

Ep #382: MVP: Income-Producing Beliefs



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, Diva. I'm so excited about this episode. One of the things I do with my work is I make everything simple because we have enough mind drama as it is. Our brains overcomplicate everything. And being confused is a great excuse to not take action. And I just feel like my brain, literally, it's so funny. Even big words, I'm like, what's that mean? I will just ask my clients what words mean. My brain, I think my whole life has operated in simplicity. I'm like, explain it to a kindergartener. That's the way my brain works, like small, simple steps.

And so, I had a hard time finding that when I started my business, finding the simplest way to make money. And so it's really important to me to have you be able to learn from me the things that I couldn't find and what didn't seem available to me. It seemed like in my mind drama of just trying to be enough and believing it was possible for someone like me to even be a life coach, it took me everything to just show up. Literally, it felt like it took all of my energy to just show up.

And so, having had super, super simple steps would have been everything for me. However, I figured it out, and now I'm here to teach you. And I would say that how I grew my business is by getting out there and literally just showing up, taking lots of action. I did it in a really non-traditional way, in a sense, because technology is so readily available now that everybody is kind of saying that's the most simplest way, that's the fastest way. But it is if you have the money to invest in tech, or you understand it. Otherwise, it's just another great reason to not do anything.

And so tech spun me out like crazy, and I didn't have the money to invest in having someone build a website for me or having someone run Facebook ads for me. And I just didn't have the mindset yet to figure that out for myself. I have that mindset now, but it took me a while to develop that. So I just needed to get out and get going the only way that I knew how. And I'm not saying that my way is the right way.

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I'm just saying if you're in this position that I was in, this podcast is for you, and all of the things that we're going to talk about over the episodes are going to be geared at being super simple and things that you can do on your own without going and hiring things out or without investing a lot in ads or building a website or anything like that. If you're already doing things like that, amazing. But if you're not, I'm going to help you, girlfriend.

So, I just really focused on getting out there, meeting as many people as possible, telling everyone who I was, what I did, that I'm a life coach, and making offers to help them. And I'm so grateful that I had that sort of hustle experience because it taught me two major things. Number one, you don't need all the tech to get started. You don't need anything but you. And number two, your mindset is everything. It's not part of the thing. It's not like, oh, mindset's super important. Oh, mindset, mind. I'll have coaches tell me, "Oh yeah, I already know mindset." I'm like, no, no, no. Mindset is everything.

When you don't have any of the other fancy stuff backing you up, it is literally everything. And so I'm thinking about my divas in the 2k program. And I was thinking, if I could tell them to work on only three beliefs that will change their life and change their business and make them the most money, what would they be? Like, what would be the most income producing beliefs, which is such a funny concept to think about. But there really are beliefs that produce income.

All beliefs produce income. Our thoughts create our results. Our thoughts create value, and value is what creates clients. So our thoughts create all of the money we ever make. This is so important because there really are, there are income-producing beliefs that you can have. And then there are like, I don't even know what the opposite of that is. I wanted to say income-rejecting beliefs. There are beliefs that will literally push money away.

Let's just say income-restricting beliefs. Let's say that. Income-restricting beliefs. So there are income-producing and income-restricting beliefs. So I was thinking about it, and I didn't want to come up with a whole list because

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then you get the mind drama about all the new things you have to believe. So I was like, "Okay, if I could just boil it down to three things, like super simple, just three things." So you don't have to go out and manage your mind on a bajillion different thoughts. You just need to work on three. And here they are.

And let me just say, when you truly believe them, it doesn't matter what types of actions you take either. There will be no right or wrong. You will make money because the belief is what creates the results. Okay?

So here's what I came up with. Number one, I have value. I am valuable. Number two, people want what I have to offer. Number three, people are waiting for me right now. Feel those in your body. Seriously, let the thoughts sink in. What if they were true? What if you do have value? What if people do want what you have to offer? And what if people are actually waiting for you right now?

As I'm coaching my students, I am seeing how much they don't believe that or how often they forget it. It's so much easier to believe no one wants what I have to offer, and no one even knows what coaching is, that I know, right? I used to say that all the time. No one I know even knows what coaching is or cares about that. That thought serves you, right? That was such a shitty thought to have.

But I remember thinking that thought more than any thought is, well, nobody I know wants coaching. And for sure, no one wants what I have to offer. As soon as someone said no on a consult or people didn't comment on my Facebook post or whatever it was, I'd be like, "Oh, nobody wants what I have to offer."

And most of my students think that they have to convince people to work with them. I used to think that too. And they're afraid of bothering people. They think finding clients is hard. They think they don't know what they're doing. They're inexperienced and they don't know how to really coach. And when they think these things, they feel horrible. They feel insecure,

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inadequate, frustrated, unmotivated, scared, confused. They spin out. They sit around watching Netflix, they eat, they hide every way that they can.

When they do show up, they're asking for permission in everything they say. It's in their energy. They're seeking validation and approval, and they're waiting to find evidence, waiting for clients to come before they can believe in themselves. They think clients not coming or them not showing up is because they aren't ready, or they aren't a good coach, or they don't have what it takes. They think something has gone wrong.

But how the world works is our thoughts create our results, not our results create our thoughts. So we fail ahead of time, over and over, by omission of action. That is why most, literally most of my clients, the reason they're failing in their mind, they would say they were failing, is because of omission of action.

If you're failing right now, it's because of omission of action. I guarantee it, by not producing the effort, by not engaging in the process. But it's not because action creates results, it's because our thoughts create our results, and you don't have income-producing thoughts that make you go out and do income-producing activities that are going to sign you clients. It's just because you are believing all of those other things, that people don't want what you have to offer, and that you're bothering them, and you don't know anybody that wants coaching, and clients are hard or finding clients are hard.

But good news, we are coaches. We get to decide what we want to believe. And if you started believing, if you started seeking evidence, you might find it that you do have value, that people want what you have to offer, and they are actively waiting to get it from you right now. Think about this. If it were true, what would you be doing right now? Probably getting out there and meeting as many people as possible, telling them you're a life coach, and making offers to help them.

You would carry yourself with confidence that you're valuable in any room you walk in, in any space you choose to be in, on or offline. When I join a

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Facebook group, I treat it like it's my own Facebook group. I assume everybody wants to hear from me and wants to engage with me. When I walk in a room, I own it. People always ask me, "How do you own a room?" I get that question a lot. It's by the way that you think of yourself in the room. And you get to just decide. It's such great news.

Listen, your brain wants to keep you believing the opposite, so you don't have to go out and do big things because big things take energy, and your brain is designed to save energy. Its version of a good day at the office is mediocrity. So you have to challenge everything your brain says about you. And it's really good at saying those things because it probably had a lot of practice. But you found this podcast, you're done with that now, okay?

You have value. If you don't know offhand what that value is or how to explain it, then you need to practice it. Period. That's it. You need to write in your journal every damn day about the value you bring and how you can help people. So that when you walk in a room, you can know what you bring to the table. And you aren't out there looking for it by getting people interested in you or trying to find it by their reaction to you.

One of my clients said that she went to a book club and all the people there just stared at her when she walked in and said nothing. When you aren't thinking of yourself as incredibly valuable, this will shake you to your core. When you bring your value, I like how high my voice has gotten. I've gotten so passionate. I'm like, when you bring your value, it's like only dogs can hear me now.

When you bring your value, you think something is wrong with them. You're like, "These people are crazy. What's going on?" They did not like me. I don't know what's going on. They just stared at me. They must have issues, right? Instead of like, "Oh, everybody hated me. It's true. It's proof. I suck." Right? But that's what we do. So you got to really practice on I have value and the way that it makes you feel, and then take action from that place. Okay.

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So the second belief, people want what you have to offer, think about this for a second. How does everything you are doing change when you start believing this? How does your whole demeanor shift? How does your energy level increase? What does that make you want to go out and do? Posting on social media, people want what you have to offer. Getting that podcast off the ground, people want what you have to offer. Speaking up at a networking event, people want what you have to offer.

This is why I email my list so often. I genuinely believe that. And even if people unsubscribe or email me to tell me I sell them too much, which has happened, I just keep believing that. Not everybody wants what I have to offer, but people do. So I got to show up for those people.

Seriously, if you are thinking you will bother people, you are not thinking they want what you have to offer. It's like deciding ahead of time that people will love you. I just decide. I don't wait around for people to tell me or not. I want you to seriously try this one on. It will change everything about the way you approach what you do because it's never what you're doing, right? It's how you're doing it. When you're making offers, thinking people don't want what you're offering or don't want you, what are you going to get? And when you believe everyone does want what you have to offer, what's that going to create? So much money.

Okay, so let's go to number three. People are waiting for you right now. Some of y'all need to work on this one the most because you wouldn't be sitting on your ass being confused if you thought someone was trying to buy from you right now. You would be taking consistent, massive action if you knew people were waiting on you. You're late to the party.

I always say, if you knew a thousand people were waiting to work with you right now, even a hundred people, let's just take it down. If you knew, I use a thousand for me now, but if you knew that there were just a hundred people waiting for you right now, like actively waiting, you would have a fire lit so hot under your ass, you'd practically be flying. Even if it wasn't about the money for you.

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Imagine the feeling you get when you have a friend waiting for you at a restaurant that you haven't seen in years, and you just can't wait to get there and you're just anticipating all the fun and the amazing experience you're about to have.

It's like with the girls in my 200k Mastermind. So when you listen to this, it'll be that they are coming today, but I'm recording this a week ahead of time, so they're coming next week for me. But they are arriving on a Wednesday, and they are so freaking excited to meet each other. They were talking about it on the call today, and they are just dying to meet each other, to be in the energy of each other, to spend three days coaching together, and to just be a part of the event. They are all so excited.

So imagine, especially if you're one of my 200k Mastermind people, imagine if you thought that way, the way that you thought about going to a retreat with women that you love, what if you thought about your business that way? What if you felt that way about your business?

Like, your business was just this amazing anticipation of excitement and amazing things to come. Think about that. Instead of it's this dreadful, awful thing that I have to get myself to do today. Think about it like it's the best party ever. I want you to really think about that. What if you thought of your business that way? That people are waiting for you, and it's going to be the best party ever. Best freaking party on the planet. Everything would change about your business if you thought these three things.

I have had a little bit, I've been a little bit sassy today and a little bit just playful, but I seriously got so fired up thinking about these three things. I have value. People want what I have to offer, and they're waiting for me right now. What would change about everything, the way that you feel in your business on a daily basis, every moment? You can choose this thought. No matter if you have drama all day long, you could put this podcast on and listen to it, and remember these three beliefs and practice thinking these three beliefs.

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The worst that can happen if you decide to believe these ahead of time before you have the evidence to prove it, the worst that happens is you end up right where you are right now. You're literally living your worst case.

People always ask me, "Why would I believe something that I don't have evidence for? Why would I believe ahead of time?" Why not? Your worst-case scenario is what's happening to you right now. It is exactly what you're living in right now. Aren't you living in the not-having right now? The not having what you want? It doesn't matter how much money you're making. You could be a six-figure earner listening to this podcast and still not have what you want. You might want to be a million-dollar earner. Right? It's the same thing at every level.

But the worst that happens is that you have the life that you have now. So why not just believe these things? They feel better. The journey will be more fun and more productive. You'll do more shit because you'll feel better.

So why not? Let's believe these three things. And you know what? Instead of trying to produce evidence or, you know, what if you just created evidence? You just sought it out. Literally, we go out in the world, neutral things happen, and then we use them as evidence to make it mean all these awful things about ourselves. And instead, you could just do the opposite. You could make everything that happens mean something amazing if you really, truly wanted to. If someone said no to you and they didn't show up, you could be like, "Oh my gosh, this is creating space for the perfect person for me to come."

And I know that might seem a little bit like, I don't know, it's a stretch, but I've had so many times where people didn't renew with me or said no to me and a month or two later, my ideal person walked through the door and I had the space to accommodate them because I wasn't full of coaching people that weren't really right for me and that weren't really my ideal people. Right?

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So, I think we tend to think that things are just what they are. They either are true or not. It's like it either means this or it doesn't. And it's like, you just get to choose. You get to decide what you make everything mean. What if you just decided to seek evidence, to decide to believe ahead of time, these three things? I promise you, you will produce so much income in your business just from these three things without learning anything else. Just these three things. You just got to practice it. You got to practice it all of the time.

Now, if you're in my 2k group, you have help, you have support. I want you to post in the community where and how you struggle with these three things. Let us, me and the mentors, help you with this because it's so vital. If you did none of the modules in the course and you just left the course believing these three things.

Like if this is what you took from the entire course, if you allowed me and the mentors to help you work on these three beliefs, these three beliefs will get you the exact same, like actually believing them all of the time and taking consistent action from them will get you the same result as doing all of the work because all of the work is just geared to develop these three beliefs, truly, and to get you taking action.

Okay. So, I hope this is super helpful. I will see you next week. Have a beautiful week, my darlings.

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.