oh, you're just being..." I've seen comments that it's like, "Oh, you're just trying to be cheap, and you're just trying to make a bunch of money." No, no, no. Lean business operations have to do with not making tons of mistakes. The more complex your operations, the more opportunity there are for lots of mistakes and then for those to become customer-facing mistakes.

So the leaner your business—and I know for some of you if you're selling one-on-one, this is the nitty gritty of a bigger complex business, but it

applies to one-on-one. If you don't believe you can go from a 60-minute coaching call to a 30-minute coaching call, if you don't believe that you can take your prices from $5k to $10k, it's the same thing. There's a thought that you're not capable for whatever area it is in your business.

But as you learn this work, it really is very profound to challenge these complex business things with very simple thoughts and ideas. And anyone that's been in my business from that time to now, I know would say, "I can see a difference in the client experience, customer service, the way things operate. Everything's much smoother. There are a lot fewer errors."

But because I've grown this to be so simple and lean, knowing we've got—it doesn't matter how much money we make and how many team members—I was just telling my team, I was like, "Listen, we're going to make this new offer and we're going to grow our business by a lot of millions of dollars and by thousands and thousands of clients potentially, and we're not going to just pile on 10 more team members." I was like, "It doesn't always make it simpler. It actually, in fact, makes it a lot more complicated the more people that are involved in a project."

I was like, "So we want to, every decision we make, we want to filter it through, does this allow us to stay lean?" I'm trying to think of the example we were talking about on our team call this week, but there was something that had to do with, "Can we solve this with technology?" And if we can't, then we can't offer it because doing it manually would be too much of a stressor with the volume of people.

And even if we added—we could add three more team members, and still it would be the room and potential for error to do it manually would be greater than the benefit of offering this service. And so if they can't find a way for technology to solve the problem and the only option is manual, then we won't offer this one specific thing, which isn't that big of a deal, but it was like, if we could do it, I think it would be a great thing to offer people.

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And so that's the way we think: if we can't do it lean, if we can't do it simple, then we can't do it because if it's super complex, there's got to be a great value in it because the chance for complications and errors just increases. And I've learned that the hard way through experience. So my brain now filters everything through simple and lean. And because of that, a million dollars in revenue, 60% profit, a very functioning, well-oiled machine with my team.

So, notice that these thoughts weren't complex: "I am capable. More people equals better, faster results. I have the capacity. It's going to be simple. I am organized." These thoughts aren't complex. The beliefs that grow you usually aren't. We're always looking for the complex one, the very specific thought that is very detailed. No, it doesn't need to be complex. It needs to be simple. The beliefs that grow you are simple. Those are the ones that often feel the truest when they're negative and have the biggest impact when they're positive, the simple ones.

So here's why this matters: after 10 years in business, I have watched coaches who believe this, most of them inherently, try to solve their business problems with strategy and changing the circumstance. I've watched them lower their prices to try to avoid objections. I've watched them change their offers because they can't handle the feeling of when their current offer isn't selling, or if it was selling, the feeling of having to revive an offer back to life. I've watched them hire more people because they tell themselves they're overextended. I've seen them try to pay their way out of having to be more capable. "I'm going to hire contractors. I'm going to hire this. I'm going to hire that," telling themselves, "I can't do it, so someone else has to."

I've seen them change their messaging 100 times before they change their belief in their offer and their attitude when they're selling it. I recently coached a client in my 2 Million Dollar Group that had a huge million-dollar launch and enrolled, I don't know, maybe 100 people in her offer. And she was telling me how she was going to launch it again, and she thought, "Oh

yeah, I think 30 or 40 people will sign up." And I pointed out to her, "But what if instead of thinking that these 100 people were the biggest part of your demand?" Right? That's the only reason she would be thinking only 30 or 40 people would be available to sell the next time. And I said, "What if instead you simply thought, 'I'm just getting started?' What if the next launch could be bigger? What if you're building momentum? What if you're climbing up the mountain, not down it?"

This is everything. Another 20 people dramatically could change the profit of her entire year. And then five to 10 thoughts like that in a year when you're launching could be the difference of hundreds of thousands of dollars or even the difference of another million doing the exact same work and effort, just having that one thought, "I'm just getting started. This could be just the beginning. I'm building momentum. I'm climbing up the mountain, not down it." It could be the difference of a million dollars in revenue at that level. Not at maybe at your level if you're at $200k, but it could be the difference of a couple hundred thousand. It could be the difference between $200k and $400k when you're selling with those simple thoughts.

I believe your thinking and your willingness to do hard things, your emotional capacity, is directly creating your P&L, your profit and loss statement at the end of the year that your tax person creates for you or that you turn into your tax person to pay your taxes, right, if you are creating a profit and loss statement.

If you're not, don't freak out. I'm just saying as the business gets bigger, you will have a profit and loss that you create and that your company pays attention to as far as finances. And it's your thoughts and emotional capacity that creates the bottom line. Let's just say that, to create less drama, the bottom line. Every single line item, though, in a profit and loss statement is a product of your thinking.

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When I believed I couldn't lead operations and manage people, I paid someone $360,000 in salary and benefits to do it for me. When I decided I was capable, I got that money back, and my business runs smoother and is more me. It has greater quality control because I'm the one running it.

When I believed my 200k Mastermind was already worth $25,000—this was years and years ago when I increased the price from $10k to $25k—I didn't go add a bunch of hustly things to create the value to make it more valuable. I started with, I'm going from $10k to $25k. How is it already worth 25k? And my students have just been getting it for a steal.

I thought, How would I show up now if they'd already paid $25k? What would be different about my thinking? How would I show up? What would be the intangible parts of the program if I just believed it was already worth $25k, or people had already paid me $25k?

And then for six months straight, I exercised those thoughts, the messy middle. I exercised those thoughts and walked myself straight from $10k to $25k and then made $25 million with that offer. That's when things really started skyrocketing for 200k. Not because I just simply raised the price. No, I started scaling that, and people started buying like crazy because the program was so good. And I have the data results to prove that. You can go listen to that episode about the 200k data study.

Students started growing at hypergrowth because I started running 200k differently. I started coaching harder and faster and taking the program a lot more seriously. I started showing up a lot more seriously. I started creating assets for the program. I just saw I had such a bigger vision for it because I changed and became someone bigger because I decided to raise my prices.

And now, after 10 years of that, my emotional capacity has never been higher. My thinking and problem solving has never been higher. My self-confidence has never been higher, and I'm coaching better than ever

because my brain keeps evolving and getting stronger. I'm more resilient. I have more energy. I get more done. My ideas are better. They're more creative. I'm in the current more often. I'm in higher value cycles the majority of the time. I manage my money better. I get higher returns on the investments I make into coaching for myself.

There isn't a way that thought work and emotional management hasn't rippled out into positivity in my life. But this isn't the thing I do on the side or after the fact. It's not when it's convenient. It's not the thing I push off. It's not the thing I do if I have time. It's the thing I start with. It's the thing I challenge the most. It's the thing I invest in the most.

I only hire business coaches that do high-level mindset and emotional work. I do not hire business coaches that just do strategy, for me, because I just believe so deeply that you have to start with the thinking. The thinking has to drive the strategy, otherwise you will have a heavier business that requires more operations, is more complex, requires more hours to work it, and doesn't make as much money.

Right now, I have two employees and seven contractors that run my multi-million dollar business. And that's including my podcast editor and my production manager, my video, my people who do my videos, and my bookkeeper. Those aren't even people that you would normally consider as contractors. They work for lots of other people, and I run a multi-million dollar company.

We just run things very lean. We're very smart about how we do our business operations. And our quality control has never been higher. I work three days a week. I manage it all. I organize it all because of the quality of my thinking. I've become stronger, smarter, and more capable. So I create more money and a leaner business year after year. That's the power of doing this work. It's not the afterthought.

People ask me, "When do you have time to self-coach while you're doing all these things?" I'm like, "No, no, that's the first thing I do." Just like I

might plan my week for an hour before I actually get into my week, I plan my brain before I do the things. I spend more time doing that, not give it the leftover time I have. It's not something, it's everything.

All right. I hope you enjoyed this episode. I can't wait for next week's lesson. Every one just is so exciting and feels so good. I hope you're loving this as much as I'm loving doing it. I will talk to you next week.

Hey, if you're ready to make money as a life coach, I want to invite you to join my 2k for 2k program; where you're going to make your first $2,000 the hardest part using my simple five-step formula for getting consults and closing new clients. Just head over to StaceyBoehman.com/2kfor2k. We'll see you inside.