Ep #410: Making 200k and Refusing to Choose with Sophia Hyde



Full Episode Transcript

With Your Host

Stacey Boehman

Make Money as a Life Coach®, a podcast with 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.

Today, I am featuring one of my students who just crossed the $200k mark. But before I introduce her, I just want you to know that this guest is exceptional, and every person that I have on the podcast who has made $200k in a 12-month period is rare air, like top 5% of the industry. I want you to know this because I want you to know how they think and how they behave is extraordinary, like truly extraordinary. This is every episode, every person that you're able to glean some of their thinking and how they've shown up and how they've accomplished it. Just know that these episodes are you listening to the rarest of the rare.

And they're very extraordinary because they come in already having done the absolute hardest part. In order to get in the 200k room, you have to have been making at least $20k in a yearly period in your business, and that's the absolute hardest part. And some of them have made even more than that- $50k, maybe $100k- and each little bit of revenue beyond that $20k, it's the hardest thing to do. And then they come in and I challenge them to do $200,000 in 12 months. If you do the Googles, this is like the top of the top of the top. So I just want to set that up for you to know, this is very rare thinking that you're going to have access to. I'm so grateful for them to give us their time.

And I also think it's like when you just start in the industry, you know no one making this kind of money. But then when you start surrounding yourself with people making this kind of money, what also happens is it starts being normalized, even for the people in the room. They stop forgetting how amazing it is, and it's actually very extraordinary.

So I want to normalize it on one hand, and then on the other, I want people to know how extraordinary this is. And I want people to know if even if it takes a year, even if it takes two years, like we're talking about a $200,000

business for the rest of your career. Like this is what you then possess the knowledge of how to do. So I also think even if it's rare, if you're crazy like me, like I want to shoot for all the things rare.

So I also shot for $200k in a 12-month period, and I did it. So if you're just crazy enough to think that you might be one of those rare people, this could be for you as well. So when you're listening, don't listen like, I mean, you can listen like she's a unicorn, and all the people after her are unicorns. And they are.

And you could also listen with like, what if I'm a unicorn? What if I'm one of the rare people? Because this, like once you get in a room where there are lots of people making 200k, suddenly you're like, "Oh, that 5% is actually like hundreds of thousands of people. Why not me?" Okay. So that's what I want you to be, like how I want you to be listening as we approach this episode with my guest, Sophia Hyde. Welcome.

Sophia: Hello.

Stacey: How are you doing? What were you thinking as I did that intro?

Sophia: We'll circle back to this because I know there's other things you wanted to hit on first, but the whole time you were talking, I just saw the version of a coach that I was in 2021, when I only made $5,000 that year and all of the growth that I went through and like when I discovered this podcast.

And so, as I was like mentally preparing, knowing I was coming on today, the whole time my mindset has just been on those people who are listening who were where I was five years ago, struggling to think like, "Can I do this? Can I make the money? Should I? Should I quit? Am I, am I cut out for this?" And I really hope that the conversation we have today infuses them with some belief and confidence that if this is something they set their mind to, that they absolutely can build this business.

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Stacey: Yeah. What I always think about, I was just, you were part of this conversation, but I had coached someone who wants to make $200k with two hours a day. And she's like, "I'm pregnant. I'm having kids." And I'm like, "Well, here's what I know." If you decide something bodacious and big like $200k in two hours a week, you have to stack the cards in your favor. And the only way to do that is surround yourself with people doing big things like that in a few hours. Surround your brain with thoughts that are powerful and useful towards doing that.

Like you just can't, you can't aim for something extraordinary and then also sit in the muck of how rare it is and how few people do it, how impossible it is, and how far away it is. Like, I think it blew people's minds in the ECM recently, I told them that I went from basically no money to a millionaire in four years. It doesn't even make sense. It's ridiculous. But what I didn't do is spend all the time swimming around and all the reasons why I couldn't do it and how rare it is and how impossible it is. I surrounded myself with people doing it and learned from them. So I'm hoping this is going to be the case. Like, I cannot wait. I actually do want to start.

I want to start with, I want you to introduce yourself and say who you are, what you do. But I actually do want to start with this story that you just said. I think it's really incredible that you were making $5,000 in 2021, and it sounds like you've thought about what happened in the in-between and how you got here in your mind, in what you did. Like, I want to hear about that, actually. I think we can save the other things that I want to talk about maybe towards the end, but I think this is, people need to hear this. So let's start with who you are and what you do.

Sophia: Okay. Well, the 2026 version of me, and this is going to be relevant because not niching was what I needed to hear five years ago. So what I'm about to say, I just feel like this is the 2026 version of me.

Stacey: Okay, perfect.

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Sophia: I work with entrepreneur women who want to create their favorite life and favorite business at the same time. And so my podcast is Refuse to Choose, and we talk about refusing to choose between your business, your family, and yourself, because I am on a mission. I feel like there is no more powerful way that we can change the world than to get more wealth into the hands of women because they invest in their communities. And so I pour all my energy into entrepreneur women who need the resources to grow their businesses. And that's just everything I want, is just to help more women become wealthy while not believing the lie that they have to be a martyr to do it, sacrifice themselves, sacrifice their family.

Like all the stories that we think, I recently told somebody that I know like there will come a day when you're in a 2 Million Dollar room, right? So you talk about the normalizing the talk, like I forget how the way we speak isn't how everybody else always talks.

So I was talking to a girlfriend who's a very successful realtor. Like she's really successful, many hundreds of thousands. And then I said to her, "Well, you know, this is what I'm doing right now. And then I'll hit the 2 Million Dollar room, and I see that, you know, the scaling looking like this." And she goes "2 million dollars? Like I'm already tired thinking about that. That would be so exhausting. How would you do that?"

And I said, "What makes you think that it would take more time and energy to make that money?" I said, "I actually think I'll work fewer hours." I said, "That's such a lie to believe that more money is more time. Like that's literally the thing that is broken." Anyways, I am on a mission to help women create that wealth without sacrificing themselves or their families in the process.

Stacey: I love this so much. Okay, so you said this is 2026 version of you.

Sophia: Yes.

Stacey: Let's talk about 2021 version of you.

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Sophia: Yes, yes. In 2021, this is important to know is that I knew I wanted to be a life coach in 2011. I don't even—

Stacey: Wow.

Sophia: In retrospect, I don't even know where I heard the word because I don't even know where I got that idea from, but it's on a vision board. I have a vision board from 2011 where I wrote that my dream in life, it said, it had this thing and it said, "Make money helping others grow." And it was a bouquet of flowers with four flowers, and it said, "Life coach, author, speaker, blogger."

Stacey: Do you still have this vision board? This is incredible. I still have mine too.

Sophia: Yeah, I kept it.

Stacey: Stop it.

Sophia: The crazy part is I only remembered that I wrote "full-time job helping others grow." That's the only part I remembered. I was already a full-time life coach when I pulled it out and saw I had written that in 2011.

Stacey: Oh my gosh.

Sophia: I'm like, "How did I even know that word?" I was like 24 years old. I don't know. But so I've been in business for 20 years. So entrepreneurship is just in my veins.

Stacey: Okay, I love it.

Sophia: And at that time, my husband and I had a photography and video production company. And I just knew, like, I was 25 years old, and I just knew like, I don't see myself doing this at 40. I was like, this is not it. This is the pathway to entrepreneurship, but this isn't where I land. So I did this vision board, so finding myself stuff.

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So I saw this, but I felt unworthy. My life was a hot mess. My finances were a disaster. Like I was a hot mess. And so I didn't believe like I was worthy to coach people. In retrospect, it wasn't true, but that's what I believed. And so I set out to clean up my life. I did that. Then it was 2019 that I enrolled in coach training, and then in 2020, I planned to quit my job, but the pandemic changed a lot of things.

And so by 2021, I was like, "I got this." And so I started doing the business the same… it's so funny how everything you ever talk about as a lot of new coaches make these mistakes. I did all of them, Stacey. I started with niching. And by the way, it was entrepreneur women. I just want to go on record. Like, I knew who I was from the beginning.

Stacey: Yeah, me too. I said I want to teach sales to life coaches from the very beginning. I knew that's what I wanted to do.

Sophia: So if I go back and look at my 2020 content I was creating, like I already knew she was who I was helping, but I did need to un-niche for a little while. So anyways, I knew who I was going to help, but I was like, "I'm going to create this course." So I spent all of 2020 like creating courses and making all this content online.

And then I quit my job. I had gone to work for a Chamber of Commerce. I've always loved business, so I was like all up in the small business world. And I quit my job and it was 2021 and I was like, "I've got this." And I genuinely believed I was going to make so much money. Like out the gate. And I had 15 years of sales experience. I was 20 years old when I took a 100% commission job.

Stacey: Yeah. And that would get you. Mm-hmm.

Sophia: Yeah, I tripled my income in like three months. I went like I literally, I left, I had like a 30, I was making $30,000, and then I was at almost 90. Like in three months. I was like, "Oh, I'm so good at sales." And then my husband and I started our photography and video production company,

filled up the calendar with weddings. And then got him into the film industry where he wanted to be in. I was like, "Sales is just so easy. I got this." And proceeded to make no money and burn through the savings account.

Stacey: What do you think was that? What do you think happened there? What do you think was going on?

Sophia: I know what was going on. First of all, I can still see the moment everything changed. I was contemplating, like, "Did I make a big mistake?" I was spending my time researching PhD programs at Vanderbilt University. I lived in Florida. This is, that was relevant because what was I thinking? Because I was like, "I think that was like suddenly going to be my solution." And my husband said to me, "You've got to make this work. Like you can't start looking at the next thing." And—

Stacey: I love the hubby. Love him.

Sophia: Oh, he's so good. You would love him if you knew all the things. So I still remember the day. I remember where I was. The first time I landed on your podcast. I found it and I was listening to it, and I wrote down the biggest nuggets because these were the thoughts that changed everything. First of all, you said that I'm not going to build this business with the network I already have. I have to go build a new network.

Stacey: Yeah.

Sophia: And you said, like, "Everybody who's going to become your client, it's probably going to be people that didn't know you before you were a coach because the people who knew you before you were a coach know all your messes." Well, like I said, I had a lot of hot messness. So I don't blame those friends and family and that network for being like, "She's the woman that's going to help me?" Like yeah.

I understand the cognitive dissonance that they had because they saw, I know how much I overcame and I knew how much value I had to offer, but

it was hard for them. So that was like the first thing. I had to go out and meet new people.

Stacey: Yes. So good.

Sophia: And I did. I built my whole business on people who have met me since I became a life coach. The other thing you said was to get off of social media. I was spending five hours a day on Instagram. What was I doing? I don't even know what I was doing. Okay? It doesn't even make sense. This version of me, like, can't even wrap my mind around what I was doing. But I was. It was the reels and the posts and the content. And then the other thing was I was so focused on this niche.

And so when I discovered your work, I was like, "Okay, my new niche is I'm going to show up in the world. I'm going to go to events. I'm going to meet people, and my new demographic is I'm just going to shine my light." I operate with the lighthouse belief of, like, I have this light to shine. I'm a bold, passionate, loud person. So there's a lot of people who thought I was like too aggressive or assertive my whole adulthood. So I've, like, cleaned all that up. And I was like, "I'm just going to go out into the world and be my bold self." And so my niche is anybody who, like, receives this energy and likes it.

Stacey: It's so good.

Sophia: If you like who I am, then you're my target market. Like, this is me.

Stacey: Feel the synergy and you like it. You are my people.

Sophia: Yes. So good. So I started listening to the podcast and going out in the world, and that was working, but then I would get these consultations, and this was like the thing that changed it was I did five consults in a row, like December-ish 21. Five yeses on the calls, who then, between the yes on the call and when we were supposed to start coaching, fell away. And that's when I knew I had a me problem. I'm like, one person does it, it's whatever. Keeps happening. It's a pattern, it's a me problem. And so it was

in January of that year, I joined 2k for 2k because I was like, "I need to figure out what I'm doing on…" you were talking about the consultation code and all this stuff. And I was like, "I'm doing something wrong on these consults."

Stacey: Yeah.

Sophia: And so I joined 2k for 2k and I went from three clients to 17 in 90 days.

Stacey: Holy shit. That's amazing.

Sophia: And it was a combination of all of those thoughts of I don't need to niche. I took about maybe like a third of that was I decided that if my network wasn't going to hire me, they probably would at least like help me fill a room. So I put on, I hosted my own event, and I used my network, and I like, put a sticker price- I forget, I don't know- $35 or something, knowing I was going to float all the expenses, but it gave a value. And so it was like, "Hey, I have some extra tickets. Do you want one for you and a friend?" And in my mind, the friends in the room would be the people I was talking to. So I used the network I had—

Stacey: Oh, this is brilliant.

Sophia: —to expand the network. So then all those people in the room only knew me as this woman on a stage who was a life coach and had value to offer. And that's where like a chunk, like a probably a third of those people came from. And then the rest were just the way I started showing up was different. And that was really when I had the proof and the belief of, "Oh my God, I can do this. I can make this work. Okay. Like now it's just from here figuring out all the other growth things, but I have now proven to myself, I can make money doing this." And it was not.

Stacey: And how much money had you made at that point? Do you remember?

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Sophia: Oh, I wrote down the numbers. So in 2022, I made $45,000 because it's so funny to look back. My first, I did Offer Week with you. That's how I ended up in 2k. I did Offer Week.

Stacey: Offer Week. Oh my God.

Sophia: I signed up for Offer Week and par for the course, you said whatever you said I needed to do, I like didn't. I always do all the things wrong. So I was like, "You know what? The thing that Stacey keeps harping on more than anything else is you have to be excited about your offer." And one of the problems was the coaching certification I had gone through had this like recommendation to like go out into the world and start at $1,000 a month for one-on-one, or they had like this group option for $900 for 90 days.

o I went out into the world selling this package that they had told me to sell. The problem was that version of me, that 2021 version, 2022, didn't believe she was worth $1,000 a month. So I wasn't selling it. And so when I went through Offer Week, I landed on the most bizarre offer, which coaches, listen to this, please do not like listen to this and think, "Oh my God, I should copy her." But I did two phone calls a month with me for 20 minutes for $180. So I got up to 27 clients. You could do weekly for $360 a month.

Stacey: And I, before you tell me anymore, I actually think they should copy you, but not in the way that you think. I talk about this all the time. This has to do with your authority in selling, right? If you find something irresistible, other people will. And so I talk about my example of selling out and making $100,000 off a Midnight in Paris in Michigan retreat. What is that even? What is that? But I felt so strongly and so excited about it that I pulled people in versus like, "Oh, you've got to offer them a very specific result and you've got to offer them this thing and you've got to offer it this way." And then me trying to fit my desire into that, it's a lot more work.

So I remember having Charlotte Smith on the podcast and she had made $300,000 as a farmer, and she started out selling calls that were $50.

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Sophia: I remember that episode.

Stacey: But it doesn't matter what, I really believe the offer does not matter. It matters that you are excited about it, that you believe in it, and it can be small and you can be frustrated with yourself that you don't believe more. But you have to start with where you are. And you would rather, I always say, you would rather have 27 clients at, what was it, every two weeks?

Sophia: Not even Zoom. 20-minute phone calls.

Stacey: Okay.

Sophia: Every two weeks.

Stacey: And how much were they?

Sophia: $180 a month.

Stacey: Okay. So you would rather have 27 clients at $180 a month than no clients at $1,000 a month.

Sophia: You know what's wild? This is the wild part of that. If you talk to those clients from 2022, they all changed their lives. And I looked back, and I'm like, "That's..."

Stacey: I love this. Listen, imagine the marketing today. All you need is 20 minutes to change your life. Maybe y'all are selling like everyone listening, maybe you're selling too long of coaching. If they're like, "Oh, an hour is too long." Maybe it is too long. Maybe you need to be like, "Listen, it's 20 minutes. You only need 20 minutes a week to change your life." That's the best sales pitch ever. I love that you did that. It's like whatever resonated with you, that was the way to go.

Sophia: It got me, the most important thing is that offer, which I developed through Offer Week, and the thing, the main thing I heard from Offer Week was that you have to be elated about your offer. Your belief in your offer, you loving your offer, is what will help it sell. And so I really had to ask

myself, "What could I be so excited about?" And I got excited about that. And so in 2022, I made $45,000.

Stacey: So great.

Sophia: And it just, it gave me—

Stacey: Okay, can I ask you one more question?

Sophia: Go for it. Yeah.

Stacey: Let me ask you one more question. And I know that you know and I believe you, but other people are going to want to know what this is about, and I know what it was for me. But when you said, "I needed to not niche, like I knew who I was going to be, but I needed to not niche." Could you give a simple answer as to why that is? Even when you know who you want to be, why you might not want to start there in the beginning?

Sophia: I tell other people this all the time. There's a reason they call it niching down because you have to have something to niche down from. And I was at zero. How do you niche down from zero?

Stacey: This is brilliant. Yes. So good.

Sophia: I had to go build something, and you know what is wild? And I'm so grateful for that experience because in that process of just going out into the world as a generic life coach and helping whoever wanted to be helped, it was that year in 2022 when I started enrolling these clients, it was the biggest gift and blessing I could have ever experienced because when I looked at my clients, I had two teenagers, two different women in retirement, I had people of like four different races, I had entrepreneurs, I had one man who hired me who while we were working together for that year, he'd been in business for like 20 years, built an empire, and sold it for $18 million while we were coaching together.

Stacey: Holy smokes.

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Sophia: And I had men, women, every decade, every age. But you know, it was the best possible thing that could have happened because the same tools worked for all of them. And so by working with all these people and the same tools helped all of them, it sold me on my own work. I was like, "This shit works on everybody." And all of them got transformation. And I was like, "It doesn't matter where you're at in life. It doesn't matter who you are. It doesn't matter what your background is; it doesn't matter what you've been through. Like, this stuff works."

And so I then just kept going out and eventually I did gain the confidence to charge more, and I, you know, grew, and we could talk about that middle stuff if you want to. But I continued building and eventually made my way to where my heart always was. But that staircase to get me there was such a gift because it gave me so much confidence. And in the process, I wrote, I did write and release a book, which I know you, and by the way, you are correct. It is a giant energy, like it's like you cut, I cut my arms open and bled all over these pages. You talk about I could have used all of that energy and emotion to grow my business, but I poured it all into a book.

Stacey: People ask me all the time, "Stacey, when are you writing a book?" And I'm like, "Probably never. I don't know."

Sophia: It is not... It is—

Stacey: Definitely not while I have young kids because I, I know. I've, I have friends who have written books, and I've been on the other end of the phone calls about the editors and the covers and the just the chapters and the editing, all of the things, and I'm like—

Sophia: It is so much.

Stacey: If you want to work very, very, very few hours, you have to pour those straight into selling and delivering. Those are the only two things. Otherwise, everything beyond that is extra hours added that you're going to work.

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Sophia: It is so much. But the gift is those people with all their diversity, became many of the stories and examples with their consent that I shared. I love that result that it just shows like this truly is how you create your favorite life. Like these, it just works.

Stacey: Yeah. So good. And you know, my answer for the niching is different, so I love that was your answer. So my, and I think this will, this is, it's like both of our answers, I think is going to catch a lot of people. Actually, I have two answers. So these three answers will catch a lot of people.

So the one that's similar to yours, which is like, if you're niching, you're niching down from what? If it's nothing, then it's you've made your job, like I'm niching down from zero, negative. I'm negative now. I love that. I also think that it's just a very few, like the smallest, smallest, smallest percent of people. It's not no one, but the smallest percent that come in, and they know exactly how to find all of those people they want to help. Like they already have a network of those people, and you're a walking, living, breathing proof of what's possible to those people.

So I remember telling Brooke Castillo, Brooke Hicks now, in my certification, like in person at my coach training when we had to pick a niche at the end, I'm going to help life coaches learn how to sell. And she's like, "But you haven't sold any life coaching." And I'm like, "But I know how to sell." And she's like, "Yeah, but go prove that. Go sell a bunch of life coaching and then you'll know how to explain how to sell life coaching because you'll have so much experience."

And I received that and I was like, "She's right." Like, I know how to sell mops in Walmart. I know how to sell cell phones. Like I'm very naturally inclined to be good at selling, but I've never sold life coaching. And it was very hard, actually, for me as well. My first 12 people said no. And I relentlessly- like, The Consultation Code was me relentlessly writing down every single moment of the consult and every single thing I could have

done better and evaluating and then going again and then evaluating and going again, until eventually, after 12 nos, everybody started saying yes because I had just mastered it and figured it out.

And I love that you said it was a me problem because the one thing you'll see in 2k is people come in and they want it to be a niche problem. They want it to be an offer problem and they want it to be, everybody that comes to me doesn't have any money. And it wanted to be their problem. It's just a resource problem. And those are the worst problems to have because then you get endlessly stuck in solving for your offer and just editing it to death until maybe someone might eventually say yes if you change it enough times.

Or what happens is they're like, "People don't want this." It's like when the problem's outside of you, it's just impossible to solve, right? But when it's a me problem, although it's painful and frustrating, it's also something you can then solve. Right? So I want all my problems to be a me problem because if they're a me problem, I fix me and then they're no longer problems, right? Instead of it's a world problem, it's other people's problems, it's the, it's the buyer's problems. No, we want it to be a me problem. So I really love that too. This is brilliant. Like, this is so good.

So you're at $45,000. When did you make the jump to enroll in 200k?

Sophia: Yeah. It was all timing. So after I started making that money in 2022, and I don't want to spend too much time on this, so the shortest way I can say it is a lot of self-sabotaging behavior started coming out, and I was having like—

Stacey: Can you give a example of some of it?

Sophia: I would spend three days. Like a thing would happen either in my news or my personal life, and I'd spend three days like spiraling and not being productive at all because I was all up in my head. And my husband was like being stressed because he's like, "I don't know what to do to help

you." And he's like, "You need to go to therapy." I tried therapy. I did like 10 sessions and it was great.

But then I met this woman, perfect timing. And anyways, I started doing sessions with her, and she had the solutions to get me out of just some stuckness that I had. So I ended up investing in one-on-one coaching, which I had actually never had a one-on-one coach.

Stacey: Okay.

Sophia: And so that was really great because I was out there selling it, but I hadn't bought it before. And so I then hired a one-on-one coach, and I thought I was only going to have to work with her for like six months or something. But there was a lot to clean up. And so as I worked with her, it was really powerful. I ended up working with her for just over two years, but we cleaned up a lot of, I went to her because I was determined to make six figures, and I hadn't in my life yet, and I knew it was self-sabotaging behaviors. And I was like, "I want you to help me make money. I need to, like, get out of my own way."

And it turned out that I didn't have a money problem. I had an all-the-stuff-underneath problem. And I didn't know I was going to spend all the sessions on my personal life. So anyways, through that process, it's almost impossible to trigger me. I'm like in so much control of my emotions and my mind. It's like a, I mean, 100% control. I haven't been triggered in like a lot like a couple years. It's insane. Like, I just have so much control over myself and my body and my mind and I didn't understand how just through the life experiences I'd had and the way I was raised, I didn't realize how much scarcity I had grabbed onto.

So really those are the two biggest things that she had to help me clear. And I cleaned up that stuff. And in the meantime, she got into my offer and she was like, "You're charging what?" And so she helped me like clean it up. But this is a thought. I was like, "Oh my God, Stacey's going to want to

hear this thought, but I also think it will serve some of your listeners, hopefully."

You talk a lot about the three-year buy cycle, right? So once I knew that I had technically the qualifications to get into the 200k room, I took on the identity of somebody who belonged in that room. And I knew, like you talk about when you're marketing, you have some people who are your right now buyers and your three-year cycle buyers. I saw myself as somebody who belonged in that room.

It just the timing kept not working out with when you were opening enrollment and what was happening in my financial world. And I couldn't make, it just kept being like a square peg, round hole. So somewhere in this timeline, you released that study, and there was like, I think the average was like 47% growth that coaches had, okay?

Stacey: 48%, yeah.

Sophia: 48%, okay. Oh, close. I latched on to that number like it was a personal responsibility.

Stacey: Ooh. I got chills.

Sophia: And so the thought I had was if I can't make the finances work to get into that room right now, then I'm determined as fuck to get the 47%. I had 47%. It was 48%, but like I retained 47%.

Stacey: No worries.

Sophia: So in my brain, I just adopted this belief that I didn't have an option to grow my business by less than that number because if I wasn't going to be in the room, I still had to make myself grow while I got myself ready to get into that room.

Stacey: I feel like butterflies in my stomach and chills all over my body. And can we just stop so that I can anchor this for everyone?

Sophia: Yeah.

Stacey: Like, I'm going to use this from here on out. Like, this is a moment. This is a moment. Everyone needs to stop and listen. There is a very big difference. Like, if we're talking about, I have someone on here who has done something rare, who has a brilliant brain and is extraordinary. How she thinks is very different than a lot of people. And I've watched people come into the 200k room, I've watched people want to be in the 200k room. There is a very big difference between thinking that 40% or 47%, 48% is a guarantee for me. It's just going to happen for me versus it's my personal responsibility to make this happen.

Do you feel the difference? Oh, $200,000 isn't a guarantee that I grow 48%, which that was the typical average student, right? It was right in the middle. There were half the room was above that number and half the room was below that number. It was the middle-of-the-road result. And you decided that is not a guarantee; that's not owed to me from entrepreneurship or Stacey or the room, or my clients, but that is my personal responsibility to hold myself to that standard.

And I do think whatever standard you hold yourself to, whatever personal responsibility you take on, it stacks so much of the results in your favor. It doesn't guarantee it, because sometimes we can take personal responsibility and we still have failure. But if there's anything you could do to stack cards in your favor, it is to say, I'm going to take on this dream and goal that I have that's a little bit ridiculous and crazy in the top five percent. I'm going to take it on as personal responsibility and my standard, whether I'm in the room or not. This is what I've got to hold myself to. You become a completely different person doing that. That's so brilliant. I love it. It's so good.

Okay, so you held yourself to the standard; what happened?

Sophia: Well, I kept growing my business and my husband and I had a really big dream that we had decided. He's in the film industry and we were

living in Florida, that's where we met, that's where we were married, Tampa Bay area, and we decided in 2022 that we wanted to move to a tiny mountain town just outside of Asheville with a population of 10,000, to have a mountain house and be able to watch the sunrise and sunset over the mountains every day because nothing brings me more joy than drinking my cup of coffee while I watch the sunrise and the mountain view.

And we decided, and it was more than just that. There's a stack of reasons we don't need to go into on today's episode, but there was a lot of reasons that we knew, and I teach favorite life and favorite business, right? Neither him nor I were going to be able to live our favorite lives and stay where we were. And it wasn't the life we wanted for our kids.

So my children are today eight and 12, but in 2022 they were younger, and we saw the childhood that we wanted to give them, and we couldn't make it happen there. And so we knew this is the life we wanted for our kids, but if we moved to the middle of nowhere, it would rely on me because I had the virtual business. He's in the film industry. There's not a market here. So he would only be able to make money if he got on an airplane and flew away.

So the stakes became if we're going to make our dreams come true, they're up to me. And we picked the summer of 2025, which I think it is so important to anchor goals into dates, because we chose that because it would be the summer between my daughter being in fifth and sixth grade, and we felt emotionally she was going to have to have a giant transition anyway, so might as well do the giant transition in a different state. And so we felt it was in her best interest for that to be the summer we did it. And we just said, it doesn't matter the circumstances, we're going to make it work. We're going to list the house, we know it's got some equity. So no matter what, that house is getting listed and we're relocating. And we are going to find a way to make it work.

Like, that was, there wasn't a back door. We burned all the ships kind of philosophy. We listed the house April 2025, we relocated, and because I

was going through this major transition of moving my family of four to a new state where we didn't know a single person, I put so much intention into how I did it in so many strategic ways that I did the relocation.

By the time I picked my head up to be like, wait, what's going on in the rest of the world? The 200k room had closed. And it was for a year and I was like, okay. So, because we actually closed on our house June 13th of 2025. So it was a lot happening in that season and so I missed that enrollment, and I just knew that this enrollment that just happened this past summer, I knew that was my time. I was like, I'm finally going to be able to make this happen. You'd also changed the pricing and it was more attainable for me as well. And so I knew there's no reason I can't come up with the money to be in that room when those doors open again.

And so I just spent by the time I picked my head up, it was like it was the fall and you offered the Revenue Challenge last November and I might have been the first person to buy it. I think I was on my email when it came through, and I was like, $900-something, like make more money, I need this right now. And I just like, impulse purchased it. Wasn't even like on my radar or planning or whatever. I bet you I was one of the first people to buy that. So I was like, perfect timing. I'm so ready for this.

And so then I just dove into what you had, right? I did the Revenue Challenge, then I did ECM, I did everything that you could, that you were offering at the time because I knew I was getting myself ready for the 200k room.

Stacey: I love this. Okay, so your post that you posted in 200k, which prompted me to invite you on to this podcast, which is so amazing because everything you've offered so far was what everyone needed to hear and now this just feels instead of the whole episode cherry on top, I think it's so perfect.

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But one of the things you said is you actually joined that Revenue Challenge and your goal was $25,000 in 30 days and you did not achieve that immediately. So can you tell me about how much money did you make in the challenge, and then bring me up to date where you just made $25,000 in a day.

Sophia: Yes. Do you want to read that post or do you want me to say the things because they're because I'll probably end up saying things I wrote.

Stacey: I feel like you're so, you've been so meticulous and impeccable that I trust it's going to come out the way it needs to come out.

Sophia: Okay. So I joined the Revenue Challenge. My goal was $25,000. I ended up achieving $17,000 in 30 days, which was still a stretch and a big growth for me.

Stacey: Insane, right?

Sophia: Yeah. And if you do the math, that actually is what you need to make a month to have a $200,000 business, right?

Stacey: So good.

Sophia: And so it challenged me to get outside of my box and gave me good ideas and I loved being in the thing I missed the most because it was only 30 days, I really missed being in the energy of all those other coaches. Like the brainstorming and seeing their success stories and the ideas they did and what was working. I just so I was craving to get back around that level of thinking.

So I did $17k, but then after that offer ended and I did join ECM, in my mind, I was still attached to this idea that I'm capable of a $25,000 a month. So I just had to keep figuring out how am I going to do it. And so I would brainstorm this idea and spaghetti against the wall this and stretch and grow myself this and what if I did this way? And I just kept trying again and

trying again and trying again. And ECM really helped me with a few things that I needed to have some mindset shifts around. And then…

Stacey: What were those things? Do you remember? Like off the top of your head?

Sophia: Yeah. Chasing desire and not doing things from a place of obligation. Using my thoughts to create more energy. So my husband's in the film industry and so I go from when we moved here, we decided that he's basically a stay-at-home dad and I have 100% support. I basically have a full-time executive personal assistant and default parent. And then but when he leaves, he's gone and I'm all by myself.

In January, when he left, I did the thing I normally do when he's gone, which is move through the world with this like, oh my God, it's so hard. I'm doing everything by myself and it's like, I would be so much easier if he was…. Like, I have to cook the dinner. I have to stop working. Like I would have to set alarms to remind myself to stop working because otherwise the kids won't be able to eat on time if I didn't go make the food and I never make the food.

But at that time in ECM, you were talking about how you weren't getting any sleep, and you just tricked your brain to create more energy because you couldn't keep going. Like you had to keep your business going and it wasn't serving you. So then when he left again in March, like January was a slog. I was not my best self. And I was like, I can't do that again. I cannot be in that headspace again.

And so I just decided I was going to use my thoughts to have more energy with him gone than when he's here. I was like, I am going to hack this. And I did. I had another $17,000 a month because I chose new thoughts which were, I didn't but I had they had to be true. I was like, my life is not actually better when he's gone. That is not true. But I can tell myself that I'm capable, I have enough energy, that I am sufficient. And so I kept the thought that like really grounded me was like, it is a major inconvenience

for him to be gone, but I'm fully capable of doing whatever is important to me today.

Stacey: Ah, that's so good.

Sophia: I was like, I just kept waking up and being like, I can produce whatever result I want. It's completely up to me. I have to make more energy for myself because when he's gone, it is harder, but I can just make more energy. And that's what I did. And so then I had another $17,000 a month with him gone.

June was great. This was prior to getting into the 200k room because I'm still working on stuff. I had a $27,000 a month.

Stacey: So fun.

Sophia: The offers and doing things, right? And so I was like, okay, I'm on my way. I'm on my way. So then I got into the room, and I had been wanting to be here for years, right? And so as soon as I got in, I just used the summer to listen to as much as I could and educate myself as much as I could. And I think it's relevant. I think people might want to hear this.

uly and August, I didn't make enough money to even cover all my personal business. I made $9,000, and $9,000 doesn't cover my personal and business expenses. So I went like, I did $2k7, I did $9k, I did #9k, and then I know in the post I wrote I did $25,000 in a day, which is true. But when I pulled up the numbers, I didn't even believe it. I thought there was a typo in my bookkeeping. My September was $50,000.

Stacey: Holy shit.

Sophia: I literally thought it was a typo. I went to go look for the mistake. I was like, oh something got duplicated. And I went to go look for the error and there wasn't one. I was like, oh my God. Oh my God. And it blew my mind, but the $25,000 that I made in one day, it was because there had been invoices I had sent people. Three of them were like new clients who

were onboarding and then just established clients I already had who just, like, were paying their bills. But whatever, on September 29th, four or five different people all happened to pay their invoices on the exact same day. And it totaled to exactly $25,000. It was one person paying in full for a year, right around $18,000, and then somebody on a quarterly payment around $5,000, and then a client who's been with me for three and a half years; she paid around $1,500, $1,600.

And then this was what I wrote in the group and I was like, guys, $1000 of this money is from a client that the only reason I have her is because I did the Revenue Challenge last November because I started creating ideas to create money and I came up with this offer and she had been out of my world for a while, but the offer was what she was looking for and so she came back into my world, and that was a six-month offer and when it ended, she was getting results, so she renewed.

And so the only reason that money even came in was because somebody renewed from something I had created for the Revenue Challenge and I could see the results of how even though in November when I did the Revenue Challenge, I didn't hit the 25, it was who I became and what I showed myself I was capable of and the work I continue to put in created the version of me who in September made $25,000 in one day. And that like blew my brain open.

Stacey: Can we also just talk of like, let's bring it full circle because I actually think this is very important. So I started marketing 200k, saying $200,000 in a year should be like the standard if you join the room, you should absolutely challenge yourself to believe that's possible for you. Not a guarantee, but you should take it on like you said as a personal responsibility. I went from $20,000 to $200,000 in a year. So it's proven that it's possible. It's just, are you going to do it? Like, are you going to really decide? And I don't think you're going to just stumble on $200,000.

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I think you have to say $200,000 is the result. So how do I need to think, feel, and show up and what do I need to learn and what skills need to be there to create that and relentlessly solve for that for a year. This is why I have, like I believe measurements are important. It's why my 2k for 2k, 200k Mastermind, 2 Million Dollar Group, because you have to have a measurement to decide where am I going and who do I need to be to get there. That's the only way. Not just like stumble in the dark.

But then I started saying, it could also be $200,000 in a quarter, it could be $200,000 in a launch, it could be $200,000 in a month, it could be $200,000 in a day. It could be $25,000, you know, when we do the Revenue Challenge, I say it could be $25,000 in a month, it could be $25,000 in a launch, it could be $25,000 in a day.

Here's what I think is fascinating. When you put a number, whether it's $25,000 or $200,000, it's like the vision board. You put it on there and you decide this is happening for me.

I found a vision board from years ago, like 2015, when I started coaching and got into personal development, there is a photo of a man holding a young boy who is tall and has like fair skin and just looks so much like Neil and so much like Jackson. And then on another vision board, there is a child with brown hair and pale skin. Y'all know, I have very dark skin, so looks nothing like me, and blue eyes. And Brooklyn has blue eyes. It blows my mind to this day. It makes no sense. Neil has green eyes, I have brown eyes, no one in the family has blue eyes. Where did the blue eyes come from? They're like the most rare ever. When she was born, people were like, "Oh, that's going to change in a year." It has not changed. She looks like this girl on the vision board.

So I think it's something very powerful when you decide, I'm going to make $200,000, I'm going to make $25,000 in 30 days, in a day, like when you just decide, I think your brain goes relentlessly to work to figure that out. And I think some of it magically aligns, some of it, there's no explanation for

how Brooklyn has blue eyes. I do not know. Some small percentage of possibility, but it's wild that I was like, put that on my vision board. Here it is. Put that in my mind, here it is. Like, I think there's something really powerful about that. That's so exciting. Okay, so at the same time you also realized, “I crossed $200,000 in a rolling 12 months.”

Sophia: I like posted that Revenue Challenge update. I was like, guys, I just made $25,000 in a day, this is crazy. I had hit publish and then I was like, oh, I should check my revenue checker. I should see where I'm at. And when I did the math, it crossed me to $205,000 in a rolling 12. And I was like, oh my gosh. Oh my gosh. And so it was just it really, it really blew my mind and now it's just like, okay, what's next?

Stacey: Okay, so we have just a few minutes left. I'm going to ask you a question and I'm going to ask everybody in this series. I know that you came in with the people in your heart that are maybe in 2,k and they're like trying to figure it out, and you know, that beginning, it was so beautiful, but I want you to put, put your hat on thinking about the people that are in 200k right now wanting to make $200k or they're trying that goal on their own and that's the thing. Like, they want to get to $200k.

And I want you to imagine because now you will qualify to come to, I don't even think I've talked about this on the podcast, but I have decided to hold every year a 200k dinner. And I'm going to invite everyone who has made $200,000 in the last 12 months. So you'll qualify up until a certain period once, you know, there'll be a cutoff because we have to make the awards.

We make these insane, gorgeous awards that are made by the same company that makes the Emmys. Literally, they come in the same box the Emmys come in, and they're actually 200k awards. There's awards for crossing the first million for $5 million, and you're going to come into this beautiful dinner, and the award is going to be as your place setting. And so you'll look for where's my name? Here's my award.

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And at that dinner, I'm going to have everyone go around and tell me how they did it. How you made like thinking of the most recent thing you did, how you created $200k in 12 months, so that we're going to film it so that everybody can learn from the thinking that got you there, any pieces that feel relevant to how you did this next big leap, this $200,000 in 12 months. So, you have time to think about it if you give a different answer, and we'll record that too, but when I ask you that now, I want you to think about what would you say if the dinner was today.

Sophia: It all comes down to client results.

Stacey: Ooh. Juicy.

Sophia: Client results. Because you need an offer that you believe with your whole heart, mind and body, is going to help your clients get results. The transformation between who I was last year running a six-figure business, my 2025 numbers were $140k and so what's the difference between that version and this version? I think the biggest thing I've gotten out of 200k is I used to have three or four different offers, and I swiped all of them to go in with the one simple offer, which is: what do I need to be selling that I feel confident 100% of my clients will get results 100% of the time. And so I wiped everything out and I went in all in on the one offer and I also, I know for a long, many years, I've been running a business that is, again, going back to that personal responsibility.

I do believe it is my responsibility to make sure my clients get results. And when they're not, I then brainstorm where we're stuck or they're stuck. Like, I feel the stress. If we're three months into a six-month offer, I used to have those, now I only have 12, but like we're six into a 12-month offer, and I'm not seeing shift, it's I feel like it's my puzzle to crack.

Stacey: Yes, so good.

Sophia: And so I think that it is so important to run a business with your clients in mind. What do they need? How do I support them? How do I help

them? And then when you know that what you are doing and selling works, it feels good to put the offer out there. It feels good to tell them what it costs. It feels good to enroll new people because I'm so excited about the results they're going to get and they're so excited about it. And when I look at the list, I'm like, I'm fully capable. I know I can deliver what they're asking for. And so I think everything becomes easier. And so I really genuinely believe it comes from running a service-minded business where you are attached to what needs to be true to make sure my clients are getting results.

Stacey: So good. And because you simplified everything, that's all you have to focus on.

Sophia: Yeah.

Stacey: It's a lot when you have to focus on so many different offers and it's harder to get the messaging down, it's harder, it's all the other little pieces too that I think it's like to just put your brainpower on this is the offer, this is what I do, this is who I help. Now, how do I get them 100% results? Like, we focus on this because I have found this to be true as well. And sometimes that result is something you've never gotten people before, but you just know it's possible. Maybe you've gotten it for yourself.

I remember with 2k, we talked about how long do you think it would take someone to make $2,000? And I'm like, I mean, if they take longer than 30 days, like they need to be giving themselves 30 days and nothing more. And it's okay if it takes longer, but you really, it goes back to the personal responsibility. You should not give yourself more than 30 days. And I tell people that when they come into 200k, like, make your money back in the first 30 days. It's okay if you don't, but take it on as your personal responsibility and your standard to do so because then your brain is free from freaking out about I invested all this money. Get it done. Have a $20k month, boom, done. And then let's grow.

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Like, let's figure out what's from there. Maybe that's $200,000 in a group. Maybe that's $400,000 in a group. Like now we get to really play and have a lot of fun because there's no stress on, like, I went in and I did my thing.

And I also wanted to say I was thinking about this with your business. I had so many people that applied that were in the 140k to 160k, like right around in that mark and yes, like that's specific. Of course, it could be people like 130k or 170k, but it was really like 140k to 160k is where I see a lot of people be so freaking close to $200,000 and believe they are so far away and it's impossible. And I'm like, y'all realize this is just like one $30,000 month.

Sophia: Oh, I never believed it was far away.

Stacey: No, but I'm saying like there are so many people who do. Like and I keep telling them, no, no, it's like a one month away, it's a Revenue Challenge away. Like it could be such a subtle shift, but it really is like for so many people, they feel like it's I have to move mountains to do it. And you came in and you just got it done.

Sophia: I did and before we end, I feel like I would be remiss if I didn't say this. The biggest shocker to me when joining 200k was I genuinely believed that I was joining so I could learn from you how to run a better group coaching. I'd done a few like group offers and they hadn't really taken off and I was like, okay, I'm ready to scale. I need to have a great group offer. Like, she's going to teach me how to do this. This is what she does. That was what I came in wanting to learn from you, but I started with the steps.

Like I started with the first video and the first video was your one simple offer. And I'm like going through and I spent the month of July walking around my house. My husband eventually got used to it because I would go like, "Oh, fuck." And he'd be like, "Did you stub your toe?" And it was over and over and over, you were just like, “A lot of coaches think that this is going to work and it doesn't and here's why.” And I'd already done it. And then you'd be like, and other coaches where they think they sometimes

they try this and then it blows up because and I already had it and blown up.

And so over and over, I just spent the whole month of July going, "Fuck, fuck." And he's like, what is it? And I was like, well, she's just right. It just hurts to hear like how many mistakes I've made or how close I've been. And ultimately, I joined 200k to figure out how to have a great group offer or scalable offer or something. And all it taught me through those first modules was that I wasn't ready.

And so I ended up double-downing on a one-on-one business. And so now my goal for 200k is I've never sold out before. And so now the only goal I'm focused on right now is how do I sell out these one-on-ones because I'm not giving any, per your advice, none of my brain energy or problem-solving energy is being spent on anything related to group or scaling. It's like 100% only solving who's the next one-on-one client going to be, and I'm using all my brain power for that.

But there is this again, like going back to the stories in your head, I joined to watch those modules, and I want to get to them. So I am now like, I must fill these slots. Mine is, 18 is sold out. And I'm like, I'm going to prove to myself that I can sell this out. I need to get these because, and I already know I'm going to renew, like that's an easy choice, but I just in my head, I'm like, before this round ends, I will have this sold out so I can watch those modules and start putting some brain power into thinking about this group offer because I want to do it, but I've never had success by not listening to your advice.

So that's what I told my husband. I was like, I'm done like not taking the advice. If she says I need to sell out my one-on-one, I'm going to figure out how to sell up my one-on-one. And so that's like the goal I am right now. It's like I will sell up this one-on-one offer because I'm determined to get to watch those one-to-many webinars that I'm sitting on the back burner right now.

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Stacey: So good. Listen, I just have, I tell people this all the time. I don't want to be, I feel like sometimes I'm the bearer of bad news. Like I'm like, I'm just here to like rain on the parade, but it's only because I don't want you guys to like have it harder than it needs to be. And this is all I've done for the last eight years is just thousands and thousands of coaches. So I've just seen it all so much that it's like very obvious patterns for me now. It's hard not to see all the things.

And I do want to acknowledge you because you've said on this a couple of times that you have done a lot of things, you know, you that I warn against doing and you had to learn the hard way. And I think there's a piece of that. I was just talking about this in 200k or ECM somewhere. I was saying like, listen, sometimes you just have to do that.

Even for me, I have done this where you're just like, listen, I know you're, probably I just have to do it. Like I have to learn from experience. It's the only way I'm going to get it out of my heart as I feel like I got to do it even if I know it's not the thing. And there's just every once in a while, there are those moments. Because you're an entrepreneur, right? The person that succeeds in entrepreneurship is someone who wants to do what they want to do. So, like, there's that piece of it.

And I also am like your amount of taking mentorship and learning is really impressive. You have a part of a story, right? Which is like I've done these things and they and they did not pan out, but also there's this piece where you're like killing it with just taking the work and going out and doing it without a lot of drama and just making it happen and I feel like that is something to acknowledge as well is like you're very coachable.

Sophia: I remember you said to me, I had never, I'd been listening to your stuff for five years and you didn't even know I existed, right? Because I still remember I raised my hand for the very first time in April in ECM, I needed help with something. And I raised my hand and you called on me, and I said something like, "Oh, I've been following you for five years, and when I joined 200k, I went from three to 17 clients in 90 days."

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And you went, "Wait, stop, what?" And you said, "Why have I never had you on the podcast?" And I was like, well, you didn't even know I existed because I listen to almost everything on recording. I'd never even tried to raise my hand. I'd gotten on very few live calls because, again, I'm balancing motherhood and have a business and all that. And so I have learned almost all of these things by just listening to recordings of you. And so it's like you didn't even, I would call you my coach and I would call you my mentor and you didn't even know I existed until I raised my hand in April. Like, that's what's also wild about this world, right? But like how much growth I had before I even engaging in a live setting.

Stacey: Yeah, I feel the same way. I was saying this the other day. Like I'm at the point now with how I balance my work and my motherhood where like I unless I need to be on the phone with you, like I just want the recording of whether it's a free training or a paid thing, give that to me as fast as possible. Because like if I sign up for something, like I want to be listening to you in the shower that morning. Like as soon as I get in the shower, I want to put it on. Like I don't have time to wait for when your next live call is.

Now, if I need, if it's like, okay, I need a question, I have this thing, I want to talk, then I'm going to prioritize getting on and figuring it out. Sometimes I tell Neil, I'm like, listen, you got you got to do dinner by yourself. I have to be on this live call. I want to try to get coached. And I don't, you know, take that on as like I have to be, but it's like, if it matters, I'll show up. But so much of what I do is also listening to, you know, call recordings or modules or whatever.

And I just think it's, you know, it's such a balance to hold what you need to do for yourself as an entrepreneur and your desires, and also like what I've noticed is the way you speak, I think you're very committed and I am like this too, you're committed to the result, you're committed to where you're going, and you're committed to doing it in a way that creates a very solid foundation under you.

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Because some people are like, it doesn't matter that it would be better for me to build up the audience first before niching down. I want to niche down and that's all I'm doing. I don't care if it takes longer. There are people who I have spoken to who are not, it feels like the long way to them. That's the fair way to say it for them is it feels like I don't have time to take the long way.

I haven't seen you say that to yourself. Like I don't have time to do it right. You're like, I want to do it right. I'm committed to the result. I'm committed to where I'm going. I'm committed to this being a foundation for me to have a revenue stream for my family forever. I think that's something to acknowledge.

Sophia: Yeah, okay, but also I'm not sure how it's about 80% true because also…

Stacey: Everything is never going to be 100%.

Sophia: Because you because there was a quote I emailed it to myself yesterday. I was listening to the recordings for the Revenue Challenge, and you said one of the main reasons we fail is we underestimate how much time and energy it takes to make money. Like, that is so true. I thought I was going to be 100k the first year. You and I actually- my birthday is November 15th, 1986. And so every year when you make your birthday posts, you're only one year older than me. And your business grew so much faster than mine, right? I'm just now hitting 200k five years in, and you were already in the millions at this point, right?

And I just chose whereas I could have used the comparison of, like, we're the same age, she started her business only a little bit before me. She's so much further ahead of me. I never used that against myself. It was frustrating as hell. Like why am I like still not growing at that rate, right? But the story I told myself was I just kept using that as inspiration that it's possible.

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Stacey: So good.

Sophia: And also that does it really matter if it takes me a little bit longer? If I know I'm, because I know why I need to want to get to the seven figures and the life I will be living one day. And it's like, okay, thought maybe it would be like a five-year thing, but at the end of the day, if it's a 10-year thing, then I still have all the things I wanted. Like I still have, we're still set up for retirement. We're still helping people in the world. We're still all the things I want to do, even if my timeline is a little longer than I thought it would be because I had more learning curves, it's that idea that I've just always known that me becoming wealthy was inevitable. It was just a trial and error of how long my timeline was going to be.

Stacey: Yeah, yeah. I think it's a good mix of both, right? It's never going to be 100%. There's always going to be things that we're doing that we're, like, self-sabotaging with or taking a little bit longer or frustrated that it's taking longer. I also think we hit parts of our journey in different strides. Like some people hit the gate and they're really successful, and then they hit their hard thing.

Like for me, it's been like such a mountain to get to 15 million. Once I became a mom, like I was like right there on track the year that I had Jackson. We were at 8 million cash in June. So I was like, oh, 16 million done. And then just like motherhood has really surprised me how much it changed my identity, my goals, my desires, like everything. And so I'm like kind of building that back up for myself as like, how do I have both and do both my way now and restructure my business.

And so like I yes, I hit a million dollars very, very quickly and was at the multimillion. I mean, we're we're going to cross 50 million soon, but now I'm in my Everest. Now I'm in my thing of, like, this was supposed to be faster. Like I was telling someone in 200k, they're like, "It's been four years and I've never done this." And I'm like, yeah, it's been I was on track to do 16 million cash, and we didn't do it. And I haven't done it since and now we're four years, five years later, and I'm still going after it.

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I just think it's like there's something about when you're willing to keep after it and you're willing to do what it takes, and you're willing to be like, okay, I thought I was there, but actually the whole business needed to change. If you're just willing to keep going and keep trying, like it does become inevitable. I believe that for myself as well.

This was such a good episode. Like every single, the whole time I've been thinking, ah, they're so lucky. Really, you've dropped some incredible gems. I really appreciate your time. Is there anything else you want to tell them before we sign off?

Sophia: No, I think I covered all the important highlights and thoughts I wanted to drop for everybody.

Stacey: Okay, if they want to follow you, how can they do that? How can they find you?

Sophia: Sure. On Instagram and Facebook, it's @theSophiaHyde, so the T-H-E is in front of my name. And my podcast is Refuse to Choose.

Stacey: I think that is such a brilliant podcast name. I'm obsessed with it.

Sophia: Thank you.

Stacey: Well, thank you for coming on. Congratulations for being our newest 200k earner. So excited, and I cannot wait to coach you and see what we're going to do next.

Sophia: Thank you.

Stacey: All right, I'll talk to you soon. Bye.

Hey, if you're ready to make money as a life coach, I want to invite you to join my 2k for 2k program; where you're going to make your first $2,000 the hardest part using my simple five-step formula for getting consults and

closing new clients. Just head over to StaceyBoehman.com/2kfor2k. We'll see you inside.