

Ep #386: Full Circle Moment & 2k for 2k or EC?



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 386. Y'all, I'm dying. Okay, this is so wild. I have come full circle, and you're never going to believe it.

When I saw this, I was like, I'm like, what's happening? How did I not see this before this moment? Okay, listen. I used to have two masterminds. If you have heard me tell stories of before I scaled my business and started 2k for 2k and 200k Mastermind and 2 Million Dollar Group, if you have heard me tell my stories about my offers, you're going to love this.

I used to have two group coaching programs, okay? Two masterminds, two group coaching programs. One was called Six Figure Society and was an income container focused on making your first 100k. Then I had Diva Business School, an entrepreneurial mindset container. We have come full circle, y'all.

I cannot believe it. When I discovered this in the Entrepreneur membership, we are in the month of April going through a course that I've called Creating New Beliefs. And I'm teaching my intentional thought creation process and how to build belief very quickly, get your brain on board very quickly, and stop spinning in so much drama. And so part of that has been that we are doing daily ITCs on a specific goal. And I have chosen 2,000 members in the membership. And so I've been ITCing like crazy, and we are asking very specific questions. We're finding answers for things that we've never asked our brain. Like, it's been so good.

And in one of my ITCs, I don't even remember, but it just popped into my brain. I was like, wait a minute. I can't believe it. I cannot believe it. How is it that eight years later, I've just circled back to doing the exact same thing?

Listen, I knew back then, 10 years ago, eight years ago, whatever it was. I've been in business 11 years, so I think it was like eight years ago. I just didn't have the right branding, the right messaging. I wasn't clear yet on the

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work and the difference. So it sort of felt like I was selling the same thing even to me, and then it felt like I was selling the same thing to my audience. And I was confused on the difference and they were confused on the difference. But listen, I can't get over it. Like I'm dead. If you were part of that period in my business, how? How did we end up back here? I'm going to tell y'all how. But my mind, I can't, I can't get over it. It's blown.

Okay, so I'm not confused anymore, and we're going to talk about it. I am going to break down on this episode what I think the difference is between 2k for 2k and EC. I'm actually going to give you a walkthrough of both of them. I'm going to tell you what I would do if I've not invested in either of them. I'm going to come probably from that angle for the whole episode if you'd never done either of those with me.

But if you're like, "I'm already in 2k and I'm already in EC." Or "I'm never joining 2k. I'm never joining EC." I can't imagine that, but for all of the places in between, I want to encourage you to listen to this episode because whether it's you're in my 200k Mastermind and we're talking about you going launching your first group while you're still selling one-on-one, this is a powerful, this is going to be a powerful representation of really good selling when you have two offers that someone could think and decide between or if you want to sell them both, this is going to be a great example of that.

I always tell my students in 200k, if you have two offers, you have to be very clear on the difference between the two. Otherwise, your people will be confused. And I knew going into this that there would be confusion as I figured it out. But inherently, there would be confusion because in the beginning of my business, there was just one path. You went to 2k. And then if you didn't want to do 2k, that was the path.

And for a while, you had to do 2k to get into 200k. I still recommend that people at least do them at the same time, 2k and 200k, if you've never done 2k, because sometimes people come into 200k and they're, they notice they're a little bit behind in their foundational sales skills because no

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one is teaching foundational sales skills the way I am in 2k for 2k. I promise.

But for a long time, that was the only path, 2k, 200k, 2 Million Dollar Group. And now there are a couple of paths you could go, right? You could go EC, you could go 2k, you could go 200k. I will in the future, as we get closer to opening 200k, I will also do one for EC and 200k from the angle of because you get to do both if you join 200k. But some of you might be like, well, I'll just stay in EC. And I'm going to, I'm going to fight for you a little bit that if you want to make 200k, why you need to be in the 200k room and why that's so important, especially because the investment gap is so big. So I'll do that for you guys for that too.

But I think that if you want to listen in, even if you're in both, even if you're planning on joining 200k and, you know, listen to how I break this down and everything I'm going to tell you today.

And then also this I just had to like, I'm still, I can't get past it. Eight years later, here we are, back again. Back again at entrepreneurial mindset and income containers. Okay.

So what's the difference between 2k for 2k and the Entrepreneur Coach membership? I'm going to attack this from a couple of angles. But here's my main belief about 2k for 2k. You will lose a lot of money in your career if you don't know how to sell. Period. Full stop. And that's really the same for 200k because 200k is just taking, going into a more advanced approach to learning how to sell even better. Like, really solidify your sales skills and mix in that entrepreneurial knowledge and other skill sets, marketing, selling, delivering. We'll get into that.

But I really believe if you wanted to increase your conversion rates, if you wanted to really understand the energy that you need to be in to sell, if you wanted to understand the mindset of selling, if you wanted to actually feel like you had a specific process to take people through when you go to sell them, if you wanted to feel like you understood objections and how to talk to people really powerfully, all of that, 2k for 2k.

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And if you don't have that skill set, I have millionaire friends who struggle with selling and have huge audiences, and it's very frustrating. You will lose a lot of money in your career if you don't know how to sell. And you will have to constantly be audience-building if your skill set only allows you to sell a very small percentage of your audience.

Those are like your, I always say 20% will always buy. 20% will never buy, and 60% are open to be compelled and to be closed, and they just need you to sell them well. And so you could have a huge audience and still make good money off the 20%, but it would be very frustrating when you realize you don't really know how to close those 60%.

So, 2k for 2k, that's the place to start to understand the fundamentals of selling. I teach you that from a one-on-one perspective, selling on a one-on-one conversation, because if you are not good at selling or you've never sold life coaching, selling on consults one-on-one is the best way to try and convert people. It's the most safe for them.

They get the most one-on-one attention, they can ask individualized questions, you can find out exactly what they're thinking that's keeping them from buying. You can have a personalized, tailored conversation that feels very high level and very valuable for them and feels like they have an easier time feeling seen and heard and building no like and trust. It's just the best way to convert people.

And you will see even millionaires, like in this day, like right now and kind of in the world, some of them who do not have strong one-to-many selling skills are going back to consults. There's nothing wrong with that. I would 100% do that too. Because they're realizing for especially their higher containers, like it's just easier if people can get on the phone with me.

So you will see people or the other thing you will see is people at the million-dollar level selling with sales teams, because they also know that selling in a one-on-one conversation is the easiest way to convert. Okay?

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Now, I'm a big believer at the million-dollar level to figure out how to sell without a sales team because I like to keep that profit and I don't like to manage people too much. I like to be in the art of selling and coaching. So at any point, if you're going to manage a sales team, you need to know how to sell one-on-one to guide them. If you want to be able to pull a tool out of your pocket when you know people are maybe are buying a little bit slower or they're needing a little bit more attention to get there, that's always a great thing to be able to.

Like, I remember my, I've said this before on the podcast and my haters hate it when I say this. But my bookkeeper once asked me, like my CFO once asked me, if everything of yours was gone tomorrow, how much money do you think you could make in the next 30 days? And my, this was years ago, but my thought was like at least \$40k. I actually think I could do \$100k now.

And the reason is because if I had nothing to lean on in my sales skills, like if I had no, if I didn't have my podcast and I didn't have my email list, and I didn't have my Instagram following, even if I started live streaming, I don't know that would be my go-to thing I would do because I don't have, I would want to be out there talking to people too and building an audience to come watch me on my live stream. So I think what I would do if I lost everything is I would start having conversations with people and asking them to get on a consult with me. And then I would sell some really expensive coaching.

That's what I would do. Right? So I really believe like there's no point in your career where you're not going to wish that you hadn't learned how to sell one-on-one on a sales call and especially it's so pivotal for you to start there at the beginning because you don't have an audience, you probably don't have sales skills. Selling a group is much harder to do when you don't have an audience and you don't have sales skills and you haven't learned how to sell in the one to many model. But if you met someone at Starbucks tomorrow, you could set up a consult and they could be your client this week. And yes, we have so many stories about that in the 2k for 2k room. Okay?

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So, the one-on-one convo, easiest way to create enough comfort and safety for someone to buy. And listen, I realized the value of a consult when I had my first 12 consults all say no. I was offering \$5,000 coaching at the time. And so I saw \$60,000 trickle out of my hands. That's what I mean by you will lose a lot of money over your career if you don't know how to sell. Just in 12 consults, \$60,000 gone. So if you're worried about a \$2,000 investment, I'd be worried about losing \$60,000 and letting \$60,000 trickle out of your hands.

In that moment, I vowed to never let that happen again. In fact, I vowed that after the first no. I realized like someone was on a call with me and they were thinking about hiring me. And when we got to the end, they were actually considering paying me \$5k, and I blew it. I didn't know how to close. I didn't know how to take that interest and that consideration and turn it into a yes. And \$5k was everything to me at the time. So \$60k, no, never again. I vowed to have let it happen never again. Every single one of those calls, I evaluated. It's the same process I teach you in 2k. I teach you how to dissect those calls and how to get better at them.

I also learned the value of learning how to build a real life network. Right? Again, if I lost everything tomorrow, AI took over the world, I'm always going to be able to make money because I know how to take and build a real like take interactions, build a real life network and then build an online audience for those people to come engage with me. I know how to do that. I spent 40 hours in my apartment by myself in the beginning of my business trying to put together a website, trying to figure out who my client avatar was and how to describe them and what my niche was and how to describe that and how to say it in my one-second or 10-second elevator pitch and figure out my client messaging.

And I realized after 40 hours, I had one week off from my work, and I had not spoken to a single soul about coaching. And I hadn't completed any of that work because I hadn't spoken to a single soul. I hadn't actually gone out there in the world and talked to real people. So I had no idea who my person was. I was just making it up. But I hadn't talked to anybody, so what

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was there to make up? Like I was just trapped in my own brain and my own thoughts.

And so I realized, oh, I got to also know how to go out and speak to people, get them interested in coaching, bring them in, get them from interest and light conversation at networking events to, hey, maybe I should do a consult with you. Hey, let's actually get one on the books. Hey, one's on the books. Let's actually show up for it. That's the two main skills that you develop in 2k for 2k: getting consults, closing them.

And you have to do both of these from a clean space, even though you feel a little bit desperate and anxious and you really want it to work and you really need money and you really want to get your business off the ground and you really want to be able to leave your job. You've got to be able to do both of those in a very clean way.

I have been telling people for years, sign up for 2k when you want to get serious about making money. Period. Every day that goes by that you don't have it and you don't know how to sell and you're not closing and you're fiddling with your offer on your website, you are losing money opportunities like crazy.

And whether it's 2k for 2k or again 200k Mastermind, I was recently sharing with a client in my Entrepreneur membership that has been struggling to get to 200k, which I find fascinating because she's been at 160 something thousand for three years straight. So I was really helping her believe she's basically there.

But I was telling her that this is why income containers are so important. I could do and maybe I will do an entire podcast just on that. But the reason I created containers, again, starting back in 2015, 2016, whatever I created the first Six Figure Society, the reason income containers are so important, and the reason I created them with income goals, is because I saw a big gap in the coaching industry. No one was holding themselves to any sort of measurable outcome.

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Without a measurable outcome, you have nothing to measure against. You have nothing to evaluate against. You have nothing to put your brain on and say, figure out how to make this happen today. Not tomorrow, not 30 days from now, not six months from now, not a year from now, today. That's one of the pillars of 2k for 2k is we figure out how to make \$2,000 today.

And I think it's really important to come together with a group of people to say, let's make 200k together. Or let's make 2k together. Let's make our 20k together. Like, let's put our brain on actually making this money. Let's commit to this amount of money. And then let's fail a bunch until we figure it out. But let's commit to it.

I know there's no way I would be where I am today if I weren't putting specific goals. Right? This is the revenue challenge that we do in 200k Mastermind. There's something magical that happens when you can set a revenue goal and then you can decide and commit to achieving it, and then work like hell to make that happen. And then to figure out how to do it in the highest level with clean energy, in a way that feels in integrity and alignment for you, for your energy to be service-based and connected. Like that's the work.

You can't figure that out if there's no revenue goal. You can't figure that out if you haven't drawn a line in the sand and said, I'm going to work toward this with a bunch of other people at the same time. The entire conversation is going to be getting that first client or making that first 200k, whatever it is.

So instead of me selling you on it though, before I do that podcast, because I could riff on this forever, I would ask yourself why you think that would be helpful to you. Even if you failed to make 2k for three or four months or a year or if you failed to make 200k for three years, right? If you, like, listen, you're making 160k. It's not a terrible situation, right? Like, this is what I'm always telling people.

Like, the difference between me and you is like I have a goal where I would like to get to 20 million or well, right now, I would like to get to 15 million. And then it'll be 20, and then it'll be 30. And that's what feels tangible to me.

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Those are my like three tiered, 15, 20, 30. If I never set those goals, like I know that's insane and crazy and it could take me 10 years to get there. Like, I know that's such a small percentage of the humans that do it and most people fail at that.

And yet who I become in having that measurable goal and actually putting my brain to solving that is making all the money I'm making now, even though I haven't hit it. Okay?

So I think it's very powerful. I would ask yourself why you think it would be helpful, what matters about actively going after a specific income goal. Okay, for me, again, I'll tell you a couple of mine. I could riff on it forever. It's about identity. It's about normalizing that amount of money, especially because it's so abnormal. It's like if you're the only entrepreneur you know, you got to get in an entrepreneur room where people are trying to make money because no one else in your world probably is doing that.

So like, I want to normalize that. I want to normalize 2k, I want to normalize 200k, I want to normalize millions. It's specific guidance. It's failure, resilience, and continuing until you achieve that goal. It's again, trying to find the right energy in which you want to achieve that goal. Not until you decide you're it's good enough and like, oh, I'm really happy with like, I'm getting some results. Like, I just have found so many people in so many of the early coaching rooms I was in where they were like so happy with their business and so happy with coaching, but they weren't making any money because they were able to be happy with their business because they didn't set any sort of goals and hold themselves accountable to anything.

Of course, you're happy. You don't need to make any money to just tell yourself you have a business and keep buying coaching and keep showing up in coaching rooms and feel really good about it. You could feel great about that.

It's when you actually set a goal and try to achieve it that you're going to feel like crap. And that's when you're going to need the normalization. That's when you're going to need the people. That's when you're going to

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need the specific guidance. That's when you're going to need failure training and resilience training. That's when you're going to need to know how do you keep going. That's how you're going to need to know how to evaluate. Like literally, I could go on about this forever.

So when you start a business, you need to know how to tell the world that your business is open, how to generate interest, how to sell, how to get people to move, how to close now. And I believe you want to put a revenue goal on that. And that is 2k for 2k. Okay? And then 200k is a more advanced teaching on this and adding layers and layers as you have the capacity to do so that just create more and more business excellence and selling excellence. Okay. I won't riff anymore because I could just like keep going on forever.

Then there's the Entrepreneur Coach membership, okay? This is entrepreneurial mindset that is service driven with the foundation of the integrity and the heart-centered leadership of a coach, right? Marrying both of those two identities together, the entrepreneur who has to make money, set goals, make money, worry about profit, worry about investing, worry about returns, manage people, hire contractors, all of that, and then the coach who wants to serve people and be connected to people and get people results. Okay? The mindset of having both of those in tandem, really working together and thriving together versus being sort of pitted against each other and colliding in a bad way.

So here's why this matters. You will never out-earn your mindset, first of all. You will never be more visible than your emotional capacity can manage. Every problem that you solve in business, you solve using your brain. Entrepreneurship is tough. A lot of you might have gotten into entrepreneurship because you loved coaching and coaching maybe for me, coaching has always felt tough and confronting and I don't know what the word is, but triggering.

But for some, you got into it in more of a softer approach. And so it's always felt soft and it's always allowed you to create ease and to be in flow and, you know, to be a big hug and connection, like all of the things, right?

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Entrepreneurship is tough. It requires toughness, mental toughness, intellectual toughness, physical toughness. It requires empowerment, it requires energy. It requires higher levels of capability than you currently are utilizing or that you believe you possess. It requires you to personally grow in order to succeed in your mindset, again, in your emotional strength, in your behavior, in your consistency, in your output. All of that is mindset.

Now, a lot of it does overlap, but so much of this, there's so much outside of just meeting people and telling them you're a coach and offering to help them and learning how to sell. There's also being able to guide your brain to be on board with the goals you've set and what you want to create even when you have absolutely no indication that you are not crazy and that you will succeed. When your brain is fighting you constantly and you have to learn, actively learn how to direct it all day long into something useful. Okay? All mindset.

So because some of this does overlap too, I released three podcasts in 2019. Just so you know, like all of this, like I've been in this sort of like place of in the last 10 years, I've developed a lot of wisdom. We did a series on the podcast, lessons from 10 years in business. And I've just been thinking about what are the things that have consistently come up. These things feel tried and true and tested in the last now 11 years.

So I'm going to bring another full circle moment. I released three podcasts in 2019 and I talked about the three investments you need to make as an Entrepreneur Coach. Like if you were a coach wanting to be an entrepreneur and wanting to build a business, here are the three investments you must make. I really highly believe you want to make them. You want to invest in your mindset, in your skill set, and in your craft. So in your entrepreneur mindset, your business skill set or entrepreneurial skill set, and your coaching craft.

Now, I don't teach craft, so I'm not going to be talking about that here today. I'm going to give you a third thing to decide about. You're either going to get certified or you're not, or you're going to figure out maybe through your own skill set and business building, you're going to use those tools to hone your

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craft. That's fine. I don't teach it, so we just I'll leave that aside for now. But I do think it is important.

What I will say is I think it's important for you to feel confident. I think there are lots of ways to do this. You can do it by learning coaching tools at a school, or you can learn it by treating yourself as client one. You go first, you go often, you go with purpose. You walk the talk. And then if you walk the talk, people will start to ask you to walk with them. They will seek you out to walk with them.

I have said for years that entrepreneurship will test everything you believe about mindset and every coaching tool you have in your box. And if you don't believe in mindset, and that's not what you coach on, and you're like, but that's not what I teach people, I will tell you it's still really going to test you because you don't have it at all. So you're not going to have as many tools as other people will have. Even if you're like, oh, listen, I'm all about strategy too. But when I have both, I have more tools. So entrepreneurship gets easier. Right? If you have a limited toolbox, you can only fix so many things. If you have a giant toolbox, you can fix everything.

And entrepreneurship will really require you to prove the strategy that you teach over and over. And it's my deepest belief, if you are just teaching strategy, that you will struggle to get your clients to move to do that strategy without mindset supporting them.

I was just talking about this with a client. He wants to bring life coaching to lifestyle medicine. So he wants to bring life coaching to lifestyle medicine to help people not be so sick. And we were talking about his pitch to his company and to bring mindset in.

And I said, one of the things you've got to tell them is that there's telling someone how to live healthier, but if you don't help them change their brain, they won't be able to do it. They have to know how to feel an urge and not eat the unhealthy food. They have to be able to direct their brain when their brain can't stop thinking about the donuts in the office. They have to be able to catch sentences in their brain like it'll never work. Right?

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So if you don't have that ability because you've never put yourself in a space with that, you're going to have a hard time getting people to move even with the best strategies. Like I believe all strategies work. If you really worked at it, you can make ads work. If you really worked at it, you can make organic marketing work.

Just like all weight loss programs work. Atkins, Whole 30, right? There's the reason there's so many people that are spokespeople, Weight Watchers, whatever. It's like there are people that are like, yes, this works. Right? Because you could actually get results doing all the things. But the reason you don't keep up with them and you don't become the version of you that doesn't even have to think about it and it's just who you are, that's all mindset.

So in the beginning, strengthening your entrepreneurial mindset as you sell is one of the most important things you can do. And then some of the biggest obstacles that will stop you in your tracks on your journey is failure, like failing at the thing, and life obstacles, life friction, life hardships. And so you've got to figure out, how do I think beyond and above failure? And how do I think beyond and above these hardships and these frictions and life obstacles? Right?

How do I figure out how to build a business while I have young children at home and I'm working full time and I'm taking care of the household? How do I make that work? How do I not be exhausted at the end of my work day so I have no energy to even think about my business? No, how do I have plenty of energy when I get off work to work on my business? That is mindset.

You could be the best salesperson in the world and if you cannot figure out how to generate desire and energy and direct yourself, something in life will make you so tired that you don't show up the same that you would to your business. You don't do as much, you don't do it with as much passion, you don't do it with as much conviction. Your brain doesn't operate at the highest level that it could. This is mindset.

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So the barrier to success as an entrepreneur coach is figuring out how to overcome life and have the energy and capacity to build no matter what your circumstances are. And all of that is mindset. And being willing to fail and to recover from failure. That's mindset and energetics and emotional work.

So that is the Entrepreneur Coach membership. I'm teaching my students how to build their capacity, how to have a really empowered, strong mindset when it comes to entrepreneurship in a way that, like, I always say, like entrepreneurship is neutral. It doesn't really care, like about all your sad stories. Trust me, I have them too. Entrepreneurship doesn't care about your sad stories. It cares whether you show up. It cares whether you do the work. No matter what the hardship and friction is, you got to show up, you got to do the work.

So I'm showing my people how to do that. I'm teaching them how millionaires think about business. I'm teaching them how millionaires think about investing. I'm teaching them how to handle business shame, business disappointment. I'm teaching them how to move through any obstacle and see all of those things that make you go, why is this happening to me? It's not fair that this is happening to me. Life is always showing up. There's always some big obstacle. I can never get ahead. Every time I do, something happens. There's always this thing.

I'm teaching them how to be bigger than that. How to go first, how to go often, and how to go with purpose. With the same things they might ask of their clients. How to transcend the time problem, how to transcend the money problem, how to transcend the energy problem. How to manage it all, how to literally calendar, how to prioritize, how to look at what's essential, how to build an and life, how to create homeostasis in the imbalanced times. All of these things that matter day-to-day on a Tuesday afternoon in your business.

I'll never forget that when my, I had a 200k instructor years and years ago, Sarah Fisk. Shout out to Sarah. She asked her, she was teaching in 200k

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and she asked her little cubby of her little breakout session of people. She said, what if someone looked in on your office on a Tuesday afternoon, what would they see? And that's the thing you've got to solve for. The stuff that's hidden that you're not showing on social media, the stuff you wouldn't want your clients to know, like that's the thing you got to work on.

That's the part of entrepreneurship that I think we ignore a lot because so many of us are very focused on our offers and our marketing and our niche and our sales and our email open rates and our all of the things. Right? Our visibility, all of the things we're focused on all those things and we sometimes we leave these other things behind.

But then again, at the same time, you got to know how to sell, you got to know how to close, you got to know how to be clean when you're selling. Know how to not hold back and say the hard thing and not people please and not be weird. You have to have powerful conversations about selling and coaching. You have to learn how to sell someone on something, period. Anything, selling them to show up to your webinar, selling them to come to your webinar, selling them to sign up for a consult after they come to your webinar, selling them to buy your coaching once they've done your webinar.

You've got to teach them how to believe in your help and the possibilities of new outcomes for themselves and how to get them to move now. That's selling, by the way. How to get them to believe in your help, how to get them to believe in possibilities, in new outcomes for themselves, how to get them to move now. That's all selling them, helping them believe new things. You know, helping your people to figure out and compelling them to move, right? You being so compelled that you compel them to move. That's selling.

And you have to figure out how to build an audience and show the world and everyone around you that knows you that you are serious about this business that you are creating as a life coach. Those are business skill sets. So you need both.

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Like when people ask me, should I do EC or should I do 2k? I'm like, this conversation that I just had was like, I'm like, this is what I want to tell them. Which is why I decided to record a podcast about it. I'm like, I need this passionate, urgent plea to be on the podcast forever so that you can hear how important I think it is that you have both.

Now, your consumer mind will tell you that you need one at a time, that you can't possibly handle coach training, right? Whether that's real world, you going first as your first client, engaging in building your business and your own mindset, or if that's going through a certification. I have people in 2k for 2k that have done both. I call them the School of Hard Knocks and then there's the certifieds. Right? The hard knocks and the certifieds. I don't care either way. I went the certifieds route, but I also really believe in hard knock education. Okay.

So your brain's going to tell you can't possibly handle coach training, business training, mindset training. Your brain might be saying that you need to choose, you need to decide between them. But I have thought about the perfect analogy for this. Are you ready?

To me, this is like buying a Subway franchise. Okay? And saying, which do I get first? The building lease, the employees, or the food? I want to sell sandwiches fast. Well, you got to get all three to sell the sandwiches. You just do. It doesn't matter. Listen, the Subway franchise, the people who want Subway sandwiches, they don't care about your money flow. They don't care about money that you had hoped to do for renovation or vacations that you had hoped to take. They don't care about your capacity. They don't care if you don't think you can handle all of them. They don't care about your overwhelm. They don't care about any of that.

And I'm not saying that to be mean or hurtful. I just think the faster you understand that the real world doesn't care, the faster you're like, oh, I got to get over all of my obstacles and all of my hardships and all of my friction so I can sell some damn sandwiches.

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If someone is craving a Subway sandwich, they're going to go to the place that has all three, the location, someone to make their sandwich, and the food to which the sandwich can be made. I know this is a little bit silly, but like I really want you to like let that sink in.

Now, here's the good news. You don't actually have to do all three of these at once. Okay? But I do think you want to get them under your belt as fast as possible if you want to have the best sandwiches in town. And this was the thought, I think from the very beginning of my business that really compelled me to invest aggressively in my mindset, my skill set, in business, and my craft. I really wanted to be the best. I think you have to have that desire. Otherwise, you're going to make shortcuts everywhere.

So here's another example. I want you to imagine you want to run an Ironman or you want to do an Ironman. Like you want to be an Ironman, an Iron Woman. You want to be the best. So in order to be the best Ironman/woman, whatever they call it, you want to become the best at all three of the, I don't know, what do you call it, athletic events that you do for an Ironman. So you get the cycling coach, you get the running coach, you get the swim instructor.

I remember when I first started working out and I wanted to lose weight, my HIIT trainer told me that I would lose weight a lot faster. I was doing HIIT and strength training with her. I'd lose a lot of weight, I would lose weight a lot faster if I ran between sessions and did yoga once a week. I needed to do these extra things. It wasn't like there was no thought in her brain, like, oh, I should be the one stop shop. She's like, you also need to do this for here are all these reasons.

And I don't remember what all of them were, but I trusted her. So we got the Peloton Tread. I love doing yoga anyways, but we got the mirror so I could also do yoga at home. I think it's interesting to think of these things in this way. Do you want to be an Ironman athlete? Do you want to, you know, have a successful Subway franchise? But in your own, do you want to have a successful coaching business?

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Now, I have gotten the question, why not do both in the same program? Like I've actually had some of my higher level multi-million dollar students say, hey, I'm curious about the strategy. Why not just put them both in the same program and then sell the crap out of that program? And I have thought about that over and over.

But here's the answer I keep coming back to. I love that 2k is a space where we come to master consults. We deep dive into sales conversations. I literally, you'll get on a call with me and I'll say, okay, tell me what you said. Tell me what they said. How are you feeling? How did you, like we get in it. And we improve how you respond when you're selling and your understanding of what it's like to be clean and powerful at the same time. Which people really struggle with. How do I be powerful but also stay clean?

And that to me is a full dynamic conversation. And it's the most valuable conversation when it's focused and it's constrained because it has coaches really focusing on actually doing the work that I think in this moment they'd rather avoid. Like, if you could just mindset coach and never make an offer, you'd have that feeling of like, I have a business, I'm building a business, but you're not actually doing anything that puts you on the line.

So when you're in this program, it's just hard not to do the things that put things on the line, like risk. It's hard not to risk because everybody's doing it. Right? That's the normalization of it. And then you decide, I'm really going for this. I'm going to try to sign that first client today, which is what I teach you to do.

So I think that in general, if I had mindset inside of 2k all day long, right? There is mindset in 2k because I have a very strong belief that if I just teach you what you need to do, why it works from the client's perspective, how you need to think in order to do it well, how you need to feel to do it well, and what the result will be, you'll just naturally do it. So that's how I set up the entire 2k program. So it's not just strategy, like the whole thing is hidden mindset through the whole thing. Like, this is how you have to think and feel in order to sell really powerfully. Okay?

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But if I had all these extra courses, people would love to just come in and talk mindset so that they don't have to talk about the exact moment when the consult went awry and why they aren't getting consults. They would rather not have that conversation.

But then if you flip it, I think people would come into a mindset focused only space and only want to talk numbers and goals and revenue. Trust me, I know. They would do a lot to avoid confronting sadness and disappointment and processing these emotions and then finding a more empowering place in their mind and in their emotions and then increasing their capacity and building their resilience and making a plan and going again.

Like they would rather talk about raising prices and adding things to their offer. They would much rather barrel over the failures and not learn the wisdom, ignore the shame, shove it down, and just focus on the next thing they can do, right? Speed up, so I don't have to feel the things and I don't have to think about the things and I don't have to, they would much rather figure out how to make money.

Like they would just rather figure out the strategy of it all and focus on the how and the how over and over than to do the hard transformational breakthrough work that we're doing in the membership. If it was just like do anything. The people that came into the mindset would want to talk about strategy, and then the people into doing container would swim in the mindset.

So I have actually found that the magic has been having two constrained spaces where you are actually confronted with the work and you're able to do it and you have others around you focused on doing it too. And I do believe that you can do these both at the same time. I am doing both right now. I've told many stories about how I've been in three containers at the same time. I've worked with three coaches before at the same time on three different things. How you do one thing is how you do everything. So if you have a breakthrough over here in 2k, that might fuel a breakthrough in EC. You have a breakthrough in EC, that might fuel a breakthrough in 2k

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Like I'm in a space that's highly focused on business and the skill set side, and one on mindset and energetics. So both get worked for me at the same time. Because both get worked at the same time, I'm growing like crazy. I've stepped into the current and I've stayed in it for the predominant percentage of my days, both working and when I'm off and all the times in between for like the last two years.

Now, listen, I know that some of you will not have the a belief high enough to make two investments at once or even close to each other. And I want to say this, whether it's like you just don't have the belief in yourself or you don't have the finances and there's no ability to be resourceful to get the finances, getting started somewhere is better than not starting. I want to say that so powerfully. Getting started is better than not starting.

So what I recommend, if you've never done either of those programs, but you do want to be an entrepreneur coach, if you're not a doubling-down kind of gal or sir, then start where you feel most connected. Start where you have the best shot of starting.

I want to go back to the Subway example. If you find the location of your shop, you might be more compelled after that to find employees. And once you have your employees and your shop, you might be more motivated to buy food. But I do think you should know if you struggle to find good employees and you're waiting to buy food until you get the really good employees, this is where you might get stuck.

So you have to know the pros of one at a time are that you are focused on one thing at a time and you're investing in one thing at a time, so you have less money out and less risk. That's for sure a pro. The con is that you're solving only one problem at once when there are three major ones that you need to solve in the beginning and you will have a slower build to the whole shop and you may get stuck.

I see people do this in 2k. Even people that have made their 2k back. Maybe they've even made 10k, maybe they've made 20k, but they kind of rely on 2k as their one and only, one-stop shop. 2k is my everything. But

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that's all we're focused on is the one those business skill sets, getting consults and closing them. So they're not figuring out what are all the other reasons they're not making money on top of that. They're not working through all of the other things. And I just didn't do that in my business and so I can't just like I've never even intended.

I've been telling people a lot recently, like I never intended for 2k to be a one-stop shop. It's not your general your lifetime access, general business coaching program. That's not what it is. It's very focused on the 2k process. But you can't focus there for five years, six years, seven years, eight years. If it's been working for that long, then imagine what it would be doing if you'd be adding skill sets. And if it's not been working for that long, imagine the reason why. It can't at that point be you and the process. It's got to be there are other things at play.

So you want to be able and willing to say, okay, I can't just have a location. It's not enough for me to buy retail space. I also have to have great employees. I also have to have food to make the sandwiches.

And then eventually, like this is where I would like take the analogy to 200k is like then you've got to have a good marketing plan to bring people in. Like there's the people that are driving by and they'll stop because they remember you're there. But then let's also drive people there. Like let's get more sophisticated. Let's drive revenue. Let's get better at profit. Like, let's get each person's order, what do you call it? At a restaurant when you're like getting the bill higher and higher. There's a name for that. Like growing like, you know, if you're a server, you want to try to get them to order a beverage and order an appetizer and order a salad and order an entree and then order a dessert. I don't remember what the terminology is for that, but you want to learn that, right? Repeat business.

Okay, I think we've like maxed out the Subway analogy. But I hope you get the idea. Okay, finally, here's what I want to do because I've said, if you know, you can't figure out which do I do? Which do I do? The worst thing you could do is stay in indecision. And I said, find the thing that feels

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compelling to you, the thing that you know you need most or the thing that would be the easiest for you to implement, whatever it is to just get you started. Start with the thing that gets you started. So I'm going to give you a 2k walkthrough, and I'm going to give you an EC walkthrough, okay? Like some of the highlights of things you'll learn.

If you join 2k, you're going to learn how to meet people, tell them you're a life coach, and offer to help them powerfully and not awkwardly. You're going to learn how to position yourself as an expert with everyone you come across. You're going to learn to have fun with your marketing. You're going to learn about all of the, I call them selling intangibles, but all of the things that are actually impacting your selling that aren't tangible things.

You're going to learn how to make compelling offers. You're going to learn the energy you need to be in for selling, the emotions you need to have throughout an entire consult. You're going to learn how to be clean in your selling.

You're going to learn how to run a consultation, literally the timing, the format, the transitions from each part of the consultation, talking points. I don't give scripts because it doesn't land if you just say something that you've been told to say. It's got to be like your coaching brain is on and you're saying the thing that's coming up for you. But I teach you how to do that.

You're going to learn how to talk through decision-making, how to run a follow-up, how to schedule a follow-up on the consultation and why that's so important, how to handle renewal conversations. I have specialized workshops for when to niche and how to know if you're ready to niche, on how to create irresistible offers, how to then go out and sell that offer for the first time. Anything and everything required to make your first 2k.

But here's how I will say it, what's formatted, the five-step process is the essential path, and then we have lots of bonus workshops to dive deep into the things like renewals and follow-ups and niches and offers and things like that. But the five core steps are the that are the most essential to

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making your first 2k are learning how to build an audience and organic, market organically, how to make offers, how to sell from a clean place, how to do consults, and how to overcome objections. So that's what you're going to learn in 2k for 2k.

Then, in EC, as of now, and we will be releasing new things as we go, the first thing you're going to do is Return On investment. If you haven't already, you're going to learn how to create an ROI plan and then how to use the ROI method to create returns for every business investment you make. This is going to make you feel very powerful as an entrepreneur and a coach, but especially if you are a woman, you need this work. It's also going to help you overcome any shame you might be holding from past investments, any resentment, any frustration, any anything that feels messy about any of your past coaching investments. Okay?

Then we also have the Identity Series. It's ongoing throughout the program. We're constantly coaching on identity. We have trainings on your entrepreneur identity, your coach identity, your leader identity. We're getting ready in May to cover the breadwinner identity, the asset identity, and the thought leader identity, and we have more that will be coming out.

You also have access to Balance to where you can figure out, why did I get into this business? What was my internal motivation? Did I want freedom? Did I want flexibility? Did I want to live my life to the fullest? Well, then how do I balance that with creating money and being an entrepreneur and running a business? How do I create homeostasis in my body, balance inside my body when I'm out there working full time, I've got kids at home, I've got a husband at home, and I'm also trying to build this business? That answers that question.

Right now, in April, we're working through Intentional Thought Creation and Creating New Beliefs. And it's blowing people's minds a little bit how I'm teaching them to direct their brain and instead of letting their brain direct them and get on board with things that they want to do very quickly, build desire, and be very intentional with the time that they're working and the way they're using their brain in general.

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Then if you are joining during our May opening of 2026, we're open from right now until May 7th, you are also going to get access once a month in May, June, and July, we're going to drop one of our past Entrepreneur Series calls. So you will also get Capacity Work in May. You will get Alive in June, and you will get Served in July. So, capacity work in May, alive in June, Served in July, and then we're I'm going to drop three new courses for the remainder of the year, August through December. And we'll do open coaching calls as well.

And June and July, we're doing open coaching as well, so that you can come in to EC and you can go to any of those that light you up inside, whether it's ROI or Identity or Balance or Creating New Beliefs. Again, if you join during the summer drop, you'll also get access to Capacity Work, Alive, and Served.

If you join after, if you join during the fall and you found this episode and you're like, oh, I want Capacity Work. I want Alive. I want Served. I'm actually going to release those in 2027 permanently inside the membership. And I'm going to teach them from new angles. So they will get dropped again. But I wanted, I didn't want people that were like my early adopters of this membership to have to wait until 2027 to have access to this, especially because we're doing open coaching in June and July.

And so I want you to if capacity is the thing you need to work on. I was telling people on a live stream recently, I said, I'm only working two days a week in the summer. And I'm going to work really hard in those two days, and then I'm going to live really hard and the rest of the days with my kids. And that's part of my” and” life. And so I love the idea of having Capacity Work in the summer, even for myself, to challenge what I believe is possible in working hard and playing hard.

And so if you also have that same thing where you're like, listen, I don't know about signing up for a membership when I'm about to like, you know, work less in the summer. I'm like, no, this is the perfect reason because just on the days that you work, you could pull up Capacity Work, you could

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watch it for 20 minutes, find a new thought that you can latch on to that feels true in your body, and then you go take action and you have a powerful work day where you get more done than you ever thought possible, and then you go play again in your time off. That's what I want for you. This is why we're releasing it first.

And then Served is going to key us up to all of the work that we're doing in the fall. And in general, I think everyone needs to go through Alive because we're everyone is struggling right now. Like every single person that's not making the money they want to make keeps telling me there's something personal in the way, and they don't know how to overcome friction, they don't know how to overcome challenges. They're stuck in victim mentality and pity and they're not really rising to the occasion of every challenge that comes their way as a coach, in a way that has them triumphing and then really going first and going often and going with purpose to where it is magnetizing people to them, even if it's one of the hardest times in their lives instead of like, oh, I can't show up online because I'm struggling. And now I haven't had a consult in six months. Alive will help you with that.

So hopefully, if you've been thinking about joining the membership, this was really helpful, especially if you're already in 2k or if you're thinking you can join both if you want. You can go to staceyboehman.com/2kfor2k or you can go to staceyboehman.com/ec-membership.

You sign up for them completely separately. They're different pay structures. One's 2k for 2k is a one-time payment. It's \$2,000. You get lifetime access. EC is a monthly payment. It's \$297. You can take it month to month. There's no commitment. But I highly encourage you to stay with us for as long as you can.

All right. I hope that was valuable for you. I think it probably was. Y'all, listen, here's what I will say. I cannot get over that I have believed that this is true since the beginning of my business, since I started kind of like sort of business coaching. This is like the most full-circle moment. It's the craziest thing.

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And I am just loving the sophistication, the organization, the clarity, and the \$45 million of sales that I have accumulated to back up this belief and be able to sell both of these at the same time and powerfully hold space that you need both. Like I just, it's fascinating. Like, we are literally, here we are. Six Figure Society, Diva Business School, 2k for 2k, the Entrepreneur Coach Membership.

All right, I want to encourage you to get in both spaces as fast as possible. Learn how to sell, grow your entrepreneurial mindset. I love you all. I will talk to you next week.

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.