Ep #416: The Unicorn Series: Replacing a $325k Corporate Salary with Michele Christopher



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.

Stacey: Hello coaches. Welcome to another podcast episode of Make Money as a Life Coach. And we are here with the Unicorn series. I have another unicorn on today's podcast for you, Michele Christopher, welcome. I'm so excited to have you. Why don't you first start by introducing yourself and tell us who you are, what you do? And then I'm going to launch questions.

Michele: Great. Can't wait. Thank you for having me. I feel like we've spent a lot of time together recently, so that's kind of fun.

Stacey: Trying to get this podcast recorded.

Michele: Through adversity, we made it. So I'm Michele Christopher. I'm an executive coach. I coach high achievers and help them calm their chatty brains so that they can lead from power instead of pressure.

Stacey: So good. I love it. What I love about this podcast, I was thinking about this before we jumped on, I coach you and all the unicorns on here I coach and I know what you currently want coaching on and I learn bits and pieces about your business through the coaching, but I don't always get to hear like the full story. So this is so fun for me too to hear it. So tell me about starting your business, how long you've been in business. Let's hear that part.

Michele: Okay. So I got certified through The Life Coach School in 2021 after Brooke was also my coach, right? I hired her to help me. Yes. And she fixed my chatty brain and I was like, what was this voodoo magic that she did because I needed to know the science. So I did this deep dive on like neuroscience, fell in love with it and thought, okay, because I'm a former

technology executive and I had a highly lucrative job, I wasn't looking to like quit my job to be a full-time coach. I was going to maybe do it on the side as a way to kind of pay it forward because she had helped me so much.

And so I did the certification and then started thinking about what do I want my business to look like. And then things started to change in my corporate job that were no longer in alignment. And my path just laid out in front like just happened the way it was supposed to, right? Certain things happened, the culture changed. I just didn't have the tolerance. I kind of felt like a frog that was being boiled to death. And so it's like, do I stay in the pot or do I jump? And I jumped and started coaching. I retired July 1st of 2022, which is interesting because I started July 1st of 2001 at that corporate job. So I was like, it was the same day.

I left and then I spent the summer with my daughter who just finished kindergarten. It was that summer. I have bigs and littles, so just knowing how fast that goes, I'm like, I can always go back to corporate if this thing doesn't work out is what I thought, which by the way, I'm never going back now, but I spent that time with her and then I think I took my first client February of 23.

Stacey: Ooh, fun. Okay. So three years-ish? Yes. Yeah, three almost four. Fun. Okay, tell us your trajectory. Like, do you mind talking numbers and you know, what did you do in the first year?

Kara asked me on her podcast, what is some version of what's reasonable in the first six months versus the first year? Like, how do people know if they're not pushing themselves enough versus they're being too hard on themselves? And so I was thinking about that for myself. I think I made $20,000 in my first six months or the first, because I started in July, so I think by the end of that year I'd made like maybe $18,000. And then the next year I did like 150, I think. There was a period where I did 200, I went

from $20,000 to $200,000 in a 12 month period, but it wasn't the calendar year. So I'm curious what did you do in your first year?

Michele: My first year I did $12,000.

Stacey: Was it your first full year or just the year after you came back for the summer?

Michele: Yep. No, it was from 20 like it was January of 23. So like I said, I signed my first in February and through that whole year, it was $12,176. Now, to be fair to myself, I had a family crisis that was a pretty major trauma that happened like two weeks after I signed my first client. So I had to leverage the coaching that I had to overcome some of that and then not use it as a reason to be like, oh, this is a sign, I shouldn't be doing this.

Stacey: Yeah, that's so good. And how did you think about your first year, $12,000, coming from a very high salary corporate job? Like, did you have a lot of chatter about that? And then if you did, how did you address it?

Michele: I did. I thought maybe lightning could only strike once and that's what happened with my corporate job. As an executive, there's, I'm in the top whatever percent, like 0.3% or something. And so I'm like, okay, maybe lightning doesn't strike twice. That's why I think it's interesting that you call us the unicorns because it isn't about lightning striking or being unique. It's really about believing that this could actually happen and then it making it happen and like you said, failing forward and messing up, being like, okay, not that way, not that way.

But I had a lot of drama about this. I made it mean that this was not for me and I didn't know if I wanted to continue to do it. So I have real estate as well and so I'm like, well, I can just spend time building my real estate portfolio and this could be like my jobby hobby instead of you know, like what I want to do. But there was a desire in me, like I had a fire in my belly.

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I really wanted to help people. I feel like I have the secret and I want to tell everybody. And so it just didn't fit with me. It didn't settle for me to hold on to the secret. I knew I had to just keep going.

Stacey: So there's a little bit of like holding on to knowing it's for you, knowing you want to do it and then also telling yourself I can always go back and like calming yourself and creating that safety and security. I love it. Okay.

And you know, I call this the unicorns because it's very similar to the underdogs, right? When I first started 200k, I really sold this idea of the underdog because I always considered myself the underdog. I was the underdog in my million dollar mentoring. I was making three times less than everybody else in the room, I think, or half what everybody was making. I had at least three times more work to catch up to get my business to where their business was, which was really like their business was ready for scaling. My business was like a year out from being ready to scale. This is why now in $2 million group, I call it there's a pre-scale and then the scale and people don't always realize their business isn't actually ready to scale, so mine wasn't.

But I considered myself like, I am an underdog, like watch me, like don't count me out. Like I will come from the behind the race and I plan to win it. The unicorns feels a little bit like that to me, right? When you see one person be successful, it's so easy to write off that they're a unicorn and then you see another one like, oh, they're unicorns. And I kind of want to just embrace that. I remember watching this sports documentary where this kid had gotten injured in college football and they told him 99% chance you will never walk again. There's 1%. And he was getting married and he wanted to walk down the aisle and he told himself, but that 1% has to be a big number. Like if you think about the volume of people, 1% of people that

happens, like that number has to be in the thousands, even though it's only 1%. So why can't it be me?

And so I think making $200,000 in this industry is top 5%, at least. We don't have and we'll never have actual numbers since there's no regulation. But because $200,000 is 5% of most industries, we're just going to say it is here. And so it is kind of a unicorn thing to be top 5%, top 1%. Like that is a top percent thing. And also like let's embrace it. Yeah, we're unicorns. And there's probably like a thousand unicorns listening to you and me and they're like, I only made $12,000 this year, but I'm a fucking unicorn. Like I know I'm going to be made for more. So I kind of love it. Hopefully you do too.

Michele: Oh, of course. Like the uniqueness of it and I just think the elevation absolutely. Anything that like sets us apart because I think that's what makes us amazing. I do have to say it's interesting when you were just telling that story, I was thinking about my first year and going from being a technology executive and having like a COO title, that to me was elevated. Telling people I was a life coach, there was shame in that and I had to overcome my shame of like, what are people going to think of me? Like she traded this out to be a greeter at Walmart. It's like, no, I traded this out to change people's lives. But I had to embrace that new identity that I didn't because I was so connected to my former identity and that corporate identity that I'd had for so long.

Stacey: I do think back and I do think everything is a thought, but I do kind of think it was easier for me in some regards to build my business because I did work in Walmart. I know. And that's what I thought would be yes. I had I didn't have a successful career. I mean, I was like the top of my industry, but the top of an industry selling mops in Walmart, right? And so I felt like I only had up to go, right? It's only up from here.

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And I remember the first time someone told me they were a life coach and I thought, I don't know what that is, but I know I need it. And I'm so excited. And I thought it was as cool as when I first heard you could do live demos and travel the country and stay in, they sold it as like real, do you remember the real world? Like real world style housing. I mean, they had condos in Jersey City, they had houses in Orlando, they had a house in Marina Del Rey in California. I mean, it really was that cool. And I thought I had won the lottery by getting cast, you got to audition for it and then getting that role. And then when I decided to become a life coach, I was like I thought I had again, like I have a life coach, that's winning the lottery. I'm going to become one, like it was only up from here.

But I know so many of my clients that come through that have your background where they were so successful in previous careers, doctors, lawyers, executives and they're like, listen, like my base was $300,000, like I got to make a lot of money before this impresses me. And I do think in some degree that's hard because like every dollar impressed me. I was like, oh my God. And then when I crossed $100,000, it was more money than I'd ever made before. So I was in like at $100,000, I was over the moon, rich, you couldn't tell me otherwise, top of the top success. So I do think in some parts there's a lot to overcome when you have to fill such a big gap. So what was your second year like? How did the growth go from there?

Michele: This is where I met you. So I met you at Life Coach Live. You gave me a juicer, actually, and I don't I had it forever on my desk because it was so fun to see these women, I'm like, I know that I'm going to make a million. Like I know I'm a two comma mama. And so seeing other people have that and knowing I had this shame about like, do I tell people I'm a life coach? And overcoming that, it was so perfect to see you on that stage, to see Brooke on that stage, you know? Like that was so fun. But I think that really helped me as how I found you and then I learned your three-step model.

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You know, just tell people you're a life coach when you say meet new people, tell them you're a life coach and offer to help them.

And that made me $60,000. That's literally all that I did. And I went from 1800, my first client was $1,800 for like six months or something. And then I was like, not doing that again. Next one was $2,000 and I think I signed two at $2,000 and then I went to three and I sat at $3,000 for a while until I went to five. But that's how I made my $60,000 was just your 2K is how I did it.

Stacey: I love it. So good. Okay, so is it the second year you made $60,000 or did you make more than that?

Michele: No, I made $60,000.

Stacey: I love it. All right. And then what were your thoughts year two at $60,000? Do you remember?

Michele: Oh, I can actually do this. Like this I'm like, no, this is it. This is my jam. This is where I'm I'm doing what I was made to do. This was the thing. There were so many little sparks or what do they call them, sprinkles? If there's triggers that are traumas, then there are sprinkles that are like you're on the right path.

Stacey: Oh my God, I love that. Okay.

Michele: Yeah. So I had all these like little sprinkles or whatever where the universe is telling me like you're doing the right thing. All this like serendipity things would happen. And so that's where I really started to lean into my life coaching identity. And I really believe like I can change the world one person at a time, that butterfly effect. And I have a daughter who's 10. I just want it to be a softer place for her. So I really leaned into it then. I had to figure out how to say whatever the thing is because I'm so used to people selling to me. I held the purse. I wrote the checks in my last

job. Now all of a sudden I have to like, what is sales and marketing? And how do I tell people like I can coach my ass off? Like I believe in my skill, my talent and my gift because I do think there's an art and a science to coaching, but I don't know the marketing and the sales and so that's why I needed, that's why I found you. I needed your help, but yeah, that's it was the identity shift that really happened. And then I'm like, okay.

Stacey: I love it. What I'm noticing is like, because I've coached obviously thousands of people along this journey and the unicorns, the ones that stand out, the ones that go to the top 5%, they do this thing. I love that you called it sprinkles, because we're calling you the unicorns. I love this versus like you can reinforce, see, it's taken so long, see I haven't replaced the income yet, see it's not as lucrative, see it doesn't work out. Like it could be like see this and it's all negative. But what you chose to be like, see, look how this is proof, look how this is proof. It's like either verification of what you already believe or proof of something bigger. It seems like you really latched on to proof of something bigger. I love that.

Michele: Yes. And I did have a lot of the disbelief. The disbelief was there. It's just what I chose to feed. And I chose to feed and sometimes yeah, I would yell at myself like in the mirror because when I was telling you I studied the science of it, so I studied neuroscience, I went to MIT and did like an executive education class. Oh yeah, because I totally geeked out. And you believe your voice more than any other voice. And so if you want to believe these things, like when we're doing ITCs, say them out loud. This is why it is very important because your brain hears you and then it looks for like these are the things that are important and it gets dopamine every time it finds evidence for that. So those sprinkles you actually get dopamine, you get a little hit. So and your brain loves it. It's so rewarding.

Stacey: That's so good. I love that. Yes. Okay. To me, this is what ITC is about, right? Because I can tell coaches, you know, whatever I'm coaching

them on, I can tell them my thoughts and my beliefs, but I'm always telling them if they find their own, the time it takes for them to create belief is going to skyrocket. They're going to accelerate that so much because they are, they're coming up with the belief, something like they already have it inside of them. It's just we're so trained, people are like, oh, this is why I wouldn't do this. Well, why would you? Right? We just don't exercise that part. But if you ask yourself these positive questions, if you ask yourself questions designed to find information that supports belief, you're going to be surprised how much you find. It's just you're not used to exercising that part of your brain.

Michele: Yes. And the science supports it. That's the part that's like so freaking cool. It's like when you buy a car and you're like, I haven't seen this car now all of a sudden, like you buy a Range Rover or whatever and all of a sudden you see Range Rovers everywhere. It's called value tagging. Your brain is not getting rid of the evidence of that good stuff. You tell it what it should focus on. So the science supports it.

Stacey: That's so good. I find that to be very true because Neil and I, like a year ago, I wanted a Porsche. And we were going to get the Tycon. It's like a $200,000 if you get the Tycon Turbo. It was gorgeous, the same color as my SUV. They actually drove that car and the Cayenne Turbo to our house to like make our final decisions and it came down to the freaking car seat would not fit in the Tycon. And I'm like, I'm bougie, but I'm a bougie mama. So we got to go with the SUV. I got to have the car seat in this vehicle.

Michele: You're like, I have requirements, yeah.

Stacey: Right. But they were like, this is such a rare car. It's so expensive. And now I see them everywhere. There's someone in our neighborhood that has one, the same color, the same car. And I'm like, okay, like I mean, you see the Cayenne everywhere too. But that one was like, that one,

nobody has this car. I see it everywhere now. I'm like, how many are there in Louisville? They're everywhere. So I love that. I think that's so perfect. Okay, so let's talk about your third year. You went from $60,000 to?

Michele: To 191, oh, and I was so mad, $191,005 because I had to wait for like three weeks to hit the $200,000 mark. I said I'm going to try to hit 100. I wanted to do six figures in 25 and be done. This is when I joined 200k, which by the way, when I submitted my application, I submitted it. I took a picture of it, I sent it to my husband and I cried. I'm like, oh, see, I'm getting emotional talking about it now because I'm like, these are the skills that I don't know. I know that I know how to coach. I know that I am supposed to do this, but how do I do the thing to ensure people know where to find me, the people who need me? And that's where like you really are changing lives because my clients now know how to find me because of the skills I'm learning from you and that room. That room is incredible, incredible. So I cried. I knew that I was going to get way more out of that room than what I'm getting. Friendships, learning skills, all of it.

Stacey: I think what Michelle just said for everyone listening, I've been thinking about this a lot. I've been, you know I'm in a mastermind called The Legends. And I have a couple coaches so I've been just like doing big picture thinking a lot in my business. And I've been thinking a lot about the perfect people for the 200k room. And really, I think this is advice for anyone investing in anything in the industry. When you're about to spend money, whether it's $2,000 or $20,000, if you feel the way Michelle feels, you're making the right investment. I feel that way every time I invest in something.

I want to cry. I'm so pumped. You may not want to cry, depends on if you're, I'm a crier, so I cry at everything, especially now that I have kids and I'm hormonal all the time. But I feel filled up with gratitude, but the thing you said that I think everyone needs to hear is, I know I'm going to take so

much more, like I'm going to get so much more out of the coaching, out of the community, out of the relationships I build, out of every conversation than what I'm pouring in.

I don't know, should you invest if you don't think that? That's what I've been thinking about. It's like, should you make an investment into anything if you're like, I don't know.

Michele: Oh, absolutely you should. Like let yourself be surprised because your brain's so flat-sided. Oh, go in and be surprised, but be open. Like you can be limited in your belief, you can be limited in your mindset because you don't know yet because you're a baby, but your future self is calling you forward and he or she already has the skills, knows the things, doing the thing. So she's putting desire in you and is speaking to your highest self, not your flat-sided brain, but your highest self. So absolutely make that freaking investment. Like otherwise you're going to sit there.

Stacey: Okay, I like this answer. I wasn't expecting that.

Michele: I'm a hell yes. Do it.

Stacey: So do we think that like it's the next level to get yourself to a place where you're like, this is so exciting, I'm so grateful. I know I'm going to get way more than I paid.

Michele: Oh wait, no, we still do it scared forever. I still feel like I'm going to throw up every time like I get coached by you, I'm doing the next thing. Like I never stop feeling like barfy. I have a sign behind me that says, she was powerful not because she wasn't scared, but because she went on so strongly despite the fear. That's Harper Lee. That's To Kill a Mockingbird. And it's like this is how I live my life. But fear just sits in the passenger seat. That little shit ain't driving. I drive. I don't change my behavior. I just do it. I cry, I might be in the fetal position, I you know, I might feel like I'm going to

throw up. If I feel like I'm going to throw up, then I'm like, yep, I'm on the right track. I'm pushing myself enough.

Stacey: Okay. I don't think I get that about money anymore, but there are things I know I have to learn that feel barfy. There are things that I'm like, oh, I know I'm going to have to make bigger decisions or have harder conversations or push myself in a place that's uncomfortable for me, that's unversed. And that definitely makes me barfy. Like decisions make me barfy, but the money doesn't so much anymore. I'm trying to think of like the last time. When I made a $90,000 investment in myself recently, in the last few years, I don't think I was barfy though, but I do think I had a conversation with my husband and was like, okay, so if I don't get a return, this is what I'm going to do to make up this money. Like I already have a plan. I think I'm just so logical about investments at this point.

So I've been thinking about like, how to help someone know if they're making a good decision for a $20,000 investment. But I love that you put it in their hands. You're like, yeah, if it feels a little barfy, but also you're speaking to your highest self, do it anyways. And then also you could have your experience where you're, you might be scared, but you're like, I trust myself at this point. I will take so much from it.

Michele: And it's that. And I think it's like, you know the answer. I just feel like that self trust is the key to everything. You have the answer. You know the answer. And so even though it feels really scary, that's not the reason to back away. I just don't think it is.

And by the way, you just said something that just gave me so much gratitude for where I am in my business right now. Like, I'm not at my million yet, but like I can see her, is you're like, I don't really think about money like that anymore, obviously, at some point you did. And so I'm in such a beautiful cool place that I still get sweaty palms and a little like, oh

yeah, you'll miss that. A little dating energy from this like money situation and I'm like, I'm just going to kind of be in the honeymoon of my big ass powerful business that's about to come for you. But that I just think that's so cool.

Stacey: Oh, you absolutely should be. I'm always telling people, I don't ever wish I was backwards, right? I don't think backwards. I never mean to make it sound that way when I say this, but I do look back and I do think the greatest time ever in business is where you are. $200,000, $300,000, $400,000, $500,000, there's just something about it because in the beginning, it's like you have all that energy, but you have no money. At $200,000, $300,000, $400,000, you still have all that energy, but you also have money. And it does start to go away.

And I felt that way when I was like making my first millions too. There was like this feeling of holy shit. I remember today we were coaching and Angela, I think it was Angela, she was like, this is the most incredible thing. Like I'm going to make $400,000 this year. I made $11,000 just a few years ago. And I'm like, that feeling is the best feeling. I had that when I first started making millions. And maybe it's not supposed to. I mean, I spend a lot of time in gratitude, but you do normalize it at some point. You live with yourself every day. So I don't even - like my husband went to a surgeon meeting. He has to have surgery again.

Michele: Oh my gosh, poor guy.

Stacey: He broke his wrist while recovering from having broken his shoulder.

Michele: I'm sending you bubble wrap. We got to wrap this man. Oh my God.

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Stacey: Now, he keeps telling everyone, in all fairness, he's not had an injury in 43 years and he's just happened to have two in the same year. So he has surgery again. He's been like thinking about the surgeon appointment forever. Like when's his appointment going to be? It's the holidays, you know, all these things. I was going to post on Instagram. He texted me and he said, the surgeon walked in and the first thing he said to me was, so okay, so tell me about your wife and like, how does she make this money? Not how's the wrist. Tell me about your wife.

And I was like, yeah, that's pretty on point. But I think I live with myself. So unless something like that happens, I forget that, you know, I was like thinking, I was like, you know, the reason he's thinking about this is I probably make what he makes as a surgeon, but he's doing 45 surgeries just in the month of December and I work two or three hours a day. So of course he's like, what is happening? We forget. So I do think that we eventually, you like lose this. So as long as you can keep it, as long as you can just hold inklings of it, like this is the best. I think it's my favorite time ever for business.

Michele: It's such a beautiful, yeah, it is such a beautiful time. By the way, I think you might be making more than him unless he's in plastics.

Stacey: I must be. I probably am. Yeah, yeah, I probably am.

Michele: But to the point of the amount of like time that you're putting in versus value. It's interesting too I was spending time this morning because I spend time with my future self, who is she? How is she? And so I'm in my multi-million dollar like, what house? Because I own six houses. And I'm like, what house am I going to buy? Because of the rentals. And I'm like, am I going to buy in Florida? I kind of want to buy in Cabo. Like, should I do both?

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Stacey: Definitely buy in Cabo.

Michele: I know. Right? That's why I'm like, I'm going to do both. We're going to Destin next week. So that's why I'm like, do I want Emerald Coast and this? So I got to figure it out. But I was spending time with her this morning and I'm like, where am I going to be? What do I want to do?

Stacey: Yeah, I love that so much. Okay, so you were very, very frustrated. But three weeks later you crossed the $200,000 mark.

Michele: I did and we celebrated. I think I had it at the celebration at the end of 2k and again cried because like doing things that I kept myself open to allowing to happen, but didn't know that it was going to actually happen. So it was like, I can't say it's a surprise because obviously I did the I performed the actions to make the money, but I failed a lot. I did a lot of scary things and said a lot of things that landed on dead air. But I still made money. Like I still made $200,000, which is so great.

Stacey: Oh yeah, we got to celebrate at a day in 200k, right?

Michele: Yes, we did. Yep. And there's my award sitting right there.

Stacey: Oh my God, I love it. Those awards are so incredibly beautiful. After all these years, I didn't have any in my office and I was like, guys, why don't I have these awards? Like send me the $200,000 award, send me the million dollar award, like I want them to sit on my, so I have one that's blank and then I'm like, no, no, no, send me one with my name on it. Like I want to feel what they feel. They're so beautiful. And heavy and a little like a weapon.

Michele: Yes. That's what I'm like, it's really close to my front door. So if anybody comes in, I'll just go grab my award.

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Stacey: I mean, I'm not joking. You could literally defend yourself in a robbery with your $200,000 award.

Michele: I take it jogging with me. It's fine. Stick it in my pocket.

Stacey: So good. Oh my God, I love it. Okay, so tell me you joined 200k and what do you think the difference was between being in 2k, which keeps it very simple. There's three steps and I help you master those steps, right? And then you come into the 200k room, what's the difference?

Michele: There's so many more concepts and you really start to kind of fine tune your craft. And I'll tell you what, that first week, like the mastermind week, I was like, what the fuck did I do? I was like a deer in a headlights. I was so confused. And I'm like, I listen to your podcast and I've, you know, I'm an active member in the 2k room. I've watched all the modules. I had no, PSPR and all these acronyms. And I worked in technology. I get acronyms. I was so lost. I was like, I'm screwed. I am so screwed. I felt like I was drinking from the fire hose. I was so scared because I signed up like right when I hit my, I think it was like $20,000 mark.

So I was still in that earlier because I did the July to July and then that was when you went on maternity leave too. So it was very overwhelming. So anybody who's joining for the first time, if you feel like all of these things feel really scary or people are getting coached on things and you're like, I'm not in the right room, hang out for a minute. Go to those coaching, our peer coaching, because you can ask the questions. Ask the questions in the Facebook group. Like there's so many times I just kind of felt like an idiot and I was like, I'm just going to ask the whatever. I'm sure someone else has the same question.

But it's the concepts, I think. That's the part that really helped me. How do I speak about my offer? How do I tell people, like I can feel it, so like how do

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I take that feeling out of the inside of me and put it into English for someone who doesn't even know if it's possible for them? They haven't been coached. They haven't cleaned the chatter out of their mind. They're still in the chaos and the negative. They don't even know that thoughts are optional, that they can pick which ones.

Stacey: Okay, this is so good. So everybody listen to this. What you're saying is, and we're on the same page, but I just want to anchor this. One of the biggest things you have to remember is that your clients don't know that their thoughts are optional, that they are thoughts. They see them all as circumstances and then they also have chatter. I think this is brilliant because if we're thinking about selling to people in the world, if we're thinking about why someone didn't buy, it's probably because their chatter was louder than their desire. And if you know what that chatter is, you can speak to it ahead of time and then they think you're a ninja. They're like, wait, what? Like you're Yoda. How did you know that's my chatter? How did you know I was going to say that?

And then, if you also know that they have thoughts that they believe are fixed and true, it's like how do you, without telling them they're wrong, show them a different path or give them a different thought, give them a different belief, something to latch on to that shifts them enough to calm the chatter. I mean, I think that's the question we all have to ask ourselves.

Michele: Yeah. And that's the gift, right? That is the gift because they do not know. They don't know. They think they're like, this isn't for me. I'm not ever going to get this. We have to show them that it is available. If you have a human brain, this shit works on everybody. It's the way human brains work. Because of the science part of it, because I had to geek out and find out what the heck Brooke did to me. I was like, what is the science? I can use that and that gives it some validity. If they're like, I don't know you, but the science says. I feel like that's the message right there. That's what is going

to help everybody is getting them to understand that these are just thoughts. They're just sentences that your brain made and you can make different sentences. It's really that simple.

Stacey: So good. I love this so much. When do you teach that to your people?

Michele: Day one. Day one. I do the red Honda Civic thing with them. My first homework assignment is the red Honda Civic where I say, we talk about the goals that they want. We write everything down. So maybe it's the second meeting. But then I ask them, okay, tell me how many red Honda Civics you see. And when they come back the next week, I ask them and they say anywhere from zero to again, I work with high achievers. So I have people that are like, I didn't see any until yesterday I was about to go to the Honda dealership. Achievers, high achievers.

And so I asked them like, what is the process that they went through? Because it tells me how their brains work. And then I said, do you remember when you saw a red sedan and you stopped whatever you were doing, you could have been in a board meeting, you could have been in a fight with your spouse, you could have been like daydreaming about your boyfriend or whatever. And all of a sudden your brain just stopped, like scratch the record, stop, looked at that red sedan and said, is it a Honda? Is it a Civic? Nope. And then you went back to your life. If I can do that to you in one day, in one week, imagine what I'm going to do with you for six months. I'm a virtual brain surgeon. I'm going to virtually change your brain.

Stacey: I love the idea of a virtual brain surgeon. How do you get them though to like, what is the thing that you do that opens them up to the idea of their thoughts creating their results or them being able to change their brain prior to them even paying you? First of all, you sell on consults, right?

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You're doing consults. Okay, so what's the process you do with them on the consult that helps them start that or be open to it?

Michele: Well, I talk about the science of it. So like the PSPR, I talk about the model, the model, actually. I walk through the model without walking. This is the model, but I tell them because there's there is a scientific study that they studied people who, why do we take action? What is it? And they found that we take action from a place of emotion, either the current emotion that we have or a future one we think we're going to have. So that is actually science. There is behavioral science that supports that. I talk a lot about those types of things.

Stacey: I love it. So good. So, okay, now what are you on track for this year? Do you want to talk about this year?

Michele: I do want to talk about this year. I had to say something. This is so cool. So I try to pick a word for the year. Like in ’25 I'm like, intention, like intentionality. Like I'm going to intentionally do this and really get disciplined. And then for ’26, my word was audacity because I decided when I went from like $60,000 to $200,000, I'm like, well, if I can do that, then I can do $400,000 this year. So I started with this word audacity.

And you coached me mid-year because I was offering my services for $5,000 and I've been having consults and people aren't buying. And so here's my problem and you stopped me or you asked me how much and then you said, no, it's your price. And I was like, well, wait, you have to hear my story. And you're like, I don't. It's your price. If you want to tell me your story, Michelle, fine, but I'm trying to give you, I'm trying to tell you the truth. Oh, I was just like, what? I mean, you could have just hit me with a frying pan.

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And so it took me a while to get comfortable with that. A lot of ITCs. I feel like I kind of went back to the I'm a life coach identity, I'm a 10k coach identity. And now I'm in it. Like it's so funny how easy I'm like, actually, 10 is a really good value. You have no idea what I'm about to do to you. And I'm like, it's so much more than $10,000, so like it's easy.

Stacey: I think we have to tell them though, because I think more often than not, I am telling people, don't just like raise your price to try to like seem more valuable. People get told that all the time in the industry. But what they don't know maybe yet about you that I know is how put together you are, how beautiful, I'm looking at you now and I'm just like, you look so high-end, so rich, your background is of a C-suite executive and you're charging $5,000. I'm like, I know they're seeing what I'm seeing. And so their thought has to be something's wrong, something's off. Like I expect you to tell me it's $10,000. Like that's what I expect. And when it's too low, then I'm like, wait, what?

And the same is true if it's too high, right? If you've like get on the phone with someone and their hair is messy, they're not put together, their background's a disaster, they have no credentials and they're like telling you all this and then they're like, oh, it's $15,000. And you're like, wait a minute. Like the same is true, right? Like the branding, the positioning, you have to match what you're offering. And if it's off, people are going to go, wait, why? And I feel like at this level, this is some of the work we do. It's like very small adjustments, but when I look at you, I expect to be paying a lot of money, especially knowing that you're a C-suite executive. And so then if I'm not, I'm like, wait, what? That being too good to be true can be just as big of an objection as it's way too expensive.

Michele: And I never even fathomed that could have been a thing. Like this is where like the gold comes from. Like that's why I'm so grateful to you because there's no podcast, there's no YouTube video, there's no module.

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Like that's just you looking at me and you're like, Michele, you are the Four Seasons, girl. Get in line. And I was like, shit. And it like hurt my feelings. Like people were like, I wouldn't pay you. What? What do you mean you're not $10,000? I was like, am I the only one? Like I felt like I had like a booger in my nose and nobody told me. What happened? So that was amazing. And it took a long time and I'll tell you the peer coaches in this room again, they held me. I love them. Oh, they held me in all my drama.

And now that I'm here, I'm like, okay, I'm good. I'm here. I went from like the audacity to I am just authentically myself. It went from this and I almost needed the audacity at first, like a little bit of delusion. So I'm a little delusional, I'm a little, you know, audacious. That's until the belief caught up. And now I'm just like, this is who I am. I'm a 10k coach and it's really easy for me to say because I know what they're going to get. I know. And I have evidence, which my brain loves. Loves the evidence that it's true.

Stacey: Yeah. And I think like this is why sometimes, I've been telling people, sometimes the mindset, stepping into a higher mindset will inform strategy, right? Like I don't know the how, so I have to take myself to the place where it's done and I create the how. But at this level, I just think once you're like in the $20,000, $50,000, $100,000 mark, when you qualify into this type of room and you're having this type of conversation, we want to let the strategy inform the mindset. We'll choose the business model, the business plan, the selling, let's choose that and let your mind catch up.

Some of the things that changed my brain the most were, oh my God, what? Let me go from a $36,000 one-on-one package to a $2,000 program. Right? Like that makes you change the way you think in order to execute that strategy. To go from $5,000 to $10,000, that's a big jump. That requires your mind to look at yourself differently. And what I love is that now the result is like, oh, I feel more at home. Because if you're like the Four Seasons and you're selling a room for $500, there's some version that's not

going to feel 100% at home. You want that client that comes in and they're like, oh, a $5,000 room? Yes, I want it. And then you're like, oh, yes, okay, I like my value is honored.

And I also think like, you know, I went from $10,000 to $25,000 in the 200k mastermind. And I had that feeling of like, your feeling is I know I'm going to deliver. Like I know I'm going to blow your brain. But my thought was, oh my God, that's a big jump. Oh my God, no one's charging that for a mastermind. I had lots of like. And so I gave myself six months to say, if I had charged $25,000, what would have been different about my coaching? What would have been different about how I run this room? What would change? And then let me deliver this as if I charged them $25,000 and that changed my delivery, which is why now 200k has an entire module on advanced delivery because it changed everything for me to say, okay, I know I would cut people off. I wouldn't let them just tell me every ounce of their story because I'd also want to be coaching the whole room, right?

I would cut them off. I would coach harder. I would say the hard thing, like you've seen me do that on the last couple of calls where I'm like, listen, I didn't make this up. You said this to me and I'm mirroring it back and now you're disagreeing. But like this is what you said, right? And I think that's so important. I think when there's a lot on the line and you've actually charged a lot, you will do that uncomfortable thing of doubling down on this is the truth whether you like it or not. Like I'm sticking with the lesson, I'm sticking with the coaching that I know you need, not the coaching that you want. You're more cognizant of time, you're more cognizant of results, you're paying attention more to the room because there's something on the line for you too, I think if you've charged a lot versus if you're undercharging, I don't think you're forced to do that as much.

Michele: You said that to me and I was like, no, that's definitely not. My mom would always say, you know, if someone tells you have a tail, don't

worry about it. Two people tell you, you might want to think, but if a third person tells you, I pay for your opinion. So you tell me something, I got to go and see if I have a tail. And I did. I was like, yep, there are some things that I can do to get into flow faster when I'm in that space. And so my coaching has elevated. I am cleaning up some of the edges. So I really do appreciate. You did say the hard things. You're still saying hard things to me. My last coaching from you was still I'm still trying to swallow that jagged pill, but that's okay. I love it. And I'm so grateful.

Stacey: But only from love and only because I know that you want to be a millionaire.

Michele: And you're speaking to my future self. Like you that 5K person, she is yesterday. I am the future self of that girl that you told. You're the four seasons. Let's go girl. Like get in line. Let's go. So I did. I love it.

Stacey: Okay, do you have time to tell that story really quick? I know we started late because of our tech issues, so I don't know what your schedule is like.

Michele: Yeah, I have time. Okay.

Stacey: Can we talk about you saying at the Four Seasons in Hawaii? Can we talk about the sale, the million dollar sale? Can we like talk about all those things really quick?

Michele: We do all of the things. Okay, yes. Okay, let me just like tell them that story because it's so good. It's just wild, just wild. I swear I have lucky girl syndrome. I just look for all the ways that like money just comes to me and I just stay open. I have no idea how and that's kind of how some of this happened. So coaching with you, I like I said, I was I had a couple consults that didn't go good. And you said it's the price, it's the price. And you said

you are a Four Seasons coach. And we were going, we had a trip planned to Hawaii and I kind of stepped back from that.

And I really I was like, how could this be true? Because I think like feedback, coaching is like a pair of shoes. You know, just because it's your size doesn't mean that it necessarily fits, but you got to try it on. And so I was trying on how that coaching could fit and it fit like some Louboutins. I'll tell you, it's pretty, okay? So I called, like when you said that, I'm like, wait, there is a Four Seasons in Hawaii. So I checked and they had availability. So I called him and I'm like, I have to tell you, I just had a really tough coaching. This is what I do on really tough coaching. And so I just need to stay here. I need to feel the luxury that my clients are going to feel.

And there was a rainbow every single day when we were there. And my mom passed away in 2014 and there was a rainbow over my house the next day. My mom was there every single, again, the sprinkles of that I'm on the right track. This is how it's supposed to be, staying at the Four Season, my mom's like, I love you, girl, watching you.

Stacey: Was it like the greatest day ever? We never got to talk about it.

Michele: Oh, yes. It was we had so much fun. We got to do all of the crafts. my 10 year old loved it. I mean, the humans there, the people that work there are just so great. Everything smells just like, oh, it was paradise. Yes. I'm like, I'm going back. I know, I'm going back for sure.

Stacey: I think this is such a good metaphor for pricing and for delivery, right? If you go stay at a hotel that's far either above what you normally stay or just like in a league of its own, right? You stay at a Four Seasons, if you stay at an Aman, you're staying somewhere where it's just league of their own, nothing compares, right? Maybe you have the Ritz, there's a couple of other places as you like branch out worldwide, but it is completely

different. Like even staying at another five star versus staying at the Four Seasons, it's so different. And it makes me think like this is the level of coaching I want to do for people. Like this is what it means. Like when they join 200k mastermind, they are joining the Four Seasons of business masterminds as coaches. And like how do I want to show up? What do I want that experience to be?

And I've actually had a client send me what's the brand that does it? But it's like a Four Seasons book. And it's all about all the different Four Seasons. And she was like, you are the Four Seasons coach. And I'm like, oh my God, the fact that someone would feel that from me when that is my intention and that is, I just think there's something about that takes you like, okay, when people are saying how do you add more value? Go walk into the lobby of the four seasons. Have a drink at the four seasons. Schedule a dinner. You don't even have to spend $3,000 to $5,000 a night to stay there. Go eat there. Walk around, smell what it smells like. Like pay attention to how the staff dresses and how they move. Like just look around, pay attention. One of our favorites, by the way, for everyone listening is the Surf Club in Miami. Between that and the Orlando one, those are our top two. We've never been to the Hawaii one, but we have been to Bora, but we feel like that one you just can't compare to anything, so we just don't include it on our top few US.

Michele: Yes, not a normal trip.

Stacey: It's not like you it's just yeah, it doesn't it's not even fair, the one in Bora. But go stay there and be like, oh, they're offering a hotel room just like the JW Marriott, right? They both offer hotel rooms. What's the value for a Four Seasons guest over a JW Marriott? Why would I willingly pay $3,000, $5,000, whatever the room is, why would I pay that willingly? What's the value I'm getting? It's like that's how you increase value. Even in your coaching, it's like someone could definitely join a mastermind that's

$5,000. They could join a mastermind that's $10,000. So why are they going to pay $20,000? That's the question I have to answer. I think that's the question we all have to answer.

Michele: That is so true. And I love that because I do think going in there and having that experience, because you experience it as a consumer, but you just feel like you are so special. Like they called us by name all of the time, even Charlotte. They were like, my 10 year old. Hi Charlotte, how was the thing at the kids' club yesterday? And we hadn't seen them before. Like they knew that she was at the kids' club and they did tie-dye shirts. That's the kind of stuff. Like when people feel seen and cared for, that's where they will pay for. It's just a much different, much different experience.

Stacey: And I also think there's like, we could talk about this all day, so I won't, but there's I think there's also predictability. Like I've paid attention to the things that Neil and I spend a lot of money on, and we really love predictability. We love consistency, especially when you are, you know, it depends on the type of clientele you're attracting because you might have a client that like loves adventure. You might have someone that likes the opposite of predictability. But for Four Seasons people that are paying those prices, they want predictability. They want something where I'm going to go to Palm Beach, I'm going to go to Miami, I'm going to go to LA Four Seasons at Beverly Hills is one of my favorites.

I'm going to go all over and I know I'm going to get the Four Seasons experience in the way that I could also walk into a Starbucks in Burbank or a Starbucks in Middletown, Kentucky and I'm going to get those same lattes. That's what I'm looking for. And so I think about that with 200k, like people are looking for consistency with the marketing, the selling and the delivering. They want it to all be the same. They want their experience to be, I heard about PSPR on the podcast. Now I'm on mastermind week and I'm hearing about it again. Even if they're scared, even if they're like, oh my

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God, what did I get myself into? They've heard about it before they join, right? They aren't hearing about the simple offer for the first time when they join. Like they understand that I'm going to teach them about business from the lens of every offer is a business from the beginning likely before they ever pay me. And I think that's our job too is like how do we create that business engine that creates so much familiarity that they're like, ugh, every point of this is exactly what I expected because those pieces have been laid out. So good. Oh wait, you didn't tell the story about the million dollar sale. You also made like a million dollars on a house, right?

Michele: I did. We bought a house, we moved to Texas in ’21 and we bought a house, did some upgrades to it. And then we sold it like four years later and we doubled what we paid for it. I made $1 million in one day. You have to understand I grew up on welfare. My mom is a high school, my mom's a high school, yeah, I grew up in Section 8 housing. It's wild that I've owned a million dollar home, let alone six of them. And maybe that is the unicorn that you're talking about. It's like, it's the path that you don't necessarily see, but that doesn't mean that it isn't your calling, it isn't there for you. But yeah.

And having that in my checking account, like I took a picture of my bank account because it's the first of many times I'm going to see those two commas. And I told people and I'll tell you what, I made a post about it because I'm on LinkedIn probably more than any social platform, but I made a post about it on LinkedIn. And I remember my first year as a life coach feeling all embarrassed like, oh my gosh, what are people going to say? Nobody's fucking thinking about me. Like the people that I'm thinking that are thinking about me, you know?

And so I'm like, when I posted that like $1 million, so many people commented and so many people said things to me privately about like, yes, like this is the energy we want. We want million-dollar women. Like let's -

men and women said that to me. We want more of this. Like let's normalize this. I'm not going to hold back on saying that. I want everybody to hear that it's optional and available to everybody.

Stacey: So good. I believe that too. I believe anybody can make a million dollars. I don't believe everybody will. I think you have to make a decision to do it and you have to see yourself. Like I think it's just wild and audacious the way we see our, the way we see ourselves. It's not normal. That's why I also think we're unicorns. Like I think back and I'm like, every step of me saying yes to myself was not normal. It was not normal for me to do a console in a Walmart parking lot with Brooke Castillo and say I'm going to become a life coach. Let me go back and sell my slicers. My next show starts in 20 minutes, but I'm going to be a multi-million dollar life coach.

Her and I were just talking about that recently. She's like, it's like so ridiculous. We were talking about investing and she's like, the fact that you're like in a Walmart parking lot. When I got my $10 million award on stage, she made a joke. I just saw it recently. She made a joke. She had to set me up on a payment plan where I was paying a dollar a day or something like that. That wasn't true. It was a joke, but it was so funny because it was like, that's the level of poor that I was when I when I decided to become a life coach. And she saw the vision, I saw the vision. I think it's so rare to see that potential inside of yourself and then also say yes to it. It's very rare. And then to keep going through the hard times when your first year is $12,000 and your next year is $60,000, but you're used to making multiple six figures as a C-suite executive, you know, your third year was still under what you were making, right? Like that is an exceptional person to hold in your heart and in your mind and in your body this goal for that long. That's exceptional.

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Michele: That's so beautifully said. But the way that it feels in my body is there is a calling. There is something that is whispering. And as long as I can hold the space for the uncertainty and uncomfortability, I just take it with me. Like I said, just let it ride next to you. Don't let it drive the car. You drive your intentions. I'm going to still do the things that I say I'm going to do, but I might cry while I'm doing it. I might I might have some like GI issues while I'm doing it, but I'm going to do it anyway. Like ride with me. Let's go shotgun. And I think that's it. It's holding the space for the uncomfortability and uncertainty and it just comes with me when I go. Harper Lee said it best. I think everybody should have this saying in their office, in their space, write it on your mirror in your bathroom. Like it's okay to be scared. We do it anyways.

Stacey: I love that. I do have one story for you though that I have to tell you because you asked me about you asked me about my numbers and I gave you everything up until this year. And so oh, we didn't cover that. I almost forgot. I've been enthralled. Okay.

Michele: Yes, which is wild because I just moved into this office. This is my newer, we just built a house in June and this is my new office. I was going through stuff and I found this gold thing that's framed back there. This is my diary entry from May 21st of 2022 where I quit my job. And it says on here, I quit my job. I gave up $325,000 salary. Like who do I think I am? And I'm like, I'm fierce. I'm bold. Like I am not crazy. I am fierce. I'm bold. And I go on and on and on.

And this year, right now, I am on target to make $330,000. I have replaced my executive salary and I am just getting started. I'm like, I'm going to start group. I'm doing all these things. You just gave me some hard coaching a couple weeks ago. Like I said, like you're like, you have to give up your corporate clients. You got to supplement that. I'm like. But I'll tell you like my three-year plan helps a lot. Like I got a lot of notes on that sucker. But

yeah, I have replaced my income. I am officially an executive level, salaried executive coach.

Stacey: Oh my God, I love this so much. So good. So great. Oh my God, I can't wait until the three-year plan event in January because I am going to hype y'all up for these like big audacious goals and the big moves required to get them there. Because I am certain if we just get better at making big moves no matter how crazy they seem and no matter how hard and barfy, like if we just get better at that and we just get moving. I was telling myself that today. I'm like, the amount of brain chatter and drama, it's like it would just be so much easier to do it. Let's just get it done. And so I'm often telling myself that and so I want to like, oh, I can't wait until you're like, I'm going to help you get into a place where you are so excited to let go of all of the corporate clients and scale this thing like crazy. I mean, I know you're going to get there, but I want to make it fun for the three-year plan. It's going to be great. And you already love the three-year plan, so.

Michele: I do.

Stacey: So I'm excited to look forward to. Okay, so listen, how do people follow you if they want a little bit of infusion of Michelle, if they want a new coach friend, if they want to see what you're up to, like where are all the places they can connect with you?

Michele: I'm on LinkedIn the most and it's Michele with one L Christopher. And then Mo in parentheses, they used to call me Mo at my corporate job, so a lot of my people know me as Mo and call me Mo. So it's Michele Mo Christopher and it's Michelle with one L or they can find me on my website, Michele Christopher Coaching with one L.

Stacey: I love it. Thank you so much for coming on here. Did we is there anything we missed? Did we cover it all?

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Michele: Yeah, I think we covered so much. Well, I do, can I plug my new group? Because my coach told me that I need to supplement my corporate income. I got to figure it out. I got to figure out what I'm doing. So I'm starting a group called The Proximity Room. And it's going to be for those senior leaders with chatty brains. I'm going to teach them all of the science. I'm going to teach them all the ways to help manage their mind and work from that place of power and not pressure. And then I'm going to do a women's VIP retreat called Proximity is Queen. So if cash is king, proximity's queen.

Stacey: Oh, so fun. I love it. All right, if you all know any, it's female executives?

Michele: Yep. Proximity is Queen will be female executives. And I'm going to try to do three VIP events next year.

Stacey: Okay, make sure you let them know if you know anyone that qualifies to reach out to Michele. I love you so much. Thank you so much for coming on.

Michele: Thank you so much for all that you've done. Like you've really changed my life. I'm so grateful.

Stacey: I am honored to be like a little bit of your journey, just be like a fly on the wall for your journey.

Michele: And I got to stay at the Four Seasons because of you. So thank you.

Stacey: I mean, I'm just going to turn every - I got to help everybody make all the money so that everyone can stay at the Four Seasons. That's the real goal.

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Michele: I love it. Oh my gosh.

Stacey: All right, have such an amazing day and I will talk to y'all soon.

Michele: All right, thanks. Bye.

Stacey: 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.