

Office Hours May 16

Stacey: Hello! Welcome everyone to the Become a Health Coach Certification Training Office Hours, this is Stacey Morgenstern here, Carey will be joining us shortly. I just want to say welcome to the new class! Whahoo!

Carey: Woooo!

Stacey: Hey Carey!

Carey: Hi!

Stacey: I was just saying welcome to the new class, this is day 1 for you, and it happens to be my sweetie's birthday today, so you've got good juju in this class coming in for sure. To all of the other classes that are also present on the call, these Office Hours calls have a mix of all the different classes, which is really great because if you're a student who's farther along in the training, you're going to hear questions from the newbies, where they're still figuring it out, they're a little bit of deer in the headlights going, "Oh my gosh!" Or, "This is awesome!" And then you're going to be reminded of how that felt, what that was like, and how you're cruising into all feeling easier, and how much you've learned, and how far you've come is so cool to acknowledge how much you've learned in such a short period of time. And many of you have experienced personal changes in your own lives, with your families, or even in your careers—or you've even started seeing clients, or you've already been making money as a health coach, even though we're not even complete yet. Some people are already seeing clients while they're still in the program.

For you newbies coming in, relax into the knowing that you too will still get the hang of it, where all the handouts are located, and the recordings, and if you're in the beginning feeling like, "Oh my gosh, I'm overwhelmed because it's all unfamiliar!" Just know that in a couple of days or in a couple of weeks, you too will be settled in, and know where everything is, and you get in the flow—you find your rhythm.

You may hear questions today from older students who are farther along in the training—not to be alarmed, you're not supposed to know all that stuff yet—but just to keep an open mind, and listen for, "Wow, I'll learn about that later." And I know that is coming. This is your first day—you're not supposed to know everything yet. Carey, is there anything you want to say about that?

Carey: I would say, it's—I don't know how many days it's been for us, many thousands of days? And we still don't know everything yet. So you can release any pressure that you have, whether it's your 1st day, or your 100th day, or your 500th day, know that you are one of the most wonderful things about this career is that this is just the beginning of all the learning and growing that you get to do, and you get to be paid for

eventually! And some of you of course are just starting out, and you may not be in a position where you're like, "I'm ready to get paid, I just started!" And some of you are already towards the end of the course, and you may be starting to get paid, or maybe you've been a coach for years, and maybe you're adding health coaching. Wherever you are, at the end of the day, what the commitment to coaching is as a lifestyle is a commitment to learning about yourself, about others, about the world. And how we operate and do health, and do life, and do relationships, and do money, and that gets to be an ongoing exploration for the rest of your life, both for yourself and with the hundreds of thousands of clients that you will have over the course of your career.

There's just nothing more rewarding and fascinating, and thrilling—Stacey, I was thinking, I think it was yesterday, I was talking with a friend of mine who has known me for many, many years. You met her, I think, at our event—Bess. She was over last night, and I was saying to her that why I know I love this career so much, even though there certainly are tough times, and there certainly are challenges—it's not like everything is roses all the time. And that's true for every career. And what I said to her that the worst day in this career is best than the best day in any other career I can imagine.

Stacey: I love that.

Carey: Ya, I just want to hold out for all of you the, the reminder and the vision that there is a version of you in the future that is experiencing the career, the lifestyle, and the fulfillment and satisfaction that you want to experience now. And to know that your future self is guiding you forward. One of my favorite quotes from our recent live event that Stacey shared was "Desire is a memory of your future self." So you can almost imagine our future selves whispering back to us through time, "Come forward, come forward! I can't give you all the information, I'm just going to give you a desire!" Because that future version of you is waiting. One of the things we say in our graduate program as well as a quote is, "Proceed as if success is inevitable." So we proceed as if what we want exists, and we're just on the journey toward it, enjoying all the twists and turns, and ups and downs. And one of the things I think you will find about this training, and hopefully this is true for you no matter where you are in the training, is that we like to be extremely practical, and extremely detailed and step by step so what you're learning here is immediately applicable in the real world. You don't have to take a lot of time and energy trying to translate the theory into practical, useful things for your business and for your clients. We try to do that for you in all of your training. So that what you're learning is the actual stuff you will need and use with your clients, and that will work.

I think that you're going to find that a long time that a long way with the twists and turns, and the ups and downs and such, that's what we are here for. Both Stacey and I, and our whole team, and the training of course to supply you with a system, the support and accountability, that you need to succeed, in whatever way that looks like for you. And I

have a real warmth in my heart this morning, Stacey, for especially for those of you who are starting, I think, “my god, the first thing of the rest of your life is today.” If you can even think back, Stacey, to like, day 1, like the first live piece of your first training and to have any idea of what it would be 10 years afterwards, can you even imagine? I, would have no idea.

Stacey: No idea. I guess, you know every day is like that to a certain degree. But certainly this is a pivot point, because you are, you’re stepping into not only a professional training, but a personal one. This is a personal growth path of deciding that you’re going to live the best life ever, that you are going to feel the most amazing that you can feel, that you are going to be an inspiration in the world. That you can make a great living while making a difference vs. working Monday through Friday at something you dread, and then Saturday is finally your day to be you. That you get to have a career that is a living expression of you, and that deeply serves the world. It’s just—it really is; you don’t even realize the consequences. I don’t think when I got into this I realized all of that was coming, and that would be a major pivot point, if I could look back on your forty-one years, and see what were the significant pivot points in my life, the life changing decisions that would impact the course. And becoming a health coach was certainly a major one. I mean, before becoming a health coach, I was working in a grocery store, so just—really amazing that you don’t even know yet what is ahead, but I can tell you it is the most amazing journey in the world. I’ve met the most incredible people, I’ve made more money than I ever have at any job combined, and I love my lifestyle. I have the ability to travel, to work five days, or three days. I have the ability to meet all kinds of people from all walks of life, and I have the ability to be a student of life. Which, I don’t know about you Carey, but I know you are actually, I do know about you, is that we’re both junkies for learning. We love to learn! And how about a career where part of your job is to continue to learn and to be a student of life. And to always be in the inquiry of how it can be better. Not dishonoring the present moment, it’s present perfection, and also how can we plus one, plus two and make it even better. What is the world that we wanted to imagine, what kind of culture will it be? What kind of gardens will there be? What kind of food will we be eating? Like, just to imagine, literally creating heaven on Earth.

Carey: Mmm...

Stacey: That’s what we get to do in this profession, and it is extraordinary, so I just want to extend a warm welcome. And Carey, maybe a quick download of how the call will be run, just starting—I don’t know if you pulled an Oracle card for today but—

Carey: Well, but of course!

Stacey: But it could set context for the newbies of how this call goes.

Carey: Ya! For those of you who are new to Office Hours, or maybe you've been in the course for a while, but you haven't been able to make it to one, or maybe this is the first recording you've been able to listen to. The way these calls go is that Stacey and I—well, we talk with you, as we are for a moment, and then we generally like to set the context for the call, and we'll either do that via some kind of meditation or some kind of visualization, or sometimes I like to pull an oracle card. And I know some of you may not be into this at all, it may be like, way woo-woo, not your type of thing at all, and I totally understand that. The only reason I do it is because I find that it helps me, and helps us as a group center into what might be going on in the ether. And what I would suggest is to listen for any nugget that might resonate for you, and if it's not your cup of tea, I totally understand, and just take it with a grain of salt, and then we move on.

Then we move onto questions and answers, Stacey and I really open the call, and if you we start talking with you about what you have going on. If you are unmuted and you raise your hand, I'll tell you how to do that in a moment. Then we'll ask you to share your name, we'll ask you to share where you are in the training, so for example, some people might be in Pillar 3 Week 2. Some people might be in Pillar 1 Week 1, some people might be in Pillar 2 Week 15. And it doesn't matter if you are behind, on track, or where you are in the course relative to your cohort. It only matters where you are relative to you. Because of course everyone at some point or another is going to get behind, which is why you have an entire year to complete the course and complete your certification requirements. That's just life, and it's totally okay, that's what it means to be an adult learner.
Sorry Stacey, I have a siren going by can you hear it?

Stacey: Nope, I didn't hear it.

Carey: Oh good, so—you might in a second. I'm going to mute, you want to take over for a minute?

Stacey: Sure...I didn't know exactly where you were going to go next.

Carey: That's okay, I will jump back in. Thank you, for those of you who don't know, Stacey lives in Marin County in a very like, beautiful, such a gorgeous setting. I wouldn't say like, not the country, or rural by any means, but it's also not the city—it's just such a gorgeous nature—

Stacey: We don't have fire sirens going off. We have butterflies flapping their wings, and once in a while a chicken!

Carey: Yes! And I'm in Chicago—and even though I'm in a beautiful neighborhood and have a lovely yard and everything, every now and again a big siren goes by on Laurence Avenue. So, I appreciate your patience with that.

Okay so, as I was saying, once we unmute you to talk with you and coach you'll share your name, share where you are in the course. It doesn't matter if you're on—where you're "supposed to be", if you're behind—the only reason we ask is so we can understand where you are in the training, and what content you've learned, and that helps us coach you, and helps us answer your questions, it gives us more of a context.

The next thing that we ask is "What's going well for you in your self-care?" Because one of the things we're all here to do is to learn to take excellent care of ourselves. Especially as you're continuing to build a career, some of you will be working for yourself, some of you will be working for others—regardless, self-care becomes a larger and larger part of your career. Something that can be easy to blow off, and so we always want to make sure that we're focusing on it so that we're walking our talk to the best of our ability. That does not mean in any way being perfect. That does not mean I'm so healthy and wonderful, and we talk about that. It's just whatever is the little thing for you that you did, and went well for yourself. For example, Stacey, this morning I've been noticing when I get up with my daughter, who's almost 7 months now, when I get up with her at 6, I'm really tired during the day, vs. when I get up with her at 7:30 or 8. So when my husband can't get up early and I have to, and I have to take a nap—well, I don't have to, but I started taking a nap in the morning once our nanny got here—which I felt very guilty about doing. But I did that today, and oh my gosh, I feel amazing. Just an hour was like, incredible! So that would be an example of what's going well in my self-care. It can be something really—the small things are a big deal in self-care.

Then, we're going to ask you what's going well in the training, just something that you're enjoying, something you're appreciating about the way you're showing up in the training, something you're excited about, it can be whatever. So once we go through those things, Stacey and I will remind you of what they are when we're talking with you—then we'll go into whatever question you may have up for you. And just to give you a context the questions can be about—certainly anything in the training, anything that—it's okay if you're asking about something that comes later in the training that you're curious about. It's okay if you're asking a question about yourself, you may have a health challenge, or a challenge with food, lifestyle, or habit change that you're struggling with. We can absolutely help you with that. You might be working with a practice client; you may have a struggle with a practice client—we can help you with that. So this is really a forum where we're here for you, for your personal growth and your professional growth. We can coach you, and would love to coach you on all four pillars, both in the training and your life. All the Big 5 areas of your life. And we have a particular tag-team style we use when coaching, so sometimes—this is Carey's voice by the way—you'll be talking with me, and then we'll go back and forth between Stacey and I. But just so you know, whenever you're talking with us, you're in good hands, we don't bite—only if you request it, and in that case we just gently nibble—

most people like it. So there is nothing to be afraid of, there is nothing you're going to do—you can't get it wrong on this call, really there is no way to do it wrong.

For those of you who are not people who would normally raise your hand, you have two options, you can play a game with yourself and challenge yourself to do something a little out of your comfort zone today, and raise your hand. I'll tell you how to do that in a moment, and talk with us, and you'll be very glad that you did. Or, if you would like to on the webcast, you can type in where you are in the training, what's going well for you, and what your question is. And we can answer those on the webcast. So you have the option of raising your hand to talk with us live, or typing in on the webcast.

Now, to raise your hand and talk with us live you'll press *2 on your phone, and what that does on our dashboard is it shows that your hand in particular is raised and we'll call out the last 4 digits of your phone number, which out of context is weird, you kind of have to listen for it. Someone just said it, like "oh, oh, those are my last four digits!" You kind of have to think about it. We'll call those out, and then we'll unmute just you, and then it's the three of us then having a chat. And that way we can keep the recording clean for the reference library, for everyone here, and then for everyone who is listening to the recordings only. So again, you'll press *2 to raise your hand, and you can also type in on the webcast—I see many of you have, hello everyone!

Then Stacey, before we get started, how do you feel about me sharing the Oracle Card?

Stacey: Ya, I was, I wanted to make sure we didn't forget that.

Carey: This is such a neat one today. By the way, the deck I use is from author and coach, Collette Baron Reed, and it's the Wisdom of Avalon, she had a bunch of different card decks, and there were a bunch of different ones out in the world that just happens to be the one I was trained in as a person that I studied with. And so I'm very used to it and I use it all the time.

The card that I pulled, they're all characters from the, I don't know if you've ever read the Mists of Avalon, which Stacey, by the way, I read a couple months ago, and wow, I loved it! It was so great.

Stacey: I can't believe you never read that book! Wow.

Carey: No—I didn't want it to end I was like, "No! I was so sad when I got to the final pages, I loved it. So they are characters from the mythical world of Avalon in this oracle card deck, and the one I pulled today is "The Grail Knight". And this character is about romance and the seeking of that which is sacred. And it's a representation of elements coming together, through a union of heaven and Earth. It's either a romantic relationship, like lover to lover, or it's—what I'm feeling today

it's like, you with your soul. Coming together into this journey and this experience.

In the beginning of all relationships, there is a time when everything seems absolutely perfect. And everything that is reflected is beauty and perfection, and that's true, and also, there is more. So, when this card appears, it's a message to let us know that our own beauty, our own perfection, our inner most desire, are reflected in the mirror that's held up by the love of another. Perhaps even that might be the other might be this training. Love is in the air. And it may be the time for you to fall in love with yourself, and actually, that's strongly encouraged! Because we attract what we are, love attracts love, and unlove attracts unlove! So if you're not falling in love with yourself, and that's part of the practice that we're going through here, you run the risk of attracting that same affirmation from the outside world. So the more you fall in love with yourself, the more your external world reflects that to you. The other thing that is really beautiful about this card is that in love, and all relationships, there's beauty and perfection, thrill and excitement. And then there is also shadow sides. There are also things that are less than perfect and less than ideal. Or, frustrating, or challenging. And you know this to be true when you have fallen in love with someone, and there is a time when everything is just absolutely glorious, and then all of a sudden there is a little, "Huh..." a little something that comes up. And it doesn't mean that the relationship isn't beautiful or wonderful, it just means that light and shadow exist together. And as long as we are willing to see the shadow, and be honest about it in ourselves, and in others. Then we can never be disappointed. And then we will have an experience of real wholeness in a relationship—both with ourselves, with our soul, with our romantic partners, with our friends, with our families, with this training, with our clients. I just thought that was a really beautiful, beautiful card for today.

Stacey: I love it! That's really gorgeous.

Carey: It is! You know, I have to be honest, this card has eluded me, I have pulled it many times over the years, and I never really understood what it meant. Except this morning I feel like I'm really getting it. It's that, this is about love, it's about experiencing, but when you experience real love, real connection, and really communion, it's warts and all. It's not just the perfect, wonderful things. It's also the challenging, difficult things. And that you're still there in love with whatever it is you're in relationship to. And I think that's amazing.

Stacey: Well let's go ahead and let's open up for questions. So if you have a question, or want to connect with me and Carey, do some work with us on any of the things she talked about, or you have a question, or a client challenge, or anything that's going on for you in the training—even if you have a comment or a huge breakthrough, a revelation, an "aha!" it doesn't always have to be a question, it can be a celebration as well, press *2 on your phone. If you're on the webcast you can type your

question in. And we'll move back and forth from live callers to the webcast.

Carey: Plus, Stacey, I think that we have a couple emailed questions from people who weren't able to join us today that we'll get to. Let's begin with a live call. Let's go to last four digits 7496.

Stephanie: Hello?

Carey: Yes.

Stephanie: Hi. I was hoping you wouldn't call my number first.

Carey: I know, it's like you want us to, and you don't want us to.

Stephanie: I know. Normally I'd type this in, but it's—I don't even know how to word it so—my name is Stephanie, I'm in Pillar 2 Week 3—yes, Week 3. And what's going good for me? Let's see...

Carey: Ya, in your self-care.

Stephanie: In my self-care. Well, I wasn't working out for a while, I kind of (UNINTELLIGIBLE) my trainer because I'm not working now, but my daughter lives with me, and her baby. I've started working out with her again because she's trying to get her—I don't want to say "pre-baby" body back, her new body after baby.

Carey: Right.

Stephanie: So I actually (UNINTELLIGIBLE) that, I hate working out, I have to say that. It's doable with her so it's a little bit more enjoyable with the baby around. And that's what's going well for me this week, anyway.

Carey: Great. And what's going well in the training for you?

Stephanie: I love it, I am a worrier, so the whole way, I'm just going to trust this process, and I'm going to believe that it's just going to work out well and the way it should. But I feel that I get nervous that I'm not retaining enough information, or am I doing it right? Am I studying the right way? Because I want to get the most out of it. I feel like this is something that I probably meant to do my whole life, just starting over again. So with that—do you understand what I mean about—

Carey: Yep.

Stephanie: Ya. My husband wasn't supportive of this, I hate to say negative things, but I feel like, a little pressure there because he's like, the anti-me about health and eating. And he was like, "How are you going to make a living doing this?" And I said, "Well, it's on me, I have to I have to do it." So I'm nervous that I'm not doing things correctly in my study habits. Like, I don't know if I should be going over things from the beginning and try

to incorporate that every week? I don't know. So I thought I'd put that out there and ask you.

Stacey: I'd love to say one little thing, Carey—

Carey: Ya!

Stacey: That it's just a fun tidbit—and remind me of your name again?

Stephanie: Stephanie.

Stacey: Stephanie?

Stephanie: Yes.

Stacey: Okay. Stephanie, first of all, thank you for sharing. That feels slightly vulnerable, just the pressure. It feels like it's there, and are you getting the most out, and how that can be a dangerous loop—like, “Aaah!” Standing in quicksand. So this is great. First of all, you're doing really well and it's going to take repetition to really have this sink in. There is a guy named Edgar Dale, and you can probably find this online, but it's basically wisdom of what we remember. His name is Edger Dale. And it's 10—we remember 10% of what we read, 20% of what we hear, 30% of what we see, 50% of what we see and hear, 70% of what we discuss with others, 80% of what we personally experience, and 95% of what we teach others.

Stephanie: Wow.

Stacey: So, really interesting to see the trajectory. Ya. So one of the things I'd recommend is part of metabolizing the material will be to in those last few I just said is discuss it with others, personally experience it, and even teach somebody something you learned.

Stephanie: Ya. I think I can definitely do that. Before I started this, I just preached nutrition to everyone all the time whether they wanted to hear it or not.

Stacey: So noticing every day that there is probably something you're learning in the training that fascinates you, and to look for that nugget. What is most fascinating to you today? It's not going to be everything that you learned. Don't try to like, memorize the whole training. Just find that one piece that you are fascinated by, talk about it, see if there is some way you can experience that, and then even teach somebody that you know, here is this thing, do you want to learn it too? Did you know that...?

Stephanie: Ya, it's hard for me in that situation right now, like I said, my husband is the anti me. My daughter is good, but she's, I don't know if she—she wasn't very supportive of this either. So I don't have many people outside of me to talk about it.

Stacey: Can I share one other little piece then?

Stephanie: Ya. Mmm-hmm.

Stacey: It would probably feel really great if your husband was a little bit more on board, ya?

Stephanie: Ya.

Stacey: The thing is that you have already made a decision that you're in it. So resistance from him at this point is not helpful, you are in the training, you are doing it. You are going forward. So if he's like, waiting until he can say, "I told you so." It's not very helpful.

Stephanie: No. No, it isn't.

Stacey: What I, what I want, I would love to inspire you to try is going to him and saying—what's his name?

Stephanie: John.

Stacey: "John, so I noticed that I'm feeling a sense of pressure, because I know you didn't really want me to do this training and I decided to do it. So now I'm feeling this pressure. And what I really need is a sense of support, like, just get on board with it. I decided that I was going to do this, and so, I really want to succeed. I want you to be so glad I made this decision. And what I need is you to actually be my cheerleader right now. That I believe that I can do this, that I can learn it, that I can make something of this."

Stephanie: Okay. That sounds doable.

Stacey: When it's like, "...If I'm falling off track, then what I agree I'm going to do, is I'm going to ask for support from Carey and Stacey, from my coach, and I'm going to take advantage of all of the resources that are available to me. So I've got my mind set on the goal, and I agree to devour this training, to learn as much as I can, to really squeeze everything out of it that I possibly can so that we're better off for having done it. So what I'd love is to be able to share with you some of the things that I'm learning so that you're on this ride with me. And I ask for your support in that as my cheerleader, and helping me believe in myself that I can do this."

Stephanie: Okay. Well, that sounds doable, and I did do that for him most of his career. So he should do that for me. But, I appreciate that. And I am working with someone in our class too, we're just keeping—giving each other a little nudge every day with a text, or seeing how we're doing, and kind of stretching each other. And it's helping a lot for both of us. So that's the process thing.

Stacey: That's awesome. And ya, it really is, like, just, I want you to come back and ask us for support around John, because it is key that the important people in your life are on board and help to encourage you. Not all of them will, but that one, when you're home every day—I really, I want to be sensitive to it, and to encourage you in the direction of, it's not a nag, it's not a demand, but it is a kind request, and appreciating who he can be for you. So there is like, an appreciation sandwich there of I so appreciate that you actually did get to a yes, or that I am doing this. And, here is where I need your support. Because men love to have a problem to solve. So they actually love an opportunity to support you, if the request was made in an appreciation zone.

Stephanie: Yes. I will definitely give it a try, it would be so much more fun for me to just be able to share things with him, you know? And—

Stacey: Totally! And that will help you retain it more too.

Stephanie: Yes, yes. I appreciate your help so much.

Stacey: Thank you Stephanie.

Stephanie: Thank god I found you guys, it's not even (UNINTELLIGIBLE). Anyway, it was meant to be then.

Carey: Exactly.

Stephanie: Well, thanks so much, and have a great day, both of you.

Carey: Thank you Stephanie.

Stephanie: Alright, bye-bye.

Carey: Let's take in a deep breath, and one of the things that I wanted to highlight, one is I really appreciate you sharing the example of the language of how to speak to a partner. Sometimes it just feels like, "I don't know what to say, I just know what I want, and I'm upset that it's not happening." But when you share it like that, and you share the language, you go, "Oh, I'm just making a request—you've given me pathway that I didn't know I had and it's like, I'm just making you a request. And I say it like this. And the idea that the, the partners in our lives want to support us, and just need to be shown that. What did you say? Who they could be for us, and how they can do that in a way that's really special. I really love that.

The other thing is, this cone of learning, by the way, you guys can look it up online, I just did and downloaded it for myself. It's so interesting because, I read probably like you, Stacey—a ton. And I was actually just thinking about this the other day—I've got bookshelves and bookshelves full of books, and tons of books on my kindle, and I can't really read enough. Like, I devour books. And I think about, and I was actually asking myself the same questions Stephanie was asking herself.

“Am I retaining all of this reading?” Like, I read a lot, but what stays in there? And then I realized, looking at the cone of learning, like oh ya, I’m retaining some of it, and I’ll retain more of it the more I teach it, and the more I talk about it, the more I write about it, and that was really—it was a great reminder that ya, reading alone was phenomenal, and then to really have it in your bones, you have to say it, write it, and do it. And that’s really the core of learning to the point where some things just become second nature.

Okay let’s go to last four digits 3715.

Donna: Hi Carey and Stacey, this is Donna Davis.

Carey: Hi Donna!

Donna: Hi! So, I am in Pillar 3 Week 3, and what is going well in my personal, in my self-care, is that I’m really feeling just really well balanced. Just finding new recipes, and sticking to an exercise routine I really like, and just—I, I feel really good with that. So that’s going really well. And in my training, I am up to speed, and I am so excited. So actually for the new people on the call today, it all falls into place! I just remember when I was there, but I have my first paying client, and I’m almost wrapping up with five practice clients. A couple are already done, and the rest will be done the end of this month. So I’m on target, I’m really planning on some initial marketing, so I’m like, “This is really happening, this is really happening! So just a really, really cool feeling and just a thank you, because you two have put together an absolutely life changing program, and I feel that on all levels. So thank you, very, very much.

Carey: Thank you Donna!

Donna: Yes—so my question, I want to just share something, you guys talk about personal growth all the time, and I, being in Pillar 3, after getting through Pillar 2 and all of the 90 day transformational sessions, and working through all that, I thought, “Oh, Pillar 3, I can stay here because I’ve done so much personal growth!” Then I laugh and it’s like, oh my gosh, there is so much there that is so great! And it’s just uncovering more layers, and helping me really get deeper and deeper. So I just really laughed over that, like, no skating here, we’re digging in even deeper. So that was a really fun revelation.

Carey: I love it.

Donna: My question is, because you’ve opened up Pillar 4 to us, I’m looking at the talk, the “Kick Your Sugar Habit” talk. And there is one section in there that is on the seeding, and on the script it talks about what really, like when Stacey was saying—at first it was for a group of 12 friends, then it expanded to a group of 24 in the past 6 months. So how do I, with being new with this, I don’t have that track record yet. So, is—the numbers important there? Or just share briefly? I don’t want to diminish my experience, yet I don’t have that big of a track record yet, and I’m not waiting until I do to jump into this. So, that is part of the

question. And the second then, is the power point is, that's a great tool. And yet, there is a lot of information in here, so the second part of this question is, do I just really, just use an outline? Or... there is a lot of great facts, and I don't want to miss any of those and I don't want to read from a script either. So if you could just give me a little bit of insight on both of those, they both have to deal with this talk, I'd appreciate it.

Carey: Ya. Let me make sure I understand your second question completely—hold on, I have more city noise going on. The second question is about the PowerPoint slides, the scripting, and how closely do you need to stick to the script? Am I understanding that?

Donna: Also, I don't want to feel like I'm reading from the script.

Carey: Got it.

Donna: I also think by practicing that I'll get the flow of this, but there are a lot of really, really great points in this that I don't want to miss either. So it's mainly—I don't want to be reading from this, I want to be engaged with whoever is in front of me for the talk.

Carey: Ya, totally. Stacey, do you—so the first question is about the beginning and the opening when you're seeding, and how to adjust that seeding so it fits into Donna's story, or for anyone who's listening in doing this. And then the second question we just clarified. Do you want to begin? Would you like me to jump in?

Stacey: Well, you jump into the first part, I can, I'm happy to take the second part.

Carey: That's funny, I was going to ask you to take the first part!

Stacey: Oh ya, so if I'm understanding—now, I'm drawing a blank on the first part where—are you saying in the talk it says, "I've worked with X number of clients." Or something like that?

Carey: In the opening—hold on one second Donna, I'll give you the breakdown. In the beginning, Stacey, in your story we share—you know you share the opening question, how they end up getting here? And you share your highpoint, you share the mess, then you share the turning point, then you share your success. And for you, when you get to seeding you talk about how you started helping to teach people kick their sugar habit, at first it was 12 friends, then it was 24, etc.

It's just that people have that, it's a social proof that people have done it. So plenty of people besides Donna will not have that particular experience to share, so how do they get to seed and social proof? And what is the importance of social proof and seeding anyway?

- Stacey: Ya, great. Okay. Well, it's—people do want to know that people just like them have done this and succeeded. It's encouraging, it's inspiring. So you can—there's a couple things, have you worked with any practice clients yet?
- Donna: Yes, I have five, and a couple of them are finished, then the three others will be finishing this month. And I also have one paying client right now. We've completed two sessions.
- Carey: Woo! Congratulations!
- Donna: Thanks.
- Stacey: Congratulations, and I'm—for the sake of time here, I'm going to say I'm guessing with any number of those clients they've had successes in their journey—
- Donna: Definitely.
- Stacey: So even if they weren't specifically doing a “Kick Sugar Challenge”, they have had changes in their habits, or how they feel in their bodies by making simple changes in what they do every day. So you can apply it, making a lateral shift to apply those same—like, if you're still using the principles of habit change and even in a sugar challenge, or a cleanse, or a group program—you're still going to be using the foundation of what you're learning about habit change from BHC.
- Donna: Exactly.
- Stacey: Those stories map over to that talk. It's the same thing. So that's exactly what you'd use, so those people like, “I had a client who came to me totally addicted to sugar. One of those people that thought, ‘Oh ya, other people can get off sugar, but me, no way. I have to have my chocolate toffee crunch every afternoon at 4 pm or I just can't even think straight. There is no way I'll ever be able to give that up.’ And this person came to me, we started working together, and the thing that she was most surprised by,” I'm trying to give you a little bit of scripting that could work there, “The thing she was most surprised by was I didn't actually ask her to give it up at first. But as we started to change her habits, and steer her in the direction of what feels good in her body, building her intuition about nutrition, she actually didn't even want that anymore. It naturally got crowded out.”
- Donna: Okay, alright.
- Stacey: “Now, once in a while,” then, the next question people will want to know is, “Does that mean I'm going to end up giving up my favorite foods forever and ever? I'm never going to have birthday cake again?” Like, that's no fun! “So let me tell you, what we set up is that that there is a time and place she can have those things, but it's more mindful. She

makes more choice about it vs. compulsively obsessing about it and eating mindlessly, and then regretting it later, or feeling guilty.”

Donna: So I can just insert like an example there instead of—like Carey said, the social proof is what I was wondering. Like, because we all do that. We want to know that, “Oh, I’m not the first one stepping into this arena with you.” So just, I don’t have to relay the numbers there, but just give an example of what’s really happened for one of my clients. Correct?

Stacey: That’s right, so it’s authentic, you’re not lying and just you know, regurgitating my story, you’re inserting your own so that feels true. And the second thing you can do, is the way you can borrow on the success that Carey and I have had, and that thousands of our students have had, just to say, “By the way, the teachers that I learned this from have done this with thousands of people who have that same story, that thought they would never be able to give it up, let it go, or get over the compulsion of the sugar craving. We all love sweet treats; we love having sweetness. Everybody does, we crave it, we love it. And we’re not going to make that wrong. But know that thousands of people have come before you, with that same narrative, and thought they’d never be able to do it. And the way I want to show you is that it doesn’t have to be hard, it doesn’t have to feel like punishment or deprivation. You get to have your favorite foods. You get to be naughty sometimes. You get to indulge. And I’m going to teach you how to do that in a way that’s easy, sustainable, and fun.

Donna: Great. Thank you so much.

Carey: Awesome Stacey, that’s exactly—I knew you’d nail it. Then on the other thing, which is you not wanting to feel like you’re reading, because it’s a lot of copy, and text, and that story—I mean, the script. The thing that I would say is, and this is even me being an actor for—having an acting background for, I don’t know, 20 something years? Is that it’s a lot. And often when you do a show, as it were, for the first time, the script does not sound perfect. That’s why actors are in rehearsal for weeks before they do a play. That being said, we don’t have weeks to talk but there are two things that I would suggest.

One is making time to give the talk to a friend. This is an actor technique that we would use—my friends and I and many actors, before we go into try to get a part, we’d have a script we’d have to memorize. Or work with. And you have to do it in a short period of time, you might have to do it the next day, and you have to make it sound like you have—like these words just come totally naturally out of your mouth. And the way I found that made a huge difference, is that doing it in your head alone is not enough. That you have to say it in front of someone else. And even doing that one time completely changes your comfort level when you actually walk into a room with people there. Because when you walk into a room with people there, all—the nerves, and the anxiousness and the excitement, and the energy that is just pounding through your body—if you don’t have that first experience of

just saying these words to somebody—anybody—shoot, you could pay a college kid \$10/hour to sit there and listen to you if you want to. If you want it to be a total stranger. But just getting that out of the way helps you so much when you go to stand in front of people. To feel like you're reading less and connecting more, and you're still not—it's going to be like, your fifth or sixth talk before you're really in the pocket. And then by talk 10 you're going to really feel like it's your own.

Here's what I'd do though, absolutely the two most important parts of the talk are the opening, your story, and the invitation. The story and the invitation must be scripted. You don't want to read them word for word, I know, however, those are the places where you're going to be most nervous. And so you want to set up for yourself sort of a failsafe, to know if the nerves are coming there—you should be real comfortable when you're teaching stuff, but when you're talking about your story, and you're inviting people to work with you, that's when like, woosh—nerves. So those things have to be scripted, and the more you say them, the more they'll start to sound like they're you. I mean if you practice in front of someone three times instead of one time, when you walk into your first talk, you're even more comfortable and it feels less like reading, and, you still want to have those things scripted.

Donna: Okay.

Carey: Stacey and I literally, after 10 years, we're 10 years in, when we've started going away from a script during an invitation or an introduction in the story. We script things even though it may not sound like we're reading from a script, we are, because those are the places that are most important.

Donna: Okay. That helps a lot.

Stacey: And as you get more familiar and do it, you're going to get easier and easier, and then you'll just have bullet points. And you'll know your talking points. But like Carey said, practice it out loud and you'll get a lot more comfortable.

Donna: Okay, and I find with the sessions too, once I've done these, I've practiced a lot before I even had a practice client, and then in the Skills Lab. But just by going over this, I do, I'm more comfortable and I don't have to be glued to the script. So I definitely see that will happen here too.

Carey: Ya, and I just want to share for those of you who are thinking, oh, maybe I could do a practice talk with someone on skype from the training, from the BHC Training. And I would say, you certainly could, and I would encourage you to have someone physically in your presence. Because it's different when someone is sitting in front of you than when someone is in a computer or on a camera. It's just a very difference experience when you have someone live, with their energy, looking at you, while you're supposed to be "performing". So it's really

going to be best to practice the talk with a live person. And the person you practice it live with, you want to make sure that they are someone who is going to send you love and adoration, and go, “You can do it!” ‘Cause you can!

Alright, great. Stacey, how about let’s go to last four digits 3755.

Tiffany: Hello?

Carey: Hello!

Tiffany: Okay awesome, you can hear me. My name is Tiffany Howser, and I am in Pillar 2 and we just got to Session 10 of the 90 Day Program, I’m not sure what week that is.

Carey: Got it.

Tiffany: Ya, so I’m so thrilled that you guys opened up Pillar 4 for us, that made a world of difference. It kind of like, sped things up for me, which is super exciting. And in my personal care, let’s see. Well, one of the things I’ve been working on since being in this program is honoring my time, just because I do have a busy lifestyle, we’ll say—so I would just kind of carve out just enough time, instead of honoring my time. And that’s something that I’ve been working on with my coach. And it’s really been making a lot of difference, just you know, with even this training, taking in—being in Pillar 2. And I did sign up for the graduate program, which my training starts next month. So with the juggle of being enrolled with both at the same time, while also having this job that you know, is complementary to where I want to take all of this. So just honoring time has been my theme this year, and it’s actually changing so much. I used to be that person who people hated to travel with, I was always the one who wanted to get to the airport in the last second—I don’t want to be in the airport more than I needed to. So that was just one example with that. After traveling 3 times this year and not being that person really opened up—I actually met people in the airport this time. I’m like, “Oh, that’s one of the benefits of getting to the airport on time, you can actually talk to people about who you are and what you do.” Ya.

So, I guess my question, I have a couple of questions, I just started with my first paying client last week, which is really exciting.

Carey: Congratulations!

Tiffany: Thank you, thank you so much.

Carey: You never forget your first client, never.

Tiffany: I know, I still have her check sitting here, you know, we processed it, it went through, but I’m just looking at it—I just remember like, you know when you go to a deli, or a 7-11 and they have their dollar bill on the

wall, or their \$20 bill on the wall, that's kind of what I might want to do with this check, because it feels good. Plus, it's a beautiful check, I complemented my client, I'm like, "This check is gorgeous!"

Carey: I completely did that Tiffany, I copied the check and put the copy of it on my wall in a frame, I was so blown away by the fact someone paid for this—it was great.

Tiffany: I love it, I love it. So my question now, just because I am booking a lot more of the closing the deal clients, you know, just listening to some of the items in Pillar 4, where—getting your niche, and really explaining who you are and what you do. Because before I dove into Pillar 4, I was describing myself as a health and lifestyle coach. Just because I do have previous business coaching background. But after listening to the items in Pillar 4 it really hit me, like, that's great that I know how to do these things, but let's just focus on one thing to kind of clear the path for closing deals. Because what I noticed in the Closing the Deal Conversation and in Session 1 is we ask the client to tell us like, 2-3 goals or outcomes, and I found because I said "I do this, I do that," that they're asking for both and now I'm sitting here with, "I want to lose weight and I want to take my career or my business further." And I'm like, "That's awesome—but..." what are we doing over these 90 days? Are we doing one of those? Are we doing both of them, or focusing on one and the other is me upsell to the next program? So that's kind of where I'm looking to you guys for right now.

Carey: Okay so this is great. I love this question, I think it's going to apply—there are definitely people in the training who have multiple skills and different ways and different things in which they can help people. So for you, just want to boil this down to the main question, and I want to ask you if this sounds right to you. The first place to start is understanding what niche, what problem you're solving, and for whom. So if you are working with people who are entrepreneurs, in business, and they want to lose weight that you're naming that, and that's what you're going after. And it may be that you're helping these people solve a health issue and a business issue in 90 days, but you're really being clear of what are those two things? What are those milestones and outcomes so that you know, by the end of 90 days you know, if you've gotten where you want to go or not?

So does that sound right to you? That description of the problem you solve and who you solve it for is really the most important?

Tiffany: Absolutely. And I was just listening to your—to the—I just figured out how to get them onto my phone too, so I've been really listening to this stuff now. Because you know I see the opportunity of re-upping and renewing, but you know, trying to differentiate like, "Let's work on this one program for 90 days," and then that would be the way to upsell, but I kept coming back to sticking to the script, and we ask for 2-3 goals, 2-3 outcomes. That's where I was kind of like, what do we do? So

ya, the niche and the doorway are what I'm starting to really like, spend time and energy.

Carey: Ya, ya. This is going to be—and you're absolutely right to do so, it's one of the—when Stacey and I—prior to creating Become a Health Coach, it was pretty much the number one thing we coached on with thousands of coaches. It's an important piece and challenging for many, and it's why in Pillar 4 we just gave you a bunch of options. You don't have to decide yet. Because definitely, as you know from having coaching experience, like, as you coach clients your—the problem that you solve and the people you solve it for, which is really what your niche is and sort of how you solve it changes over time. It just does, because as you get more skilled in your coaching, you get more knowledgeable of what it is you're really interested in just evolves and changes. So there is no way for most people starting out to pick the “perfect” niche when you start—it's just not possible. So you have to pick what we call a “starter niche”. It's something that allows you to get started and work with those first 10, those first 15, those first 20 clients to see what do I like about this experience? What is interesting, exiting, and resonating to me? What are my clients getting from me? What am I naturally pulled to? What do my clients tell me that I am? You know?

I remember when I was first health coaching a client said to me, “You're not a health coach, you're a food therapist.” And I was like, yes, kind of! So people just will tell you—and almost that information gathering, is what leads you to that perfect niche. So it only really comes 20, 30, 40 clients in. So to start out, for you the question is, alright, what's the doorway? What's the problem you're solving and for whom? Which, you could potentially include both those things. You could potentially include a weight loss, that is my baby braining that moment? You were saying weight loss, or no?

Tiffany: Ya, ya. I don't know anyone who does not want to lose, I think that the minute they hear that their brain is like, “Wait, what?”

Carey: Ya, well I personally am extremely passionate about weight loss as a doorway, because it is so, I feel like in this time and place, it's not an accident that obesity is such a challenge. There are no accidents. So for weight loss, whether it's for someone who wants to lose 5 pounds, or someone who needs to lose 100 pounds, when you think about that as potential—look at the weight as stored potential energy, and stored potential creativity, and stored personal power, what becomes exciting to me about weight loss is getting curious of like, what's in there? What's all the cool stuff we can unlock? And if you're talking about the people in business, you can bet that the diet they're looking for—and this is actually true across the board, I really do think the diet most people are looking for is the life that they think they—that they want but don't think they can have.

So you could apply that to business and say, a business owner, it may be the business or lifestyle that they want but don't think they can have,

so in some ways we're almost wearing it on ourselves—to have it, and the only way we think we get to have it.

Tiffany: I just love that because that's new language for me. And when I use that with my clients you just see their whole—I don't know if this is an opportunity or fortunate situation, but I can, I'm with my clients every day, I work for a very big fitness company, so I get to actually see them. So that was another thing, letting them know that my program do we do it in person? Do we do it over the phone? Let's try both, let's see what works. But to see like, their whole body just relax, and their whole tone come down when you say, you know, "You're holding onto it in various ways," and just letting them know—the biggest hook is without changing anything you eat. That's my biggest hook right now, like wow, they're just like, "Yes, thank you. That just sounds delightful, let's go, what do I do?"

Carey: Yep.

Tiffany: So with that, you know I tapped into the Sugar Talk, and I think that's fabulous, I'm so excited to do that. I had my own talk, which is great, but I was just like, wow, this is more specific, and this is what we're talking about. And my second question is when the talk is really specific, and you know why sugar, like this is what we're trying to accomplish, these are the results that we're looking for. When you're doing the closing the deal and you're asking them again their 2-3 goals, and then you start your Session 1 with the 2-3, is it the way it's designed or to me now, I'm like, I know what our goals are, and to start the session off—you know what I mean? I don't know if I'm feeling stuck.

Carey: I think so. I think what you're saying is in the Closing the Deal Conversation, tell me if this sounds right to you, in the Closing the Deal Conversation, you list the goals, and then you start Session 1 and you list the goals again.

Tiffany: And we know the goal because you came to me through this specific talk.

Carey: Right. Well, yes. For the Closing the Deal Conversation, and even in Session 1, you are speaking to that specific talk, and, as you're going through the conversation, there may be other lawyers that are uncovered that lead to other desires and other outcomes that they may not have thought they wanted, but that was actually the why underneath—or actually, the want underneath the want.

Ya, and even between the Closing the Deal Conversation and Session 1, coming in and going over the goals again can feel repetitive, the only reason why you're doing that is to make sure that they're the same., because it's possible that between the Closing the Deal Conversation and Session 1, the client may have had an "aha!", a breakthrough, or put some thought into something. "You know, I'm actually feeling a little bit differently about X, Y, or Z. So you're really checking in to see, "Is this

the same? Are we still on the same page?” Because of course for your client, if your client is like, “Haven’t we already talked about this?” Which many won’t—some people are very impatient, you know? And say—for the ones that are impatient, the ones that are impatient to say—it may seem repetitive and, the purpose of that is to make sure we’re crystal clear about the direction that you’re heading. So this is worth our time.

Tiffany: So that’s why—I thought that maybe it’s just my critter brain that’s not on board with asking this question, because I’m just in a situation now where the Closing the Deal Conversations are leading right into Session 1, we’re going pretty quickly, so it’s like, I just talked to you about this three days ago. And I don’t want it to seem like I forgot their goal, or...

Carey: Totally! You can confirm with them, as a matter of fact, you can do it, you can say the way Session 1 is done and say, “Let’s begin, before we start I want to confirm that these are your top goals.” And say them back to the person and say, “Do these feel like your exact words? Do they feel like exactly what you want? Is there anything that feels good for you that you’d like to change?” That way you can show them, “I remember exactly what it is about you, and you still get the outcome you want, which is total clarity on the goal.”

Tiffany: Great, thank you. And I don’t want to hog up because I know that there are so many people waiting, this is my third question—

Carey: No, it’s okay, what is your question.

Tiffany: (UNINTELLIGIBLE) and I was like, “Yes!”

Carey: I’m just going to say for you, Tiffany, for Donna, for Stephanie, for anyone—anyone that’s asking a question is really asking for the whole group. Because other people absolutely have these questions, and so you’re never just taking up time.

Tiffany: Okay. I got excited when I heard my—I was like, wait this is my fourth Office Hours and I finally got through and I’m like, “yay!” So then, the final question for me then is when they have two different goals, and they can be anything, two different goals that for example with my client it was the weight loss and moving her business forward. So how do you then use one of these to either take them to renewing a program? And I guess I’m not there yet in the training per-se—

Carey: Ya.

Tiffany: Is this something for graduate level that is coming, wait for it, or is this something that you’re able to address right now?

Carey: Ya, I think we can address it right now. So if your client wants—has a goal around weight loss and a goal around moving her business forward, how can you adjust both of those? I think it depends on what

the business goal is, and I like to get extremely clear about (UNINTELLIGIBLE) as well. What does that look like? And when you get to learning sessions—well, I would say Session 8, the wheel of life, there is a little bit of a dip into this, and then Session 11, which you're about to be trained in, is something called the "Life Inventory," and it also opens up the client to go, "Okay, what other areas of my life am I wanting to explore?" And that ultimately, the way we're training you as health coaches, to be able to coach your client on any area of life, and to take them forward, whether you do it specifically when they were new, or it's specifically in the—you don't have to set it out quite set in stone. What you can do however, is ask your client, there are a couple of ways I'm thinking about this so thank you for letting me, test out the possibilities. One option is when you go into the Life Inventory in Session 11, which you'll learn, you'll have the opportunity to ask your client, "So, if we were to continue working together, is this what you'd want the new focus to be? We originally started with weight loss, would you prefer now that the main focus is the business and weight loss is just a component of that?" Which is fine, because it's—honestly, it's sort of semantics. And at the same time it's important because you're trying to get on the client's map of what's important to them? And for the coach you're able to focus everything you're doing so that it's serving the business. Because even weight loss, and again, the stored personal power, the stored creativity, the stored energy that's in their body right now, what is in there that we're unlocking for the business? Or, what is protecting them from something that they think might come as a result of moving the business forward that they don't want.

So the weight and the business are not separate because as you know, I guess you probably heard from TCM how you do one thing is how you do everything. So it's not, it's not that they're separate, it's just in the way that the client is thinking about the focus of your work in a way that you as a coach are sort of holding the direction of your sessions. Of making sure that everything is always winding back to her goals around the business, and including weight loss as a piece of the process of that.

Tiffany: Mmm-hmm. Ya, that makes a lot of sense. My first practice client, it was a business goal, and I was like "What?" and our practice sessions are about food, the first three or four, and I'm like "Oh gosh, what am I doing? So, out of like, out of lack, it felt that way, my critter brain started to creep up and be like, "You know what? If you are going to build a business, you need to be energized!"

Carey: Totally.

Tiffany: "You need to find the foods that are going to energize you to keep you going, and like, exactly what you said, I didn't say it as naturally as you did, but it was just like a critter brain moment when I'm like, "We're still doing this! So, how are we going to relate the food that we're still going through this process?" And you know we actually, it's so awesome, she went on vacation and I went on vacation, so we're only at 7 or 8 and it's

amazing what's going on right now, I can't even believe it, this is my practice client. She sent me a handwritten letter too, I was like, "What?" to my job, and this is so wild right now, so, I have to thank you guys so much, just for all of this. I was at HCI and there are just so many people in my world now who are just curious about what I do that they are interested in looking at your program and I'm like, it is absolutely everything. And I can't even believe that I found you guys. And I found you guys like, two days before the program started in January by a whim, and I just honestly believe that it was the universe pulling me toward you guys the entire time. Because I was ready to go with another program like, and because it wasn't starting, I'm this person who wants to run, run, run, like, "I'm ready, let's go! I don't care how much it costs, let's do it!" So it was just perfect that in those last few days you guys were holding some sort of a call, and I listened in and spoke with Heather, and I was like, "wow, this is exactly where I need to be." So I just wanted to thank both of you, and Heather as well, and that this is absolutely the most incredible thing that I had ever come across, ever. And I'm in my 40's. so this is—not that 40 is like, on the way out, but like, I've been through a lot of things, great things and it's been awesome so far. So I appreciate you both. Thank you so much.

Carey: Thank you, Tiffany, I really appreciate that feedback, and I'll be sure to pass that along to Heather as well, and I would say what is funny about 40's is that for those of you who are also in your 40's, what I noticed, and I just turned 41, I'll be 42 this November, and what I noticed is like, "Wow," I actually go "wow, I've done some things!" I have like, two decades as an adult, wow, there is experience up under my belt. So, I understand what you're saying about that Tiffany. And the fact that you feel that this has been so valuable it's really saying something about the training and I'm certainly grateful for that feedback. There was one more thing but it's escaping me, so let's go ahead and go, it will come back to me, and let's go to last four digits, 7497.

Julie: Hi ladies, how are you, this is Julie.

Carey: Hi Julie!

Julie: I actually am a newbie, so I am Pillar 1 Week 1.

Carey: Woo! Let's just take a second Julie, and for you, and for everyone else who's new, I just want everyone on the call who's been in the training, to shoot energetic love beams for everyone who's just starting. And hopefully Julie you can feel that love coming at you and that encouragement.

Julie: I absolutely am feeling it, although I might be feeling a little fear as well, so I'm glad other people have said it also.

Carey: Of course!

Julie: Basically what—I'm sorry, go ahead.

Carey: Oh, sorry Julie. What do you feel is going well for you in your self-care?

Julie: I would say probably for me what's going well is actually asking people for help. I'm one of those people that have struggled with this for a really long time. Is because I basically do everything for everyone. I expect very little from people but expect tremendous amounts of stuff from myself. And I just really needed to kind of—starting the program kind of showed me like, “Wait—you're going to do this for yourself, this is something you want to do and something you need. So now you need to kind of let people around you do some of the things they should have been doing for a really long time.”

Carey: That is so interesting that you say—I want to highlight that, “I expected very little of others, but expected so much of myself.”

Julie: Ya, that's such a big struggle for me. And the funny thing is because I've been putting that out in the universe for such a long time, it's coming back, so people expect so much from me, and they put me on this kind of different level than we put ourselves, and I have been trying to struggle to kind of keep that up. And I've had some really, really big struggles in my life, I think in the last couple of years I've actually have a teenage daughter who's autistic, who's had many challenging behaviors and she's had to go to a therapeutic group home, and we've had to kind of do a lot of things, because I was at the same time diagnosed with breast cancer, and had to go through a year of chemo.

Carey: Oh my word.

Julie: So, I was pushed into this place that was so very uncomfortable to me, and you know, it was just a huge challenge. But what it did, is it kind of changed so much. I don't want to say I was happy all this stuff happened, but it brought me to where I think I'm supposed to be, and partly brought me to this training as well. So I feel what's going good for me with all of this is I'm starting to feel confident in the person that I want to be and not the person that everybody else wants me to be.

Carey: Ya. Julie, this is amazing. I just want to take a second to acknowledge and to be a witness for a moment to your experience. Because what, what extraordinary roads! All I can think is, you know I don't know what your religious beliefs are, spiritual beliefs, and certainly I don't think that anybody should have the same beliefs by any means. But just considering this aspect, coming into this world and deciding—having a soul that's made of such strong stuff as yours. To have been able to navigate those kinds of experiences and the way that you have, and then landed in the place where you've decided that you're going to become the person you're meant to be, and really are. That requires some serious like, holding a mirror up and acknowledging, “That's really incredible.”

Julie: Thank you. I feel like I—part of the reason I feel like I am where I want to be too, is going through all these experiences is I have so much different knowledge that I want to help so many other people because I've gone to support groups for both really, autism and also for cancer. And there are just so many people that are stuck. And they don't know what to do health wise while being emotional, you know? I certainly don't have, you know, any of the answers really, I'm hoping to have more, but I'm hoping my experience can certainly help other people. And I hope to you know, learn a lot and grow from all of that as well.

Carey: I love this.

Julie: So what my big question is actually right now because I am this type of person that always feels like I need to be productive, and I always feel like I need to be strong, and I always have to get through all of it. I have obviously a lot of times in weakness—one of the things I really kind of resonated with me when I was going through all the information was when you said, "Diet is not dogma, but it's reference."

Carey: Ya.

Julie: Because I am trying very hard nutritionally, and I do really well, I love to cook, I love to look at recipes, I'm a huge reader, I mean, I love to read everything. But what I do is I'm stressing myself out so much about doing it "right", every day, and saying "I can't do this, no-no," I'm in the store and I'm like, "No, I can't have this, I can't give this to my child, I shouldn't be cooking this, this is bad." And I'm stressing myself out and probably increasing my cortisol like crazy!

Carey: Right.

Julie: And I'm kind of doing the opposite of what I'm trying to do. And I—you know so that's something I'm struggling with, and I'm just wondering if you guys have any tips, tricks, or a little information you can give me to help me out with that.

Carey: Well, I think it's such a common experience, Julie, that when people go—and myself included, Stacey included, that we go to become healthier and we end up stressing ourselves out like crazy because we're not monitoring every single thing we're thinking, or doing, or eating. And it's like, "Is this okay? Am I killing myself? What's going on? What am I doing?" And that the stress is doing so much more damage than the actual food. So I want you to know that you're not alone in that experience. Many, many people have that challenge.

What I think, and why I particularly, feel passionate about the way we teach nutrition in Pillar 1, is that what I believe, and you may or may not agree with this experience and it's totally fine. But what I think is that what we're really helping people come up with, and ourselves come up with, is like, a guideline, or a template of the diet that's right for us. Basic components, and you're going to learn certainly, more about this,

and you already learned in Week 1 about the balancing of the macronutrients and that is what's behind every diet. And that once you sort of learn what that balance of macronutrients is for you, and once you start to upgrade the quality of the food that you're eating as much as possible, that ultimately you know, I kind of feel like 80% "right" is enough. I think the reason why is because the experience that we're going for, this may not be your experience, but I think in general, most people want the experience with food as one of freedom, and enjoyment, and peace. And if we're looking to obtain some kind of, you know, 100% perfection at all times, then you could attain that, but is your internal experience going to be one of freedom, peace, and enjoyment? Probably not. You're probably going to feel crazy stressed.

Julie: Ya, I think that the relationship that I have with food, like you said, past experiences of dieting, "that food is a bad food," and you know I think that I need to work on that relationship with that. And you know, I'm sure I'll continue to do that throughout this whole process.

Carey: You will, and remembering that one key take-away from this for you, for your clients, for everyone on the call, is that external appearance, and internal experience, are not the same thing. And we think that they are. So in other words, if externally, if someone were to look at your diet on paper, and everything was perfect on paper, that doesn't mean that internally you're experiencing the feelings every day that you want to experience, i.e. the example of freedom, and peace, and enjoyment, because they're common, desired experiences with food. It's very similar to dating, you know, you've heard that expression of "he looked good on paper," or, "she looked good on paper." Like, externally, that person checks off all the boxes that one would want in a partner potentially. But when sometimes when you're with a person like that, there is no, the internal experience that you have is just not—either you feel empty, or you don't feel loved, or you're not excited, or it's just not there for you. So you have to remember, ya, we have to remember that this is something that, you know, societally or culturally, this is not necessarily something that's in the foreground. But it's kind of our hidden agenda as coaches, which is that ultimately what we're going after is that our clients and our personal internal experience of our relationship with food, about being in our bodies, of our relationship with our lives, our partners, etc. Whatever we want them to be fulfilling, and joyful, free, peaceful, and that the external appearance may be different than what we thought. It doesn't mean it's, "oh no, to feel peaceful with food I'm going to have to blow everything up and start over again." Or in my relationship I'm going to have to blow everything up..." No, it's just thinking about it as subtle shifts of going, "Huh, this might look different, then I thought it would, and it might look different than what I read in X book, or Y book." You have a child; you know that what you read in books is not always what works or happens with a child. Right? I mean, it just doesn't always work that way. And you can kind of think about that with food as well, where yes, there are some basic things that most people can agree on, that (UNINTELLIGIBLE), there are some basic things that most people agree on that are

effective around food. And then the rest are like, well, we're people, we're souls we're not chemistry labs. So, what we want to do is gently upgrade the way we're eating and taking care of ourselves, but really paying attention to that inner experience and going, "Does this feel, you know, what is my—this is another interesting thing because you may notice Julie, with yourself and your clients is that they get very scared of that and go, "Well, if I'm feeling free, that means I'm eating anything I want at any time." And then things are out of control, and off the rails. You know, it's mass chaos. And there is this concern, that there is this black and white feeling of all or nothing. "Either I have this strict set of rules that I stick by, and if I don't something very bad happens, or I have no rules and something very bad happens." But you notice in those two, when thinking if those two were your only options, actually both options stink, because something bad is going to happen no matter what! So you can end up feeling really stuck. Like, "I don't like this option, I don't like that option, I don't know where to go!" Hint: People feel stuck, your clients will feel stuck when they don't feel that the options in front of them, all of them feel not good.

So as a coach, for you, what you're going to be learning throughout Pillar 1, the way that we frame food and nutrition is to give you another option. To make it simpler, to make it easier to attain in everyday life. To give you a guideline for sort of what to aim for. And when you can't always get to what the ideals of what you want, how might you approach that experience? And that the way you approach the experience, or the way that you eat the food effects the way you metabolize, and the kind of nutrition you get from it. And it's not just all about eating the "right" diet. So that it becomes simpler, it becomes easier, it becomes more peaceful, less stressful. And that you're definitely helping your health.

Julie: Well I definitely feel good about that, it makes sense, that's great.

Carey: Ya, so one of the things that we're learning to master as health coaches for ourselves and others is helping people, and Julie, you'll learn this in upcoming lessons, and for those of us who have been through Pillar 1, you know this, and it's a refresher. That our main job is really to help people cope better with stress, or reduce stress. Because stress is present, so we're not going to get rid of it, but how can we cope with it and/or reduce it?

So that goal, that outcome of coping better with stress, or reducing stress, is applied to every sort of all the ways you think about and make decisions about food. Which is why we have the 6Ws in Pillar 1. It's not just what you eat, it's how you eat, where you eat, why you're eating, who you're being when you eat, when you eat. There are all different factors that affect the way that you're metabolizing food, and the way you're creating the experience of health and freedom in your body. So we can take the intense pressure off that "What" question, let ourselves, let our clients relax a little bit, but without going into like, Armageddon and chaos, and having guidelines around what is it that really works for

us? And I, I'm hearing the word, "Revolutionary", I don't know if it is, but in my mind to help people be able to do that and not have to walk around worried about lists of foods, and strict restrictions.

Now, that being said, there are some people with conditions and medical issues where they have to have certain restrictions, and they must, and there is no choice. In which case, we get to work with clients around the way that they get to approach that, what the gift is of that, what the lessons are of that. One of the paradigms that we share in our HMBA Graduate Intensive, is that "Everything is an opportunity, even when it doesn't look like it." So if there is an issue where you have to be very strict in a certain way in your diet, that there is an opportunity in there. That you can help your client find in yourself.

One final thing I'll say about this, because I think it's important, I don't believe we've talked about this before, but it's something I learned from a wonderful teacher named Marc David, who wrote *The Slow Down Diet*, and *Nourishing Wisdom*. And that is that there are three levels of diet. He calls them "Therapeutic", "Experimental", and "Maintenance". So that is something to think about with your clients as well. And maybe a context or a framework that's helpful for you or your clients to understand where in your food journey you might be.

So a therapeutic diet might be something that you're doing for a short period of time, because it's helping your body reset in some ways. That might be a detox or a cleanse, or it might be something that a doctor has prescribed, or something that just is needed to help support healing in some way. The therapeutic version may not be for a lifetime, but it's something that is therapeutic in that moment.

And then there's experimental, which is just—I want to try something. "I want to go gluten free!" "I'm going to give up caffeine!" "I'm going to go raw." "I'm going to try being vegan." "I'm going to try this or that." And going, "Huh, I think I'm going to play around, have some fun, and try something different. And this is just an experiment for whatever time period I choose.

And then there is this "Maintenance" that he calls it, which is what I was talking about before with Julie, which is that guideline or template of what is that macronutrient balance, basically, what are the higher quality foods that I'm choosing more often than I'm not. What are the general times of day that I'm eating, and how often am I actually like, sitting down and being present at a meal? Now, that's like a—that template will kind of last you for life. And it shifts and changes depending on what's happening in your life. For example, if you're pregnant, if you've had a baby, if you're nursing, if you have cancer, if you have an extremely stressful event going on in your life. So that thinking about—the thing I like about the three levels of diet is it allows us to think about eating in a fluid way. And what we're always looking for in our relationship to food, and really anything, is fluidity, and flexibility vs. rigidity. Rigidity is "It must be this, and if it's not this, it's

wrong.” Stress, stress, stress. Fluidity is, “Okay, things move and shift, and change, and that’s part of being human, and that’s okay. And I have tools to navigate that, and I have tools to help other people navigate that.”

Excellent. I know we have some more questions, I want to pop over to the webcast, we haven’t been over there yet. Let me take some questions. I want to just address any logistics questions about the Office Hours, or Skills Labs, or anything you might need to know, you can always post on the Facebook page for your class, or you can email Support@HealthCoachInstitute.com and our team will help you out with any logistical questions that you may have.

Let’s see, this is a great question from Matt Smith in London—Matt, welcome. He’s saying, “From the course material, this seems to be a female dominated industry, can you discuss how you see men playing a role in health coaching, and whether the opportunities are the same?” Here are my thoughts about this, Matt. I think, I think one of the reasons there have been a good number of women as health coaches, and as clients of health coaches is that this is very stereotypical in the US, I don’t know if it is as much if it is in the UK, but that generally, and I’m going to use a gross generalization, that women tend to reach out for help more often, women tend to work better in collaboration, women tend to feel better when they talk about what it is that’s going on for them. Now guys, that may also be true for men, and also in social conditioning, they’re conditioned to sort of take care of things on their own. And that their asking for help is a sign of weakness.

What I think is shifting and changing is that I feel like in this day and age, both men and women are being given and shown new opportunities to experience their masculinity, or their femininity. And also, for example with men, I feel like there is an opportunity to be so totally masculine, and allow some of the feminine to come through. Whereas, previously, that may not have been allowed so much. Same with women—it’s that women get to be very feminine, and yet they also get to have the masculine come through. And certainly in the movement of feminism, this is something that we’ve seen where actually women were feeling—and I’m speaking a lot about culture in the US because that’s what I’m most familiar with. But women—when feminism started in the sort of 70s and 80s, women felt like they actually had to really bring forth their masculine side, and be like men, and almost push away the things that made us feminine so that we could have some sense of equality. And what I think is happening now, I think there is a little more like, equilibrium occurring, and women feeling like, “Oh wow, it doesn’t feel great to be masculine all the time, because I’m feminine! So how can I express feminine qualities and still have masculine qualities?” And same with guys, going “Wow, it feels great to be masculine, and sometimes, I feel like I, you know, I really have no one to turn to, and that can turn inward on me and my health.” And it’s getting the opportunity to start to talk about stuff that’s going on for them in a health point of view.

I think that one of the areas where you'll see this, and one of our students actually in HCI is John Salley. If you're not familiar with him, he's a famous athlete, he's won multiple basketball championships, he was on amazing basketball teams. He's been on television, he's very, very committed to health and wellness. He's a vegan himself, he had a health challenge, and changed his diet and his life completely. And has been sort of, felt like it is his calling to help other people do the same. And he is most certainly a man, I mean, a guys' guy. This is a guy who is not only a man but a decorated athlete. He's a dude who can hang in the locker room and talk to you about stuff that's real for you.

I think that this is becoming more and more true for men, and personally, Matt, my feeling is I can't wait to see, and what I hope, is that the men who come through HCI and learn about what it is that we're doing are able to take things that may sound "Female Centric" and actually make them "Male Centric." So that you can act—teach us, and women, how it is that the messages resonate even more strongly for me. I think there is extraordinary opportunity to work with men in the coming years. Certainly there is already an extraordinary need in the United States for sure, and I'm guessing around the world where men have significant health challenges, and they need someone who can speak to them, be in rapport with them, and help them find a way to a different outcome than the one they might be having. So, I see men playing a huge role in health coaching going forward. I do think the opportunities are the same as women, I don't think, especially once health coaching becomes—I think part of the reason why health coaching has been a little more woman-centric is because it's been less defined. And I think sometimes women are okay with that. Whereas men may want more specific definitions of what it is. Again, this is a gross generalization, not true for everyone. But I think as the definition of health coaching becomes more and more defined as we're doing here with BHC that health coaches are masters of habit change, that when we're able to articulate really clearly, what it is that we're doing and the outcomes that we're getting, this is also something that I think is really appealing, more appealing. And that they're like, "Ya, cool, I'm on board with that." So I'm very excited to see the men going our training taking this forward out to guys in a powerful way, it's going to make a huge, huge difference in the world, I believe.

Question from Karen Anderson, North Hills, she says, "Please give an example on how to deflect the cost of the program when people find out that you're a health coach. In other words, turning it into an invitation to a breakthrough session." Ya. So basically, when someone says, well, you say to someone, "I'm a health coach." And they say to you, "Oh! What do you charge?" And that's like, their first question, or it might be their second or third question. The way I deflect that and lead them into a breakthrough session is I say, "There are a couple different ways that I work with clients, the first thing I do is have a 'Double Your Energy Breakthrough Session', and this is a time period where I can take you through a series of questions that are going to help me understand

exactly what it is that you want. Help you uncover where it is you want to go. And I can start to see which of my offerings fit what you need, and do they fit at all. So we can absolutely talk about you know, packages, pricing, all of those things. But the first step is always having that conversation that is normally an X dollar value, but I do this for free because I want you to have the opportunity to see if this is the right path for you or not.” That’s how I do it, and I think it sounds very effective.

Also, I want to congratulate you Karen, that—she says, “My husband and I stepped up our exercise per doctor’s instructions, and their blood pressure has dramatically reduced. And this is also after going to a whole-foods, plant based diet for 30 dies, and greatly reducing cholesterol, and that her doctor is VERY happy.” So thank you Karen!

And also to Stephanie in Katy, Texas, “I’m very happy to be starting your training today!” Welcome! Welcome Stephanie.

Let me continue on here, so Tanya in Daytona Beach, she’s at work, she’s on via webcast—hey Tanya! She wants to get some help on her Hot Hook, this is something that you will learn in Pillar 4. A Hot Hook is basically our version of an “Elevator Pitch” which you might hear in marketing trainings, which his essentially like your 30 second description of what it is you do, I just think “elevator pitch” is such a horrible thing to say. It makes me feel like I’ve trapped someone in an elevator and I’m forcing them to listen to me pitch them! It’s horrible! So we call it a Hot Hook because we were like, ooh, we want it to be like, interesting, and seductive, and draw someone in vs. pitching at them! So, her Hot Hook is “I’m a health coach, and I help women who are tired and stress lose the belly bloat so they can have more energy, and still eat what they want. Do you know women who are struggling with fatigue and tummy problems?” Tanya—you know what I think it is, and one of the things you guys will learn if you’ve not been through Pillar 4 yet, when you have a Hot Hook, the first thing you do is draft one, the next thing you do is say it to like 10 people, 20 people and see what their reaction is. So, I personally feel like your hook is in a place where you should say it to 10 or 20 people so you can see what their reaction is because I wonder, you might want to consider, Tanya, just taking out like, you help women who are tired and stressed, what if it was just about belly bloat, or just about energy. Because this is tired and bloated, is certainly a problem, no doubt—I’ve been tired and bloated for sure! And many women have. If you let’s see, one possibility is, “I help women who are tired and bloated have more energy and still eat what they want. Do you know women who are struggling with exhaustion, and belly bloat?” That’s an option very close to what you have. You could also say, “I help women who are tired and stressed have more energy, so they can, you have to figure out how to feel better and look better than they ever have.” Or something like that. “Do you know women who are exhausted and are sick of being tired?” Or, you could go, “I help women lose their belly bloat. So they can have more energy and still eat what they want.” Or, there is actually one that

I think we've done for you about belly bloat about eating what you want, still being able to button your pants." That's a good one too, but I think that you're very close.

So just to recap what I said here, because I was doing some thinking out loud, three options that you can keep belly bloat and energy, and might want to try just "tired and bloated" though at the beginning. So, "I help women who are tired and bloated" vs. "tired and stressed lose their belly bloat." The second option is to do it just around belly bloat, and the third option is to do it just around energy. And really, the only way to know what's going to work best is to test it and to say it to people. Really, with all three of those if you try three different ones, you're still bringing people to the Closing the Deal Conversation and that works, so you don't have to worry like, "Oh no, are people going to be confused about what I do." And also keep in mind that people remember what you've told them for about 2 seconds. So they're not going to remember, they're not going to be like "Oh, yesterday, you told me that it was about energy! And now you're telling me it's about belly bloat? It's not." You're not going to have to worry about that as much as you might think. Awesome.

Okay, question from Kelly in Canada, Kelly if you are still on, you can write back in, I'm not totally sure I understand your question, "How different could be helping someone close to me that is part of your life?" So, I'm not sure I totally understand, I think you might be asking me, "Is it different to help someone who is really close to you, and like, part of your day to day life?" To which I say—yes. I think for practice clients a lot of times practice clients and early clients will say, "Well should I work with friends and family?" and I will say possibly. And only those friends and family that are really open to it and really fairly easy clients. Because sometimes friends and family, they get really excited about what it is we're doing, "oh my gosh, this is so exciting." And, they want help, and when they get in the coaching relationship with you they challenge the hell out of you. And push hard against what it is you're doing. And in some ways, I think it's because of the nature of the close relationship it's not that you can't help your friends and family—my father was my client. And it worked beautifully—but, he paid me \$2000, and he was in a dire situation, which is why he came to me. He did not come to me before that. Now, at one point I remember trying to help my sister, she wasn't officially a client, but I just knew, I'm like, "I can't, I think what's going on with her, I can't help. Like, I'm too close to the situation and there is too much happening here. Like, I'm not the right fit. So I never perused actually working with her as a client.

I've had—I worked with friends who were more like acquaintances, from, in grade school or high school, or whatever, found out what I was doing, I hadn't talked to them in a while and wanted to, me to be their coach, sure! No problem. My very best friend, I don't ever coach unless it's like, in conversation and they say, "Hey, what do you think about such in such?" I'll say, "here's my two cents...." But we never get into an official coaching relationship, and that's just my personal preference. I

just like to—I just like my friends to be my friends. And I don't have to be a coach with them, I just get to be me.

Now, some people may have a different situation, it's not that you can't do that, I want to show you that you have options and you can choose who it is you work with. I personally think when you first start coaching it's really a lot easier to work with people other than people who you are very close to. I think when you're very close to someone it's challenging for them to be your first client because you care a lot, and you also have sort of we call it as coaches, "secret agendas", an agenda, not in a good way. An agenda like "I so want you to feel X. I want you to feel blah, blah, blah." As the coach what you want for someone is less important than what they want for themselves. And I think that for people close to us that's a hard line to draw and to learn how to draw. When someone is not super close to you, it easier to let go of your need for them to feel a certain way, for your strong desire for them to feel a certain way. It's not someone that you're connected to as strongly and you're able to detach a little bit more from the outcome. When someone's close, tis a little harder. "I know she wants to feel such in such, I know I can help her feel blah, blah, blah," maybe you can, and maybe you can't. Maybe you're not the right person for that, maybe it's actually someone outside of you and your close relationship that's going to have a stronger impact because it's not you. So I think that you can assess and determine in each situation whether or not you feel in your gut if it's a good idea. I think that there are times when I felt in my gut if someone was too close to me, and I knew I couldn't help them, or didn't want to, I could feel my gut clench up and go, "I don't want to do this." Or, I would feel my gut clench up and feel like "I actually can't do this." And you can honor that feeling and it's okay for them to work with someone else it doesn't have to be you. You can refer them to a colleague or a fellow student. The reason I felt like it was right with my dad was because I knew he would never come to me unless he was, he absolutely needed to, and he was ready to really make a change. And I did not feel that clench in my gut. I felt like, his issue was fairly, I knew I could help him solve it. And so I let myself go ahead with it. So, I hope that's helpful to you, for all of you and how you can gauge whether or not you work with friends or family either as practice clients or paid clients.

What I will tell you is as you go on in your career your family will start to come to you a lot, and they should be paid clients. Because people value what they pay for whether they're your family or your friends or not. And certainly gave them jokingly, the "Family and Friends Rate", and I would explain to them that "we're going to be in a different kind of relationship, when we're on the phone, I'm the coach and not your daughter. And so it's important that for my clients to get the best results they have to commit to the point where they're willing to put their money on the table for it. And that level of commitment is what will get you the best results, and I wouldn't be the coach you expect me to be if I didn't hold you to the highest level of commitment." And most people can understand that.

Okay gosh, oh my gosh, it's already 1:00! I just want to tell you all what a joy, what an absolute joy it's been to be here with you today, and I can speak for Stacey, I think she's having a little technical issue, when we say that it's our absolute joy and honor to be with you on this journey, and to know that in some space and time, like, oh my gosh, we were all meant to be together on this road. And that we are not—you know, the gurus on the mountain top, we're just like you in our own learning process. You know, putting our—trying to improve 1% every single day, just like you. And the only difference between us is that we've just been at this for a couple years more than you have. And we're so happy that we get to share what we've learned, so that your learning curve can hopefully be shorter and less painful than ours was! And with that, I will tell you that we are so looking forward to being on with you again for Office Hours, I believe it's after Memorial Day, however you can watch your email, and check your Member's Area and there will be calendars in the Member's Area to tell you exactly when the calls are, and I will look forward to seeing you again.

One thing before we complete, you will see announcements at some point about the next live event, since I know we have some people who are on just starting our training—our next live event will be November 3rd-5th in a gorgeous location in San Diego! So you will see information about that from our team and how to make sure that you have your tickets secured, travel and all of that stuff. But I just wanted to let you know that those dates have been secured, and the next live event is coming—and I feel like if you love the training online, then if you're in the room in person, you're just going to love it even more. Even if you don't think you can love it even more. You will! It's an amazing, amazing experience.

Alright everyone, fabulous job today, do something nice for yourself today and then I will talk to you soon!