

Ep #378: Letting Go of an Offer & Doubling Down on the Future



Full Episode Transcript

With Your Host

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.

Hey coaches, welcome to episode 378. Today I'm going to announce a big decision I made recently and walk you through my decision-making process. I have a commitment to being transparent for all of my students and my podcast audience. Because I teach entrepreneurship and because I teach business, I think every time I make a big decision, it's so valuable to tell you my thoughts and my decision-making process so that you can learn from me, even if you're not at this stage yet in your business. I think it's valuable.

What also happens, I've noticed, is that when coaches who have big names in the industry and lots of success in the industry make decisions and give vague reasons for those decisions, especially if they've created a lot of consistency in their business, which likely they have because they're hugely successful, it can feel scary. And when our brains are scared and when there are gaps in understanding, we fill in what we believe is our understanding. We fill in the details, and typically we do that in a negative way.

So, recently I was coaching a client in my entrepreneur coach membership and she was saying how there's a lot of big names in the coaching industry who have made a lot of big changes and that has, for her brain, led her to believe something is really wrong in the coaching industry and that things are really bad. And so these coaches are having to make these changes because there's something wrong in their businesses, there's something deeply wrong in the industry.

And the coaching that I gave her, the coaching I gave the room, is that really, truly, this is from all or nothing thinking, right? Every big coach, successful coach in the industry that makes a big decision must be making it for the same exact reasons. That's just impossible. It's impossible that's

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true. And so I gave a couple of specific examples and I said some coaches are making decisions because they've worked in this industry for 20-plus years and maybe they're bored or unfulfilled and they want to do something different.

We are creative beings and so sometimes you just want to express, even for the entrepreneur membership, that is for me expressing a new level of creativity for myself. It's me expressing and teaching things that have been a huge part of my journey but have never made it into my other processes and it feels like its own process in and of itself. And I have that desire to get that body of work out of me. That change isn't coming from something negative. It's coming from me feeling that I've poured eight years of my coaching ideas and concepts and tools into my mainstay offers, 2K, 200K, 2 Million Dollar Group and wanting to create a new offer. There's nothing sinister there.

And some coaches are retiring. And I was telling my client, wouldn't you want to do that too if you made millions and millions and millions of dollars and you got to live off of your money and you built this business for freedom and then now you're at a point in your life where you just want to travel and live your life? Wouldn't you want to do that? And some people have poured hundreds and hundreds of episodes into their podcasts and then they just feel I've said all the things I want to say, I'm complete, and wouldn't you want to be able to say, and I'm done? And so I don't think that big changes in the industry are all one reason. It's not black and white that way. There's so many changes happening for so many individual reasons.

And I told her one of the reasons that I've been making so many changes to my business is because I became a mom. I had a consistent business that stayed the same for eight years. And I sold \$40 million of coaching from that same business model doing the same thing and just getting better and better and better and better at it. And I loved that. And then I had my son and I realized I don't want to travel for business anymore. I want to be completely virtual. I don't want to have such high business expenses on my

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shoulders and I don't want to manage so many intricate pieces of the business and I really wanted to scale back and scale down and then build back up.

And all of that was from a place of I built this business to be fully in my mom era and be able to have that freedom and that flexibility. And so I'm just exercising the right that I have and have built over the last decade to do this. This is literally what I imagined before I even met Neil. I imagined building a business so successful that then once I had kids, I would be able to operate the business around my motherhood and so I'm just living into that.

So, I want to be transparent about this next business decision. Number one, because it was unexpected for me, too. So I know that it's going to feel like, wait, what, for you all? And I want to really, I think that the decision-making process will be so valuable for you. So, the decision I have made is I went on vacation for eight days to Disney with my kids. And I really had time to decompress from an incredible entrepreneur launch, membership launch, way bigger than I anticipated. I set my first launch goals to be basically what I wanted to do for the whole year. And if you've ever done a revenue challenge with me, you know that's what I teach. I always teach my students, don't fail one time in 30 days. Fail 30 times in 30 days because every day you have to take as seriously, today is the day that I make 30K in 30 days, not in 30 days I'm going to make 30K. That's not the way you have to think.

And so for me, I wanted to sell, I had a three-tier goal. It was 300 was my bronze, sell 300 for the year. Then 5 to 600 was my silver and 1300 was my gold. I like to do a three-tiered system for my goals. And so that's what I focused on for my first launch of the membership and we did 450 people in the first launch, which blew my mind.

So on my vacation, I started thinking about doubling down and what it would really look like to aggressively grow this room and create some really

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aggressive impact. If my brain was focused on, doubly focused on the entrepreneur membership, what that would create result-wise for my students and revenue-wise for me. And I started opening up to a bigger possibility than I imagined. Could I do what I anticipated doing in two years in one? That's the kind of brainstorming I was doing after having such a successful launch.

Now, at the same time, I was also thinking about my 2 Million Dollar Group launch that is or was coming up before I made this decision, which is I'm going to take an extensive break from 2 Million Dollar Group. I love coaching millionaires. My mission is to help more coaches become millionaires. But every time I run this room, it is a smaller proximity room just based off the percentage of people who create that level of success and even qualify into the room. So typically every round, I have 10 to 20 people that I take to mentor at this level.

And I started thinking about, at the same time, not together but just separately, thinking about growing the entrepreneur membership to its first 2,000 people and the impact that would have on the entire industry, on my business, on my students' businesses. And then at the same time, I'm just preparing for my launch. And I can't stress this enough because I think sometimes we do believe we can only make decisions to let things go from a negative place, but I was having the best marketing ideas I'd ever had. I had a full social media rollout done ahead of time, which never happens. My pre-launch emails done, my launch emails done. In my mind, I was attracting some really high-quality clients that I was truly, really excited to work with. And my returning students, I had already done a returning student launch and the students who were returning with me, I adore and love more than anything.

And yet, I was having this feeling when I had to give up one-on-one coaching in order to scale 2K for 2K. There was this feeling of knowing it was the right thing to do and knowing that I needed to really put all of my brain power into 2K for 2K and also feeling this grief of letting go of my

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one-on-one clients. And I started feeling that exact feeling at a time where I should be feeling nothing but it's done, we're moving forward, total commitment. And so I really went forward with that. I really looked into that. And when I was able to sort of process through some of the grief and sadness and not wanting to let go and fear of letting go, and mostly it was this feeling of letting someone down and not feeling I could let the people I love the most down.

When I got through that and really got to a place where I felt at peace, I know that they will do amazing even without me, knowing that there are other places where they'll be able to work with me as well and that it doesn't have to be goodbye unless they want it to be. When I got to this place of peace, I just knew it was the right decision. The right decision to absolutely double down and go all in on growing my entrepreneur membership to its first 2,000 people.

But also, I have another big goal in my business right now where I want to bring ads in-house and never have to work with an ads manager again. And I want to create new funnels for my business and I want to use those funnels and live webinars to also sell 2K for 2K and grow 2K for 2K. Many of you have been wondering what's going to happen with 2K for 2K, but really it's a focus thing. I've been focused on the membership, so that's all you've been hearing about, but I will refocus back to 2K as well and then you'll be hearing about 2K again.

And I also have some really radical growth ideas for 200K mastermind. I have a mini mastermind that I'm going to be running in 200K and so there's a lot of new life and energy that I want to pour in to these three offers that I want to just give my all to. And so to help you understand this decision-making, I want to give you a million-dollar lesson, which is, when you come into my 2 Million Dollar Group, when I do launch it again, I believe I will launch it again, whether it's next year or the year after, I do believe I will run it again.

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And when you come in, the first lesson I will teach you is that if you want to scale and you want to be an industry leader and you want to have massive impact and really, truly scale your revenue, which means you jump millions of dollars at a time, you have to focus on the many rather than the few, which is why I let go of one-on-one coaching so that I could pour all of that time and energy into selling 2K for 2K.

I wasn't working less. I just poured that energy into selling 2K for 2K and it became a \$6 million offer that helped almost 6,000 coaches make money in this industry. And sorry, I was just thinking, is that math right? I keep saying a \$6 million offer. It's a \$12 million offer. Bless my postpartum brain, y'all. It's some days it feels very difficult to get words out and math. I am teaching something called balance right now in the entrepreneur membership. And instead of saying imbalance, I keep saying unbalanced and I'm like, I know that's not right. What's happening in my brain?

Okay, I created \$12 million with 2K for 2K. I sold it to 6,000 people. And I did that because I took the energy of 20 hours of one-on-one coaching and I took that and poured that back into 2K for 2K. So, the 2 Million Dollar Group, although I love to coach millionaire concepts, one of my favorite things is to watch someone become a millionaire for the first time and cross that million-dollar mark. And what I really love more than that is watching them live their life after having become a millionaire, after scaling their time and their money.

I love watching them spend time with their family. I love watching them take five-star vacations and do Disney VIPs and I attract tons of people who love Disney. And I love watching them do incredible things for their children or their parents and themselves. I love watching them save their money and have their money. The life lived is what really gets me. But I can do that for 10 people or I can help thousands of people this year qualify into that room. We start with the first 2K, then that 200K, and my goal is that if I take a year or two off, that when I come back, more people will qualify into that room.

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And if you pay attention to my decision-making and what I pour my time into and how I use my time in the next year, you are going to see that be true. You're going to see that I haven't left my mission. It's not that I don't believe coaches can make millions. It's not that I don't care about that mission anymore. It's not, I don't even feel, I was telling a student in my 200K mastermind last week, I don't even believe I'm stepping out of that mission. I feel I'm doubling down on it.

I just want to help more people do it and I believe the way I need to do that is I need to help more students make their first 2K, more students make their first 200K, and within that, all of my students, I need to help them be better entrepreneurs because I've had students come in my million-dollar room who are at a million dollars and they literally are sinking in business finances because they've made some business mistakes, some money mistakes, and they are struggling in entrepreneurship, they're struggling with management, they're struggling with capacity. I have seen people be ready to scale that don't have the mindset and emotional capacity to be able to scale. The moment they start failing, they step completely out of who they are and they can't withstand or hold the uncertainty of the failure that comes with scaling. And so I believe there are so many things that I can solve for everyone at the same time that will then fuel growth for that room in the future and grow my mission to help more students become millionaires.

So this feels a doubling down for me. And it was a hard decision, especially because I had already started launching it and was living in the excitement of it and the anticipation of it. This rarely happens to me, but it did. And one of the other lessons that I can impart is that it goes back to listening to the whisper, which was one of my wisdoms from 10 years in business. This whisper came on and I could have ignored it and done another year, but I think I'm going to be really impressed that I made this decision so quickly and that I didn't drag my feet on it. There were decisions I've made in the past, restructuring my business was one of them, letting go of the managers of my company and taking over management was one of them.

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I remember when we made that decision, I was sick to my stomach and I could not imagine making that decision and I drug my feet on it for so long. In fact, I knew that was the decision I needed to make probably eight months before I made it. And then it came up in a coaching call and it still took me another three months to say yes to that. So 11 months went by when I could have made the decision very quickly. And so I do think that's also representative of the growth. The more big decisions you make that make you want to vomit, I feel the quicker you start to make them.

And so I made this decision very quickly. I made it with all of my heart. I do feel so much sadness to not be running the next group, especially some of the students that were reaching out and were so excited about it. Me too, I was so excited about it. But I also know that this is just the beginning of all of our journeys and there will be so much time for us to make millions together if that's what, if you were one of the students looking forward to that room, there's time and space for that.

So, I made the decision quickly. I'm moving forward in all of my heart. So here's what this looks like moving forward with all of my heart. I had on my calendar in just March and April, a week of pre-launch, a week of launch, and my whole calendar had to be moved because I was going to do one-on-one calls. So I had an entire free week on my calendar just to focus on the 2 Million Dollar Group launch. Then a week for mastermind week. And I am taking all of that time and using it to bring my ads in-house and get my new funnels up and going. I've already purchased an ads course to take with my marketing person.

My marketing person already started taking it. I have time on my calendar next week for me to take it. And then we're going to get our first ads up in-house. We're doing it now. We're ripping the band-aid off. It's so easy for me to believe that this is intellectually above my head and I'm just going for it. It's my Everest and I know once we are doing it and we're running our ads and we're pulling the data and we're doing everything ourselves, I'm going to feel a completely new CEO.

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I also just booked a \$15,000 VIP day where a coach is going to get on a Zoom call with me and help me build my funnels and they will, I will leave a four-hour VIP day with them done. I also hired a one-on-one coach to work with me on data and just basically my mindset of sticking with it and moving past it and continuing to move forward until I climb my Everest. So I already have these things on my calendar. I'm moving forward with them. I'm really excited. We're going to start with 2K for 2K, so I'm going to be doing some weekly webinars and building some funnels for that because I feel so confident in selling that and delivering that. And then I'm going to double down on me just delivering the entrepreneur membership, selling it, and delivering it. The time that I've gotten back in my calendar, I'm going to now use for our next entrepreneur launch and I've already planned out April, May, June, and July, and I'm so pumped for what we have coming up. And I just want to tell the whole world about this membership.

And then again, in 200K, I am going to be doing, I'm still creating it, so I don't have the details, but for this next 200K class, I'm going to do a mini mastermind inside that mastermind called the One to Many Mastermind. I may sell that publicly too. I haven't decided, but I'm very, very excited where I want to teach, I want to teach my students that are at least at 100K how to sell off of consults and how to start getting those first sales from launching and from webinars and from emails and really dive into what does it actually take to sell someone without a consult. And so I think there's a lot of income levels that will apply for.

I don't know all the details of that, but I just know it's a big missing piece for my students to jump from 200K to 2 Million Dollar Group. And when they don't have the skill set, when students apply for 2 Million Dollar Group because they have the revenue to qualify but they don't have that skill set, it's usually a much harder time for them than the people who already have that skill set in place. And so I want to solve for that in the 200K room. So I'm going to be doing that.

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So, I'm going to be using my time very well that I have given myself back and I am moving forward very aggressively because I feel I've lit a fire under my ass. If I can't teach 2 Million Dollar Group because I want to pour into these other places, then I'm going to actually do that. I'm going to go do the hard thing. I'm going to pour all the energy into that room.

So, that's my decision-making process. I want to lead by example. I recently coached a client in my 200K mastermind who built an almost 200K business with a program that she realized she doesn't want to scale to a million. And she was crying on the call because she said she was so scared to tell me that she wanted to make this change because she'd created so much success with her offer and we'd worked so hard for so long for her to learn how to sell it without consults and for her to start scaling it. And I told her, listen, when I scaled to a million, I changed niches halfway through the year. I think people forget that. I let go of one-on-one coaching, so I let go of an offer that was making me 300K a year and I let go of a niche that was making me 300K a year, and I decided to go all in with coaching coaches on how to make money and all in with 2K for 2K.

Yes, it was scary. Yes, it was, it felt a very aggressive deviation from what was working, but in exchange for something bigger that could be working, or exchange for a much bigger impact, exchange for much bigger revenue. And it worked. I remember even in my husband's vows, he talks about when I was selling \$36,000 coaching and then we decided I was going to sell a 2K lifetime access offer and he was like, that's a terrible idea. And then I went on to sell \$12 million from that offer and then 30-something million dollars, \$35 million from my 200K mastermind as an upsell from that offer.

And so I really just believe that this is the right decision on so many levels and it's me leading as an example of what's possible so that one day a student doesn't show up to my call crying thinking that she's ruining her business and her ability to succeed because she's making a change based on something her heart desires. So not all decisions come from something

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terrible is happening. Sometimes it comes from this is what my soul deeply, deeply wants and needs.

Okay. So, here's what I want to say. If you are one of the students who was so excited to work with me in 2 Million Dollar Group, here is how you can still work with me. You can join the entrepreneur coach membership. We have millionaires in this room saying that it is helping them perform at the highest level and that it's the best work I've ever done. They are telling me that the course intensives and the identity calls are helping them make bigger moves, be more productive, and challenging their capacities to take on more and hold more as a CEO. When I created this room, I literally told people I'm going to have a millionaire mindset conversation. I'm not going to gatekeep. I'm going to say all the hard things. I'm going to hold a high standard, and I've been doing that. I'm going to teach running a business and creating in a business and everything that comes with that from a millionaire perspective, and then I'm going to let others come up and join me at that mindset.

You can also join me in 200K mastermind. If I know that so many of you, your ego is telling you, but I'm too far for that. But if you haven't really developed a skill for selling off of consults, even your high-ticket offers, if you're around 300K or 400K, I really believe being in this room could be hugely beneficial. If you want coaching from me in a smaller space, if you want coaching that's directly focused on revenue and strategy and mindset, if you want to feel I'm mentoring you in your business, you can use this space to do that. When I started 200K mastermind, I didn't have the 2 Million Dollar Group, so everyone had to join that room and we had a whole group.

We would used to have 20, 20-something people in that highest income tier that were at 400K, 500K, 600K, a million, 2 million because that was the only place they could get coaching from me. And because I don't have the 2 Million Dollar Group room now, I will allow people to do that. When I have 200K and 2 Million Dollar Group, I separate them and I don't let people do

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that. I say you got to join the 2 Million Dollar Group room, but if I don't have that other room, then I will 100% have people come in to the 200K room and I also think it's beneficial for the 200K students to see coaches strategizing and getting mindset coaching on much bigger businesses.

So, you know, I think that could be a really good space for a year to really create a strong foundation for scaling. And I will say personally, full integrity, I am in a room this way for my coaching. I joined a really high-level mastermind for eight months and got very close proximity coaching, and then the coach did not offer the room moving forward. So I joined her sort of bigger room. It has 160 people in it, I think. And that room is for all revenue stages. So there's people that have never made any money and there's people that have made millions and there's a lot of people in the in-between. And that's how I get the coaching that I can get from her. That's the only way she's offering it, so I show up. I don't care if I'm the highest earner in the room, I get what I came for. So I want to offer that to you, whether it's the entrepreneur membership or 200K, you can get what you need. I am still available to help you, but maybe in a different way than it looked before.

And finally, I will say this, no matter what, don't drop your desire for millions. Just because I'm closing this room for a little bit, maybe again, a year, maybe two, for a bit. When I got kicked out of my million-dollar mentoring, one of the big transformations I had is I said to myself, I will make millions no matter what, and I meant it. You got to mean it, too. I'm not dropping my mission to create millionaires. This is part of it. I again want more people to qualify. I want to spend time serving a bigger audience to get there. I want to spend time serving millionaires in the entrepreneur membership. So I'm not letting it go.

And I don't want you to let it go either. I want everyone's business to be happier, healthier, and more profitable before I launch the room again. So as much as I'm going to be holding it in my heart, I want you to hold it in your commitment. You're making it happen, whether it's with another coach

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or with me in the rooms that I'm offering and have available, you are creating millions. Don't let that go. It's happening.

All right, I love you all. I hope this gives you insight into this decision and I will see you in the entrepreneur membership, 2K for 2K or 200K mastermind. See you then. Bye-bye.

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.