

Ep #384: 2M in New Revenue & The 9 Things That Got Me There



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.

Hi coaches, welcome to episode 384. We have a brand new episode. I have a brand new episode coming at you today. I am going to tell you nine really valuable things that I have done since January to create 2 million dollars in new revenue on top of the revenue we already expect in our business since the launch of my Entrepreneur Coach membership. So, I have to first celebrate 2 million dollars in revenue. What the holy crap.

Sometimes people will be like, of course you did that. I'm so surprised. But I have talked to so many of my colleagues and friends who have built memberships and I not from a negative place but just like a true understanding of the work it takes to launch an offer of this size, especially something I've never sold before, like a membership, I expected this to be much harder and take longer than it has and I'm totally open to like that coming up at some point and I will keep moving forward.

But I had set a three-tiered goal that I put my time and mental energy on for the very first launch. Like I said, this is my top tier goal but really it was like my whole year goal. So I, someone gave me this analogy of thinking of it like bronze, silver, gold. And so my bottom tier was 300 people and then my middle tier or my silver level was 500 to 600 people. And then my gold level was 1300 people. And we're at, I don't know the exact numbers, but a little over 600 people right now. And that doesn't count the people, my 200k students get access to the membership included in their 200k Mastermind investment. So there's like another 100-something people in there as well.

And yeah, I was willing for it to take a year to get here. I think maybe that should have also been one of the things. So maybe it's 10 of the most valuable things is that I was willing, and maybe that's in here, I don't remember. I'll tell you how we got to this episode in a second. But I was just down, I was willing to do the hard work.

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So my mind is a little bit blown that we are already here. And I also know we have so much inside of us and my new goal is 2000 people and if you're in the membership, you've been hearing my daily ITCs on 2000 people. I've been teaching my members intentional thought creation and we've been running them every single day in the membership and it's been super fun.

And so my goal, I've moved the goal post because now I see what's possible. And so obviously I can quadruple-ish this membership and everyone is loving it so much that I'm like everyone who's that's not in it is missing out. Like, let's go.

So, here's what I think happened, okay? Like I sat down and just kind of like this was like not like let me like dissect this in its entirety, but I do think there are, so let's count this. So maybe there's 10. But I do think it's important that I set the yearly goal and decided let's shoot for that. Like if that was actually the goal for the first launch, like let's see what we would come up with in all the ideas. And so one of them was my Making of The Offer, Black Friday special, or Cyber Monday special that led into the membership and I do think that was a big part of compelling energy.

So, we'll say that's number one is just like the ideas I had and deciding I'm not going to wait all year to try to create that. I'm going to try to create that in the first launch and the second launch and the third launch.

Okay, but here are the other things that I think contributed to this that I wanted to share with you all. I actually did a social media post about this and it got so much traction and so many people told me each something of the nine things like really spoke to them and stood out to them. And so I thought, you know, we need to have like an episode on the podcast where this lives forever for people who maybe don't follow me on social.

But also if you're not following me, you should, at Stacey Boehman on IG, Stacey Boehman on Facebook. On IG specifically, I've been having some rants and doing some truth-telling and that's also been killing it lately. So

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I've been a little bit sassier, a little more bolder on my Instagram, and I've been having a lot of fun.

Okay, so here's what I think contributed to this result of 2 million dollars in my new membership. I'm so freaking happy. And this is like cash and then recurring revenue. So just to be clear, some of that is in cash and then some of it is projected revenue if people go all the way through the year.

But here's the thing. I have had a firm belief since I had one-on-one coaching clients on payment plans, which is people will drop off and I will also replace them with new sales. So if we have 2 million dollars of expected recurring revenue, I'm going to get that revenue. Like that's happening no matter what.

We did, I can't remember now the first launch because we also had a lot of money coming in from other things in January. I just know the second launch we just did \$700,000 in recurring revenue. Like it was bananas. So we must have done \$1.3M in the first launch.

So, that's super exciting and y'all should know, I am intentionally selling the recurring revenue. It's the one thing I don't have in my business right now. So I'm not trying to, we have a like a special if you join annually, but I'm not like marketing that super heavy like that's the thing I want everyone to buy. Obviously, I would love for people to be in for a year and I have a whole, you know, more than a year at this point of really incredible teachings planned and coaching and the energy of the container is everything.

So I know we will keep growing. I know we will keep adding. Recurring revenue was my goal for this membership. So I'm really excited to have this much recurring revenue coming in every month.

Okay, so let's dive in. Here's what I think happened. This is what I think contributed to this. The first thing is starting with the Entrepreneur Series, I started saying the hard thing to my clients, which is also what I'm now doing on my social and it's been super fun.

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I, for years, would be so frustrated, like from a place of love, because I was like, I always call it like you just want to shake someone when you know they have bad thinking or a thought error that's not going to get them towards their dreams and you're like, but don't you understand? Like that's how I feel. Like when I get sassy, it's coming from that place of I just want to shake you all so that I shake out the negative thinking or the limited thinking or the thought errors and like help you see your power and help you see how to be successful. That's what I want.

So I've had lots of millionaire conversations behind closed doors with people in my Masterminds and colleagues and friends and we're always kind of talking about like, well, you know, of course other people don't think this way. It's that's why you make millions. But also you can, you got to be careful, you can't just expect that from them or you can't just tell them that because like they don't make the kind of money you make.

And I'm like, but why can't I tell them that? Like, why are we gatekeeping? Like I should probably tell them this, no matter how difficult it is to hear, like I should tell them this because if I don't, no one else is either and like they're missing out on these millionaire conversations, so we got to have them.

The way I describe it is if you've seen those posts that say things that I would say if I weren't afraid to hurt your feelings, if you've seen those on like Instagram. Except every time I read them from people, they're not really that scandalous of things. They're not really things that would hurt someone's feelings. And so I was like, no, no, I want to say the things that actually would hurt your feelings.

But because the most transformational things for me, the most transformational moments that I can think of in my entire career were moments where I got like a metaphorical slap, where someone was like willing to say the thing that would hurt my feelings in order for me to grow into my next level, like hard, hard truths.

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So I started saying that. I started talking about why what coaches are thinking that's not letting them get to this level. Things again that might hurt feelings, but will transform results. I've been truth-telling. Like if you have been in the Entrepreneur Series, if you've been in Entrepreneur Coach membership, you know I've not been holding back when it comes... ROI, whoo, I let it go. Capacity Work. Like, I mean just everything we've done, I've been having really hard conversations.

I'll give you an example of what that might look like, and I'm going to do a deeper podcast on this coming up in the next few episodes. But everybody's been asking me like, oh, what kind of accountability are you offering for the membership? Like, is there, you know, can I get an accountability partner? Do you have accountability coaches? Like, is there ask a coach, like what's the accountability available to me?

And I'm like, what do you mean? There's no accountability. Do you all realize you're entrepreneurs, right? Entrepreneurship is requires the highest level of accountability of any job in the world. It is literally the definition of self-accountability, is I work for myself.

So no, I'm not going to offer you something that meets you at your own limited thinking. I'm not going to let you stay small. I'm not going to be like, yes, sure, absolutely. Let me cater to this thought error that you have. Let me keep you in the identity that you have, which is I'm not self-accountable. No, no, no. I'm going to raise you up to make you realize like you need to start becoming self-accountable. And the first step of that is your identity, like seeing yourself as someone who has decided to enter the world of self-accountability and no one's forcing you.

No one, no one, I've been telling this to a lot of people recently, like no one is making you run a business against your will. So we should probably tap into choice and desire for everything that you want to do. Like no one's making you. Like people we like sometimes we think like there's a gun to our head to like go market or go meet someone or go make, you know, to go make an offer. It's like, no, no, no, we chose this, and we have to be

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self-accountable. Like that's the only way you're ever going to be successful at entrepreneurship is if you are self-accountable. Like you're not going to make it if you can't be.

So you got to fix that. Don't like try to get people to change their offers so that you don't have to fix that. You got to fix that, and you got to fix that fast, right? So that's what I'm talking about. It's like people just like offer accountability in their offers because it's like, well, but people don't have those powerful thoughts and people won't buy if they don't get accountability and yada yada yada. And if they, you know.... no, you just got to be accountable. That's what we're doing in the membership. That's what we're doing. You got to join and you just got to show up to the first call. And then we work from there to create a different set of thinking and a different identity that is going to help you be more self-accountable. So that's the first thing. I started saying the hard thing, everywhere.

The second thing that I think has happened, both it's helped me internally and it's also, I think started making a wave and a shift publicly, like customer-facing. I started sharing my perspective on the online hate that I've received and the haters that I have and the unhappy customers, whatever you want to call it. I have podcasts coming up about this too.

But I didn't talk about it for so many years, like literally no conversation on my side. Maybe some like here and there, but like not really saying like here's what happened, here's what I learned, here's my experience. These are the things that you guys don't know. Like I've started saying the things. I've started opening up, I've been vulnerable. You know, things that I mistakes I actually made and what I learned from them, but also taking a stand on absolute nonsense behavior.

And I stopped fearing retribution and retaliation. I stopped fearing people talking, let them talk. They can make fun of me all they want. Like anyone, y'all can make all the fun you want while you're making fun, I'm making millions. Just know that. It's cool. I'm in that place. Like I'm embodying that place. I'm just not willing to hold back anymore because I know what I'm

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holding inside of me and not sharing to my audience and my people who are coming from a genuinely loving place and want to learn from me, I'm keeping them from learning something powerful for them and allowing themselves to be more visible. So I'm being more visible, I'm being more honest, and I think it's opening the door for other people to do the same.

The third thing is I stopped fearing a public failure if the membership wasn't successful. In the beginning, I didn't have that as much because I didn't have an audience of people like just sitting around their house watching and waiting for me to fail and delighting in it, eating their popcorn. And I think that was something that kind of entered my brain is like if I fail, there will be a group of people that will be so happy about it.

And even my clients, I think that will generate, I think actually the bigger thought was like that will generate so much more fear for them if they see me fail. And so it just felt like I don't want to give the haters something else and then I don't also want to give, I don't want to play into fears that maybe my clients have. So if they see me fail, like they might have a lot of drama about it and I'm going to have a lot of drama about it.

And honestly, I just knocked all of that off. I decided I'm willing to take a year or even two years to get to this revenue point. I'm not afraid of the hard work. You know, I want to have that offer under my belt that I've never offered before. It's like the membership is the only thing I haven't done. And every offer type that I've ever offered has gone to multiple millions of dollars and you get to this point where you're just like, I need that. I'm like that my ambition kicked in and I'm like, I want to be able to say I've also brought a membership to multiple seven figures and then eventually to eight figures.

I knew, I was like, I have to let go of that. In fact, I think the thought that like really fueled me going into January, like up into the launch, because some of this is like I was working on it for like a year while I was releasing the Entrepreneur Series and knowing it was coming and kind of working through my crap about memberships.

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But one of them, one of the really good thoughts that I think was super relevant that I had in January is like, I really want my people to see me work hard for something. I want them to see me if they fail, they're going to see me pick myself back up and go again. Like if I fail, like that's what they're going to learn from me. They're going to learn how to be alive in the challenge. They're going to watch me go first and go often and go with purpose to lead them into the discomfort. Like they're going to see me not be perfect at something because my audience before I made millions was not very big. So there was just no one paying attention to me failing and things being hard for me.

And then for a while, everybody came in and I was just making multiple millions and working three days a week and everything was pretty easy for many, many, many years, mainly because I didn't change my offers a billion times. So I was able to live in that like success cycle for a very long time. And so it felt like this is a beautiful moment for them to see me fight for something, for them to see me double down on something and like deeply care about something so bad that I was willing to fail.

So I just had a lot of really beautiful thoughts of like I'm leading and I'm going first and it's okay if it isn't successful. Like I wanted also know that I gave it everything. So that was the third thing.

The fourth thing is I just have been working through all of, I'm just going to call it my crap. Like all of my crap that comes up, every obstacle in my life, I feel like we've had one billion of them this year. And maybe they're not as hard as other people's obstacles, but they feel incredibly hard to me.

Like since January, my husband hasn't been able to pick up our children. So everything is more challenging, bath time, feeding time, like imagine if you had little littles, like really littles, like babies and toddlers and you couldn't just say, hold the baby for a second for me. It's been a very heavy load on top of, you know, mothering and then also running the business and I've been sick like this whole time as well and getting no sleep. My daughter just started sleeping through the night.

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But like all of those obstacles have been big ones for me. It's been really challenging. I've cried a lot of tears. And I had the best excuses not to launch and not to do this. In fact, I remember crying to my sister and she was like, but do you need to be launching right now? Like, can you just pause everything until this is over? And I was like, honestly, I just don't want to.

Like, I'm so tapped into my desire that no matter how hard it is, like I don't want to be the person that makes excuses. I know that my clients every day have something in their life come up that tells them they can't keep going in their business and gives them a reason to set the business aside. I know that you can't think like that if you're going to be the breadwinner and you're going to create multi-generational wealth. Like if you're going to run a multi-million dollar business, like you got to be stronger than everything that comes your way in life.

And so this also felt like a time to go first and I've been going often. I've been going first and often many times and what that means is I've been doing the work that I would ask my clients to do a thousand times before I asked them to do it. I've been coaching my brain like crazy. I've been tapping into my desire. I've been tapping into my capacity, and I've really just been doubling down on my empowerment, no excuses. And honestly, like it feels amazing. I am tired, but it feels amazing.

The fifth thing, I could talk about each one of these all day, but I'm trying not to. The fifth thing that I think was really valuable to create this result is I asked for help and support where I needed it from my entire support system, all hands on deck. My house cleaner has babysat for us. We have our nanny coming a lot more. She's even stayed the night a few times a lot more than she was normally. Oh my God, we hired her two weeks before this happened. It's like wild. We would have been in big trouble then.

But I've allowed my mom to take time off from work and use some of her vacation days to support us. We've asked Neil's parents to come down and

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support us. My sister, I've asked my sister to come down and drive three hours to support me.

Like, I know how challenging it is to ask for help and especially for me because we have so much money that you would think that like that would be easy to come by, but my kids are very dependent on Neil and I. We spend a lot of time with them. They're used to being with us constantly. Like Jackson sleeps in my bed. It's not just easy to like replace mom and dad, and so we're pretty careful with who is around them. And then, you know, we can't just work the nanny to death.

And I'm like, it's a lot. It's a lot for me to manage the business and all of the household and not have any help and be sick. Like, there was one time where I just had, like I was like, I'm so sorry, you have to ask your parents to come down. Like I was so sick, I could not get out of bed. And I'm like, I don't know what we're going to do. This is so bad. And then we weren't sleeping. So there was like six nights where I got like an hour or two of sleep a night. And I didn't get sleep until my mom came down and they were like, okay, I'm going to stay up all night with the baby. Like you go to sleep.

Like it's been like tough. And I'm not feeling sorry for myself. I'm just saying I know it's hard to ask for support and even when my whole body is like, I do it anyways. I'm doing it for Neil, I'm doing it for my babies, I'm doing it for me, I'm doing it for my clients. I'm doing it for everyone.

And honestly, like it's been really beautiful. My mom has been down every single weekend since January, I think. And I feel bad because it's a three-hour drive every way, and she's burned so much of her vacation time, and she's just so happy. She's like, I love how much time I'm getting to spend with the kids, and they're developing a much closer relationship with her. Same with Neil's parents. Like, we're just getting to spend so much more time together and that's been really fun.

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So, it's hard, but I've been asking for support. I am the asset. I believe that is true. I'm going to talk about that in part two of this next week, but I really do like take that to heart. Like I've got to be okay. I can't be drowning if I'm also going to be helping other people and supporting them in their business. I have to feel supported to do my job at the highest level and I take that very seriously and so I have asked for support even when it's difficult.

The sixth thing that I did that is going to be hard for y'all to hear is I invested over \$300,000 in the last two years in my brain and my skill set, but mostly my brain, to become the version of me who could launch this offer and over deliver while nursing every three hours, caring for my babies, being sick, Neil having surgery, all of those things. Like that's a big ask. Like, sometimes I forget how hard it is to be nursing every three hours or pumping. It's intense. But that's happening too, right? On top of the no sleep, on top of the sick, like on top of all the things.

And I have made some very strategic investments. I've made, I've spent a lot of money on one-on-one coaches that are coaching at the absolute highest level, but they're super expensive. Like I've really gone first when it's like comes to saying, I'm really putting my money where my goals are.

So that's one of the things I did. You know, I think it's funny when coaches be like, I don't need mindset. I need real strategy. I'm like, what? Mindset is the motherload. Like to me that sentence tells me it's the biggest thing you need. Like I have skill. I teach skill all day long. I strategize all day long. But when the shit is hard, stepping up to the plate is about mindset. And the strategy to pull off big jumps like this is also all mindset. To believe that I could make 2 million dollars in the first two launches of this membership, that was all mindset.

The seventh thing is I made an offer that was rooted more in service and transformation than what would be easy or marketable. I stuck to my guns for what I wanted to offer and my vision. When people wanted to know, what's the exact, how many calls exactly do we get a month? How long are

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they exactly? What's the exact flow? I need to know. What exactly are you going to teach every month? I don't want to do that. And I knew that I know it's still costing me sales.

We've gotten a lot more clear about it on our sales page. Like here are the things that you can absolutely expect. But I want to change it up every month. I'm not doing just one 60-minute call every week or, you know, I'm not committing to five calls a month or whatever it is, like if I want to be able to do like an immersive course and do six to eight calls within a two-week period and then take two weeks off, I want to do that. If I want to do a five module teaching and five modules of coaching or five like coaching classes, 10 total over a two month period, I want to be able to do that.

I am thinking about the topic I'm teaching that my students need to learn and what actually I think is the best format for that and then I'm delivering that. And I'm also experimenting as I go because I'm willing to learn if I'm moving too fast or if I'm moving too slow. Like this, to me, is like my art, it's my expression. I don't want to be pigeonholed into, you promised me this. Like I want it to be...

That's why it's also monthly. And if at any point someone is like, oh, well, you know, I expected it to be this, they can just be like, cancel their membership. But so far, everyone is loving it and I really do think they're responding to the level of engagement I'm having, the integrity to which I made this offer and because I've stuck to my guns and I'm focused on the transformation and not what's easy and what's marketable.

So I think that is from the topics to the format, to the way it's set up, to the way I'm running it, like all of it. It's like I'm putting all of my energy into the teaching and the coaching and people are feeling that, they're experiencing that. But I got a lot of wisdom from, you know, advice on how to have successful memberships that really went against the way I'm doing it and I keep moving forward with trust that this is the right decision.

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Okay, and then the eighth thing that I think was really valuable and helpful is I decided my clients are capable. That's kind of going off of the seventh thing, but I think, you know, a lot of the advice that I've been given is that membership clientele are not typically super... incapable is not the right word, but like they get overwhelmed easily, you can't give them too much. If they're not able to use it all, they'll quit because they have so much shame.

And I just decided that people I'm calling in for this, they're entrepreneur coaches. Like they know the game, they're capable. I'm taking them deep. Our calls are long and frequent at times. I'm pulling them up to my level instead of reinforcing their level, which is like, oh, I'm overwhelmed. I can't possibly show up for this call. I can't come to this many calls. I can't go this deep. I can't keep up. I have to consume all of it for me to get my \$297 worth. Like I'm playing that game.

My clients are capable, they're entrepreneur coaches. What I know they need, I'm giving and they can take as much of it as they want. It's all valuable, it's all worth \$297. And I'm trusting that whatever they do is going to be great, whatever I do is going to be great. I just trust that this is going to work. Like I know it. What I'm doing here, I just believe it can't not work because of the place I'm creating it from, from the level of service, the desire for the transformation, the over delivering. Like I just, I can't believe that it won't work just because it's not a 60-minute call every week, and you know, I'm not trickling content and taking it slow.

Like, I think people are hungry for engagement and aliveness. I think they're hungry for someone to be as passionate about their dreams as they are. I think people are hungry for someone who's really willing to like go to bat for them. I think they're hungry for someone who's willing to work hard for them. Like and they're seeing all of that in the membership. So I believe my clients are capable. I'm taking them deep, I'm telling them the truth, and I'm creating what I think everyone needs, not what's easy and marketable.

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And the ninth thing is I believed when there was little evidence. I'm also going to do a future podcast about this one specifically, but I believed when there was little evidence. My second launch on day one, we had five sales and I think by day two, we had eight sales. It was like \$1500. And after 11 days, we had \$700,000 in revenue. And I could riff about that all day long, but I chose to hold the belief and walk myself, if I fell out of belief, into belief, every single day and create my goal and get where I wanted to go. Like I just believed when there wasn't as much evidence and I think people think that doesn't happen.

You know, I know someone who had a 10 million dollar membership and the first time they launched, I think three people signed up. I knew that story for like the last 10 years, I knew that story. And so I just kept thinking about that. I was like, wait, they created a 10 million dollar membership from this, so I can create my 10 million dollar membership from this. Like, I can keep going. Like this is exactly what my clients face every day and I'm going to I'm going to go for it. I'm going to believe even when there's no when there's no evidence. And so I think that was really useful as well.

But I'm going to do a breakdown of what that actually looked like and how I went from five sales to \$700,000 in revenue on a separate episode because I feel like I could like really go deep and like really riff on that.

Okay, so these are the 9 slash 10 things that got me to 2 million dollars in new recurring revenue. I just still can't believe it.

I want to invite you to join me in the Entrepreneur Coach membership, okay? And I'm going to tell you why in just a second. But first, I have to say this. We had someone leave a review on the podcast once and they said, "This entire podcast is just one long sales pitch for Stacey's offers." And I laughed so hard when I read this.

People used to say this when I was pitching, and I'm going to tell you what I would say to them when I would say this. So I'd be in a Walmart and I would be doing, I would and make an announcement that we're going to

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hand out free gifts, and then we would hand out the gift, and then we would say we were advertising a new product into the store. And somewhere in between that, someone would always think that they were smarter than everybody else and they would shout, "It's not really free, she's going to sell you something."

I would look at the person and I would look at the crowd and I would look back at the person, and I would say, "Yeah, I think we all knew that's what was going on here." And everybody immediately would be like, yeah. Like, we're all adults, we know what's happening here. I find this is so funny.

I'm going to be like making offers a lot everywhere. And I'm going to have a podcast that talks about this, but I'm going to be offering the Entrepreneur membership to all of you on the podcast. And I'm going to be offering it everywhere I am. I'm going to make offers. I want to be an example for you all to make offers.

But also I coach like, I don't know, 10,000 coaches in all of my programs and in my world, I coach a lot of coaches a week, a lot, a lot, a lot, a lot. And every coach who's ever started a podcast starts one so that they can get clients. So if you're an entrepreneur wanting to have a podcast so that you can get clients, you're going to need to pitch people on your podcast. We all know that's what we're doing here. We're giving away value in order to get people results ahead of time, to change their mindset, to change their emotional state, to change their action-taking and their behavior, to give them a taste so that they can see that it works and then they have a desire to come in and work with you. That's what, that's the only reason to do a podcast. There's no other reason, okay?

So we all know what's happening here. I'm going to be doing that. So I always think that's funny when people say things like that. We're entrepreneurs, we all know we're here for profit.

Okay. So I'm going to make you an offer. I really want you to join me at least for one month. Come in and try out the Entrepreneur Coach

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membership, even if it feels a little bit intangible, even if it feels like you're not 100% sure what it is and how it's going to help you. Come in, I'm going to keep explaining it a thousand different ways until everybody gets it. But come in and try it for \$297 a month, try it for one month.

Because here's what I want to tell you. I've been thinking about this so much since we have crossed this 2 million dollar mark. It's like such a big milestone and I'm still kind of like, what the F just happened? How is this, like this still is blowing my mind. Like I've let it sink into my toes, how much it's blown my mind that this was possible. I want this to be possible for everyone.

And so I've been thinking a lot about this, and I do believe that skill set is everything, and my 45 million dollars of sales that I've sold, we're going to cross 50 this year, proves the skill set that I have and why 2k and 200k and 2 Million Dollar Group are so effective. I'm teaching my skill set there and my sales prove that I have skill set, right? There's no question.

I always tell people when I'm coaching them, I'm like, when they think that sometimes it's a mindset problem, and I'm like, you guys realize like I have these things too, and I have the skill set. So if I had this issue with the skill set, you would never be blaming outside circumstances or anything other than mindset, right?

So I have the skill set. We know that it works, but it wasn't enough. The skill set alone wasn't enough when shit hit the fan for me, mentally, emotionally, when life got hard, when I was thrown into a completely new identity as a mom. When actually, when starting a business and learning the skills in the first place, right? Those things, like the skills are always going to be so important, so important that I've spent 10 years teaching the skills. And on top of the skills, the money I've made and the way I've been able to hold this level of business in motherhood is how I managed my mind. The sentences that fill my brain every single day, the level of empowerment that I choose every single day. I 100% know. Like I have been what I call in the

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current for like a year now. It's wild what we're doing. And that has purely been the way I'm directing my brain.

So the Entrepreneur Coach membership is helping coaches grow the mindset, the emotional capacity to do business at this level, at a really high level, to live at a really high level, even in the hardest times. The membership is helping coaches be better entrepreneurs. It's helping coaches make decisions as entrepreneurs that are aligned with their coaching hearts and helping coaches toughen up from that coach heart so that you also don't get stalled by entrepreneurship.

These two identities are deeply entwined, and if they are not married together, you will make no money as a coach or you will struggle with making money or struggle with burnout. You will have loss of connection as an entrepreneur. So you really want these two identities, entrepreneur and coach, to feel like they are in tandem, swinging at the same pace and really fueling each other instead of competing with each other.

The membership is also solving like so many of my clients are telling me it's changing the way they feel in their business at like a core level, the way that they feel as leaders, the way that they feel as coaches on a daily basis, infusing so much life and energy into their business.

And so many of them are really starting to figure out how to live in full alignment and what it means to be going first and going often and going with purpose so that you are leading people and doing things that you would 100 times before you would ask them to do at once. And that is what magnetizes other people to you. This is identity work. It's I think the best marketing and sales strategy ever is just leading and going first and going often and going with purpose.

We're like in a world right now where things looking good get all the attention, and we think that attention is profitable. But what actually brings in the money is things being good. That's what's actually bringing in the money and sustaining the money. So looking good is not the thing. It might

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be like a small, tiny part of the thing, but being good, that's what matters. I've started even telling myself like the least interesting thing about me is how my nails are done or how my makeup looks or how my hair is done. I'm like, that's the least interesting thing. My brain is the most important thing.

And I really want to help you all play at this level. I don't know what's possible for you. I'm not saying 2 million dollars in three months is possible for you in brand new revenue, like a whole new revenue stream. I'm not saying that's possible for you, but what is? Like I was telling all my students this week, this is the last thing I'll say.

I was telling my students this week in like all my rooms, I said, listen, all of you could be making double the money that you're making right now. Or if you look at last year, let's say the last like in 2025, if you look back at 2025, you could have made double the money you made. And I would ask yourself, where you lost that money? And don't let it be your audience wasn't big enough and don't let it be that you didn't, you know, people didn't buy and you didn't, you know, the sales didn't convert.

Figure out, okay, if I had been, I call this in 200k Mastermind, a high-value cycle. It's what we really work on consistently to make 200k. You have to be in a higher value cycle than ever before and you've got to be operating from that place with one offer, like selling that offer like crazy from a high value cycle.

And one of the things I've told them is I want you to think about all the times you're not in a high value cycle and if you had actually been in a full high value cycle the entire last year or just double the amount of time that you were. If you had more energy, if you were thinking clearer, if you believed more in what you were creating, if you had more fight in you to fight for the sales, if you recovered faster, if you had a stronger, more iron clad identity of yourself, if you saw yourself as a leader in the industry, if you saw importance in how you think and the way that you coach, if everything in you was lit up, if you were compelled a lot more often, would you have

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made double the money you made? With the exact set of circumstances, the same offer, the same audience size, my guess is yes.

That is how I prove to you that mindset matters so much more than maybe you're you're giving attention to. I'm all about like you've got to learn how to market and sell and deliver as a coach. You've got, I mean, if you don't learn how to sell, you're going to be bleeding sales your whole career.

But on top of those three things, because we're not entitled to like, oh, I only need to learn three things. On top of those things, your mindset and your emotional capacity being at the top of your capacity, like really managing yourself at the highest level, that is where extra money is going to come in every single day. That has been true for me and it's true for this 2 million dollars that came in.

I can pinpoint moments in time where I could have collapsed from exhaustion or the load at home and the load at work. There were times where I could have pitied myself and complained and been in a negative mindset. There was a launch, this last one where we had five sales on day one and eight on day two, and we ended at 700,000 in revenue. That was not skill, that was my coach myself coaching. And right now we're actually studying that in the membership with Creating New Beliefs. You'll get access to that when you join, we won't be doing it live anymore. We are doing it live now, but you'll have access to tap into that and learn how to intentionally create thoughts every day to give yourself energy. And next week, I will be revealing May's monthly study. And I'm so excited about it. So, we're not open right now. I'm just going to be telling you all about it constantly.

Get on the waitlist at staceyboehman.com/ec-membership. Super simple, we'll link it in the show notes as well. Just be on the waitlist and you'll get the information for how to join and all the things and what the monthly topics are and what the call times are, all of those things. You'll get when you join the waitlist.

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All right, I will see you all next week. Have an amazing one. Talk to you soon. 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.