

CTD Demo

Carey: Hey guys, it's Carey here, along with Ms. Stacey Morgenstern. Stacey, how are you today?

Stacey: I'm great thanks, how are you?

Carey: How delightful! I'm excited because we're here to demonstrate for you guys a demonstration of the Closing the Deal Conversation and a demonstration of how the Skills Labs work. So, if you've participated in a Skills Lab with us before, then this will feel very familiar to you, and then for those of you who have not experienced the Skills Lab yet, let me just give you a couple tips on how they work.

First, they're super easy, if you can join us for a live Skills Lab, great, you call in with your user name and PIN at your designated time, there are many, many times where people can't make the live labs, and that's totally okay. So if you can't make the live labs, you just connect with someone in the community, usually on the Facebook page, set up a time, and then you'll do the lab together on your own time. And you'll have an outline as to how the Skills Lab should unfold, so you're not going to get on the phone with someone and be like, "Um... what's the weather like where you are? Let's talk about shopping!" No. It's going to be like a full outline of exactly what you're supposed to do.

And then, in the Skills Lab, one of you is the coach first, and one of you is the client, and then you'll switch. So Stacey—how about, do you want to be the coach first?

Stacey: Sure, I'd be happy to be the coach first, and just a few little tips for the Skills Lab before we dive in, is that the Skills Lab is really a safe place. What happens in the Skills Lab stays in the Skills Lab. And that means that this is a confidential space. We are trusting one another to be in a laboratory of experimentation and learning. Which means you have permission to take risks, to make mistakes, to kind of fumble through it until you integrate this and really know it. So it's okay to kind of be fumbling. Eventually you will build more trust with what happens. It also means that your "clients" share with you, it stays in the Skills Lab—no going on Facebook and speaking about their personal information. We really want this to be a safe container for everyone to fully express their vulnerabilities and what they generally want to work on.

And, we're really holding a space for every outcome. There is a saying that one of my mentors used, "We're honoring the present perfection and embracing what can be." So no judgement, we trade in judgement for curiosity, in the Closing the Deal Conversation and then any coaching conversation. And you can treat the closing the deal like you're with a client. Not like a sales call. One of the things you learn in BHC that the closing the deal is really a coaching conversation in disguise. It's not some smarmy sales technique to get people to buy

now and do something that they don't want to do. You're simply uncovering what someone wants and offering a resource that they can say yes or no to. So this is not about pushing something on someone, or doing some manipulation. This is simply making an invitation to getting support, or offering a resource, an opportunity that they didn't know that they had before to have the right system, the right support, and the right accountability. Anything you want to add to that Carey?

Carey: No I just, I love that description, that this conversation is never about pushing or manipulating people, and that we're just coaching them, it's what we're doing, and that coaching naturally helps people make a decision and take an action, and that's what this conversation is meant to do as well. And if that action is to work with you, great, and if it's to do something else, that's great too. Either way you will have served the person you're speaking to in this conversation, and they will have a phenomenal experience.

So, that being said, shall we? Also, one other little tip for Skills Labs, if you're doing this on your own and not in the one we facilitate, you may want to set a timer, so Stacey, I'll set a timer for 30 minutes for me to be a coach, and then when that goes off I'll set it again for 30 minutes for me to be the coach.

Stacey: Great. So I'm going to start off being the coach, it's Stacey here, Carey is going to be my client. We—

Carey: Hello.

Stacey: We don't know exactly what's going to happen here, and another thing we love to say is that everything that happens in the session is perfect. So we're going to work with whatever it is. You can follow along on your Closing the Deal Script—we are going to stay as close as we can to that. Of course, you're with another human being here. Don't forget that. The script is really training wheels, but we also want to be comfortable enough that really we want to bring our full, present self to the attention to the clients.

So, we're going to transition our hats now out of teacher mode and actually become client and coach mode.

Hey Carey! How are you?

Carey: I'm nervous.

Stacey: That's normal, I totally get that feeling, not knowing what's going to happen. So I just want to thank you first of all for showing up for yourself and let me just tell you what's going to happen would that be helpful?

Carey: Yes, that would be helpful.

Stacey: Good. So, first thing is, I'm going to ask you a series of questions specifically designed to discover what your vision is for health, weight, digestion, and whatever it is that brought you here today. And then we're going to look at what's stopping you or slowing you down from

having that—I know that some of us have tried a million things, and maybe we get a short-term result, but now you’re probably looking for a long term result. By the end of this conversation, we’re going to create a plan so you know exactly what to do next to move forward. There is no way you can mess this up. So, I want you to take a big breath, and just sigh out, knowing that you don’t actually have to do anything and there is really no way you can mess this up. You can just relax and enjoy, and trust that I’m going to lead you in every place that you need to go. Does that sound good so far?

Carey: Yes, yes I can do that.

Stacey: Good. Thank you. And also, by the end of this conversation, you’ll know if I’m a good fit for you, if you want to continue working together, and I’ll also know if you’re a good fit for me. So this is a collaborative process, and by the end we’ll be able to make a good decision about whether working together is the next best step.

So, let’s get started! I’d like to ask you what drew you here today? What is the outcome over the next 90 days that you’re looking for?

Carey: Well, I just had a baby, so I’m thinking that in the next 90 days, it will have been oh, let’s see I guess 9 months since I had her, and I think I’d like to put on clothes that are not maternity. I want to wear like, a regular piece of clothing!

Stacey: Great. So, congratulations on your baby.

Carey: Thank you

Stacey: What’s her name?

Carey: Her name is Evelin, and we call her “Evie” for short.

Stacey: What a cutie pie name!

Carey: Cutie pie name for a cutie pie!

Stacey: No doubt. So you just had a baby and you’d like to not be wearing maternity clothes and actually be wearing regular clothes.

Carey: Yes.

Stacey: What will having that do for you?

Carey: You know...I think it’ll start giving me a vision of like who am I now? I think that there is a lot of times where people say, “Oh, I want to get my body back” after you have a baby. “I want my body back.” I don’t—to me that feels like going backwards, and I want to go forwards. So what does it mean now to be in regular clothes? What is my body like now? I’m kind of curious, like, what’s it going to be now? Bones have moved. Things have shifted. So I think what being in regular clothes will do for me is that they’re going to give me an idea externally of like, “Oh, who is this post-baby woman? And what does she look like?”

- Stacey: Mmm... well that, I find that fascinating. I love that frame of not going backwards, and for you it feels like going forwards. So if you could, Carey, would you go ahead and step into that and imagine that you're already wearing regular clothes, it's three months from now, you've achieved what you need to achieve in your body in order to get out of maternity clothes, and into regular clothes, and there is this question of, "Who am I now?" And I would imagine that some of the things that go along with that in answering that question, is it like, style, or a feeling? What is that like? As you go ahead and step into that, looking through a Carey three months from now, what does that feel like?
- Carey: It feels like a couple things, one like, intensely powerful, but in like, a super feminine way. I don't even know how to describe that. But like there's a—I don't know like—
- Stacey: Like a sundress and army boots kind of powerful, or...?
- Carey: No... can you imagine! No, like a—I mean if I were to think about the style, I think that the style actually feels to me like, upgrade of what it's been in the past. Like, I still like to wear glamorous things, but I think it's like an up leveling of that. And maybe a sophistication or something. I'm not sure, but I'm imagining that something like, really—I'm feeling like it's probably some kind of jewel tone color, and some kind of body conscious, hourglass-y kind of dress, or, yes. Something long it seems like? And it feels like just a wow—like, it feels like to me when I step into a room, it's a "Wow... oh my gosh." Like, I will be seen.
- Stacey: And the "Wow" implies what? Is it like, shazaam! Or Va-va-voom! Or wow like...?
- Carey: Wow like, "Woah, woman!"
- Stacey: Yes.
- Carey: Like, "Woah!"
- Stacey: Like W-O-M-A-N!
- Carey: Right.
- Stacey: Okay great! What's important about that for you?
- Carey: You know it's interesting, what I think about what's important for that about that to me, it doesn't matter if it's maternity clothes or not, because what's important about it is being fully feminine. Like not—there is just no hiding of curves, or beauty, or things sticking out in places—and there is something about getting out of maternity clothes that, in a way I want that and also another way I'm like, "Yes, and also that's sort of an intensely feminine creation experience, and I don't necessarily want to remove every...what's the word I'm looking for? Every vestige of that. Go, like, you know people go, "Oh, I lost the baby weight so quickly, look, look how quickly I got all that femininity off of me!" You know what I mean? So I feel like it's more like, more of a—what's important to me about that is more of a, not only a celebration, but like, full embodiment of woman-hood.

Stacey: Right. I love “full embodiment,” so great. So, I’m curious of what stops you from having that right now? What if you were to actually just feel that way now, allow yourself to feel that way? And the key word there is really, “Allow”.

Carey: Well, I don’t know if anything stops me other than the thought that that’s possible. And knowing what would that feel like then if this were happening now. Like I just said, it doesn’t matter if I’m in maternity clothes, or out of maternity clothes, the idea is full embodiment, celebration of womanhood. But what would I be doing differently than now? What would I be doing differently? I’m just thinking...

I feel like I have lots of really good things set up that I’m doing, whether it’s like, a skin laser thing that I’ve wanted to do, but I couldn’t do when I was pregnant. Or like, finding, finally finding someone who’s great with haircut and color, and a great mani/pedi—like, I feel like there is lots of that kind of stuff, where I feel like I, I feel like I don’t fully embody, is actually when I’m working from home.

Stacey: Mmm-hmm. Can you tell me more about that?

Carey: Yes, like, I’m in yoga pants every day—and I don’t think that there is anything wrong with yoga pants, but there is a way in which I feel like I could up level my work from home goddessness. I don’t, I don’t put makeup on really, I...and before I had Evie, I would do that. Not every day, but I would do that sometimes and surprise my husband when he got home from work, and—or, I would just dress up for myself for fun. Or, go out and get a blowout in the middle of the day or something.

And now, I, I mean in terms of practical reality, there is like, well, I work out almost every single day, so there is like a certain level of like, “Well, is there time to put on a cute outfit and do hair and makeup? And do I want to spend time doing that?” But ultimately, I think, or is it just a question of (INAUDIBLE) and saying, “Okay well, what are some work from home things that you wear that feel like embodied goddessness and are still casual, and still not like, heavy makeup or anything like that?”

Stacey: Yes. I’d love to just separate for a moment a little bit of what I’m hearing. That there’s—so far you’re quick to jump to strategy, right, you’re like, “Well, I could just put on makeup and then wear nicer clothes.” Or something like that. Or, “I could go get a blowout.” Like you’ve got a lot of that support, and for a moment I want to separate out that strategy from like the way that care feels day to day whether she’s wearing a garbage bag, yoga pants or a glamorous long dress.

Carey: Mmm-hmm.

Stacey: So, you touched a little upon how you’d like to feel walking into a room, like intensely powerful, this is feminine, some glamour, like those things are sort of how we like, dress up this woman. And like, you work mostly from home, I believe—

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- Carey: Yes.
- Stacey: And you have a newborn baby, and the reality is that a lot of things are probably pulling on your time. So you'll be confronted again like, you might do a couple of days of putting on makeup and all of that, but then like, you'll be confronted again with the like, "Is this really practical? Do I feel like doing that? Is that how I want to spend my time?" Right? Especially when you're a parent, it's like, what gets your precious asset—your attention and your time? It's so precious. So, I don't want you to end up in the same conundrum of doing that and feeling good for a little while, and then not being able to keep up and then feeling like crap because you couldn't keep up with that level of glamour.
- Carey: It's just putting makeup on!
- Stacey: I know! This is how I ended up with, because I had the same crisis with a newborn of, how do I get out of my frumpies? Like, I just wear my frumpies every day, and then I up leveled my yoga pants—okay, and then it was like a little glitter, lipstick and earrings go a long way!
- Carey: Yes.
- Stacey: You know, it was like, simple things you can apply in two minutes or less. But, what I think is actually a deeper conversation here is the feeling like, then we can put some strategy on it. But what is it that—in terms of right now, or in the past 9 months since little Evie was born, I'm noticing that place you're wanting to work on, the "Who am I now?" what is it that this Carey has been feeling that she no longer wants to feel? And sometimes I ask it that way because sometimes it's a little easier to step outside of yourself, and see a Carey who wakes up every day, looks in the mirror, gets on the scale, tries on this pair of pants, or is back in the maternity clothes, it's got a stain on it, it's like, "Bleh! There is nothing in my closet!" You step outside and see the Carey that is a little bit struggling here so I can get a better sense of that. You know what I mean? A stepping out of it, you can say, "I" that's totally fine, but if it's more useful for you, you can also say, "I see a woman who is struggling with X and wants to feel X."
- Carey: Okay.
- Stacey: You want to give that a try?
- Carey: Yes, that's neat... So, "I see a woman who's struggling with X and wants to feel Y?"
- Stacey: Yes.
- Carey: Okay. Give me a second.
- Stacey: Sure.
- Carey: I see a woman who is struggling with owning power every day and wants to be able to do that. So like, as I watch her I go, oh look, she lets herself in little spurts and bursts be who she is...like, powerful and

whatever, you know what I mean? Like feel that way. She doesn't let herself feel that way every day for fear of the people around her feeling intimidated or bad about themselves, or...yes.

Stacey: Okay, and these people are... who?

Carey: It would be like family, friends, anyone who comes over to our house? My husband, my nanny... like I feel like the people who come over and see. You can't—it's like, that kind of power or success you can't hide it after a while. And so people come, like neighbors, family, or friends, or family member, mother in law, a parent or a sister, a brother, they come over and it's like, "Woah." Uh oh they see me.

Stacey: Okay it's like, "Uh oh they see me," and they think what?

Carey: Well, that they're like, this actually happened with one of my friends, like calculating, looking around, and I could see them like totaling the cost of things. At least that's what I thought in my mind, and then I would mention something about, like, I bought a Pottery Barn couch, which, I don't know about you Stacey, but in my lifetime I like, never thought I'd be able to do that! But like, buying a Pottery Barn couch was like, a big deal! It made me feel like an adult and like, "Oh my god, I must have really made it because I actually could walk into a Pottery Barn and buy a couch!" Like that stunned me. And I could see there was just a reaction there, and I didn't know what it was, but I felt the urge to care take that reaction.

Stacey: Okay.

Carey: Like, "Oh, it's not so great..." I have problems too, and challenges and that is true, and also you know there are a lot of things that are great.

Stacey: Okay. And is, would you say that fear of the people around you feeling intimidated stops you from dressing, or being, or owning your fierceness in a way you'd like?

Carey: Yes.

Stacey: Okay, so it sorts of seems like it gets—that, that power comes online, but it's in spurts, and bursts. And when it becomes perceptually dangerous it shuts down, or off again?

Carey: Yes.

Stacey: Okay, great. Thank you for that. So, that's pretty big. Having that is something I bet you didn't expect to uncover today?

Carey: Nope. Literally!

Stacey: So, I want to switch gears just a little bit because there is a practical aspect to this like, okay you had a baby—what are you doing right now to take care of your body, tone up, get in shape—the things that would have you to be able to buy regular clothes again? What is the obstacle there, or what are you already doing?

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- Carey: A ton. Like a laundry list. From—I work out with a trainer 3 days a week, and I'm working up to doing interval sprints on the off days starting with once a week and then working up to twice, then working up to three times. I stretch and foam roll in between. Food wise, I'm drinking 2-3 liters of water a day, I even—I don't like, green juice, but I'm even drinking that.
- Stacey: Okay.
- Carey: I have like, straight meals that I get from this place in Chicago called, "Kitchfix" and local, organic, magic plate type meals where there is protein, vegetables, etc. No flour, no sugar except for dark chocolate, which is for me like coffee every day.
- Stacey: Mmm-hmm.
- Carey: Yes, it's eating at regular intervals...
- Stacey: Snacks?
- Carey: Sometimes that's challenging. Sometimes? It depends on when I can take a break for lunch and when my workout is.
- Stacey: Okay. Do you have any specific cravings?
- Carey: Other than dark chocolate, no, and that's really more—it's the taste, but also the caffeine, and I just don't like coffee.
- Stacey: Okay. And from a, do you have any tendencies, or have you had any tendencies the last few months to overeat? What's your best impression.
- Carey: Can you repeat that question?
- Stacey: Yes just, from your best impression, because we're not doing a calorie counting assessment or anything, but from your own best impression do you tend to over eat or under eat? Does it feel like the right amount?
- Carey: I think that both of those things happen, over eat and under eat. And I think that it's—part of which's been challenging having a new baby, just the way I manage my day is really different, and I'm just kind of learning how to do it. And sometimes I don't have much of an appetite, or I don't eat enough, and other times I'm like, starving and I'm eating a huge meal because I'm having to inhale it like "Oh shit, I didn't eat for six hours." Which never in my life has been an issue.
- So the timing and consistency of the meals, and getting that right amount in each meal, and even being able to sense like, how hungry and how full am I has been a challenge.
- Stacey: Okay. And what is the stress level on a scale of 1-10, 10 being the highest?
- Carey: Somewhere between a 7 and an 8.

Stacey: Okay. And where do you tend to hold onto weight?

Carey: Like, where on my body?

Stacey: Yes.

Carey: Well, I'm not sure how to answer that?

Stacey: Okay, that's totally fair, it's a little pop question. The reason I asked is because your stress level is fairly high, and when the stress level is high like that, the body tends to hold onto weight, especially in the belly or in the hips, thighs, kind of like a whole mid-zone area. Because in a stressed state, most of our blood and resources go out to the brain, the feet and the hands. It goes out to the outer body to protect, because a high stressed state puts us in a protection mode. So it tends to go away from the abdomen, and we don't digest our food quite as well, or burn fat quite as efficiently as we could. So one of the things we'll probably want to address is that stress level, so that mid area of body affects where accumulation tends to stay that we can start getting that running a little more fuel-efficient, burning fat basically.

Carey: Okay.

Stacey: Does that make sense?

Carey: It does, it does. And just FYI, with the timer we only have a couple minutes left for this part of the—

Stacey: Great. So on a scale of 1-10 Carey, how important is it for you to solve this now?

Carey: I think it's a 10.

Stacey: What kind of problems might arise if you don't do this, if you don't work on this now?

Carey: Well, all kinds of minor things like, ultimately this is a, to me this is like, destiny level stuff. This is what I'm supposed to be doing, embodying on a deep level. And so if I'm not doing that there's like a cascade of things that are problematic—

Stacey: Yes.

Carey: That are financially, you know, effected, and otherwise.

Stacey: Yes, yes, I think I have a sense of that. Let me just see if I understand you, what I hear you saying is that you want to move away from maternity clothes, and also from hiding of your curves, and a hiding of your beauty, or downplaying what is going on. And what you would like to move towards is a full embodiment of owning your power every day, your goddessness, and all of the clothes, and style that goes with that. And it also feels like a certain confidence within yourself that is okay, or allows for like, for the movement that other people may see you definitely. But they may also actually be in great celebration and you're not even aware of it.

Carey: Right.

Stacey: So to see yourself still as part of, and belonging with your friends and not separate as, because that feels painful. Yes?

Carey: Yep.

Stacey: Okay. So does that, as I was saying those words, I know that was quite a mouthful, but as I was saying those words does that feel like we captured a bit of what you want to move away from and what you want to move towards?

Carey: Yes, for sure.

Stacey: Okay. And it seems like there is some aspect of stress and both over eating and under eating. Like, lots of things there we can work on. But you're doing a lot really, really well. Like, personal training, stretching, water, green meals, and meals delivered. Like you're doing so many things well, it sounds to me like you're actually like 90% of the way there, and we want to focus on that last 10%. Does that sound good?

Carey: Yep.

Stacey: Okay good. So, picture yourself on one side of a river. And everything you want is on the other side. Right now the river is filled with all kinds of things that get in the way of your full embodiment that you were talking about. So you're on one side of the river, what you want is on the other side, and in the middle is kind of all the things that get in the way.

What I'm about to share with you is a way to get across that river that's easy and fun. And you've probably, it sounds like you've done a lot of like, health related things before. There is a reason why some programs are really effective and others are not. Have you ever done a health protocol that was not effective?

Carey: Oh yes, well absolutely.

Stacey: Yes. So, programs that get the best results in the shortest period of time includes three things, and I'd like to share what those three things are. You might want to write these down, you can picture it like the three legs of a stool. And if you take out a leg of a stool, what happens?

Carey: The stool falls and you fall on your butt.

Stacey: Yes. We don't want to let you fall on your butt!

Carey: Okay

Stacey: And the three legs actually represent things, so the three things are the right system, the right support and the right accountability. Let me explain a little of what these three things are. The right system means the right steps in the right order, and I'll share more about that in just a moment. The right support means someone to help encourage you when you're feeling stuck, and the right accountability is a kick in the butt when you're falling off track. Most of us know what to do, we just

don't always do it. We need that like, support and cheerleading, but we also need that tough love and someone to say things to us that other people won't.

So I'm curious, what is one thing you could be doing for yourself that you're not that would have a big impact, and if you don't know, that's also okay. But, is there something that you already know you could be doing?

Carey: Yes, I could be taking more rest times during the day.

Stacey: Okay. More rest times, more breaks?

Carey: Mmm-hmm.

Stacey: Would that be away from your computer, or something like that?

Carey: Yes, it would be away from my computer, or outside taking a walk, or reading a novel, like fiction—nonfiction, not work.

Stacey: Yes, great. A little bit of unplugged time. So you do know what to do, and actually most people do know what to do, and the problem is that it's not that they don't know what to do, it's that they don't do it. So you already know this and yet, you're not going it. The reason why is for most of us, it's accountability. We, you know, how much more likely are you going to show up for someone who's waiting for you than you are to show up for yourself?

Carey: Oh yes, much more. And that's why I have a trainer.

Stacey: Yes! And which is awesome that you have a trainer, and also, this is really important to have a coach, which is a different frame than a personal trainer. So it's like having someone who's going to hold us to the highest version of ourselves that we can possibly dream up, where it actually feels great to own it. Full embodiment every single day without it being in bursts and spurts, with it being a long, continued stream.

So, I want to talk about the system, I do want to honor your time, do you have a couple extra minutes?

Carey: Yes.

Stacey: Great. So let's talk about the system. Earlier I was mentioning that I would show you how to get across the river in a way that's easy and fun, and this is where the system comes in. So this is like, the three legs of the stool. We had the right support, the right accountability, and now we need a system that kind of holds all of this together. So it's like, one foot in front of the other and it feels like you're actually on a path going somewhere vs. a bunch of random things to do. Because I could give you a list of things to do every week, or not to do, and it probably wouldn't like, quite hang together in a progression, as well as it could. The system is something that gives a progression and is a lot more forward motion.

So, a system is simply the right steps in the right order. It's literally like stepping stones across the river. And the system I want to introduce you to is called, The Total Transformation System. What occurs for you Carey, when you hear the words, Transformation?

Carey: Magic. Alchemy.

Stacey: Magic! Great, I love that word. How would it make an impact on your life if you chose to experience magic, even for a short period of time, like 90 days, like ongoing, fragmented, consistent magic for 90 days?

Carey: That'd be very cool.

Stacey: Great. So here's how that Total Transformation or magic system you might call it, works. There are three steps, and as I share those three steps, I want you to imagine that you're standing on the edge of the river. And with each step you're moving forward across the river. Like each step is a stepping stone. And we're going to allow this to be easy, so every step you're getting closer to everything that you want.

A lot of people tell me that the steps seem obvious once I say them, which is a great sign. Why? Because it's my intention for you to know what needs to happen to get you from where you are to where you want to be. Even if we don't work together, right now, this is something you can't really unlearn. And it really, it makes a lot of sense when you really visualize it.

So if you could picture yourself on the side of the river, and you're about to step onto that first stone. Step 1 is set up conditions for inevitable success. I just want you to go ahead and imagine yourself taking that step forward. Inevitable success, it's like wait a second, inevitable success? That might mean I might actually get what I want! And you'd be correct! And the beautiful thing is as you have conditions for inevitable success, the follow through becomes easy. Without this, people inevitably fall off track to old patterns, and get a whole lot more of what they don't want.

So our first session together, we're going to look at how to make you a priority and perhaps these rest times a priority within the context of your busy lifestyle. How does that sound? Is that making sense with me so far?

Carey: Yes.

Stacey: Great. This is going to play into family, friends, holidays, parties, right? This is one of the reasons that my clients get great results with this program because we're setting up the conditions from the beginning within the context of your lifestyle. Otherwise, it feels like you'd be healthy or you're with your friends having a good time. And we don't want you to be in that compromise or inner conflict, you know?

Carey: Right. So the choices aren't being healthy or be miserable? Or be unhealthy and have fun?

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- Stacey: Yes. I remember when I was a kid I'd—my mom would tell me, "Would you rather be rich and miserable or poor and happy?" And I was like, "Why does it have to be either/or?"
- Carey: Wait a minute!
- Stacey: Yes, wait a minute! These are not mutually inclusive.
- Carey: Exactly.
- Stacey: So that's Step 1, setting up the conditions for inevitable success. Step 2 of the system is what to eat for your unique body type. Some people burn fat best, others need more carbs and protein. Without this step, you may eat foods that are commonly deemed as "healthy", but you don't necessarily lose weight, balance your blood sugar, or any of the things that might be causing you to under eat or over eat. A great example of that is that I have a client who has been eating like, kale salad, and raw juices with lots of kale and celery. And it turns out that those vegetables made her really bloated. But it seemed like it would be a great strategy because it's green! And we all hold that green means healthy. Yes, it does, and we want to get a little bit more specific with your unique body type.
- Step 3 of the system, are you with me still?
- Carey: Yep.
- Stacey: Fantastic. Step 3 of the system is that we're going to be building new habits. And we want to turn those healthy habits into behaviors that last. Now, 98% of people lose weight and then gain it back within 6 months, and that's because they're missing this step. They go on quick fix diets, based on deprivation, which leads to a screw it all binge. Despite all your hard work, you gain the weight back. And that's so frustrating! So, I said 98% lose it and gain it back, but there is that 2% of people who are losing weight and keeping it off, and that's the category, probably, that you want to be in. Now you didn't specifically say that you wanted to lose weight, you said you wanted to get out of maternity clothes, yes? Are these—am I saying that accurately?
- Carey: Yes, although, I think the two are the same.
- Stacey: Okay, and just so I have that, is there an amount that would feel, do you know a weight, or an amount that would feel like, "Ah, I'm getting back into my skin and feel my normal self again."
- Carey: No, not really.
- Stacey: Okay, it's more of a like, a feeling, a noticing and comfort in your body?
- Carey: Yes.
- Stacey: Okay great. So, we can look at the 2% of people losing the weight, keeping it off and what they're doing. They are doing three things which is very similar to what you're going to be doing in the Total Transformation system. They're setting up the conditions for inevitable

success, right, so they're way less likely to fall off track. They're finding out which foods are right for their unique body, and they're turning these healthy habits into behaviors that last. So they become your way, it's simply what you do, it's not this willpower thing that you have to get yourself to do, it becomes as natural as waking up, taking a pee, and brushing your teeth. It's just what you do, you start to naturally gravitate towards those things that would contribute to your wellbeing.

So by the end of 90 days, you're going to have different rituals, different habits, and feel totally transformed in your body. What we're aiming towards is not some quick fix, but making those changes last. So, I know that was quite a lot, I'm curious, what is most resonating for you in this system or anything I've touched upon?

Carey: I—okay so we're so totally over time, but I have to say I love going through this conversation because I'm like, "this is amazing! I know this stuff, I do it, I teach it, but I'm literally having the experience of the client like, this is incredible!" And I, I just am going, "oh my god, what is it resonating for me?" So much, and I feel like the opportunity to give this to people in a free conversation is like, amazing. Amazing, it's amazing.

Stacey: So let's then, we will move towards wrapping up, we just have a few little pieces, so I know we are over time, but I think this is really useful for people to hear how this flows, and it feels real. I feel connected to you, we've learned so much, so I'm wondering Carey, if we were to work together, when would you ideally like to get started?

Carey: Oh my god I mean, like, today! I think now, yes. Absolutely.

Stacey: Well that's fabulous. Are you at your computer by chance?

Carey: Yes.

Stacey: Great. Well, I mean is there anything that like, questions before we actually just do exactly that, sign you up, get you started, and I can tell you what happens next?

Carey: Oh yes, well I guess I should know how much it costs.

Stacey: What a fabulous question! So you can—there are actually two investment options, you can invest in full, it's \$1500 for the full 90 days, that includes everything, that's the best deal. Or you can do four payments of \$425. Either way is totally fine, some people love to invest in full because then it's like they don't even have to think about it anymore. And other people like the payment plan, that's totally fine. Which option do you prefer?

Carey: I am thinking about both, and just like, "Oh my god, that's a lot of money." And I just... yes I feel like, "Oh my gosh, how do I explain that to myself really, and go, "Yes, that \$1500 could go to a lot of other things."

Stacey: Yep.

Carey: But it's like, "Oh no, that's going to go in me so I could be a fully embodies goddess, like really?"

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- Stacey: Well, think about how much money you might spend on maternity clothes because you get sick of the ones you have, or those are still like, maybe they're too stretched out, but you know, so you might have to actually buy something, or for work you might need new clothes because maybe you've like, on your own lost a little bit but you're still not quite there yet to regular clothes—so how much would that cost you if you had to go buy a couple of dresses?
- Carey: Well, that's a great point because, a great point because yes, I would have to get new ones. Because maternity clothes—I don't know if you've had this experience, but you wear them a couple of times and then they pretty much fall apart.
- Stacey: Yes.
- Carey: Even the nice ones, which—
- Stacey: They're so expensive and scrappily made.
- Carey: Yes. And the fact is I have an entire room that's a closet in my house that I live in, and it's full of clothes. And so I hate to go spend money if I don't have to on more clothes. Especially when I love a lot of the ones that I have from before. So yes, that's a really good point.
- Stacey: Yes, it's just really great to see that there is both the cost of like, spend that you might have to continue to make in a direction that you don't want, more maternity clothes, and then there is a cost of every day looking at a closet full of clothes that you can't wear that are probably thousands, and thousands, and thousands of dollars.
- Carey: Yes, yes for sure.
- Stacey: So which of those sound like a better investment?
- Carey: Well—I imagine like, sitting in my closet looking at thousands and thousands of wasted dollars. That just does not seem like a better investment. But this seems like, so wild like, who does this? Can I seriously do this? It just feels like—I don't know if any of my friends or anyone I know would do this.
- Stacey: Yes.
- Carey: It feels a little like, bold you know?
- Stacey: Yes. Yes, I totally get that, I just want to honor that as completely valid. Like, can you actually do this? And is that from a money perspective or do you mean, can you get that result?
- Carey: It's almost like, from a permission perspective.
- Stacey: Got it.
- Carey: The money, I understand I think I, the result, I see how I can get the result. It's more like, really? I get to do this? Wow, that's pretty cool.

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- Stacey: Yes, and this is really beautiful what you're pointing to here. Because that tells me that some part of you has already decided and that there is some part of you that has a little bit of a, "I don't get to have that."
- Carey: Yes, exactly.
- Stacey: Okay. So can we ask that part, the one that's like a, "I don't get to have that" to come forward and thank you so much for coming forward? What is that one like, really concerned about?
- Carey: It's almost like I see a little kid with a teddy bear, like holding up the teddy bear, like, is it really okay? Can I really have this?
- Stacey: And what if the answer was yes?
- Carey: Yes, there's like, oh my gosh like, "No one else suffers? Just making sure!" And then imagining if the answer is "no, no one else suffers." Then it's like, oh my god, total delight, squealing, running around jumping.
- Stacey: Oh, okay so I get it, not so, what if not only did other people not suffer, what if they were inspired? What might they say yes to for themselves?
- Carey: That they get a teddy bear too!
- Stacey: So there is some way that you—one of the big things that really stuck out for me is owning it, and full embodiment. And isn't that kind of embracing life, like fully, being a yes to life.
- Carey: Yes.
- Stacey: So if you are that, then can you model that for others, and all the important people, your nanny, your family, your friends. And at first they might be like, "Screw you, because damn it, you're making your life better, which means I have to get off my ass and make my life better. So screw you for showing me where I'm not showing up fully and owning it myself. Damn you Carey!" And that is part of the territory with what goes along with owning it. Does it not?
- Carey: Yes.
- Stacey: And what's the good that comes from that for those other people? What's the possible good that comes from that?
- Carey: Well, I suppose the possible good is that they could start owning what they might want to own, if anything.
- Stacey: Yes. So, is this selfish for you to do this kind of thing for yourself, or is it your ethical responsibility?
- Carey: It's my ethical responsibility! Okay let's do this, how do we do it, where do we do it, show me where to go.
- Stacey: Exactly. Now, just really curious, I know you've told me before you were married, a husband named Andrew, what do you think Andrew would say about you being a yes to this?

- Carey: I think he's like, if I'm a yes, and my yes is on a scale of 1-10, my yes is a 20, his yes would be a 20 if mine was a 10. So he is like 100,000,000% yes. He wants me to feel, like he loves that part of me and wants me to feel like that.
- Stacey: Yes. I mean, that's amazing! So when you are that woman, like what an incredible man you married! If you are that woman which inspires him to be a better man to match that woman.
- Carey: Yes, exactly, and he loves that.
- Stacey: So here we are with \$1500 and 3 months out of your life for a potentially very different trajectory. You know they say that if a plane flies 1 degree off they land in a completely different place? This is your 1-degree decision. This isn't massive, we're talking about 90 days, making a commitment to your full embodiment. And you know what? After that 90 days if you want to go back to the old ways we can talk about that and get you back into maternity clothes... hiding out, hiding your curves, staying small, we can go back to that if you would like?
- Carey: Awesome.
- Stacey: So, what do you say, are you ready to get started?
- Carey: Yes. Yes.
- Stacey: Great, what investment option sounded best for you?
- Carey: I am going to do the invest in full, I want to rip the band aid off and just do it.
- Stacey: Invest in full. Alrighty, I see you're a bit masochistic, you have a little tendency towards self—what do you call that, self-infused pain, a rip the band aid off kind of girl?
- Carey: Well, I was raised catholic, so I have to be willing to put myself through a lot of pain—at least emotionally!
- Stacey: I see, I see, is that something I should make note of to include in the program? There is a little extra you know—that costs a little extra, but we can include that if you like?
- Carey: Yes, I think you should I want extra—that side package of extra catholic guilt!
- Stacey: Great. So, we can use a credit card or we can go through PayPal, which works for you?
- Carey: I'm going to do a credit card, so however that works.
- Stacey: Okay great. So we'd walk through that whole process. Great, so Carey, I have processed your credit card. In a few minutes you're going to receive a welcome letter from me with a program agreement you'll sign and return to me before our first session. You can read that over, it's basically outlining the details of the program, what you're getting, what

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- to expect, and that's it. Do you have any questions before we complete today?
- Carey: I'm just kind of like, "Oh, holy crap I'm doing this." That and do I have to do anything—is there anything else I have to do before the first session?
- Stacey: Only fill out the program agreement, you'll get a welcome letter from me that will tell you anything you need to do before our first session, and how we'll connect for our first session. We can go ahead and get that scheduled so I'm going to send you a link right after this call to my calendar. What I'd recommend is let's find a consistent time so you're going to have 12 sessions, so doing the same time weekly would be ideal. That way it's just in your system, you'll get to know it and then we'll have a lot less scheduling confusion on both of our parts. If you do it consistently every week and you just know that's our time, that's our sacred appointment, there is no cancelling it, there is no like, obviously if you have an emergency. But other than that, I want to ask you to honor those, that 90 days that we are together and we are in this.
- Carey: Alight! Oh my gosh!
- Stacey: Well, I want to say congratulations, I'm so honored to have this chance to work with you. I think it's going to be incredible. I trust that you made a fantastic decision, are you feeling good?
- Carey: I'm feeling like, what's hilarious is I know that this is a demo, and also, I'm still feeling this sense of like "Oh my god." About to get on a roller coaster. Like, so excited and so terrified.
- Stacey: Well, we'll complete and end with a break state question. What kind of toys does Evie like in the bathtub?
- Carey: Oh, she has two little duckies, and like a little plastic pitcher. What she really loves to do is play with the fewest. We still give her a bath in the sink.
- Stacey: Oh, I see! Do you sing the rubber ducky song?
- Carey: Oh sure, sure. You have to! You have to.
- Stacey: So a break state question just allows us to kind of mark that we are done with the coaching and client thing, and sort of shake that off, that container. And it allows us to break that container and come back to neutral relating. That's why we ask that break-state question. And in the Skills Lab you'll be asking—the coach will also be asking the break-state question, we'll have suggestions on the Skills Lab outline. It could be "What did you have for breakfast today?" Or, "What's your favorite smoothie?" Or, "What kind of car do you drive?" or anything that just takes their mind away from a session and breaks that into a pattern interrupt.
- Carey: I love it.

- Stacey: Carey, is there anything that you wanted to break down or deconstruct? Or what you thought was working well there from your perspective?
- Carey: Well, I like the fact that, I mean you followed certainly the script but at the same time there were times where you were on it and off it, and I just never felt, I just always felt you were following me. And that I was surprised thinking like, “Yes, maternity clothes, we’ll talk about that.” Like I was surprised it was going to go into that like, deeper territory. I didn’t expect that. So I think it’s, what’s amazing to me is even when you teach this stuff and do this stuff regularly, there is still power in it, still always. It never not works, and that’s amazing.
- Stacey: You’ll notice that I did actually skip around a little bit based on the flow of us, but then I may have gone up and asked the questions. To be a little bit in the conversation, that takes just some practice and experience. I didn’t ask all the questions, this is not designed for you to ask every single question, or else you’ll be here for an hour, ninety minutes. And look, we went over because we were having such a natural conversation. When you are with a prospective client, I would leave an hour, especially if you’re getting your feet wet in this process. Later as you get more experience you will be able to do this in 30-40 minutes. It can be done a lot shorter, I was taking the spaciousness so we could use more of the questions, vs. the super sharp laser because I want to match you guys where you are at and start from the beginning and see this is where it unfolds and this is a natural process.
- Carey: Totally, I also felt like there were so many times whether it was scripted or not scripted where you just consistently made me—you just acknowledged what I had done already, like, you sound like you’re doing so many things well already. And you know, like you’re 90% of the way there, and you’re going to focus on that 10%. To me that felt like, validating to go, “Yes, I am doing a lot of things right and there is still that 10% I want to achieve.
- Stacey: Yes, that might have been something I really love for people to remember to highlight. That would be a great addition to this, is to have your client feel like they are almost all the way there, and we’re just focusing on that little percentage. It was encouraging right?
- Carey: Well it’s totally encouraging and it also was, it was a stretch. Like it pulled me forward to this part of me that wants to get 100% of the way there. Like, “Yes, 110%. Let’s do it.” Considering that I’m like, you know, my personality—and I think that most people respond to that. Like, “Yes, I want to get the whole way!” And I didn’t feel bad, it wasn’t anything I felt bad about, like, “Oh no, I missed 10%.” Like, “Look what I did right, and there is a little more, and that’s what I’m going to do.”
- Stacey: Yes, really, really well said.
- Carey: I got your message and yes, I totally agree with completing here with this demo. In the Skills Lab, what’s a little different than about what Stacey and I just did, is that in a Skills Lab you’ll switch, usually. But in

this one this was going so well, and we wanted to demonstrate for you the entire conversation. So I would say that two things could happen in your Skills Lab, 1) if your conversation is going longer than 30 minutes, you can decide with your partner beforehand if you want to stop at 30 minutes no matter what, 30 minutes each, and that's totally fine. Stacey and I could have done that and it still would have been great practice. Or you could say to your partner, "You know what? Let's have, like Stacey for example, you went all the way through, that was a cool experience, let's schedule another time and I'll go all the way through." Because I feel like right now to turn around and do it again might be really long for us to do that. So I would probably say to you, "I'm excited to try, and nervous because you did such a great job, when are you free for another 45-minute practice?" And I would schedule that to you, Stacey, whether we were participating in the live lab or we were doing it on our own if I wanted to do that. You certainly do not have to, you can just stick to the 30 minutes, that's totally fine. It's just parts toward the end, you can't practice this enough because this is a conversation you'll have hundreds of times in your career. So having one additional practice is not out of the realm of—what's the word I'm looking for—it's not that big of a deal. You may want to do it. So I wanted to point out for you that if we were going to continue, I'd say "Stacey, let's schedule, we'll check our calendars and set up a time." And then I'd call her and I'd go through the Closing the Deal Conversation with me as the coach and her as the client. And that's how it can work.

Usually with Skills Labs it's not quite this long. Skills Labs are generally a little shorter until you get to TCM, TCM is a little more involved. But the Skills Labs are still only 90 minutes total. Right Stacey?

Stacey: I think that they are 90 minutes, which should really give them like, 40 minutes each to practice this, with a little break in between and an intro in the beginning and whatnot. So, you know, not as tight as 30, there is a little cushion there. And like Carey said, you might just decide a pausing at that break time so you can have equal time each, or you can follow up after.

And the reason we'd love to make the Skills Lab 2 or 3 hours, but we want to honor a container of making this as doable as possible so you at least get some practice in this, and you couldn't practice this enough. So as many Skills Labs on our official Skills Lab container, live Skills Labs, or on your own as much as you can practice this Closing the Deal Conversation is the most important skills you'll learn not only for your health coaching business, but for anything you want to do in life of just learning how to be in rapport, learning how to connect with another, how to unpack their desires and their challenges. This is what's going to contribute to your success, probably more than many, many other things. This is high, high priority for you to face whatever insecurities or fears, or places you shy away in it to really dive in there.

Carey: I totally agree, and I would say that even if it's the kind of thing where you're like, "yes, but maybe I want to have an online empire and sell

information products and all that.” Still, you always come back to this conversation where you’re in rapport with someone whether it’s written, in a video, or in a conversation, and you’re having someone move toward a decision and take an action so that this as a skillset, closing the deal, there is just no better way you can invest your time in terms of learning, practice, and energy.

So great job, thanks Stacey, thanks for a great coaching session, I got lucky today!

Stacey: You're so welcome! Thanks a lot.

Carey: Alright! Bye everyone!