

Ep #380: Creating New Beliefs



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With Your Host

Stacey Boehman

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Ep #380: Creating New Beliefs

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. Today we're going to talk about creating new beliefs. This is something I have been thinking about for years upon years upon years in passing, in general, and it feels like now is the time to really teach this.

As you know, I coach in my 2k for 2k program about 5,500 coaches on a weekly basis, not all at the same time, but they come in and out, and we have a pretty lively Facebook community. And then I coach 100-plus coaches every week in my 200k Mastermind. I, over the last many years, have also coached millionaires in my 2 Million Dollar Group. And now, I have about 600 people in my Entrepreneur Coach membership that I'm also coaching on a weekly basis. So I'm talking to a lot of coaches always.

And many of you come to me and tell me, "I don't know how to create belief. I don't know how to get my clients to believe something that they don't believe. I don't know how to believe this big of a thing. Like I can believe small things, I've developed beliefs before that I didn't have before, but like this big thing, it just feels so impossible. I have no idea where to start." And that I don't believe belief work or choosing a new belief, believing something new, will help this situation, this thing, this problem I'm having, whether it's...

So you might believe, you might think that what will change your outcome is that you need the right offer at the right price point and the right people. You need more clear messaging, that your messaging needs to resonate more, that you need different strategy and that the thing you're doing, you need a better funnel, you need the... I need things outside of myself, and that's what's going to be the biggest creator of my outcome. Not, "I'm going to change my thinking. I'm going to change what I believe about myself, about my offer, about my business, about my life, about the world, about my clients," and suddenly something is going to change in my outcomes.

Ep #380: Creating New Beliefs

Many of you think that you are self-coaching, and you think you are creating belief, but you're actually creating more disbelief. So I was just coaching someone in my 2k for 2k program. No. Sometimes I forget where I'm coaching people. I think this was actually in the Entrepreneur Coach membership. Yes, it was.

Okay, so I was coaching someone. We are studying balance right now, and our last balance coaching call, someone raised their hand, and she was talking about wanting to... I don't... Oh, we were talking about calendaring, and it was just having to do with her selling a new group. And she was believing that some degree of, it's just not going to be possible for her because it's just not worked out. She's doing maybe a webinar, and only three people have signed up, and maybe it's just not meant to be for her, and she's been, you know, working on it for so long and so hard.

And I asked her to tell me what her... how she creates belief. Like, how do you create the belief that this group will work? Like, what is your process? And she said, "I write down all the reasons that I don't believe, and I look at them. I look at all my negative thinking. I look at my behavior when I believe that thought." And then, as she kind of walked me through it, she got stuck around that point. Like, and I just... I walk through my behavior when I'm believing that negative thought, and I see how it's not serving me. And then, yeah, that's what I got. And I was telling her, that's really an incomplete process of believing new things.

And some of you even go to the next step, where you try to try on a new belief, and you repeat something to yourself over and over. You try to take action from a new belief, from believing something new. But yet, you don't actually believe it. You want to believe it, but you don't believe it. And then you use the results of those actions to confirm that the result you want isn't possible and that you shouldn't believe it. But really, all that happened is you took action from wanting to believe versus actually believing.

So I have paid attention to this for many years. I've watched coaches coaching other people on beliefs, building beliefs, and creating new beliefs without really knowing. And I had even asked this coach, like, "Walk me

[Make Money as a Life Coach®](#), a podcast with Stacey Boehman

Ep #380: Creating New Beliefs

through your process." And it was fascinating how she had to think pretty hard about it. Like, "What is even my process to creating a new belief?" It wasn't like, "Okay, it's step one, step two, step three, step four. This is what I do. And I have lots of practice, and I have lots of belief in this. I know this works. Like this is it. This is how I do it."

Y'all got to have that level of belief if you're also helping other people do this. Not all of you do that, and we'll get to that in a second, but if you're helping other people believe new things as part of your coaching that you give other people, you've really got to know what you're doing for yourself. You've got to be able to say that to other people. Like, it's this, it's this, it's this. Like explain it with clarity, with simplicity, and with commitment in your voice that this works, that you believe this works.

So I think a lot of you don't have a process. You don't really know. If you do have a process, you're not confident in that process. Maybe you're not using your process... I don't want to say correctly, but all the way through to where it actually creates a new belief for you. And I do think many of you are actually creating more disbelief with the coaching that you're doing to create belief, versus creating more belief. Like you're destroying your belief in the process of trying to create it with the way that you're going about it.

So I teach an evaluation process, and I think I've even taught this on the podcast before. This isn't... I don't think it's new knowledge. I'm just very consistent with it, which is when we evaluate anything, we look at what works first, and then what doesn't, and then what you're going to do differently. It's very simple. People just don't do it. Or they don't do it in that order.

Our brains love to focus on what doesn't work. But we start with what is working because if you make a list of all the things that aren't working first, your brain gets so overwhelmed, it can't think straight. And it definitely can't think above where you're currently performing and achieving to think beyond that into a different result.

Ep #380: Creating New Beliefs

So you have to get, if you're evaluating, to a place of neutrality in the very least. You want to be seeing what's working. You want to feel empowered. You want to feel positive, hopeful, proud, maybe even. And then you take a look at what could be better. Why aren't we doing belief work like this? This is how you have to do belief work.

You have to change the way... Many of you have to change the way you're approaching belief work. And if you change it up in this way that I teach, it's going to make everything cleaner for you and easier for you. It won't be easy in the fact that there won't... Oh, it requires no effort, but it will be much easier than maybe what you're currently doing, if you're doing anything.

So I want to tackle a couple of these things on this episode, where you either don't know how to create belief, like dive deeper into not knowing how to create belief, not knowing how to get your client's belief, not knowing how to believe the bigger thing, or not believing that belief work will be the thing.

So if you're someone who believes or thinks... I'll try not to use the word believe so much on this episode. If you are someone who thinks that you need a different strategy to create a different income, and that is your core way that you go about creating new outcomes for yourself in your business and as a coach, here's what happens. And this is what I also told the student as we... We coached on several things. So this is one of the things I told her. Because she was saying it was very difficult, very hard, it just feels impossible, like kind of ready to give up.

So I told her, "When we desire something that requires work above our skill level or empowered thinking at such a level that it's above our current emotional capacity or intellectual capacity or our current level of belief of what's possible in the world..."

Like, for example, one time I wanted to believe that I could have a \$100,000 launch selling 20 people a \$5,000 six-month group, and that I could do that with the audience I currently had and no ads. And my belief in

[Make Money as a Life Coach](#)®, a podcast with Stacey Boehman

Ep #380: Creating New Beliefs

the beginning of this was that I do not have that many people in my audience. That in order to have a \$100,000 launch, I would very clearly have to run ads and expand my audience like crazy, and reach a lot more people.

And when my strategy fell apart... I bought an ads program two weeks before my launch and realized how much work it is to get ads up and going and actually working. It could take six months or longer for you to get the testing and to start really getting traction to produce a \$100,000 result.

So I had to abandon the strategy, and all that was left was belief. "Oh, if I still want to... The strategy isn't going to work. So if I want to still make this outcome, what would I have to believe differently instead of what would I do differently?" And I had to believe there's \$100,000 of clients already in my network, already paying attention to me, already available to pay me \$5,000, who are excited to do... will be excited about this offer, and excited, and it will feel worth \$5,000 to them, and they will all buy at the same time. Like it's possible for me to do a \$100,000 launch.

And because I didn't try a different strategy, and I didn't say, "Okay, what's the next thing to grow my audience? Oh, I'm going to do, you know, I'm going to get on this platform or that platform and I'm going to start a new social media strategy and I'm going to do this..." Instead, I very clearly in my brain was like, "Okay, you have two weeks. What's the simplest thing? What's the most impactful thing? Maybe I just need to believe that what I... I could just make do with what I have."

And because I did that, I proved to myself that was true. And I created a \$100,000 launch. If I had tried a different strategy, I wouldn't have been required to try a different belief instead. And my whole... I think my whole business would be different today. Like that was a defining, pivotal moment for me is, "Oh, the strategy isn't actually what matters. It's the belief." You have to start there.

And this is what I teach in my Revenue Challenge, that whatever money they want to make in the next 30 days, I believe is already available to

[Make Money as a Life Coach®](#), a podcast with Stacey Boehman

Ep #380: Creating New Beliefs

them in their current audience. So instead of coming up with tactics to go out and create a bigger audience, which is like work that typically takes a lot longer, like starting a podcast, starting an email list... Like those things take time to build up. So I have them focus on what they already have and believing that's enough.

So let's say it's... they want to make \$30k in 30 days, and the most they've ever made is \$5k, right? That's a huge... Like that's going way beyond their belief of what's possible in their current level of belief and their intellectual and emotional capacity. Like that's going above their skill level, possibly above their level of responsibility and empowered thinking. Like going way above and beyond.

When we do that, we have lots of resistance, and our brain will default to what it thinks is the most reliable way to solve that resistance and solve that pain and solve that discomfort, which is always going to be like your brain's default will be keep the circumstances the same or change the circumstances. And either way, try to solve everything through taking either new actions or more actions. It's all going to be changing circumstances and changing actions.

And that is... sometimes new actions, sometimes, will solve the problem. But typically, what has happened when it does is a thought has changed first. And that thought actually changed the action, which changed the outcome. But what I like to think of in the most simplistic way is new actions and new circumstances often do not actually solve the problem.

You won't solve a belief issue in your offer, for example, with lowering your prices, right? If people aren't buying from you, you might think the problem is the pricing. That's the circumstance. The pricing is off. So I need to change the circumstance and lower my pricing to get a new outcome.

Or, "I'm not attracting the right people who have the money to pay my offer, pay for my offer. So I need to go out and I need a new set of actions that has me finding new people, and so I'm going to get on TikTok and I'm going to get on YouTube and I'm going to go run ads, and I'm going to change my

[Make Money as a Life Coach](#)®, a podcast with Stacey Boehman

Ep #380: Creating New Beliefs

language and change my messaging and I'm going to do a bunch of things to try to get new people that don't have these money problems."

When you think that's the problem... It's the pricing or the type of people coming, and you try to solve it through actions and circumstances instead of belief, you're going to go out and find a bunch of new people, or you're going to lower your price and keep talking to people. And either way, you're going to get the same price objections. And then you're going to be super frustrated because it was never the pricing or the people to begin with.

I'm always telling my clients it's the belief in your offer. It is the belief in your pricing, and it is the belief in your people's willingness to pay it. And when you are in that belief, you show up very differently than when you are questioning it and not sure and anticipating that people are going to have objections and anticipating that it's not the right people.

I've had an entire podcast episode on how I sell, and talking about how a lot of coaches sell differently when they... They get on the phone with someone and they automatically judge them and think they can't afford their coaching or that they won't buy their coaching. They show up as a different coach. But for me, I believe everyone is available to be resourceful to come up with money. So I sell to everybody the exact same.

And so because of that, and I believe in... I don't ever make an offer that I'm not 100% in belief and sold on myself, then I don't get stuck in this pattern of needing a different strategy, changing the strategy, changing the circumstances, overworking. Like you will work so much harder and so much more. Like the intensity of your work and the way it feels when you're working will not feel so great, and you'll be doing so much more working. Like really hustling and overactioning in order to not have to address belief if you're just constantly addressing circumstances and strategy.

So many of you do that. You're not even maybe aware that you're doing it, and you might even believe in belief work. You might think that creating new beliefs is the way, but then your brain always is going to safety when it's having a lot of resistance and discomfort, and so it goes to changing the

[Make Money as a Life Coach®](#), a podcast with Stacey Boehman

Ep #380: Creating New Beliefs

circumstances and the strategy without you even realizing that's what you're doing. Your brain tells you're doing something smart, that you're being savvy, that you're being a good entrepreneur, that you're testing. It tells you all these things that justify doing this instead of like, "Oh, I just haven't stopped to address my belief first." So for some of you, it's going to be rewiring and understanding that belief is even the thing that creates the results in the first place.

I believe how you do that is you try on new beliefs. You believe new things. And it only takes once for you to believe something new about your current business, about your current life, and then really truly believe it, exercise creating that belief, and then watch yourself create new actions or influence your actions in a new way and create a new outcome, but knowing it came from your brain first. The moment you do that on something really big, it's going to solidify it for yourself, and you'll never go back.

Another example of that I think will be really useful for you all to hear, especially if you actually do focus on creating new beliefs, but you get into the strategy trap, you get into the circumstance trap. This happens a lot when you all raise your prices. So you might raise your prices before being fully committed and fully in belief.

And I was just coaching someone in my 200k Mastermind on this. And then you sell one new person on the new price, and you then you get a string of nos. And the string of nos puts you in a river of misery, and you go back and forth on your pricing, and ultimately you just decide, "I'm going to lower it." But now you feel bad because you have one person paying the higher price, but you're also like a little bit out of integrity in your mind because one person's paying this higher price. So you start to feel really bad about that, and it starts affecting your confidence and your marketing and your selling.

And then you're very stuck on, "Wait, what is my price? I don't even know what my price is. Is it this bigger price? Should I go back to the lower price? Should I commit to this price?" And you can spend quite a bit of time here.

Ep #380: Creating New Beliefs

And I've seen people even tell me like, "You know, I didn't make a lot of money last year. I was very stuck on my pricing for an entire year."

I've had this actually happen to me a couple of times. So I went from in my 200k Mastermind years ago, I was selling it for \$10k for six months. And then I raised it to \$25,000 for six months. And that's where it stayed for many, many years. And now it's back down to \$10k, and I unbundled it, and we're not doing the very expensive live event, and we unbundled a couple other things that were creating a big expense, and now it's fully virtual, and I'm able to offer it back down for \$10k again.

But there was a time where I was going from \$10k to \$25k. And I spent four months getting to the place of no turning back and believing I wouldn't even be willing to do it for \$10k anymore. Like I remember having the thought, "I would rather coach four people at \$25k than 30 people at \$10k." And I really believed that. Like I felt that it felt like a representation of the value I'd created in the room. It felt like a representation of what made sense expense-wise and profit-wise. Like, there were so many decisions that it just felt like, I'm willing to sell less of this in order... Like I'm that committed. I got to the place of just no turning back.

And I actually ended up selling more the next round. And I went from \$300,000 launches to \$750,000, \$800... Actually, the first launch, I think I didn't sell more. I think the first launch I just went from \$300k to \$750k, which was 30 people just going from \$10k to \$25k. Then the next round, I made \$1.5 million. And then it was like maybe two rounds after that, not the next one, two rounds after that, I did \$3 million on the launch. So I went from \$300k to \$3 million in one, two, three, like three or four launches. Insane. Bananas.

But I had spent four months getting into the belief that this program is worth \$25,000. I am the \$25,000 coach. People want this program. They will pay \$25,000 to get it. It will be worth \$25,000 to them. Like a core belief in my \$25k price point.

Ep #380: Creating New Beliefs

I've seen people say it's insane that I spent four months doing that. But what happens to a lot of people is they spend... They don't spend any time doing that. And then they start getting the nos, and then they realize they didn't do that. They realized they didn't create the belief before they sold the offer, and now they're living in that river of misery of getting lots of nos and sort of having to build their belief up from there, which is a lot harder. I mean, it's not even a little harder. It's a lot harder to build belief when people are actively telling you no versus to build belief first and then launch it to the world and just get yeses because you're so in your belief.

I've also done this by changing... I went from \$325,000 to \$860,000 in a 12-month period with changing my niche and changing my offers, and still grew three times. I did that because I coached myself on the belief first. I created the belief first, and then I went out and took action. It's so important. It saves you from so much failure.

And then, some of you don't coach your clients on this, and so, again, it's going to be about your entrepreneurship and your business and how it feels to be in your business. But some of you do coach your clients on this. And so you, if you're coaching your clients on this, you'll be stuck when they have to believe something impossible for them to believe if you don't have a very clear process for creating beliefs and a really good track record of doing that for yourself to create outcomes that you desire. Right? They'll want to believe something impossible, they'll get stuck, and you might be able to help them believe like little things along the way, but the big transformation that your clients have to believe to do big things, to create big things, like way above what they believe is possible, you have to have a very concrete way of approaching that for you and for them.

In fact, I think you want to have lots of tools for this, in my opinion, to approach this. I see a lot of coaches tell me, especially in my 2k program, that they struggle to sell coaching after they have sold coaching to someone because the coaching engagement itself with their paid clients is less than inspiring. The results are less than inspiring. And so they start

Ep #380: Creating New Beliefs

second-guessing anyone spending money on it. They start questioning the value.

And then if the money's hard for the client to come up with or if it would require like, "I'm going to postpone a vacation or a home renovation," or, "I will, I, you know, won't be able to send my kid to private school," or whatever. Like, if it becomes this very hard thing, then the coach is like, "Oh, forget about it." Right? You're never going to ask someone to come up with hard... Like, I'm going to say hard money, but like if you're never going to ask a client that it's hard to come up with the money to do it, if you believe that the coaching itself that you're already giving other people is not transformational, it's like, you know, sort of valuable, kind of valuable, they're not getting as much value as you hoped. If it's less than inspiring, right?

Many of you actually know how to sell. What's actually stopping you is this. You're selling something you haven't mastered that you can't clearly, simply, and easily explain in the hardest situations. You struggle to do it for yourself. You struggle to do it for your paid or your free clients. And it doesn't feel as valuable as it would need to feel to overcome really big challenges and obstacles for your client to get started.

So you've got to fix this from the very beginning. You will have people that will also believe that coaching is very intangible, and they're like, "I don't really understand the value of what I'm getting." If you are selling them that they're going to change their thoughts to change their outcomes, but you are not really clear on what they would have to do to create a new belief, again, you're going to struggle to sell them that. You're going to struggle if you can't explain the intangible, you'll struggle to sell the intangible.

And then finally, some of you, again, you know how to create belief, but if you want to create something really big, sometimes you out-desire your skill of creating something big. So maybe something that would create a so-called like quantum leap for you. I don't love the quantum leap thing

Ep #380: Creating New Beliefs

because I think it makes people think that they won't... They can just get a bunch of new results very quickly without having to work for it.

Like they're just literally energetically leaping. And I don't know that has been my experience. The times where I feel like I have quantum leaped, I can always pinpoint it back to belief work that I did, skill work that developed from the belief work, and value that was then created into the world that then had me jump a lot in my income, scale my income very quickly.

But the way I will use it, the words I will use for you all is sometimes you might think, "If I believed this new thing, I would be able to quantum leap in growth," that it would change your life and your business drastically. And you know the value of believing new things, but the big thing, like the really big thing that you want to do, is testing that belief like crazy. It's testing your fortitude to believe new things like crazy. And for many of you, this is a going first, going often, and going with purpose moment.

For me, I am always working to believe new things, always, always, always. I love coaching on strategy. I do that a lot in my 200k Mastermind. I do that a lot in my 2 Million Dollar Group. Love coaching on strategy and, you know, breaking down things and coming up with a really solid strategy that we love for a client to move forward. But it's always rooted in belief first. I'm always looking at what the strategy would be if, for example, this person was going to sell 2,000 people into their membership or they were going to sell their one-on-one clients on a \$25,000 offer. So I'm always thinking, "Okay, if we... If this belief were working and the result were coming, then what would the action be?"

And so I'm always, always doing this for myself. My skill level on doing this is very sharp. And my tools then become very relevant to my clients. I'm able to easily explain it to them because I am always living in breakthrough from believing new things and creating new belief. It has helped me shift identities so much in the last 10 years. I feel like I have lived many different

Ep #380: Creating New Beliefs

lives, very different personalities and identities and results and life experiences and business experiences. It's endless.

Like from shedding my hot mess identity, becoming a millionaire, creating and selling and delivering my scalable offer to go on to create \$12 million of revenue from 2k for 2k, selling almost \$50 million of coaching. We'll cross the \$50 million mark this year. Losing 30 pounds, having babies, and running my business alongside motherhood, working three days a week. In general, creating at the highest capacity ever, becoming a thought leader. That was a belief that I developed, and then I really saw that come out tangibly into the industry and into the world. Being the breadwinner and really handling that like a boss.

Even now, making new friends. Like I'm creating new beliefs that has me making new friends at my kids' school. And all of that, like every single one of those results that I created, was or did start with a belief, a new belief. And that doesn't even tackle raising all my... You know, every time I raise my prices over the years, unbinding myself from my business and letting go of lower value time that I spend in my company, and delegating that to other people to focus on the most important things. Becoming a better leader, a better manager, like believing I could manage people. Believing I can hire well, like I've been doing an exceptional job at that recently. Learning things way above my intellectual capacity, or at least me telling myself it's above my intellectual capacity.

I remember there was a moment where I just truly believed I could not run my business without my COO, that I knew nothing about my business, that I couldn't possibly take over operations. I didn't even know what operations were. And then now, I feel like I know everything that's happening in my company, for the most part. Even restructuring my business, like the belief of my capacity and my capability to do that, stopping everything that made my business successful and that made my business sell.

Like that I sold \$40 million worth to completely reinvent that to letting go of the way I ran a program that made \$30 million of revenue when I

Ep #380: Creating New Beliefs

unbundled 200k. Like I remember getting coaching, and someone was like... At the time it was like \$25 million. They're like, "This offer produced \$25 million of revenue. Are you sure you want to change it?"

But I like deeply in my heart of hearts wanted to take it fully virtual and make it more... like bring down the expenses, bring down the investment, and then make it more accessible to more people for a longer period of time so they could actually get to 200k. People would have thought that... that sounded bananas. Like you just made \$25 million from this program. Keep plugging and chugging, right? Do another \$25 million of that.

So to be able to say, "I believe I can reinvent this and it will still be successful, and it will still make lots of money," is kind of crazy. And I did it. Letting go of my 2 Million Dollar Group, you know, for temporarily, indefinitely, I don't really know, but to replace that. That offer created millions of dollars, and to replace that with a \$297 offer, a little bit crazy. All... like bringing ads in-house, like all of the things that I've done over the years have all been successful because they started with a new belief first.

So, for me, I find this skillset for all the reasons I've said, one of the most important skillsets to develop, and I think many of you think that you have this skillset developed, or you know you don't, and it's a constant struggle, and it's making you hate coaching and your business. Or it's making... you have it, but you can't believe the next big thing that you are meant to do, that you really want to create, and that is bringing up a lot of unnecessary struggle and pain in your business.

So I want you guys to have a process that is clear and simple and really productive for you to create new beliefs and then go on to teach your clients to create new beliefs. I want you to know if someone asks you how to create a new belief, exactly how to do that. Like, "Oh, I know. I can tell you right now." I want you to know how to do that. I don't want it to be this really long, complicated answer. I want it to be something that feels so tangible to you that you could talk about this out in the world in layman's terms to other people.

Ep #380: Creating New Beliefs

And I will tell you, I spent money developing this skill before I spent money on a website, on a VA, on any funnel or ad or strategy. I have made this the priority. And even now, at millions of dollars, you know, at the size of company I have now, it's still my most important thing.

So it makes so much sense that this needs to be something that I teach at the very beginning in my Entrepreneur Coach membership for my entrepreneur coaches. I want to teach you all how to create new beliefs. I've hopefully sold you on the value of doing that on this episode. And so now I want to sell you to come do it with me and to actually immerse yourself in this for a full month and leave that month... Not leave the membership. I'd love to have you forever, but leave the month feeling like this thing that is a constant rub up against your business and up against your own coaching is like a breath of fresh air, a sigh of relief, something that is working with you instead of against you.

So this will be our study for the month of April. I'm going to give you the most useful tool for entrepreneurship and for coaching. And it's going to be how you develop belief for everything, your life, your business. I've been teaching in Balance this month inside the membership, the idea of an "and" life. It's like the full experience of everything you want in life and business. This is what you'll need to create it. And we will create new belief together for an entire month. We will focus on whatever belief that you want to create for one month straight, every single day, every week on our call, as a deep dive, and you'll go out into the world, and you'll take that belief with you, and you'll see what happens when you focus there first.

Now, I know I'm going to get this question, which is, "Is this different than..." and insert any coaching modality or belief work that you've done elsewhere with another coach. And my answer is yes. So in this month for creating new beliefs inside the membership, I'm going to be teaching you my proprietary process. So if you remember how I said I teach an evaluation process where you start with what works first, and then what doesn't, and what we're going to do differently, and why aren't we starting... Why aren't we doing belief work in that way?

Ep #380: Creating New Beliefs

On the very first call, I'm going to teach you what I call intentional thought creation. I've done a podcast on this before. I'm sure you have heard me talk about this. You've heard my 200k students talk about this. If you're in any of my programs, you've heard someone talk about doing an ITC. I developed this for myself unintentionally. That's what I love. It was an unintentional thing I created that is now become very intentional.

But I developed this by selling myself on my 2k for 2k program over a two-week period. I went from, "This is never going to work," to, "I am completely sold that this is my body of work. This is my foundational offer. This is what I offer to the industry, into the world, and I'm fully committed to it, and I know everyone's going to want it and buy it," and then creating \$12 million from there.

And this was before anyone knew me in this industry. Like it was a... What do you call it? A no-name, right? Like nobody in the industry. And no one knew me as a business coach for coaches. Like I'd never coached coaches before. Like this is way back in the very beginning. And I've been teaching this process, intentional thought creation, for years in my 200k Mastermind at a \$25,000 price point. This is the first time I'm going to be teaching it outside of the Mastermind for a \$297 price point. Again, obviously, I hope you join us for not more than a month or for more than a month. I hope you guys stay forever. But this month is going to be insanely valuable for whoever joins us and for however long you join us.

So here's how it's going to be laid out. So some of the courses I'm not going to know ahead of time exactly the order of the course, and so I'm not going to tell you what the calls are going to be ahead of time. Like balance, I had an order, and I knew what I wanted to teach, but once I got in, I've already changed things up a little bit, and so I go with kind of the flow because I've never taught it before.

But occasionally, there are things that I'm going to teach in the membership that I've taught other places, or I've just done so much in my own life that it's and it's come out in my coaching that I just know exactly how I'm going

Ep #380: Creating New Beliefs

to lay it out. So sometimes I know and sometimes I don't. The times that I know, of course, I will always tell you all.

So here's how we're going to do it. This is how we'll lay it out. And again, every month is going to be different. I want to say this before I actually say how we're going to lay it out because this is very different than how I ran Balance, and it will be very different than how I run May's study as well, which I already know what it's going to be as well. So I'm laying that out now. But every month is going to be different because I'm focused on transformation.

Unlike other memberships that you may have joined in the past that might stick to one cadence and give you the exact same thing to expect every month, and then therefore you attach your monthly payment to this is the value I should be getting every single month and this is what it should look like and it should be the same and it shouldn't be more and it shouldn't be less. I'm giving you what you need to really get it every month and with every topic. So some topics will span two months, and some, I believe, we can do in one month.

This one, I feel very confident because it's not an in-depth teaching. The process itself is actually very simple. I'm going to teach you ITC, intentional thought creation, in the first 30 minutes of the very first call, and then we're going to coach for 60 minutes straight. So we're going to do five 90-minute calls in April. The first 30 minutes, roughly, will be teaching, and then the final 60 minutes will be coaching. I'm going to teach you call one, intentional thought creation. Again, it doesn't take long to teach. It's not complicated. It doesn't require a PhD to understand it. There's no steep learning curve. Anyone can do it. Okay? 30 minutes, and then we're going to start applying it. And I'm going to coach real coaches back-to-back on creating real beliefs.

You might end up actually picking up a lot of beliefs this month just listening to the coaching and the beliefs that other coaches are developing, and like being in that environment. Kind of like the Revenue Challenge when you're

Ep #380: Creating New Beliefs

in the environment of challenging an amount of money you've made, just the energy helps you do that. Well, this is going to be very similar in creating a new belief. It can be a money belief. It can be an offer belief. It can be a group coaching belief. It can be a belief in your capacity to sign that first client and also be working full-time. It can be whatever belief you want. But I think you're going to pick up a bunch of them listening to other people get coached.

Week two, I'm going to teach you what I call unintentional belief destruction. This is all the ways you might actually be trying to coach yourself now and actually getting further from belief in your mind. I'm going to show you all the thoughts to look for, all the ways of thinking to look for that's actually destroying any belief you're actually trying to build. And then we'll do some more coaching.

And then week three, I'm going to show you how I try on beliefs and how I go from possibility to inevitability. If you listen to last week's episode, I had my 2 Million Dollar Group student, Tanner, on the podcast, and this process helped him create another \$1.5 million in revenue without working harder.

And then week four, we're going to dive into emotional exploration and integration. So how to know if you're really believing it, how to feel it in your bones and start acting towards it.

Now, this is not a, "Teach you how to feel if you've never ever felt a feeling." That's not what this call is going to be. That's a very deep work that you might want to do with a therapist first, that you might want to do maybe somewhere with a one-on-one coach, like a place that's really an environment to help you if you've never felt the feeling ever in your body and you have no idea how to do that, and it brings up a lot of fight or flight. That's not what we're going to do on this call.

I'm going to assume that all of you in some way have felt a feeling before and are able to do that with some version of safety. And even if that feels like it's not you, that's one call, and you could listen, you could watch, and you could see what you could try on that will be useful for you. I just want

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Ep #380: Creating New Beliefs

you to know it's not like I'm going to teach you how to feel for the first time ever call. But I am going to teach you how to get into the feeling of your belief and really feel it deep in your body, and open up your feeling and being in your body to this new belief.

And then week five, I am going to show you how I unveil the how to myself while creating new belief. And by the end of the month, you're going to be doing what I call ITC-ing like crazy. You might start pen to paper, but my goal is that you end up being able to just easily do this in your brain throughout the day, as I do. You'll be able to use this to create new beliefs, and to help you make decisions in your business that are most aligned, best decisions, even if they're hard.

So it's not just creating new beliefs, it's actually feeling very intentional with everything that you're thinking and everything you're deciding. So maybe you're trying to decide whether to take on contract work or get a job, versus focusing your energy on your coaching business. ITC is how you make that decision well. If you're trying to decide, like me, whether to pause an offer and go all in on another one, ITC is the way to go. So it's not just a tool. It's really a way of thinking.

And again, a lot of you are spending a lot of time on your calendars self-coaching. And I do think you might want to pen to paper this first, but recently, I shared my client with my... my calendar with my students, and they were like, "Where's your journaling time, Stacey? Where's your self-coaching?" And I told them, "I just do it in my head as I go now. Like I've trained my brain to ITC everything all the time." It's just the way that I think. I've directed my brain there. And so it just goes there. And I want this for you.

Because what would your calendar and your life be like if hours weren't going to coaching yourself and journaling and doing thought work if you could do it as a practice as you go constantly all day long, and like save the journaling and the self-coaching for like the really big stuff?

Ep #380: Creating New Beliefs

That's the job of the EC membership, is to get you out of the theoretical coaching world that we kind of all get stuck in and get into the real world doing as an entrepreneur who is also a coach.

Okay. So enrollment is now open. It's going to close Monday, April 6th at midnight Eastern. And our first call is going to be Thursday, April 2nd. So if you want to join us live, you'll want to join by then, by Thursday, April 2nd. You can still join monthly or annually.

And when you join, you're going to get access to ROI, Return on Investment. You'll have access to the Identity Series calls that we've done so far, the teaching calls, and the coaching calls. You're going to get access to Balance, and you're going to get access to behind the scenes. I'm going to start filming those this month.

I already filmed the first one, but I've decided to take you behind the scenes on my journey of my husband's surgery and sort of taking over the things happening in the house and the childcare and all of the things while also launching and growing my business and making millions. I thought that would be a really great behind-the-scenes experience. So that's what I'm going to start this month as well.

So if you want to join us in creating new beliefs, go to staceyboehman.com/ec-membership and we will get you signed up. The link will also be in the show notes if you want to go there.

Again, it's staceyboehman.com/ec-membership. I'll see you inside for creating new beliefs.

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.