

## Office Hours – June 27, 2016

Stacey: Hello and welcome everyone to the Office Hours Call, this is Stacey Morgenstern here. Welcome, welcome you new students who are just beginning and are still in Pillar 1, then you may not have had very much of me yet. But you will soon! You will very soon get to know me as well. And Carey will be joining us at any moment. So as we're waiting for her to come onto the call, let's go ahead and take a few deep breaths together. Totally arriving here on the Office Hours with your full presence, your full attention. What many of you may not have yet realized if you haven't worked with clients, is that what people are buying from you is not information, although that is useful, that is a tool. But the most precious asset you have in any interaction is your full, presence, and arrested attention.

I have a health coach, and a personal trainer. She charges an arm and a leg. And the reason I keep going back to her is because she gives me such a high quality of attention that I haven't been able to experience anywhere else. It's a precision that is so precious, so this is a practice of bringing your full awareness, your full awareness, your body presence. Into this moment right here, right now. Notice, if your thoughts are trailing off, to what you're going to eat or snack. Notice if you're preparing what you have to do after this call, or what you're trying to get done during this call, I invite you to put that aside. And suspend that for this moment. And bring your full awareness right here, right now.

With each breath, scan the body, your feet and your ankles, and your calves. Your knees. Your thighs and hamstrings, connecting to your glutes, the seat of your being. A lot of emotions stored in the hips—and see if you can open any tense places with your breath. Notice your pelvis, breathing into your sacrum. That space between the belly button and the pubic bone. A lot of power here. You might bring your hand to that lower belly, and see if you can push your hand out with your breath. Exhaling any tension, worry, anxiety, fears, hesitations, insecurities. And inhaling fresh possibilities, faith, trust, optimism, and confidence, that all is working out perfectly in your favor. This is exactly the life that you have ordered. Even any obstacles that you may be facing in your life are opportunities for growth, for adjustments, for revisions. Bring one hand to the solar plexus, the place of personal power. Go ahead and breathe all that fresh breath into your hand, pressing your hand away. Right into the solar plexus. Perhaps you can feel some heat accumulating there, breathing in and out. Notice yourself beginning to settle, beginning to arrive. Releasing any to-dos, any clutter in the mind. Relax the shoulders, notice any tension in the jaw, and bring a little slight smile to the lips. Bring your hands to your heart, the French word for “heart” is, “*Coeur*”, which is the root of courage—courage comes from the heart. Breathe into your heart. Slight smile on the lips, corners of the mouth turning up.

And notice that in each moment, you are either opening or closing your heart. And that is a choice—and every moment you have a choice to be opening or closing. Can you choose to open? And as you bring breath into the heart, expanding the organ, be dropping a little bit of the armor—trusting everything is okay. Perhaps even better than you've ever imagined. Notice the generosity starting to spread from your heart to yourself, to those around you, to the clients that are already waiting for you. You have clients that will say to you, “Where have you been all my life?” They have been waiting for you to step into this place of confidence and courage, and willingness. “What is it that's wanting to emerge through me in this journey?”

Keep your hand on your heart, bring the other hand to your throat, place of speech. Some of us grew up in households where it was either explicitly directed or silently known, “Children should be seen and not heard.” Close off this throat chakra, this place of voice, of speech, the right to be heard. And let's go ahead and breathe a little openness into there again, notice a connection, like a zip line from the heart up to the throat. “What I have to say matters.” This is part of our journey, to have a voice. It doesn't mean being perfect, it's just a willingness to speak what matters to us. If your jaw tightened, notice and allow it to soften.

Corners of the mouth turning up, bring one finger to the third eye, between the eyebrows. Kind of spread open that spot. A lot of us tend to wrinkle right there. Unfold this part of yourself. And finally to the crown of your head and allowing our connection to higher self. The reason why we were born here, now, at this very time. I have a teacher who would say, “Being physically human is a privilege. There is a waitlist, you know.” So connecting with that crown chakra to the privilege of being physically here, now, being a human here, now. You were called to be here. And knowing that with an open heart, you are on the right path, it is okay to be scared, and notice that even in that fear, in that scariness, there is an exhilaration. We come alive when we feel a little bit scared, or when we're more bold than we thought we were capable of being or a little bit more outrageous.

So go ahead and turn the volume up on those feelings, you being your most authentic, most true self, without judgement. Not trying to be right for someone else, just being real. This full presence this full awareness, is the orientation that will have clients coming to you. You don't have to have all the answers to know every little detail about macro nutrients, micro nutrients, part of our role as health coaches is to be fully with another human being.

Take a deep breath in, stretch your arms up. And I'd love to welcome Carey to the call.

Carey: Welcome, welcome to me and thank you for that beautiful, beautiful, meditation. I'm not sure if that's exactly what you would call it, but that's what it felt like to me.

Stacey: Yes, absolutely. I'd love to, Carey, before we begin our questions I wanna take 15 seconds to write down, brain dump anything that came up for you in that meditation. As you scanned your body, what did you notice as you thought about where your attention is, where does it go? Were you able to call that attention back into your body. For about 15 seconds, writing down anything that came up for you, who you want to be, how you want to show up, and this is just private, it's for you. You don't have to share this with anyone.

And one little piece I'll add, because I'll say, Carey, I don't know if you were on yet, but you and I both work with the same health coach and one of the reasons why we pay her such top dollar is because her quality of attention is so precise, so magnificent. It's not about the information she knows, or about nutrition, and all that—although that's very useful, but I would say it's her attention I most pay for. I've gone to other people, and I keep coming back to her because this quality of attention. So what I want to impart to all of you with this meditation is that before a session, of having a practice of really centering yourself, letting go of the distractions, your own personal stuff, and coming as a clear channel of full, grounded presence into a session. And how much more confident, perceptive, and deep, and rich your sessions will be. In ways that will have people coming to you for years and years.

I know that there was a question about how do you, like after the 90 Day Program how do you say that people keep coming to you for 1-2 years? Like, what do you give them and what's in the

program? And we will definitely address that. But what I wanna tell you that to the point when it becomes not at all about the handout or the information, it's really about that quality of presence. So as you cultivate that, and we will continue to guide you through that, but this is one of the most important things that I think we could teach you.

Carey: I know Stacey, when I was first learning coaching, if I were hearing you say that I would be lie, "What does that mean? I don't know!" Because I so didn't understand, like, I didn't get that. I feel like there was—I needed so much more color by numbers, and what I have learned over the years it's that yes, we're going to show you color by numbers. That's one of the things that—our goal, Stacey and I have a goal to create masterful health coaches. And when we talk about mastering coaching, which we do, we begin that process in BHC and we continue it in our graduate program. But mastering, we talk about it as mastering the business, and the art of coaching. And the thing that can be frustrating a bit when you're first learning, it's that it is an art, there is an art to coaching. And what I really wanted it to be was, "Well, just tell me, A, B, C, D." I wanted it point, by point, by point. And you can—you do have a lot of that. And you will use a lot of that. And a lot of that structure will stay with you forever that you're learning here. And then as you grow and develop as a coach, as your skills deepen, as your experience deepens, it's the art of it that comes out more and more. So when Stacey is talking about the quality of attention, she's really referring to the sort of higher level of the art of it. And that being said, you may not feel like "I'm not at that point where I feel like I'm an artist of a coach." And that's okay. Because the thing that is really great about the techniques you're learning here in Become a Health Coach and all the different question sequence that we're sharing with you, the different exercises, session structures, every single Skills Labs, is that all of those question sequences are structured for you in a way that you can rely on. That you cannot worry like, "Oh, I have to come up with something magical." No, you just ask the question and sit back at times."

And also, one other thing I'd just address with coaching is, it's interesting Stacey, the Oracle Card that I pulled for today is "Fear". And I think so much of the fear in coaching and learning to coach is just the level of uncertainty. Because you're—when you're working with another person, there are variables that you can't control. And so, we try to control every variable that we can, that what we become comfortable with, is the beauty of uncertainty. I actually asked, Stacey, "What is it that we need to know about the fear?" And I pulled another card, and the card was "The Butterfly" which signifies beauty. And I think that what that means is that the unknown in a coaching experience, and the space between you and a client, that actually, even though there is uncertainty and unknown, you do have a foundation and some of you are further ahead than others. But everyone is learning a foundation that is significant in terms of coaching skill. So what that allows is for the space between you to allow some beauty to unfold. And that comes out of uncertainty.

The other thing that was interesting about that card, Stacey, is I get this strong feeling that, in some ways of being afraid of our own beauty. You know, as we step out into the world, I know this is, we have gentleman on the call as well, I think this is primarily for women, but to—you know, it goes back to that Marion Williamson quote of, "We're not afraid..." I don't remember it, what was the quote? "We're not afraid of failing, we're afraid of how great we are."

Stacey: Ya, exactly.

Carey: And in some ways, I feel like on an energetic level, we can talk about the skill and logistic of coaching, but then there is the internal being, and when I think about beauty, of going, we are almost

afraid—you know we think about fear of success, like we almost wonder, “Are we afraid that we are more beautiful than we’re not?” In other words, a lot of us worry about, “Oh, I have to lose 10 pounds, I have to lose 15 pounds, I’m not doing this, I’m not doing that, I should be doing this, I should be doing that. I don’t ‘look’ the way I should.” And what is interesting about that, is if we were to release that for a moment and realize, “What if I do?”

This is so interesting, Stacey, I’ve been, I was directed to—have you, I’m sure you, I’m late to the party on this, but I’m sure you’ve seen the—there was a Sports Illustrated cover this year with a “plus size model” on the front, did you see that picture?

Stacey: Ya, I think so.

Carey: Well, the model’s name is Ashley Graham, and she’s just, I mean, stunningly beautiful. She’s a size 16, and an hourglass shape, and just, I mean, stunning. And I started looking at photos of her, whether it was on Instagram or Pinterest, and started looking at other “plus size” models, and by the way, “plus size” is anywhere between size 8 and up, which I find hysterical.

Stacey: Wow.

Carey: Ya, I know. I was like, “Oh, I’ve been ‘plus size’ most of my life, I didn’t know that.” I was a size 8. But especially being in a position right now Stacey, where I am still like, post-baby, and still wearing Maternity Clothes and all that, I’m feeling this fear of like, “Oh no, I’m not beautiful, I’m not beautiful.” And you look at these photos of women who are absolutely flipping stunning. And it’s really showing, you like, I say, “Size is not a factor.” And it really isn’t. And actually physical beauty is not a factor of how we show up as beautiful. Being beautiful is a decision internally to allow yourself and others to experience your particular brand of beauty, your particular kind, I should say. But to see them like, modeling, and looking so gorgeous in bikinis, and bras, and whatever. And realizing for real, there is no rule about beauty. There is no rule about size. And for some reason I always feel like the Oracle Cards we pulled today, this little fear of—but, but, but—it’s almost a sense of almost being afraid of breaking society’s rules. Does that make sense?

Stacey: Ya.

Carey: So like what if—so I decided, let’s say I have 10 pounds to lose and I decided that it actually didn’t matter all that much and that I was still going to dress up and look gorgeous, and be my beautiful self. What then? In some ways you look at this as going, “Wow, that’s a way that we free ourselves from our own prison.” And that society’s messages or whatever are just—actually not important. Anyway, it’s just an interesting thought when I saw those Oracle Cards today of going, “Where is it that we are afraid of beauty?” Whether it’s our own, or the beauty of what might unfold, in the space between coach and client. The beauty of what might unfold in the course of a training program. And we’re sort of at a crossroads in our life going, “I have no idea what’s going to happen.” And letting the beauty of that be.

It’s just a very interesting question today, and I’m sure we’re going to get into a very juicy conversation. And if you like Stacey, we can go into, we have some email questions that we can answer.

Stacey: Sure. Let’s go right into those and then we’ll take a live caller. If you’d like to raise your hand and do some work with us today, press \*2 to raise your hand, you’re on the webcast go ahead and

type in your question and we'll go to those. But let's start with the email questions while they're queuing up.

Carey: Okay so this, a couple questions from Anek, that I want to address. The first is about, a question about looking for a particular laser TCM exercise. So she was looking at the "6Ws Master Checklist" and if anyone is looking at that handout, you'll notice that under the section that says "food" you'll see that is a reference to a laser TCM exercise. And she was asking, "Where is that exercise located?" So, I wanna remind everyone real quickly that the "Who" 6W question is covered in Pillar 1 Week 5. And essentially the bottom line of that lesson is that your beliefs and your identity are driving your behaviors. And we really talk about the three levels of change with your clients are behavior, beliefs, and identity. And how TCM helps you start to make change for people at those different levels. And that we always have to start with clients by helping them change at the level of behavior. Even though we might wanna go in and be like, "Bibbity, bobbity, boop! I have changed your entire identity!" That actually would be a horrible thing to do to someone. They'd freak out! So we start with little, simple, changes around behavior to establish trust, to help the client get initial results, to settle the client's critter brain so he can relax, and then open up on his own to more possibility for himself than he saw before. So, if someone was to take a small action in the changes of behavior and see a result, they may think like, "Wow, if this is working then what else might I be able to accomplish?" And then they become curious about what's next. And that's when we as coaches can start spiraling in deeper to making changes at the level of beliefs and identity.

So, what I wanted to share with you in this lesson is a practical way to apply those coaching concepts in something I call "Laser TCM". Now, as you continue in the study of TCM as you continue on the study of TCM, if you do move on into our graduate program, the Advanced Transformational Coaching Method Certification, and into the Mastery level, you're going to learn like, really amazing and extensive exercises around changing beliefs and identity. And you also likely want to be able to do that now. But we want to be able to do that in a way that works for the client. So something that's pretty, I call it "laser TCM", like, we get into change a little bit of beliefs, behavior, and identity, but it's subtle, and it's not to the point where the client's critter brain is going to totally freak out. But they get to start changing. And where you're going to find those "Laser TCM" exercises on how to change behavior, beliefs, and identity subtly and quickly is in the Pillar 1 Week 5 Skills Lab.

So one note, I would share with you guys is that it may be useful for you all if you are making a cheat sheet binder, which I have for coaching, I have all my favorite exercises in my binder so that I can have it in front of me when I'm working with a client. That printing out the Skills Lab outline and putting it in your cheat sheet binder might be really, really useful. Because the Skills Lab outlines contain a ton of coaching exercises and coaching sequences that you can use with your clients. It's just another addition to your toolkit.

So, in Pillar 1 Week 5 in the Skills Lab, the laser TCM that's there is an exercise that is going to help your client transform some beliefs around food, body, and health. And what you're trying to do is, help your client understand like, when she's about to sit down and eat, what are the beliefs that she's loading up and feeling? And you're asking your client to really explore those. And those feelings. And then you're helping her switch those feelings and creating three statements. It's a really cool exercise, and it's followed by EFT. So once you have your client's statements, then you have them, you can have them tap them in. Now, if you're not comfortable with EFT, and you're going like, "I don't know, I don't feel comfortable doing that with clients. And by the way, EFT is not complicated, it's very simple. You

don't even have to do the EFT part of it, you can just have your client walk through the belief shifting. And that's going to be helpful enough, powerful enough. And the EFT is just a way to install the change even further into the body—but again, you don't have to do it.

So Pillar 1 Week 5, Skills Lab is where you're going to find that Laser TCM exercise about how to change behaviors, beliefs, and identities subtly and quickly. And that is the one that is mentioned in our “6Ws Master Checklist” under the question, “Who?” so I want to share that with you.

One other thing I wanted to mention, and this actually is a great tie in with what we were just discussing about how you have a toolkit, and all of the Skills Labs. We've talked about how clients will renew with you, and renew with you, and renew with you, and renew with you. And I wanna give you an idea of what does that look like. How do you do that? Like if you're doing the 90 Day Program with someone, say, 4 times in a row, how are you not just repeating the same thing over and over again? In other words, how do you make sure you're providing value through that whole year? And one of the things we say often in the training, is that you have enough information in the training to work with your clients up to two years. And how is that? Let me give you a little explanation of what that looks like.

First, I want you to consider two buckets. And in one bucket, we have the 90 Day Program, that's the structured program. And in the other bucket, we have a whole host of tools, consider it a toolkit bucket. So what's going to happen is that certain structures in the 90 Day Program, and I'll explain those in a moment, are going to stay the same every time your client renews with you. They're really never changing. If you are familiar with Pillar 2 Week 15, where we share “The Arc of a Coaching Program”, you see that regardless of whether or not you're doing the program we taught you, or you're creating your own signature program. There are certain spine-sessions in the program that never change. And the reason for that is because you're always anticipating where the critter brain is going to freak out, and using TCM question sequences embedded in the program to try and navigate around that. That's going to be true whether you're working with a client one time, or they're working with you for the first time. And you may think, “Okay, after a while, isn't their critter brain just going to stop rebelling?” and the answer is no. Because the more you keep drawing them forward, the critter brain is going to sense change, and rebel, sense change, and rebel. So that 90-day structure doesn't really ever change. So Session 1, Session 4, Session 5, Session 10, Session 11, Session 12 really are the same. And if you are going, “Oh, I gotta write that down!” There is actually a handout in Pillar 2 Week 15 I believe, it's possible it was moved earlier, if there is any question as to where that's located, you can always post on the Facebook page and tag our team. Where we have a list of all the sessions in a row. And next to each session we'll show you where is the embedded TCM exercise. And you'll see “Session 1, 4, 5, 10, 11, 12.”

The other thing you'll see on that handout is where the embedded invitation, the invitations that are naturally leading your client forward into a renewal. And those I believe are Sessions 8, 10, 11, and 12. So those things you always want to keep the same with every program. Even the (INAUDIBLE) that you are using to do the embedded invitations. For example, “The Wheel of Life”, “The Life Inventory”, those things are worth repeating, I still do them. You're going to continue to do them and your clients will want to continue to do them because as you grow and change, your desires for what you want to experience and achieve in your life grow and change. And when you redo those exercises from Program to Program. It's actually really exciting for your client to see like, “Oh, I can check some of these things off on this list! I've actually done some of these things, first of all, and second of all, oh my gosh, so much more has opened up for me and it's so exciting!” It gets your client excited and inspired

about life, and about what's next for them. What's the next mountain for them to climb, in a good way? So those things never repeat.

So what that means is your last list about 6 sessions in the program, where you are adding in potentially new material. Now, that being said in those 6 sessions, the structure of the session is always the same. So let's review the 6-part session structure. The 6-part session structure is that you start every session with "What's going well?" because that's where we want to focus our clients, and then we move into coaching them on any challenges that they had on doing action steps from the previous week. And then we go into new information, "Are you ready for something new?" And we give people a bite-sized nugget about a piece of information of some sort. And then we go into an experiential exercise which allows them to process the nugget of information. And then we go into recommending action steps, and then we go into getting "Aha's!", insights, and appreciations from the client about that particular session. So in that 6-part session structure, what you're really looking at, the only two pieces that ever change in those 6 parts are the new information and the experiential exercise.

Now, it can be tempting to think, "Oh my gosh, if the client is renewing with me, I must be sure for each of the 6 sessions that do change that I have an exact piece of content and an exact exercise at the ready, and I have that written ahead of time. Or, the program is not going to be valuable." I want to suggest that part of the art of coaching as you develop your Mastery is that you are going to get very good at, even if you don't believe me now, you will, and I say this because I didn't think I could get good at this, and I did. You're going to get very good at being in a session with someone, planning a quick bite of information, and then coming up with an exercise on the fly.

Now, to help you do that, I want you to refer to your toolkit from HCI. So we talked about the first bucket, which is the 90 Day Program itself. Now, we're going to dip into the second bucket which is the toolkit. There are a lot of tools in BHC that you can pull from, and you can either make a list of these, you can create a coaching binder and print out cheat sheets—but let me just point out for you all the places where you have potential resources to give your clients either information, handouts that might go with the information, or where you can pull experiential exercises for your client. So in all of Pillar 1, you have a ton of information, and a ton of handouts. For your binder, you could perhaps just print the "6Ws Master Checklist", or you can go further than that and you can even make a set of notes for yourself to give points from each lesson or whatever. I mean, make this simple. It doesn't have to be hard. But those are all the toolkit pieces you're pulling from. Plus, you have a master toolkit in the training of all the handouts in Pillar 1 so you can print that and go, "Okay what are those pieces here?"

And then, don't forget Pillar 3, you also have really great information in Pillar 3 that may apply for your client in terms of information handouts. And then as far as exercises, experiential exercises, I want to draw your attention again to the Skills Lab. And then one of the benefits of the Skills Lab is of course you participating and then practicing them. But in the Skills Lab, and there are, gosh, how many? 15? I don't know exactly how many, 20 something? 30 something? However, many Skills Labs there are, every single one—well, almost every single one of them has a coaching question sequence or exercise that you can either use with your client, or adapt to use with your client.

So that's something that you, when you're looking, let's say the client renews with you for a second time, or even a third time, let's say it's a third time—and you have taken them through Session 1 and established you know, what their outcomes are, what their big MOFA is. And you take them into Session 2, that session is going to be about energy. Your client, by the time you've gone through the 90

Day Program with them into the third time, it may be about food, and it may not. If it's about food, it may be that you're talking about things that take energy and give energy. So whether it's food, beverages, activities, people, you're looking for all of the experiences or many of the experiences that your client may have that's taking energy away from them and looking for experiences to add into that.

So your client might, by the third time you're working together, be—they might say to you, “Okay I think I'm willing to look at an alternative to coffee.” Great. So in Pillar 3, you say, “Great,” and maybe you pull the handout about tea. And say, “let's have a conversation about, let's talk about for your information about the best way to back off of coffee.” And then you can even sort of have them walk through with you what their plan is for the next week, about how they're going to be backing off of coffee. And that can be the experiential part of it, you don't even have to take them through a question sequence, just be like, “Okay, let's imagine...” you almost do like an interactive mental rehearsal with your client about what their experience is going to be like of releasing coffee and switching to tea, or releasing caffeine and switching to decaf, whatever it might be.

Now, let's say the same client decides to renew with you again and you're in your fourth program with her, and now you get to Session 2, and you're talking about things that give energy and things that take away. And you start talking about relationships, that that particular client is not happy with. And you discover that your client would love something different in their relationship and their relationship is taking energy away vs. giving energy. Now, you may not be a relationship expert, however, you could go to, that point in your cheat sheet, or toolkit, you go to Pillar 3, to the love languages, and say, “Are you familiar with the 5 love languages? Let's talk about that, here they are.” And you could, be taking your client over to the quiz that's online, and having the client go through the quiz and discovering his or her primary love languages. And then start coming up with 1-3 action steps that will help your client fill that particular love language by making requests of herself and others so she starts to fill her love tank. And that's another way you're using the BHC Material, and your sort of vast toolkit to help your client have more energy instead of less energy.

I wanna—I'm talking a lot, so I'm gonna pause for a moment and ask Stacey if you're following and if there is anything else I should be adding here?

Stacey:           Nope, I thought that's really, really, a great explanation. I see a bunch of hands raised, I know we still have a couple of email questions, so, where do you want to go next?

Carey:            Well, let's go to last four digits, 1553. And when we unmute you, just remember to share your name, where you are in the training, just what pillar and what week, and share something that's going well for you in your self-care, and something that's going well in the training. So again, we'll go to last four digits, 1553.

Charlie:           Hi Carey and Stacey, it's Charlie Reed—and I'm in Pillar 4 Week 5 I think. And—

Carey:            Can you just repeat your name one more time, is it Carey?

Charlie:           Charlie.

Stacey:           Charlie!

Charlie:           Ya, hey!

Carey:            Okay thank you.

Charlie: You're very welcome, thank you both. I totally enjoy everything you are sharing today. I'm in Pillar 4 Week 5, and what's going well for my self-care is that I'm just setting myself up to win more, and by focusing less on expectations set by other people and more on what's important to me.

Carey: Ya, boy, that's beautiful!

Charlie: Ya, great, thank you. So, this—I apologize because I'm sort of further along than other people, and this is a question about my business, because I had some family challenges at the beginning of the year, I went through all my clients, and then I decided to restructure my business. So, is it okay if I ask a restructuring business question?

Carey: You are welcome to ask any question you like. And you could be asking the most advanced question in the world, and that's okay, because this time is for you, and you can ask anything! But, before we get to your question, I'm curious about what's going well for you in the training?

Charlie: Oh, the training. You know, I did Core—and I did a couple of your programs, and you know, it's interesting because my goal which Stacey planed a seed several years ago when I first started from one of her talks, and that was to become a masterful coach. And I knew that the only way for me to do that is to continue to train. And I happen to love education and training and all this stuff. So, I would say what's going well for me in the program is just confirmation that I'm on the right track in terms of my training and every time I do the Skills Lab, somebody always says, "Oh my gosh, you're such a great coach and that sounds sweet but I hope it doesn't sound like I'm ringing my own bell or whatever. But it's just so exciting you know that I feel so much more grounded in my coaching and so I just, I would say that the thing that is going really well is just getting affirmed that I'm on the right track with my training, with my coaching and with what I'm learning.

Carey: I think it's great—and I so appreciate you sharing that. I don't at all think it's ringing your own bell, I think it's one of those things where we so often in our head say, "It's not good enough, it's not good enough." But whenever we have evidence from anywhere that says, "This is really good!" It's worth repeating, it's worth sharing, it's worth putting up on a poster, because it's a great reminder for you that's what is really true.

Charlie: Ya, and if it's okay for me to say, I also really enjoy so many amazing women just—and also guys, I have had a few guy partners on the Skills Labs, and just really the caliber of people has been really lovely, and I really appreciated everyone I've had as a partner. And I have learned from them as well.

Carey: That's wonderful, that's wonderful. So thank you so much for sharing that Charlie, and yes, I'm excited about your business question. Tell me what's up for you?

Charlie: Okay, so I basically have two arms to my business, I finished all of my private clients and I have gotten a 1-year corporate wellness client. And so I get private clients through my corporate wellness activities. And my corporate wellness program is very simple, I do lunch and learns and kitchen makeovers, and I hold free programs when one of my clients is interested. And I only take on private clients as people who are really, really committed and ready to make some changes so I don't overwhelm myself. And the question I have is, I've been thinking about just, I offer a high end platinum

program, which is a program which is \$2997, it's the 12 session program. And then I don't have a lower-end program, and I used to have the 28-day program that was \$497, and what I found is that when I did, when I invited people into that program, they would finish the program, and I would do the close the deal, and invite them into the next level, which is a big financial leap. I didn't have a middle program.

So, I am thinking because I moved to a new market, I moved from New York to Washington DC, that women think very differently here. I've done a number of workshops to know that people think very differently about how they look here because it's all about their brain vs. their bodies and how they look. That said, I know that my clients are waiting for me, and it's just a question of offering, inviting them into an offer that feels good for them, and that allows them to invest in themselves at a level that they are comfortable with, if that makes sense.

Carey: Ya, so are you concerned that the \$2997 level, they're not going to be comfortable with? Or what is the worry or concern?

Charlie: Well, I wanted to know if you think it makes sense to offer a low, medium, high level. Like, for example, I thought I would do a 28 Day Jump Start that includes the 14 Day Reset, which is 2 coaching sessions. And then Level 2 would be the 90 Day Reset, which would be 6 sessions, well actually 7 sessions, and the final session would be a Closing the Deal Conversation inviting them into the next level, which would be a 6-month program, which would be 12 sessions, and that would kind of complete the cycle.

Carey: Okay. So thank you for that explanation, that's great. And for everyone on the call, I know that Charlie is referring to a 28-day program, one of the things you have in Become a Health Coach is the 14-day Detox, 14 days/28 days, ultimately what you're talking about is program structure, are the different kinds of programs you're offering. What Charlie is referring to is having some kind of Jump Start program. All that a Jump Start means is that it's a short period of time for a specific result and a lower price point so it's easy entry. So the 14-day Detox that you have in Become a Health Coach is a Jump Start. We've had clients create Jump Start programs that are anywhere from 3 days long to 28 days long, it's generally not longer than a month. But I just wanted to clear up any confusion there around like, "What is this Jump Start thing?" it's just honestly a marketing language to discuss different kinds of programs.

Okay so Charlie, back to your questions. The key in this is if you are going to create that middle ground is that you really want to make the results of the middle ground program and the 6-month program quite different. In other words, the results and the experience have to be significantly different enough that you're not in a situation where the only difference is, "Well, this one happens to be more sessions and more money."

Charlie: Mmm-hmm. Got it. Sorry—go on?

Carey: No, go ahead.

Charlie: Ya, so I did set it up so that the results were different, because the 90 Day Program, ya—so anyway, I did. I actually considered that idea and you're spot on. So—

Carey: Ya, I think it's great. And I think it's a matter of testing to see how do people respond? How do you like to—I mean, you may find, have you had many clients go through this middle ground program?

Charlie: I have actually, I've had the 90 Day Program, well—I only had the 90 Day Program and the Jump Start and it actually seemed to work pretty well, but I was just thinking in terms of like, my revenue targets, that I wanna have a middle ground so that—and I basically offer clients during the Closing the Deal Conversation, I emphasize where they are and what they want to accomplish. Do they want a quick fix? Do they want something that's a long return? Do they want a Total Transformation in their life? So based on what they want, I laser in on which program would be best for them.

Carey: Neat, I love that. Question for you, is it possible for—could you repeat the investment amounts for the programs again, for the different programs?

Charlie: The 28 day is \$597, the 90-day Level 2 is \$1497, and a 6 month is \$2997.

Carey: Okay great. So, of course I'm thinking about how do we—Charlie, what I'm debating in my mind is bringing up that higher end program to a \$4997, and what would that be like. And that the middle program is actually a \$1997. And the reason why I'm suggesting this is because it's not just for your revenue targets, of course that would be useful, it would be useful to hit your income goals, but the reason I'm suggesting it is because the pricing helps differentiate the programs even more. So your high-end experience, therefore—when you talk about “The Total Transformation” like it's a high end platinum program. Like, it really is, and the pricing reflects that. And you can have, you know, with 20% of your budget at \$4997, you have some flexibility in terms of adding really, really juicy extras to make that a luxurious experience. And, even still, your middle program at \$1997 is still very, to me it's a passive attention from a price point place that makes more sense for what it is you're offering.

Charlie: Okay, alright. That sounds really good. Okay so do you think it's too much, should I just cut out a piece? I mean, I don't know... I think it's worth just trying it on and seeing how it works.

Carey: This is what I think, I think you try it on. And this is also the other reason why I'm suggesting that your 6-month program is really high end. Because it's only going to be right for 20% of your clients. The other 80% are not going to take it. So what they're going to do is take either your 28 day and go into your 90 Day Program, or they'll take your 90 Day Program and they'll renew. Which, they might as well have done the high end program, but they just weren't ready to do that at that point. So, I don't actually think it's too much to have those three. And I think that you've already done such a great job differentiating between them. But simply adding, “This one is right for you if...” And with the high end program, you actually want to start to turn and use a different message, in other words saying, “This program is not right for most people.”

Charlie: Mmm-hmm.

Carey: And so you are encouraging those who are easily (UNINTELLIGIBLE) to not do it.

Charlie: Mmm-hmm. Mmm-hmm.

Carey: 80% of people are not going to do it anyway, so the 20% that do want that high end luxury experience you really want to call towards, it's like, “It's for you if you really want a Total Transformation, that's luxurious.” You know whatever high end words you want to use, “premiere”, “elite”, whatever. “It's not for you if you want a list of foods and whatever.” You know, you can use bullets. And actually you have, in either one of our old programs, maybe one of our old programs, there is a copy—

Charlie: I have it! I have it.

Carey: Ya, ya, use that copy. So for the high end program—at HCI Live this was in the workbook as well for a sample application for a high end program, where you're really working had in that language to help someone identify whether it's right for them or not. And not to shy away from saying exactly the kind of clients you want in that high end program.

Charlie: Mmm-hmm.

Carey: Once you accept like, it won't be everybody, so why not just call the ones you want.

Charlie: Mmm-hmm. Right. Ya... and I do have an application process for that program already.

Carey: Perfect! Ya Charlie!

Charlie: It's you! You did it! I'm just rocking it.

Carey: Ya, you are rocking it! One other thing I wanted to ask you about is what is—have you been thinking about—I was interested by the people, more interested in the “brains vs. their bodies”, in DC and I thought, “Oh, how fascinating is that?” What is the title of your program and the message of it right now?

Charlie: Well, right now it's—you know I just call the 6-month program, “Total Body Reboot” and I basically sort of—I'm (UNINTELLIGIBLE) with the title based on what my talk is, because I'm invited into corporations, and they all have their program that they want to—they all have an idea of what they want their people to have. And so I have a basic intake form that is automated, and then based on where the person is, I just give the program a title based on what they're looking for if that makes sense.

Carey: Ya, ya, absolutely. I'm thinking that in your talk and in your, maybe in some of your copy, did you have, maybe you already have this, Charlie, so if you do you're all set. But a couple of bullets or something you create about or that you use to show how changing your body changes your brain.

Charlie: Mmm-hmm. Mmm-hmm.

Carey: Like a, you might want to look up Dr. Daniel Hayman who is well known brain—one of the things that he—he has a statistic, and I actually just saw him speak at a conference, and there was a statistic that I wish I could remember exactly, but I bet you could find it. That when there is actually like, a decrease in brain power, when there is like, too much inflammation and too much toxicity and blah, blah, so the actual performance of the brain can be effected.

Charlie: Mmm-hmm. Ya.

Carey: And if you were to pull that up and then it's really about showing that ya, this is your Total Body Reboot, and it's also a Total Brain Reboot—you're just kind of throwing that in as an extra, not—it's not your main thing.

Charlie: Ya, I actually studied Dr. Anne Feldman in New York, and I did this—and the whole “change your brain change your body” thing, didn't go over that well in New York. So I sort of put it on ice. But you're right, thank you for reminding me of that because in this town, it's all about who you

know politically and your brain instead of how you look on the outside. So, interesting—so thank you for that.

Carey: Ya, my pleasure. And congratulations to you for doing such an amazing—for rocking it!

Charlie: Well thank you, thank you both for being such amazing teachers. I really appreciate your perception and all the work that you have done, and your continued brilliant success.

Carey: Thank you so much, Charlie. And I really admire the fact that you are still continuing to learn and study, and Stacey and I are as well. I really do believe that mastering coaching is a lifelong commitment to study. So we're all coaches in training for sure.

Alright, let's go last four digits 3132.

Kelly: Hello?

Carey: Hi.

Kelly: Hey, this is Kelly Haw, and I'm in November BHC.

Carey: Kelly?

Kelly: Yes, Kelly.

Carey: Okay. You're in November, so you're about where in the course?

Kelly: We are in Pillar 4 Week 4.

Carey: Okay great.

Kelly: And I just first wanna quickly say thank you so much for this amazing program. I'm totally impressed with it, and the whole program just has everything it needs.

Carey: Thank you.

Kelly: I'm loving it.

Carey: Thank you so much, Kelly. And what's going well for you in your self-care?

Kelly: I have had a couple of massages in the last few weeks.

Carey: Nice.

Kelly: Which for me is destressing and very important. So that's really cool.

Carey: And do you allow yourself massages often?

Kelly: Uh, I try to.

Carey: Okay.

Kelly: I haven't for years until I was quite sick a couple of years back. So, I decided I had to make a big change.

Carey: Well, I applaud you. Because you had other decisions available and you—

Kelly: Oh ya. Ya. For sure, crumpling up in a ball.

Carey: Ya, well congratulations to you for making a decision that you made, and for being here. I applaud you.

Kelly: Ya, all the bad has come, this wonderful new journey that I'm on. So I'm just thrilled about it.

Carey: Woo!

Kelly: That's how I feel, it's awesome.

Carey: Ya, I bet, I'm so, so happy for you.

Kelly: Thank you, thank you so much, I appreciate it. And I came to Vegas and it was just a thrill to be in your presence.

Carey: Thank you.

Kelly: It was really amazing, thank you. So, going well in the training, I'm loving the training and I've got everything done by my practice clients aren't quite finished, so working on that and it won't be much longer, and I'll be certified.

Carey: Nice.

Kelly: Ya, I'm excited.

Carey: Great.

Kelly: Ya. So, what I kinda wanted some help with if I could, I'm a little bit torn. When I first got into this program, really I wanted to help other people who were floundering, and had things going on with them. But like me, kept going back to doctors, specialists, and not knowing what was happening. And I just really wanted to help other people so they didn't have to kinda just stab in the dark like I did, and help them along their journey. Through the training, I know that probably like, starting with those people right now is not either to their or my best interest. I still do have that as a goal. But probably would do, you know I'm working on honing in on my niche and my Hot Hook, and I don't know that starting with, are you floundering is "What is wrong with you?" is quite going to do it. But so I was kind of looking at digestive issues and I am really into, I do homemade fermented veggies, and gut health and all that. And so, I had to have my gallbladder out about 2 ½ years ago, so I know that whole thing is, it's a big issue, and I know it is for a lot of people, and it can be of course not necessarily a gallbladder issue, but you know, anything along digestive things. My daughter also had leaky gut, so that kind of thing. Digestion.

Carey: Ya, that's great, I mean, what—a couple things are going through my mind, first of all, I just want to acknowledge how well you're thinking about all of this. And hat everything you're considering it's just really smart. And I know sometimes you're like, "I don't know if what I'm doing is right at all or if this is the right way to think about it." And I just want to acknowledge that it is. And I'm excited to have this conversation.

Ya, so a couple of things I'm thinking about, that you could certainly focus on—just doing quick research, "Americans with..."—You could certainly focus on gallbladder. You could. I'm just looking up

numbers trying to find out how many people have that issue. As long as it's more than 10,000 you're good, and I'm guaranteeing you in the United States it's more than 10,000.

Kelly: Mmm-hmm.

Carey: So you definitely could do that. And actually it would be a really tight, a really tight niche, which is extremely helpful for you when you are partnering with other practitioners who may encounter patients with gallbladder issues. (UNINTELLIGIBLE) "Oh, the gallbladder gall", which, you don't have to call yourself that. Right? But you know it's so it's like, you have personal experience and you can certainly go even deeper into your research in that area. I wanna sure you and everyone else that when you pick, let's say you were to do this, and I'm gonna throw out a couple other options by the time we're done here, but let's say you were to pick gallbladder for example. It—there is going to be plenty of people who do not have a gallbladder problem who are going to come to you and say, "Well, I have IBS, do you think you could help?" Or, "I have, I just wanna lose a couple of pounds, do you think you could help?" Like, "I don't have the energy I wanna have, do you think you could—have you every worked with clients like me?" And so, I want to let you know, and everyone know that when we worry about taking a niche because you think, "God, this is, I'm turning people away." But it's so counter intuitive, that it's actually completely the opposite. The niche gives you such a powerful and clear doorway that not only do the people who have gallbladder issues come through but a whole bunch of other people do too.

Kelly: Okay.

Carey: So for you, or anyone on the call who is concerned about that niche issue, it is the opposite of what you're afraid it's going to be. It's going to open you up to more clients than you can ever work with vs. turning people away. That being said, another thing you could do, if you wanted Kelly, is you could find a practitioner that you really vibe with, whether it's a functional medicine doctor, or whatever, whoever you feel—like, if there was a dream team you could have had for you, would it have been a health coach, and a doctor, or whatever it would have been for you—and you can create that now, and ask—you know, get to know the doctors who are working with the pieces that are more complicated and say, "I am here to help you. Like you say what to do, and I help people do it." Now, that being said it doesn't mean you don't have anything to say about what to do, but it takes away your—any concern that you're working outside your scope. And any concern that you're doing something more complicated than you should be. However, your expertise and your knowledge and your work with that other practitioners is just going to serve and inform. But you're really spelling out like, in this partnership, your role is to assess and give action—like tell this person what to do, and my role is to make sure they do it. And that way there is no concern of, "oh no, are you gonna try to be a doctor?" No.

But that's a way you could work with the kinds of clients you want to work with and almost be the Sherpa you want to be, that guide, that you want to be, but to do it in a way that is legal, ethical, and makes sense. And you don't actually have to do that later. It's just really a matter of partnering. And you don't even have to fully partner, you could say to a particular doctor or practitioner that you really believe in and say, "You know, this is something I'd love to try. When I was going through my experience, if I had something like me, I think I would have gotten a lot further, a lot faster. And I feel like with your knowledge and my ability to change habits, we're going to be able to help these patients go further, faster. Would you be willing to give it a shot for one or two people?"

Kelly: Okay, that sounds great.

Carey: Or, you could also say, “I have one or two people, who can come to you, who have a challenging experience like I had. And they don’t know where to go. I really think they should go to you because of your knowledge and your expertise. And I would really like to work with this person in tandem with you. So with your knowledge, and my ability to change habits, I think that they’re going to get much further, faster. But I could not do it alone, I prefer to work with you, and I think you might really appreciate my ability to be able to follow up in all the places where you can’t and don’t have time.”

Kelly: Okay ya, that makes sense. Sorry to throw in another thing, but along with that, I really wanted to also do because to me they go together, like, stress and anxiety along with that. But then on our niche and Hot Hook, we’re trying to hone down to very little or into one thing. So I’ve rewritten my Hot Hook over and over trying to just do, just to hone in on digestion, and then also to add stress and anxiety in there because they are so closely related. I hate to leave it out, but—

Carey: Here’s the thing... this is great. You are bringing up such a great point. They absolutely are related; you don’t have one without the other. However, the bigger problem, the one that is really going to be getting somebody’s attention is the pain.

Kelly: Okay.

Carey: The stomach pain. And it's not that stress and anxiety is not getting someone’s attention or is painful for them, it is. And I'm not saying stress alone is a terrible niche. But in your case, what I'm saying is that stress—handling stress and anxiety is part of the process by which you’ll help resolve the digestive issue.

Kelly: Oh ya.

Carey: So you don’t have to in the Hot Hook mention the process. You can just mention the results. But, that being said, do you feel like you’d want to share the Hot Hook and we can take a listen?

Kelly: Oh, I’d love to.

Carey: Great.

Kelly: Okay. So, you know I have a few here, and a couple I got from some gals in my class. So, here is my first one, “I help people with chronic stress, digestive issues, or both so they can relax and have a comfortable tummy.” Or, with that same ending, “...relax and have a comfortable tummy and beat the bloat.” And then I have a different one, “I help people with digestive issues so they can have a comfortable tummy, beat the bloat, and button their pants.”

Carey: Just laughing as someone who’s had that problem, sometimes buttoning your pants is a nightmare. Ya, that’s really nice. Okay.

Kelly: Okay I have a couple more. “I help someone reduce stress and anxiety so they can experience easy digestion and a calmer tummy.”

Carey: Okay.

Kelly: "I help people with digestive issues go from a painful, achy gut to a comfortable tummy in 90 days or less."

Carey: Mmm-hmm.

Kelly: So those are kind of the ones I have in the works. And I'm torn.

Carey: Ya. They're really—first of all, great job. For even having one and doing it, I mean that can feel hard, like did I do it right? Does it sound stupid? And I just give you a lot of credit for just doing it. This the hardest part, and then sharing it. That's also hard. It takes a lot of courage. So, I'm saying that in listening to those, I agree with myself that you can take the stress and anxiety stuff out. That's not—it's the, you'll handle that later.

Kelly: Okay.

Carey: You really wanna focus on the belly stuff. And whether that's, I think the ones you have about the belly—my feeling is that your next step with that is to take your couple of drafts, and start sharing them with people.

Kelly: Okay.

Carey: And see what is it you'd like to say. Like, what rolls off the tongue? It's a little different writing it than saying it.

Kelly: Right.

Carey: So sometimes you'll write something, and it'll look really good on paper and you say it and you're like, "That's a mouthful..." And you actually end up saying something different, which is great, because that's part of getting to the Hot Hook is the whole phase of telling people, and that's when you start to make it hot. Because you feel what rolls off the tongue and then you get to see "What's the other person's reaction?"

Kelly: Mmm-hmm.

Carey: Do other people laugh when they talk about buttoning up their pants? Is that—like, keep saying that if you're getting that reaction, do you know what I'm saying?

Kelly: Ya.

Carey: So in my mind, once you take out the stress and anxiety stuff, you're in the testing phase, which means you want to be out talking to people, whether that's at networking things, or friends, or anyone. Just telling them what it is that you do, and seeing how you like to say it, and what their reaction is. And then from that feedback, you're going to make whatever changes you make.

Kelly: Okay sounds great.

Carey: Alright. Awesome job, Kelly.

Kelly: Okay well thank you so much.

Carey: Thank you. And I just want to say thank you also for acknowledging the—well, for first of all for coming to HCI Live and acknowledging that it was a great experience for you. I feel like that can,

you know the life experiences can feel a little like, optional. Like, “Meh, do I have to do that?” And they’re not required you know, for certification. However, I do think there is something really, really important about the live experience and being there with us, with the community. And more than anything, it’s also outside of your normal environment. So, when you’re in a different physical space you have the opportunity to have different ideas, and different spots, and different feelings, and perspectives. And that really breaks you open in a way that always being at home can’t. And I say that being someone who likes to be at home all the time. So I understand not necessarily wanting to go. But I would encourage all of you the next HCI live is coming up November 3<sup>rd</sup>-5<sup>th</sup>, and I’m not sure if there is— if you’ve gotten information about booking seats and things like that. But if you haven’t you will. And it’ll be November 3<sup>rd</sup>-5<sup>th</sup> in San Diego. The hotel resort is so beautiful! And the weather is going to be gorgeous. I strongly encourage you to be there. It’s an extraordinary experience where you have yes learning, of course we’re always teaching four Pillars, personal growth, business, marketing, coaching skills, topic expertise. And that’s wonderful and important. And even more important than that is your experience in the room. The experience of you, that you don’t get anywhere. It’s amazing.

So, let’s move on. Okay, last four digits are 7491. Hello? Oh, I’m hearing a—it’s my voice in the background. Hold on. Okay, let’s try 9720. Hello?

Beverly: I think that was me.

Carey: Oh.

Beverly: It’s not the number I’m calling in on but I have that number.

Carey: Oh, good morning.

Beverly: Good morning. I’ve been very much enjoying this, this is my first office call, but it’s very valuable, so I’ll try better to get to the other ones. My question concerns—how do we deal with a client who just aren’t concerned about the topics of—everybody does need to learn about nutrition, I absolutely agree, but I’m focusing on baby boomers who have chronic health conditions. And I have got a broad range of different treatments I know about. And one of my objectives and hopes is to help teach people or let them know that there are other ways to recover than using pharmaceuticals. But there are topics like, a hunger scale. Older people, their problem is that they have no hunger. And they don’t eat regularly. So of course this leads to nutritional problems and lack of energy, which they need to be reminded about.

But somewhere in the program I think Carey referred to at some point—I’m only in Pillar 2 Week 8. And there was some point in the program where we are going to be given some sort of guideline to help us—guide us through any sort of question or situation. I’m looking for that silver bullet, is there one?

Carey: Oh ya. Ya, absolutely, that’s coming—that’s the Pillar 2 Bonus I believe, the “Oh Crap: Silver Bullet Coaching Sequence”.

Beverly: Oh, okay.

Carey: Ya, so this is such an interesting question. By the way, I didn’t catch your name.

Beverly: Oh, it’s Beverly Jenson.

Carey: Hi Beverly. By the way, what a beautiful name. That was my grandmother's name who I love to pieces, I love, love that name. And I consider you a little message from her so thank you for being here.

Beverly: Thank you.

Carey: Great. Oh, go ahead?

Beverly: I'm thoroughly, thoroughly enjoying this program. I think you girls are, well, excuse me...anyone under fifty are girls to me.

Carey: I hear you.

Beverly: It's just a wonderful program, and I couldn't be more delighted.

Carey: Oh, I'm so glad to hear that. And I think you brought up a really fascinating point. So for clients who are not concerned about chronic health conditions, and certain things—there are two things that I have heard. One is that the idea that whatever we come up with for a title or a Hot Hook, that the title or program is coming up with something that people are interested in. So if you are surrounded by people who aren't interested in chronic health conditions, what are they interested in? What are they investing their time and money on?

Beverly: Well that is their only interest, it's chronic health conditions. They're not concerned about weight, and they don't have hunger.

Carey: Right.

Beverly: It's all about chronic conditions.

Carey: Okay, and I'm assuming there are different kinds of chronic health conditions.

Beverly: Ya, ya.

Carey: So you have the choice of focusing on one or two. Or saying, "Chronic Health Conditions" all together.

Beverly: In my practice, I call it the "Fabulous 60+ Total Health Renewal". I think that's ambitious.

Carey: Will you say it one more time Beverly?

Beverly: "Fabulous 60+ Total Health Renewal" is what I'm offering to practice clients.

Carey: Okay, and how are they responding to that?

Beverly: Well, my first client, her issue is 40 years of arthritis. And a missing thyroid, which just brings in a lifetime of continuous trial and error on how to replace the thyroid function which effects so many other things.

Carey: Ya.

Beverly: I think if I continue on this track I'm gonna—every client I have is going to have different chronic, long term conditions. And I'm thinking of focusing on just uh, bypass surgery alternatives.

Because I've done—this is how I got into this field is helping a friend clear out his blood vessels and overcome heart disease.

Carey: Oh my!

Beverly: So I'm thinking about maybe focusing on the alternative to triple bypass surgery.

Carey: Well sure, why not.

Beverly: With their doctors on that.

Carey: Ya, for sure. Yes, I would absolutely go in that direction, and even if you don't stay there doing that forever, it's such a clear place to start, you have a good story around it, you have such specific practitioners that you can partner with in terms of doctors and physical therapists, it is very clear who you can reach out to as potential collaborators and referral partners. I absolutely would start there.

Beverly: Okay. Ya, it's a real interesting experience. I've got a good foundation, but I'm going to have to expand further.

Carey: In what way?

Beverly: Learning more.

Carey: Well yes, and for the things you feel you have to learn, someone else already knows. So, I'm not saying don't learn anymore, I'm saying that remember that you don't have to learn everything and that's why you partner with people. And remembering the skill you bring to the table is extremely valuable. And you have a skill they don't have, and you have something they don't have. Therefore, when you put the two together, you've got something really wonderful. That means you don't have to wait until you've gotten a PhD to help people.

Beverly: Actually I do have a PhD.

Carey: Well, your second PhD!

Beverly: Ya, really. Well thank you very much.

Carey: Thank you Beverly.

Beverly: So in Pillar 2 there is a guideline for sort of the silver bullet for all other questions?

Carey: Yes, it's in the—let me confirm here, I believe it's a bonus and let me check that for you in the syllabus. Hold on one second, Beverly, I'm just going through my syllabus here. The thing about that question sequence is that it is useful. It's a bonus for Pillar 2, it can be used on any topic and it can be used at any time. As a matter of fact, when you learn that, it's not going to be all that unfamiliar to you because you're going to notice that there have been similar questions in a lot of Skills Labs, there have been similar questions in a lot of sessions. It's not the same as those but it is—you won't see it and go—well, you won't see it and think it's a foreign language, is what I'm trying to say.

Beverly: Ya, okay great. Thank you very much.

Carey: Thank you Beverly. Okay we are going to go over to the webcast and see. Hello...

Stacey: Carey, I wanted to address now (UNINTELLIGIBLE) Mel's question about the cleanse, it says, "...We can use it as we wish, but can't use it for profit. And then gives examples of students abusing it to sell to potential clients as a gateway product. I'm really confused about what we're allowed to do with this or not."

Stacey: Great question and let me just clear that up. What we meant by that is you can use this to sell to your health coaching clients. What you cannot do is relabel this and sell to other coaches, or schools, or like, as a reseller of this to give to other coaches who are not in the Become a Health Coach program so they can have a Done for You material that they can sell to their clients. That's simply what we meant. You can't resell it like that, but you can reuse it for yourself to sell directly to your own clients. Is that clear, Carey?

Carey: Yep, I think so. But Mel, if you still have a question about that if you would write in that would be great, and let us know if that's still unclear for you.

Stacey: Great. And then there was another question over email that, "Did Carey and Stacey have help by a pro detoxer to create the cleanse?" Great question. And yes, I used to work as a health coach with a naturopathic doctor. We did something called a "joint venture" which means you simply partner for a specific product or program. And we partnered because she was a naturopathic doctor that gave protocols but didn't work directly with clients to help them change their habits, or be accountable between sessions. And she really needed somebody like me for her cleansers. Not only before to prep for the cleanse, but during the cleanse and post-cleanse. Because what happens after people do a 14 day cleanse is that two things happen. One, people go, "I feel amazing, I'm going to do this cleanse forever!" Which is not really sustainable because there is a difference between a maintenance diet is just your sustainable way of eating and a difference between a therapeutic diet, more like a cleanse, a temporary short period of time for therapeutic purposes. To cleanse out and reset. So that's not designed to be doing all the time in that fashion, it's meant to be a specific time period, in this case 14 days, you can extend it certainly to 21 or 28 days if you'd like. But, so I worked with this naturopathic doctor who—this is not her exact cleanse, she used supplements—we redesigned this to not use supplements or have extra cost. And this way it's really safe for people because it's just totally plant based food based and very, very gentle. So we found this is something most people can do.

You'll see that in the cleanse materials, there is a more advanced version where you can do three days of liquid fast with colonics or enemas to really flush out the system. That doesn't mean no food, it just means all your food is liquefied. So you can have broth, smoothies, and there are specific recipes in there for all of that. But just to answer your question, yes, when this was originally created, I was partnering with a naturopathic doctor who had professional detoxing experience.

Carey: Alright, should we go back to a live question here?

Stacey: Sure.

Carey: Let's go to last four digits 5683.

Desiree: Yay! Can you hear me?

Carey: Yes!

Desiree: Oh, I'm so excited, I'm so glad to hear 5683.

Carey: You've summoned.

Desiree: What is going well for me—my name is Desiree (UNINTELLIGIBLE LAST NAME), and I'm in Pillar 4. I have completed Pillar 4, because you so graciously gave it all to us. And I am so super excited, something last night, something like when you dream, like you sleep, and your dreams keep you awake, your mind is keeping you awake. You might think that's a good thing, but I'm super excited. I've been trying for 10 years to find a job to work from home, and I can finally say I do believe I have found two ladies who have integrity, that give me calmness if I get over excited. And I am really, really excited about doing this program. And I shall be seeing you on the 18<sup>th</sup> to the—what's the date? The 21<sup>st</sup> of July.

Carey: Oh!

Desiree: But I came onto this call as well, I'm just doing this as a day of—learning from everyone else, so I put this day aside, so I'm going to be getting on the next call as well. My question was, I have one more session with a client, a practice client. I did not invite her to continue with me because I don't think she is—she is a friend of mine, but I don't think she is the kind of client I'd like to continue working with. And so I just left that part out, you know? So is that the correct thing to do, just leave the portion out and close it out? She does however, sometime in the future would like for me to work with her teenage daughter. She says that—she calls me a good coach and that I do calm her down and help her. But I don't think she always follows through. So, I need your expertise on that.

Carey: Yes, so your first question is with this practice client, who is a dear friend, you're feeling that it's not the right thing to renew? Is it okay to just simply skip the renewal invitation, complete the program and be done?

Desiree: Sort of give up on her in a way.

Carey: Well sure.

Desiree: And can I tell you something? I love your laughter. My husband will ask me, and he says, "Who is that?" And I say, "She's my teacher! She keeps me awake!"

Carey: Oh, thank you! Oh my goodness. So here's the thing. You do not—because this will not be the first client who you will feel like, "Meh, I'm not excited about having another 90-day experience with this particular client." It's totally okay not to invite them to renew. You absolutely can skip that invitation part, and instead, what you could do is in the final session is a celebration like, "Let's go through all of the wonderful things that you've accomplished. And just list them and celebrate. And then you may have a conversation with her about what she'd like next, but not in the context of working with you.

Desiree: Mmm-hmm.

Carey: You can—one other thing you could do if your, if this person, or any other client that you would rather not continue working with, if they'd say, "I'd really still love to be doing this work." Then you can say "Well, what specific outcome are you looking for?" And getting some information about that. And then you can say, "You know, I have a colleague who might be perfect for you." And you can refer that client to someone else in the Become a Health Coach training that you know. Or you can put a post on Facebook and say, "I have someone who's looking for a coach who can help her do X,

Y, Z. Would anyone be interested?" So you're not always, there are plenty of coaches. If someone wants coaching, you could always refer.

Desiree: Okay. Okay. I did sort of hear the part of Session 11 done to highlight some of the things that they've done well, and I had to go to more of a personal life because these things have been shared to me in our sessions. Ya. Because I don't feel that we have made much progress—that's the honest truth.

Carey: Ya. Does she feel like you've made progress?

Desiree: She feels that she is learning how to change these—you know one thing I've been stressing with her, and I hope it was right, is she has to prioritize herself because she's always running around for other people. And she seems that's the be all end all. You know? So I've been a little lenient with her and I told her that this is not what I'd do with other clients, but I've tried to work alongside her for some things. And I don't want to anymore.

Carey: Got it. Got it, it sounds like you're very clear.

Desiree: I do have another question—how do I lead clients into the correct program? I've just done a Closing the Deal Conversation and I was very proud of myself because it was a girl I know very well, she's a lawyer, she's been divorced—and so as I was going through the closing the deal she was telling about how she had to borrow money, and not having money to pay rent, and not being able to pick up (UNINTELLIGIBLE), and to pay for daughters at private school. And so my critter brain was going, "Oh, you know (UNINTELLIGIBLE)." But I sort of felt before I stated my investment, "how could I do this?" So I got myself together and I remembered my mirrors, the different mirrors of money, whatever we call it—sorry.

Carey: Money Mirrors.

Desiree: Money Mirrors. And so I just said, "The investment is..." and I told her it was \$1497, I thought that was a good price to start at, and oh my goodness, we have yet to work on me if I think that \$1497 is not a lot, and I told her she could pay in month's installments. But I think one thing that should boost my confidence on this is she said, "What did you say?" And I said, "\$1497." And she said, "What did you say? Four thousand how much?" And I was like, "Wow!" She was so natural, like four thousand?! She didn't sign up with me, but I felt that I did a good job of at least I could raise my fees.

So, my question is, after telling you all of that, is how do I lead clients into the correct program? I have the 28-day program and the 90-day program, so you know, giving them the 90 day, what if they would do better on the 28? Or they would be able to afford that one or whatever. Am I saying that correctly?

Carey: Yes. So I think what you're asking is when you're in a Closing the Deal Conversation, how do you know which program to offer, the 28 day or the 90 day. The answer is, it depends. Sometimes you will have a client who is like "I just need results." And even just the way they're speaking, going, "You know I think on a gut level, let's start with the 28 day." You might also find when you're doing the Closing the Deal Conversation with a client, and you're not totally sure you want to work with that client. You might just do the 28 day because it's a small commitment for you as a coach. So it's a way to just bait a little bit.

If, for me—I'd be curious to hear Stacey's thoughts on this, but for me as a coach when I'm talking with a potential client, if I feel my higher level program is going to make a difference for them, I go with that first. And I want to understand what, if anything, would get in the way with them moving forward with that. They really can't afford it, or there is a timing issue I go, "Well, here is another option..." And then I would offer the smaller package.

Desiree: Okay. So would I have been—could I have gone into saying, "I have this 28-day program that's so much?" After she said she couldn't afford that.

Carey: Absolutely, you could have said to her, "Well, here is a second option..."

Stacey: Yes, you can, you can certainly down sell that from a price difference, certainly when people say, "I can't afford it." However, I wanna just change the orientation of that because, I see a lot of coaches do that and it almost devalues the client as like "Oh, you can't afford that? Well, get this lower experience program." Which, it's not that at all. It is a completely different experience. So think about—the question I'm sorting for in which program should a client do or point them towards, is, "What would be most serving for them to get the outcome they want?" And if you're not sure then you can always say there is two, like, "Hey, I'm sensing there is two programs—most of my clients end up doing both, it's just a matter of which one do they do first, because they're two completely different kinds of experiences." So you could just give them a brief overview of both, and which one they wanna start with. But these are—your positioning is that these are different kinds of experiences. It's not that one is a lower value than the other or cheaper. Because, can you see how that really lessens the—like, it's almost like, "Wah-wah..."

Desiree: Yes, that's exactly the—

Stacey: We don't want her to have that.

Desiree: Ya, like I don't want to, like, "This is my little program," you know?

Stacey: Ya. No, no...

Desiree: I didn't want to devalue. Ya.

Stacey: Ya, because it doesn't feel great on the receiving end for the client. These are both extraordinary programs, high value, you're going to have an outstanding experience no matter which one you choose now. So you can't really go wrong. And reiterate that most people end up doing both. So no matter which one you choose now it's like, once you said you yourself in your gut, you know which one is right for you first, let's talk about—let's tune in and picture yourself in the next 2 weeks or getting the 90 days of support when we're completely changing and overhauling your habits. So, if you're making that decision together, we're sitting on the same side of the table, we're looking out—which one is going to move you forward? Like what is going to make the difference right now? And for some people, if they've really been clogged up, and you know, their liver isn't working so well, they're not really digesting food, their metabolism is super slow—then maybe a cleanse is right. If they're like, "no, actually you know I'm not quite ready for that yet, I've never done one before, I'm just a little weary, I would rather have more of that ongoing support and onramp, and then maybe we can cleanse later." Then we're going for the 90 day. Most of the time your optimizing for the 90-day experience because that is a larger container, not only—yes, it's a higher price point but we're not just doing this to make money, we're trying to be in service. And certainly, if someone is working with you over the

course of 90 days vs. 14 days, they're going to get better and longer lasting results. And that's what we want for them.

So sometimes you have a couple options here. They could do the 90 day which is what most people will do—and when I frame up with that I say, “Most people start with the 90 day because we start to build in some healthy habits, and then after that we'll talk about what's next. And most people like to move into a cleanse.” Now, if that's not right for them they could do the cleanse and then the 90 day, or you could package the whole thing together. So there are a lot of ways to do that.

Desiree: Would you mind if I just say a little bit of how I think it should go? If I say, if I get to the investment part, “My 90 Day Program's investment is so much, and most people start with this program.” And ya, so would I—

Stacey: Let me say that back to you—oh I'm sorry, say that last question again?

Desiree: Would I talk about both programs immediately when I'd speak about the investment?

Stacey: Well if only in the Closing the Deal Conversation that they're really talking about things like, if they already mentioned to you that they wanna start small, and kind of see how it is working together, and they need a Jump Start for their metabolism, and maybe they've been curious about a cleanse—you could ask them during the Closing the Deal Conversation, “Have you ever done a cleanse?” And people will be like, “No, no, I don't really know that that's for me.” Then no, you're not even going to talk about that. If they say, “Actually it's so funny you mentioned that! I was just having a talk with my girlfriends, but I have no idea what cleanse to do. I went to the library and looked up cleanses, but there is like a million out there. I don't even know where to start!” So there are indicators in the Closing the Deal Conversation for which way to go. So now we're starting to get experience for sorting for if we're going to point this person to the 90 Day Program or towards the cleanse, or are you simply going to ask them, “Hey, so have you ever thought of doing a cleanse? That might be a great way to Jump Start here.” And you'll get a sense from their response as to whether or not that's interesting or we can revisit that later. Does that make sense?

Desiree: Yes, yes.

Stacey: So when you say the 90 day, I want to address what you said to me in making that invitation is, just so most people—so what I hear you say, you got the 6-word magic phrase from the Closing the Deal Conversation Script, “What I'm hearing you say is you wanna move away from X, Y, Z, and you wanna move towards A, B, C. What I think is your next best step is, and what most people do with me is what I call the 90-day Total Transformation Program.” Now, you might have a different name for it, but let's just say that's what it is. “...the 90-Day Total Transformation Program, here is how that looks, we're going to meet weekly over the course of 3 months. We're going to focus on...” And then you are either going to use what's in our script or you can use in some of your own language based on what the person said again, it's simply what they're moving away from and what they're moving towards. “These are the things you're going to focus on in the outcome that by the end of the 90-day program, this is what you're going to walk away with so you have that ongoing support. What a lot of people do,” and you can also frame this, “What I see some people who come to me is that they've worked with someone before and they do a one off session, or they've been doing things on their own for a very long time, and it doesn't stick. So what we're working on is on these 90 days, is building healthy habits that stick.” And then you pause and let them digest that for a moment and they'll

probably say back, “Well, how much is it?” And we always say, “The investment”. “The investment in the 90 Day Program is...” And then you say what it is. Then you say, “There’s two ways to enroll, there is an invest in full, which is option 1, it's the best deal. It's X. Or there is option 2, which is X number of payments of...” Then whatever it is. “So, the first option is the best deal, there is extra savings on that. And option 2 is totally fine. Some people need a pay plan option, that’s there for you if you need it.”

Desiree: Mmm-hmm. Okay. That sounds like it will roll off my tongue easier you know? I’m—I know I’m not going to be perfect in the beginning, but I just want to feel comfortable.

Stacey: It's not about being comfortable at all, but it's about relaxing into that you are making an invitation. We’re not pitching it on them, manipulating them or forcing them onto something they don’t need or want. We’re simply making an invitation of, “Hey, there is a really good chance that if you follow through with the recommendations I'm going to be laying out for you, you're going to be better off than you are right now. I'm going to be there holding your hand, step by step through this process and this program so we can rebuild healthy habits that stick. And if you change your habits, you change your life. Right? So, there is a come from with you, that feel your own sense of confidence that this is what you're doing. You're not trying to manipulate them into something they don’t want. When it feels unethical, or you feel you get tongue tied around saying the price or making the offer, then just check yourself to notice where is that coming from? And is it feeling like some kind of ethical dilemma within you that you're asking for something that isn’t authentic? And just let us help you get reflection that is just coming from because you haven’t done it before. So it feels unfamiliar and you, yourself, are not totally sure. That’s why we ask you to get practice clients so you come away feeling really good about what you're offering that it has worked. And that you yourself have experienced the 12 sessions with someone else in the program as well, so you know what it's like to be on the receiving end. I highly recommend that for anyone so that you are not only a coach of this work, but a client of the work. You will learn so much that way. And then that won't sort of come out of your mouth with hesitation. If it comes out of your mouth with hesitation, they're going to be a little bit weary and skeptical. If it comes out of your mouth with confidence and relaxation and a passionate detachment that we are passionate about being in service to them, but he talks about whether they say yes or no. Let them choose whatever is right for them. And it takes practice. So I'm not saying that you're going to instantly feel that, but just know that the more relaxed and confident you are and practicing that passionate detachment, the more likely they are to say “yes.” And the more likely you are to be in the highest service, the highest good that is most authentic. Does that make sense?

Desiree: Oh, it makes a lot of sense. And let me tell you this, my practice client I didn’t do the investment talk because obviously they were my practice client, so this was my very first sort of—doing a Closing the Deal Conversation with a—or doing it where somebody would pay for it. So, see a confidence in the fact that you guys are (UNINTELLIGIBLE).

Stacey: Well great job on actually doing a Closing the Deal Conversation! Congratulations!

Desiree: Thank you, thank you. Yes. And I would like to do 20 more so I (UNINTELLIGIBLE). Thank you so, so very much.

Carey: Thank you Desiree! Stacey, can you believe we’re at time already?

Stacey: I know!



Carey: That was like, the fastest 2 hours ever! So I just wanted to thank everyone for your presence, and your commitment, and your dedication to this work. And to remind you that there are other people on the other end of this work who's lives will be changed because of you. And that even the smallest thing that you think is no big deal, it's actually a huge deal for them. And so you coming forward and helping people with the things you may know, you may worry that it's not enough, it's not enough but it's actually plenty. And that people are dying for what you know. So I just want to congratulate you for sticking with your training, sticking with your commitment, and we can't wait to get on the phone again on another Office Hours with you! Thanks everybody!

Stacey: Thanks everybody!

