

Ep #385: Obstacles, Identities, and 2M in Revenue Part 2



Full Episode Transcript

With Your Host

Stacey Boehman

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

Hey coaches, welcome to episode 385. Today is a part two. So last week, if you didn't listen, that's okay, you can listen to them out of order. Last week, I talked about a revenue achievement of mine in my business where I have created two million dollars of recurring revenue, new recurring revenue on top of our regular revenue that we create from our other offers, in my business since January of 2026.

So from January to April, two million dollars in new recurring revenue. And I talked about on the last episode the nine most valuable things that I think contributed to it, and I actually gave you a secret number 10.

But today I actually want to talk about it from a different perspective. I want to talk about obstacles and identities. And how this, I think if I lasered in to one, like pinpointed one specific thing, it would be this. This is how I did it. Okay? The last episode was more like, if I looked at the last two years, how did I create this?

This is more like how did I actually create this since January, right? From January to April, not everything that came into play to create this, not all time what created this, but what in the microscopic day-to-day moments created this amount of revenue this quickly. And there are six things that I want to talk to you about.

So, if you have, I don't know how much I've talked about this because I feel like life is happening so fast at this point that I can't really remember what conversations I'm having with who. But in January, so I had my baby last August, and my son started school for the first time.

My baby was hospitalized several times because we've all been so sick and her little body just was not capable of handling this sickness so early in life. She's been so much healthier since. But we've all been sick since

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August, essentially. I can pinpoint a week here and a week there where I haven't been sick, but essentially, I've been sick the whole time. I've been nursing every three hours on demand or pumping, depending on our flow, each other's flow for nine months now.

And in January, my husband pulled, I don't know how you say it, his arm went out of socket. And it was so painful, he was trying to put it back in because it was so painful. And when he jammed it back in, he broke two of his bones and tore his labrum completely off the bone. Or when it dislocated, the labrum, it was torn 100% off the bone.

And we didn't have that information for a while. The MRI didn't show the extent of the damage. And then the people messed up his MRI and like they were supposed to book it like a day after he went to the doctor. The computer set it for 14 days after he went to the doctor and my husband is so nice that he was just like, "Oh, they'll get to it. They'll get to it. If they haven't booked it yet, there's for a reason." I'm like, "I think you should call."

And so he finally did call, and they were like, "Oh, that was our error." And so he went two additional weeks in a lot of pain. And once they saw the MRI, they were like, "You have to have surgery next week." Like right away, this is really bad.

And so he has not been able to hold our children since January. I've been thinking about like why this has felt so dramatic to me. And that really is like if you've ever had children and you have an infant and your partner can't ever hold them. Ever. Not like, hold this baby for a second while I go make a bottle, or hold this baby for a second really quick while I get our son out of the tub. None of that. Like, not even for one second, grab the baby out of the crib, pick up the baby, she's crying, help the baby, she's fallen over, none of those things. That has felt very dramatic to me. And he really won't be fully recovered until June. And so we are sort of in this time.

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Luckily, oh my God, luckily we hired our nanny two weeks before this happened. We talk about all the time, the universe has our back. We did not have a nanny for almost two years before we hired our new nanny. And all I can say is the universe had our back, but I had very aggressive goals this year

If you're on my email list, I sent an email out and I talked about how incredible this year was going to be and like all the plans that we had and all the trips we were going to take and the value we were going to create and how everything was just going to be the best year ever. And then this happened a few weeks later. And I had a decision to make. Do I keep my business goals or do I pull back?

And I think we were already in launch mode for the membership, but like, do I just like take what we sold the first month and then not sell it until after he's recovered? Do I take a step back from selling other things? Like do I move things off my schedule? Do I make things easier on myself? Do I sell them? I mean, I got this advice so much, which is like, just offer very little in the membership. Like offer, you know, a few calls a month and you know, don't add a lot of new content, but that wasn't the vision of what I had created and what I desired.

[05:28] And so there was the idea of pause everything as much as you can to make it easier for yourself. There was pair down what you wanted to do, or there was do everything as you imagined and figure out how to make that work while also now taking on like 70%, 80% more of the home load than you've been used to taking on.

mean, from everything, like driving my husband to his therapy appointments, taking my son to school, picking up my son from school, like all of those things that I didn't used to have to do, having to do those things on top of the plans for work. And that was the decision I was faced with. So those were the obstacles I was facing.

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And I've really realized that there are some identities I have that are deep inside of me. They're not like I developed these identities during this time. I did reinforce them in a big way during this time, but these are identities that I've held and I continue to hold and I continue to pull up within me in order to produce at the highest level, even during this time. And I thought that's what I really wanted to share with you. And the six like ways that I thought about this. Like the six things that made me decide I'm not pulling back. I'm doubling down. Like I'm just not doing it.

So let me just explain. The first one is, this is the thought I had. So I chose option three, which is like, I'm doing everything and we've just got to figure, I've got to figure out how to increase my capacity for all of this and how to keep my attitude, you know, great and how to manage the sentences in my mind throughout the day and manage my energy and like really not let myself burn out in any way. And I do not feel burnout. I want to be so clear. Like, I do not feel burnt out. There are moments where I have felt burnt out. There are moments where I have cried. There are moments where I have felt imbalanced. There are moments where I have felt like I was going to break. And I haven't. And we'll talk about that in a second.

But the thought that I had going into this, the main one, this is like the one that helped me sign up for the hard work, was rebuilding momentum is harder than figuring out how to work when it's really hard. I think that is true. Every time that you stop and take a break from your business because your life feels too hard and you can't figure out how to make both of those work and grow, not just like maintain, grow. If you can't figure out how to make life work and grow, every time you have to step out of the business or pause the business, take a break from the business, recover from the business, you are losing momentum.

So then what happens is you're stuck in the building momentum all the time. You never get to the point where you've actually built it and suddenly things feel monumentally easier. They're moving faster than they've ever felt and it feels like results, like you can start to see what feels like

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compounding results. That moment never happens if you keep losing momentum because you keep taking a break or stepping back or pausing, whatever you want to call it, however you justify it to yourself. What you're actually doing is like stepping on the brakes. And then you have to get yourself back up to speed every single time. Then you start to feel and have the belief system that's just what business is. It's like a constant grind. But really, it's not. It's just you never see it all the way through to get to the point where you have momentum.

Well, I've been building momentum for the last two years and I know what that took to do that. And so it felt harder to me if I really looked at it, it would be harder to me to pause and come back rather than just keep the gas on and figure out how to keep driving through the tornado. Essentially, the way it felt. And this was true even when I went on maternity leave.

We had a very aggressive plan for me to come back because I knew I was going to be rebuilding some momentum there, but I wanted to do it very quickly. So we just went straight in week one to the revenue challenge. Like the thing that takes the most capacity for me to hold and I did a revenue challenge as well and it was amazing. It was exactly what I needed to just skyrocket right back in. And then I went into Making of The Offer and then I went straight into the Entrepreneur membership. I was like, I don't want to like ease in because I've done that.

I did that with my first maternity leave and it was brutal. And it took forever and it was so much harder. Like the last, since November, it's been very hard. And I think it would have been much harder to let all of the momentum that I had built for two years go. So I believe rebuilding momentum is harder than figuring out how to just work when it's really hard. Like how to just keep it going. That's all mindset, that's all capacity work, that's all like thought and emotional work.

So that's the thing that made me decide I'm not going to pause. The second belief system that I have is that I am the asset. And my business is the asset. So if the business is an asset, I'm going to treat it like one. And if

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I'm the asset, I'm going to treat it like one. Like we literally sat down and had like a family meeting about it. My husband and I. And I'm like, listen, here's like here is how we are going to get through this. This is the help we need. This is all hands on deck.

We have utilized my mother has been driving down every single week since January, every weekend, bless her heart. She says she loves it. She's so happy. And she actually didn't come down last weekend, I think because Neil's parents were here. I don't know, but she was like so sad. She was like, I missed the kids so much. She wants to just like move. She's like, if I were retired, I would just be moving here.

So she has loved to do this, but it's a lot for me to have like people in my house every single day. I'm an introvert, and I really like alone time with the family, but I knew I have to have help, so it's got to be all hands on deck. So we utilized Neil's parents, we utilized our parents. We're utilizing our nanny a lot more than we had planned for a lot more hours. My sisters drove down to help us. Our house cleaner has come to help us. Like we have gotten and we asked for help a lot. At one point, I was like, I'm going to have to start asking friends. I'm going to have to ask friends to come help me. Which friends do I think would be willing to help me? It has been wild.

In fact, my mom told me this weekend, no, last weekend I was gone. I can't even remember all the weekends now. Last weekend I was gone. I went to my coach's wedding, and I was gone, and so my mom came down to help my husband, and she looked at me this weekend, both parents sets of parents were here for Neil's birthday.

And she said, "I got home and was so exhausted. And I thought, I could not do this every weekend on my own without Stacey here to help. Like I could not do this." She goes, "I do not know how you all are doing it." She's like, "When the baby's asleep, then there's still the other child to entertain and take care of." And I'm like, "Yeah." She was like, "I didn't realize like what it is to have two people here."

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And I think about that all the time. I'm like, God, like if you are a double-parent household, you are so incredibly lucky. And I know it's still your situation, so it still feels hard. Like my hard still feels hard. I can't imagine what single mothers go through. Like, I just think my hat is off to all of you.

So it is hard and I have been in a state of, I'm the asset, I have to ask for help. It doesn't make me weak; it makes me strategic. We've got to have all hands on deck. We are paying our chef to come multiple times a week to help cook really delicious meals so that takes one thing off my plate. And we're even starting to hire a car service for my husband to be able to take him to run errands because he's been utilizing the nanny when I have calls, but then the nanny's not here and it's like this whole thing and I don't want my daughter in the car the whole time. So we've been like actively thinking, how do we utilize money and loved ones and help in order to protect the asset?

I just know so many people, so many women that I coach do not think like this. They just don't. We are taught that we should be able to handle it all. We're taught that it's embarrassing to ask for help. It's weak, that people don't want to help us. Like, we have so many belief systems that make that hard to do. And that is one thing that has kept everything moving is being willing to treat myself and the business as an asset and know that we can't just set it down and go take care of other things and ignore it, that it has to, you know, be a living, breathing thing.

The way I've thought about this since the beginning of my business is my sister is a nurse practitioner, and she works in the, I'm not going to think of the word right now because my brain is mush now that I'm nursing again. She is, whatever it is, a nurse practitioner for people who operate on brains. And I can't think of the name. This is so embarrassing.

But she can't miss work, ever. Ever for any reason. She can't call in. Sometimes she's the only nurse practitioner there at the hospital, the only

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one. She worked nights a lot, and sometimes there's only one for what she does. She can't just be like, oh, I'm not coming in.

So I watched her treat herself as an asset that way to the hospital and get the help she needed to make sure she was there at her shift because people were waiting for her. And that was really powerful for me to see that and think, okay, well, like a nurse practitioner doesn't matter if she's nursing, it doesn't matter if, you know, her husband had surgery, it doesn't matter if she's, you know, maybe sick or whatever. It's like, she's got to show up. There's no one else to do her job. So that's been really helpful for me.

The third way that I have thought about this is that my people are waiting for this. Much like my sister has to go to the hospital because there are patients at the hospital who need care, my people are waiting for this. They need what I'm going to offer them in the membership and in 200k and in 2k and all of my offers, they need it right now. Waiting costs them.

That was a thought that's been really powerful for me, especially with the membership, because in my other offers, the content has already been created and exists and is a thriving machine, both customer-facing and business-facing, like systems in place. Just everything operates pretty smoothly in all of my core programs, but this is a new program, and I'm creating all the content from scratch, which is a really big ask because I'm creating a lot of it. And I'm creating a lot of it against advice that people have given me that, you know, members will be overwhelmed, and they won't stay because they'll, they won't be able to, you know, keep up and blah blah blah.

And I'm like, I do totally respect that and understand that and also, my thought is my people need this right now. They need to be able to learn this while they're doing the dishes, while they're walking, while they're showering, while they're, you know, up in the middle of the night nursing or pumping, while they're traveling, while they're on a plane, while they're driving, like they need to be able to listen to this, right?

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Like they need this in their ears. They need access to this level of thinking and this level of operating with entrepreneurship right now. And waiting costs them. And I don't want them to be costed. Is that a word? Because I'm not there, right? And yes, this thought has like, you could go crazy with it, but for me, this thought is a really powerful thought.

My people are waiting for this. I believe I am a thought leader. I believe that what I'm actually doing is leading in the way that I think. Like my thoughts are so powerful that it moves people into what they want and into their results. So I have to be there to offer them my thinking. And if I have thinking that I haven't taught them yet and it's just waiting in the queue, I've got to get that out as fast as possible. Like I want to just get it all out.

I would rather, for some of you that do get overwhelmed, I would rather it sit in your member portal and you take it slowly but surely, than not have access to it. Right? Like to me it's like the having of the access is the important piece. You don't have to keep up with me, but you need to have access to it so that on the day where you feel incredibly imbalanced, you can log in and be like, I'm going to listen to one Balance call and get myself into the emotional state that allows me to balance myself back out, create homeostasis and move forward. That's the way I think about it. And so for me, it just I feel compelled to not just take a break, but to move forward no matter how many obstacles come my way for my people.

I also have a belief that I am capable and I have the capacity inside of myself, even if I've never yet accessed it. I believe it is inside of me. I believe it's infinite. And the only way I can rationalize that's true is that I watch other humans take on way more than I've ever taken on. Way more.

A thought that's been really useful, I don't really use it in a compare-and-despair way or in a way that like diminishes my experience, but I have thought many times, like, what would a stay-at-home or what would a single mom do? Like a single mom doesn't have a choice. She figures it out. She's getting up. Like, there have been times where my kids

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have both gotten me up six times in the night, which is like almost every hour. And I'm like, my brain wants to complain that Neil isn't there to help.

And then I'm like, but what would a single mom do, right? And I use that in a really powerful way to like grow a capacity that I've just haven't had to utilize. But I believe that in every area for all things, I am more capable than I give myself credit for, than I'm currently utilizing, than I'm currently being. I'm more capable than I am being, and I have greater capacity than I've accessed because I see other people do things bigger than me.

I think about Mark Cuban running a billion businesses, Tony Robbins being on the board of like so many, like I think about people who have, like, they're like, I don't have one company, I have 30. And I'm like, okay, I could do this. I can do this one day, right? This one day that's in front of me, I can do.

So because I access that so much, it really helps me find inside of me more energy than I ever believed possible and more capability to take on more than I ever thought possible.

And then the fifth way that I, I've been teaching this like crazy, it's so simple, but I'm noticed how hard it is for people to actually live into it. I've been operating for the last several years on two things: choice and desire. And really, my whole career, but like it's been an extreme focus the last two years, choice and desire. I want this, this growth, this work, like I don't have to do any of it. I want to do it. I want to do it for me.

I think that's a really important thing is that you have to, it can't just be for other people because they're waiting for it. It has to also be for you. Because you're putting yourself through so much potentially to offer it and to receive the benefit of it, you have to be really clear. Like when I'm leaving my children to come sit in my office, and I can hear them crying or laughing outside the door, what's in it for me to sit down at my desk? I have to be really freaking clear on that.

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And I am very, very clear. I want this for me. I love myself when I'm working, when I'm growing my capability, my capacity. I love myself when I'm there for my family. I love myself the more I live into my "and" life, being a multi-millionaire, running a multi-million dollar business, and being there for my children. I want to create momentum for myself. I love being the asset. I love having a business that's, like, I love and want all of this for me. I want it for my family. It's also an asset for them and their future. And I want it for my clients, and I want it for the industry.

Choice and desire, there is nothing I've put on my calendar since January that is not my decision and choice to do it and have it on my calendar, and spend my time on it, and my desire to do it. So I'm not having to operate from discipline at all. There's no like, oh, I'm just doing this even when I don't want to. I'm like, y'all realize, I've been saying this a lot lately, too. You guys realize no one is making you run a business against your will. No one's making you record a podcast against your will. No one's making you send an email against your will. No one's making you launch against your will.

So if it's not against your will, then it is your choice and desire. We like to be in the in between. Like, I really want this, but like, I have to do this. I should do this. I'm supposed to do this. No. It's my choice, otherwise it doesn't go on my calendar, and I don't spend time on it, and it's my desire.

And that doesn't mean I don't do hard things. It doesn't mean I don't show up to meetings. It doesn't mean I don't do things when they feel hard or I'm nervous or I'm scared about them or I don't know if I'm going to do well on them or if I'm not sure it's going to pay off, but I find the desire to learn the thing, to do the hard thing, to put effort out when I don't know what's going to pay off. And I'm really clear on my reasons for me, for my family, for my clients, for the industry.

And the sixth part of my identity that really helped me create this two million dollars in revenue is I am the breadwinner. This is what I do. I've thought a

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lot about if this happened to someone and they had a corporate job, they would probably think, yeah, like I just get it done. I don't have a choice. It doesn't matter the obstacles that are happening in my life. I'm expected to be at work and if I don't want to lose my job, I have to be at work. So I figure out a way to get it done. I trudge through, you know, whatever. I figure it out. I get it done.

But with entrepreneurship, you do have a choice. It's the tricky part, right? It's amazing. We have choices. We can decide everything and also, it's not amazing because we have choice and we can decide to not show up and there's no one there to notice if we don't, not really. There's no one there to be on your ass if you quit and or you pull back or you decide to work two hours instead of 20, right? There's no one there to pay attention to manage you. You have to manage yourself.

So you can choose to not show up. And many of you do choose that. You choose not to deal with life and business at the same time. You choose not to overcome the obstacle while going after your goals. You choose not to figure out how to increase your capacity to figure that out. You choose not to breadwin. You choose not to decide, I am the one that is going to make the money for my family.

You choose the kind of like the side hustle mentality instead. Like, oh, it's fine, you know, I only make a little bit of money. It's like, let's say you make \$1000 a month. It would be so easy, especially if let's say you came from a corporate job where you made \$200,000 a year and now you like started your business and you make a and you left corporate to go all in and you make \$1000 a month.

And then something really heavy happens at home. You're going to be like, "Oh, thank God I don't work my corporate job anymore. I just have this little coach hustle." Like many of you think like this. But if you thought like a breadwinner who's creating an asset, right? You are the asset, the

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business is the asset. I think the way you would handle it would be a lot differently.

And the way that I show coaches this all the time is I'm like, well, how would you handle this if you had a multi-million dollar company? If you had a thousand clients waiting for you? If you knew that a couple hundred people were waiting to sign up in your launch that you're about to push back? Like if you had the demand, if you had the audience, if you had the clientele, if you were the breadwinner, if all of the money in your family was coming from you, you would show up very differently. And it's so easy to be like, "But I'm not." But the only way you become that is by showing up as if you are the breadwinner.

And I know that it's tricky because many of you have pushed yourself in the past, like pushed again like from willpower, kind of what feels like moving your body against your will to work much harder than you believe you have the capacity. Many of you have burnt out, you've run yourself into the ground. And so because you had to, you got into entrepreneurship to not ever have to do that again.

And I get that. I really do get that, but your business can't be neglected and thrive at the same time. So this is where your identity really matters and where choice and desire really matter. I want to do this now even when it's really hard because, and you want to have a huge list of reasons. And then also, I think of myself as the breadwinner. So I would always do this because, and I have a list of reasons.

Like again, for me, for my family, for my clients, for the industry, but if I'm not here to do it, like my husband doesn't, he works in our company, but like he doesn't have a job anymore. So then our family suffers. And so I take that very seriously. And I've also learned how to do it from because of choice and desire, I don't have to push myself like that, even when I'm the most tired I've ever been and it feels like the hardest day it's ever felt, I think about why do I want to tackle today? What is my desire here in this

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day? Because I could push it off a day. I could push it off two days. I could push it off a week. But what's my desire today? And I really honor that.

One of my goals this year is to or this year, in the next three years, is to triple my net worth. Well, that's only happening if I breadwin for the next three years consistently and I build my momentum and I treat myself and my business as the asset that will create that. And in that scenario, there just isn't any, well, like I'm going to take the next three or four months off or I'm going to like really dial it back because it's just going to be so hard at home. The only for me when I think about my thirty million dollar self, I'm like, she figures out how to do all of that all the time. That's just life, the life of an entrepreneur, right? Like that is just what it is.

And the other thought I think that I had when it comes to the breadwinner, there's something I, I have this on my sales page for my Entrepreneur Coach membership and it feels like one of the most powerful statements that I truly believe about myself is I am the breadwinner and I can handle the pressure. I can hold the pressure. I can hold the responsibility on my shoulders. I can hold it around me. I can embrace it. Like I can have it be there and I am bigger and stronger than it.

I always think it's very interesting. I read a book once called *Healing Back Pain* and it says that our shoulder pain, our back pain, chronic pain is what this book presents as a theory is that it's your brain creating physical pain so that it doesn't have to deal with emotional pain. So it can like kind of blind you to your emotional pain.

And one of the things that I typically see with my female clients who are running businesses and maybe for the first time in generations either being the breadwinner or wanting to become the breadwinner and change their families for generations to come, like this isn't something that we've been doing for years and years and years. It's typically the men who are the breadwinners. And so we're doing something that is very new. It's happening very quickly. Lots of women are stepping into the entrepreneurship and stepping into breadwinners and there's a whole thing

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now with men loving to be house husbands and I love it so much. But it's new. Like in the in the span of all human time, it's very new.

And we don't just want a breadwin. We want to change generational money stories. Like we're trying to like make a lot of money, the women that I coach. And it's very typical to not be able to manage the pressure.

And the way I see this, the way I can tell when someone is struggling to manage the pressure of entrepreneurship and breadwinning is they'll be getting coaching and rubbing their shoulder at the same time. That they'll have this chronic back pain. They'll have like they'll be carrying the money weight and the stress and the business stress, the lack of capacity like all in their shoulders, their traps, their shoulder blades, and they'll be constantly like rubbing their shoulder. I see it very often. I don't know that I've ever seen a man that I'm coaching do the same thing. It's wild how I think breadwinning and the pressure of that weighs on us.

And this used to happen to me too, but I've done a lot of work on being able and capable to hold that pressure and manage that pressure and use that for myself in my business in a way that's really powerful. And I think in this scenario, it would have been so easy.

Like I had so many people tell me like, well, but can you dial back? Can you take a break? And like, yeah, I can, but I'm the breadwinner. I don't. And I see that not as this pressure, have to, should relationship that I might have had with, like, a corporate job or any job. I see it from a place of, I have the capacity to manage this level of show up and this level of obstacle and friction in my life. Like I can, I am the breadwinner, I can handle the pressure. I can hold this. I am capable. Changes everything.

So here are some of the other thoughts that I had that really contributed to holding this level of obstacle and friction alongside this giant goal. I thought, I know that this moment in time will be over quickly, but the impact of this moment and how I choose to think about it will be forever.

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So even if quickly is six months, the impact of staying the course and showing up and being the asset, being the breadwinner, holding the pressure, doing the job, that will pay dividends for years to come with momentum created and not lost and not having to rebuild that. And there's so many, so much confidence and so many belief systems that come with being the person that can do that. It's not just this like one little thing, it's now this is who I am. I don't lose momentum to life.

The other thing I really believed that really motivated me is I also know this moment is going to shape me. This moment has already shaped me, how I'm using my calendar, getting back to essentialism, which is something I teach in my 200k Mastermind as like a tool. Essentialism in your business as a tool, having to double down on belief over any type of overworking or hustle for this goal, utilizing my time better than ever. Like these are already things I believe, but this really became the only way to make my desires happen when there was so much, so many obstacles and when there's been so much friction and when time has been so challenging for me.

Like one of the big examples I was telling my husband recently is that normally if something happens and you know, I don't get good sleep because of the baby or if there's a tech issue and I don't get the things done on my calendar by the time my son gets home from school, beforehand, my husband's like, oh, I'll take the kids in the basement. We'll play in the playroom. No problem, work, you know, get what you need to get done. And I could work for a two or three hours if I really needed to, or even that an extra really powerful 90 minutes, and get everything done and get caught up. That can't happen now. So it's just done. Whatever gets done before Jackson gets home from school, that's it. And so the only way to succeed during that time and accomplish my really big goals is I've had to be essentialism, belief, utilizing my time better than ever before.

Another thought I had is I'm willing to be alive to this. Like I want to be alive. I want to be present and engaged and intentional in this challenge. I don't want it to be just this hard time. I want it to be this incredible time. Right?

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Like this is my “and” life. I'm going to have a whole podcast where I talk about that. I have this concept I've been thinking about my “and” life. Like I want millions and have a business that allows me to be there for my family in good times and hard times, right? I don't want to miss the school plays and also, I want to be there for my husband when he needs extra help because he always gives it to me, right? So this is exactly why I do what I do. This is the moment I built my business for.

It could be so easy to be like, and my brain has even gone there a couple of times, but I just bring it back intentionally. It can be easy in these moments to feel resentful and like, oh, life just keeps keeping me from my business, instead of this is what I built my business for, to keep making money and to have freedom and flexibility for the things of life. But I don't get both when I don't show up and be the breadwinner and treat my business as an asset and myself as an asset.

Another thought that was really powerful for me that I think I probably thought the most is this is going to make me so valuable to my clients. This is me going first, going often, and going with purpose. I know I'm going to be such a better coach for my mamas and dadas out there building businesses that have children and who are also fitting it in the cracks of time.

Now, I still am working at least 15 hours a week, even with the challenge. So this isn't like, oh, I'm working two hours a week and making millions of dollars. Like, sometimes I think we can be a little irrational about like what, and a little like head in the clouds about what's possible. Like I've seen some unfortunate marketing that I've not been in love with recently from some big coaches in the industry, like talking about building your business in two hours a week. I think it's a little bit insane and misleading. It does take time.

So that's not what's happening. I want to be clear. I am actually working in the hours that my son is at school and we have a nanny that takes care of

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my baby, but there's no like extra beyond that that can happen at this point. And it's been, I've noticed like the energetic toll on also being the one that drives everywhere, like going to get the kid, picking up our kid, you know, running my husband somewhere or going to like all the errands, all that was extra energy that I wasn't ever having to expend.

And I really believe so many of my clients are doing all of that all the time. And so this has been really powerful for me to be able to say, okay, I'm going to do this really well too. I'm going to rock this. I'm going to manage my mind through this. I'm going to be present to the really hard part of this and develop wisdom around this. And so that's been a powerful belief, is I just know this is going to create so much value in my coaching of my clients for years and years to come.

And I also believe I'm investing for my family's financial future. This is one of the most powerful thoughts for me when things are really hard with the family, and I also have aggressive, ambitious goals, is that I'm going to be there for the family, but I'm not going to just set the asset aside because the asset also is for the family, right? Investing for their financial future. I've been really committed to tripling my net worth in the next three years, and that's not going to happen if I take breaks every time life is hard, right?

If you want to create a \$100,000 business, a \$200,000 business, it's not going to happen if you pause and take breaks every time life is hard or every time work gets busy. You're just not going to be able to do it. You've got to figure out how do I show up to everything and be the asset, create the asset, and really breadwin the way I imagine I can.

So those are the identities, that those are the thoughts that helped me create this two million dollars of revenue in this specific time of my business and time of my life. I hope it was helpful for you. And I'm going to invite you again to join the Entrepreneur Coach membership. We are officially in an open enrollment, but by the time this airs, we're going to close like the next day. We are sometimes open longer. This time, I think we're open for seven

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or eight days, but kind of between these Wednesday podcast drops. So you'll have to make your decision quick.

But if you join us, we have some really exciting things coming up. In May, we are going to continue with the Identity Series and the three identities because they have felt so important to me this just in this 2026 beginning of the year, because they've been such a big part of my journey and creating an extra two million dollars of revenue. We're going to deep dive into them. So we're going to have a call on the breadwinner identity, the asset identity, and the thought leader identity. And those may not directly seem like they go together, but I have to teach them together because there actually is one very important through line for all three of these identities.

And by the end, my goal is that every single person, regardless of the stage of your business that you are in, really masters at least this through line that will increase each of these identities and so much of the way you show up in your business, the identities that we've already covered, the entrepreneur, the coach, the leader, I believe that this through line goes through those identities as well. And I'm going to be really helping you create that for yourself. The one belief that lines up with all of these identities.

We're going to study them in depth, and we're going to coach on them a lot. And I'm also going to, we're doing a really, I think this will be very fun, but I'm really excited and going to be surprised alongside everyone, what will come out of this call.

But we're going to have an extra call where Neil is going to come on and we are going to do a live couples Q&A where you all get to ask us all the questions you have about how our life operates and how we manage our relationship and the household, and we get questions just all the time about how Neil is supporting me, how, you know, I don't emasculate him in my ambition and in my making money and how he thinks in a way that supports me so well.

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Like any questions you all have, I think that this will be a really great call to say, hey, you know, husband, hey, wife, like why don't you listen to this call here that by this power couple who have created a multi-million dollar net worth and a huge business asset and generationally changed the future of their children and their children's children and their entire family lineage. Like, come hear what they have to say, and I think it's going to be a really powerful call.

Also, Neil is not a coach, just so you all know. He doesn't dabble in coaching. He doesn't listen to podcasts. He doesn't, I don't coach him. So he's also a real guy, and he's a guy's guy. And he's not, so he's not going to be like coaching y'all. So I think that's actually really beneficial because you're going to get to hear his like raw thoughts and not filtered through coach-speak in any way, but like this is me being a real guy, this is how I see it. So I think it could be really fun.

I think it's very nice of him to do it because he hates public speaking. This is his worst nightmare. We're going to try to loosen him up before the call. He was just making me laugh today so hard, I almost peed myself. And I was like, I had to say, stop, stop, I'm going to pee myself. We were in traffic, and I had to go to the bathroom so bad, and I was like doubled over laughing hysterically and crying my eyes out. And I told him, I was like, babe, this is what you got to bring to the breadwinner call. And he's like, I'm going to try. I'm going to try. His personality when he's comfortable is very different than when he's uncomfortable. But he's a very funny, laid-back guy, and he just knows, he knows how to support me and get me to operate at my highest level. And so I want to find out what y'all what questions you guys have for him, and he's going to come answer them.

So that's the month of May. We're going to have four calls, one on the breadwinner, one on the asset, one on the thought leader. I'm going to teach, we're going to coach, and then we're going to have a Q&A with Neil and I, to really talk about being the breadwinner and the asset and our

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experience building, really building this business together because we started dating the year I made \$100k, \$150k.

So that's what's happening in May. I'm very pumped for it. I think that this study matters whether you can like, especially if you don't consider yourself a breadwinner, like the way you're going to think about your business is going to be very different when you adopt this mindset, whether or not that's even a goal of yours yet. And I bet it's just not a goal of yours yet if it isn't, because you don't see yourself making that kind of money yet. And I would love to plant a very powerful seed for you.

But also, if you're like close and you're really wanting to, and your husband or your wife wants to retire and they're hoping your business takes off, this is going to be a really powerful month for you. And if you are already breadwinning, and sometimes you feel a little bit like the pressure could break you and you could crumble under it, this is also going to be a really powerful experience for you.

Now, that is not all. We are also doing something that I am really inspired by. This summer, part of my “and” life is that I want to work just two days a week. I'm going to work very hard during those two days a week, but I want to work just two days a week. And then I want to be with my kids all summer. I want to do play dates. I want to do all the things. And I also know a lot of my clients feel that way. And I was trying to think, okay, how could I make the membership worth way more than the monthly investment and also not feel like there's so much to do that you, you know, you couldn't possibly also enjoy your summer and keep up with the membership. I know some of you will have this thought.

And so I decided for June and July, we're going to do open coaching on anything from the Entrepreneur Coach membership and anything that came up in the Entrepreneur Series, if you were a part of that. So if you did Served, Alive, Capacity Work, ROI, if you have been in the first round of the Identity Series, if you've been through Balance, Creating New Beliefs, if

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you're in May in the next version of the Identity Series, if any of those, you've taken any of those things, you can get coached on anything in those.

What I think's going to be really fun, I was telling the membership is that because we're going to bounce around coaching things, one of the things I think is going to happen is you're going to reinforce the through lines of all of these things, like the themes, the concepts, the belief systems that show up in each one of these things, in every one of the topics.

It's like if you're a general life coach and someone wants to work on their money, but they also want to work on their marriage, but they also want to work on their weight, and maybe you tell them how you do one thing is how you do everything. You're going to see this come alive in business because we're going to tackle it from so many different angles, and it's going to be really fun to see all the different things that people bring during these calls, and it's just straight coaching. So, nothing else you have to learn.

But then I also know that there's people who have kept up with everything and they're hungry and they want to either have a chance to go back and relisten. Like one of my clients that makes five million dollars a year, listened to Served three times. And I was like, tell me the thought you had that made you listen to Served three times. And she was like, it's that valuable. I put it on while I'm doing the dishes. I double the speed so I can listen to it faster. She was like, when you're in my ear, it's so transformative.

And so I know some of you are really excited to go through some of these Entrepreneur courses again. And some of you will use the time to catch up, and that will feel really good to you and to deep dive maybe into something that you haven't gotten to cover yet. People are freaking over creating new beliefs. So if you didn't get to join us for that, you could watch that on demand and take your, you know, own journey on through ITC. And so I think it's going to be really exciting.

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And then on top of that, so we have May, the identity, the second part of the Identity Series. We have June and July open coaching on everything, but then on top of that, now this is really important that you hear me. For those students who are in the membership already, like you're already a member or you become a member in May, you are going to get the summer drop. This is a limited drop and will not be available until next year for everybody else. So if you join in August, September, October, you will not get access to this. You'll get access to it next year in 2027, but you will not get access to it unless you are already a member and you stay a member through the entire summer, or you join in May and you stay with us through the whole summer.

The summer drop, I'm going to release one of the Entrepreneur Series past courses on demand every single month, May, June, and July.

So May, on top of the Identity Series, we're going to release Capacity Work. I know y'all have been asking when that's coming back. Here it is. I actually have new things I want to teach to this, so teach with this. So when we do it in 2027 as a group, we are going to dive deep. I'm going to teach new things. It's going to be really fun.

In June, I'm going to release Alive. I also have a new angle I want to teach on that in 2027, and so we're going to approach it from a completely different lens in 2027. So I'm going to release that in June.

And then in July, I'm going to release Served and that's going to cue us up to everything that we're going to learn. We're I'm going to teach and you all are going to learn through the end of the year. And you're going to get to keep those three courses in your membership portal as long as you are a member if you are in during the summer drop. But once our summer drop launch is over, then those courses won't be in the member portal. The others will.

So if you join in August, you'll get the Identity Series, you'll get Balance, you'll get Creating New Beliefs and then everything else that comes after.

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But the summer drop is my reward for those of you who join and are with me through the summer, and also choose to live your “and” life, make some money and have a really amazing, incredible summer. And I’m going to be holding space for that and the entire community.

Okay, so that is what's happening. May, Identity Series and the drop of Capacity Work. June, open coaching and the drop of Alive. And July, Served, open coaching, and the drop of Served. I am so pumped. Everyone in the membership is freaking out. They say it's like Christmas. This is my goal. This is my aim. I am so pumped. I hope you all join us.

Listen, we're going to be closing very quickly after the release of this episode. So this is really like the final invite for those of you that listen on day one when the podcast comes out. And then this is it. We're not opening again until the end of July, beginning of August, for our fall series. Again, I just don't want to be launching a ton over the summer. So this is your chance. If you want to be in, you've got to join now. You won't be able to join in June, you won't be able to join in July for July's content. If we have any days open in July, we haven't decided what days they are, but it would be like end of July is when we start opening. So you won't be able to get like the summer drop at that point.

So now is the time to join us. You can go to staceyboehman.com/ec-membership to join us. I hope you have an amazing rest of your week, and I will talk to you next week. Bye-bye friend.

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.