

Office Hours – December 7, 2015

Carey: Hello everyone! It's Carey Peters and I'm so excited to be here with you for the Become a Health Coach Certification Office Hours! Aaah! It's so good to be together on this live call, I know that there is so much going on this holiday season, all of you are at various points in the course, and one thing I could probably guess is that all of you probably have a whole lot going on no matter where you are in the Become a Health Coach course! So, this is a really good time to just let ourselves breathe for a second. So I want to ask everyone to take a deep breath, and whatever it is you have going on around you, you may have family around, or pets, or you may be at a job, or in a car, or at the gym, that whatever it is that's surrounding you is just to—just let that go, even just for a second. And focus in on your own body, and your breathing, and just sort of arrive in your body in this moment. Sometimes I'm thinking so much in my heads in so many different places, and I'm not actually in my body it seems like! So you may actually have that experience, you might know what I'm talking about.

So, let's go ahead and take a deep breath, and actually, I want to imagine if you are sitting, and can close your eyes, great. If you can't close your eyes, that's okay too. Just imagine that there is a big cord going from your feet, your hip bones down, to the center of the Earth. Even more than a cord, like a big tube going from your system down into the center of the Earth, and that there is a switch on that tube that we're going to flip on our mind's eye, and when we flip the switch, the center of the earth is just gonna draw all that excess energy down out of our bodies, down out of our systems and down into the center of the Earth. Let all that excess energy or nervousness, and anxiety, tension, worry, concern, flow down to our bodies through that tube, down into the center of the earth where it's transmuted. Just letting ourselves enjoy the stillness of our body. Just breathing... and on your next inhale drop that energy again through that tube down into the center of the earth, any excess. Whatever it is that your feet are on the floor, feel your feet, put your attention on the souls of your feet, feel them connected to the floor on the ground that is supporting your feet and let Mother Earth take over knowing that she props you up and holds you up, and you don't always have to do it for yourself. Another deep breath in, and let it out. From this grounded place, sending compassion to all parts of ourselves. That means having love and attention on parts of ourselves that you might not like so much, or that you struggle with. And knowing that those are just parts that are crying out for some love. So feeling the souls of your feet again, feeling that cord connected to the center of the Earth, and the love and grounding-ness of the earth. Know that all parts of ourselves are loved and accepted and here to teach you. So know that it's now in this moment we're doing a good job. For those of you that are perfectionists Type A people, to become curious about the phrase, "good enough", and what that means.

That “good enough” is actually an upgraded version of perfectionism that would get us much farther in and normalized. The gift of perfectionism is the opportunity to learn who we are as we are is good enough. That we don’t have to appear perfect or be perfect to be loved, accepted, or to belong. Take a deep breath in. Who we are in our core is beautiful. Just like that enter of the Earth, that core that’s holding us and our energy. Deep breath in, and one more, and let it out. Then wherever you are, go ahead and wiggle a little, just wiggle your butt, wiggle your legs, wiggle your shoulders, wiggle your head. Just go ahead and wiggle around, wiggle, wiggle, wiggle. Notice the movement of energy and breath and present for your body now, a calm, alert, content way. But this is a really useful grounding exercise that you can use for yourself when you find yourself spinning out of control in your brain, or if you have a client who comes to you and has this super hyper need to ground, that the grounding cord, I sort of added a few more things, but that grounding cord I used you can always share with clients, and that it’s very useful.

So! Here we are, and what a special time of year we’re all experiencing. This is a time when there’s way more going on than we can probably handle, and it’s juxtaposed for many of us with the time of the year when it gets colder and darker. Uh, so when it gets colder and darker, we naturally, our bodies naturally want to hibernate, and yet we have this frantic holiday season that’s saying, “Go! Go! Do! Do!” but our bodies are saying, “Sleep, sleep! Watch movies!” So one thing we can do for ourselves is just make sure that we give ourselves a little bit of down time here and there to honor that body’s urge to hibernate, to rest, to do less actually at this time, even though culturally it’s saying, “Do more! Do more!” or maybe something uh, this holiday season that you might want to let go of or say no to actually, maybe there is a way in which you wanna simplify what it is you’re doing, whether it’s decoration or gift giving. So releasing concern about what everyone else might think of you, and doing what is going to work for you.

We had to do that recently in realizing like, “Oh wow, we have a six-week old baby!” We were supposed to take a five-day road trip to a big, big, family wedding, and realizing like, “Wow, that is going to be miserable. We can’t do it.” So I know that not everybody is in that situation, there are plenty of people who might have a six-week old baby who might have no problem taking a road trip, but for us it just wasn’t gonna work. When I thought about doing it, I just wanted to cry. So, that’s a good sign, that it’s probably not the right thing to do, and of course, I was worried about disappointing my family, disappointing my grandfather, and wanting to bring the baby to the family event, but just deciding in the end you know what? It’s going to be easier for me to just fly in for 24 hours alone, go to the wedding, be there, leave the baby at home with my husband. It was going to work so much better for all of us. And I had to have the conversations this morning with my aunts about how I’m not going to be able to do it as we thought we were, and they were wonderful, supportive, and disappointed, but they understood. And I got an opportunity yet again to see, what does it mean for me, or what do I make it mean, or what am I afraid of when I know that people are disappointed in me, I’m not living up to “What they expected of me.”

So what does that mean for me? Why does that make me feel bad when it's like, no, this is what really what is good for me and that is an inspiration for other people. And I don't have to worry about their feelings so it will be fine.

So thinking of this holiday season for you, is there anything that might be helpful for you to let go of, or to simplify or to do less of? How can you honor what it is that you and your body needs, your family needs, and even if you're a family of one—I was single for many, many, many years...you're still a family. So what is it that you need this holiday season, what would have to be true for you to make it happen? One of the things that is most powerful in our work as health coaches is giving people permission to do what's right for them. It's also helping them figure out what is right for everyone, because they don't necessarily know, but part of the reasons that people might not know what's right for them is because they don't allow themselves to consider it because they're concerned about other people. And that comes from a good place, we all love the people that we love, we want to be there for our families, and we want to be there for our friends. We have fun doing all kinds of things, and we still have to come first. So what's extremely powerful, not just in the holiday season, but as health coaches we help our clients and we help ourselves understand what is it that's best for us? What's true for us, what's true for our clients? And then we help them do that and execute from that, even though that they may not see how they can do it, or you might not see how you can do it.

Incredible service to provide for people. You'll be doing this around health but around a lot of other things in their lives, which is why it's so important that you have coaching skills and a coaching methodology that will help you beyond health, because health is not in a box, it's related to everything else. Um, and uh, I feel that to be a really masterful health coach, in my experience as a health coach, you talk about way more than food, fast. As a matter of fact, I've had many clients say to me, "This isn't just about food is it?" And I say, "Nope! Not really." But we ease our way in, and food, and health is such an important doorway to what is really at the end game of what it is we're doing, which is personal alignment. And even more is personal empowerment. Yes, we're empowering people, but to do what? To be aligned with who we are, to be aligned with their truth. And when they're aligned their health goes a lot better. Now, that's not to say that people never have a health challenge again, but when you're aligned, when you are being who you truly are and doing what's true for you, it effects your metabolism, it effects your digestion, it effects your mental health, your sleep, um, your motivation to work out. It's so important. And, it goes the other way around, if you're not eating well, if you're not sleeping well, if you're not taking care of yourself well, it's hard to have the energy to be true to what it is you want to do and what you have in your life.

So health is extremely important, it is the foundation for everything you want to do, be, and have. My grandmother on my mother's side um, used to always say, "As long as you have your health, you're fine." You know it's one of the family things that we kinda teased her for, I'm sure you have that in your family, like an aunt or an uncle or somebody, maybe a parent or sibling has a line, a signature line, or two, or three that everybody in the family will tease them about, and we teased her, "As long as you have your health!" Well, I don't mean to get morbid, but she ended up getting very sick, and had a brain tumor and died in three months. This was fifteen years ago, and all I could think was, "Boy we teased her, but wasn't she teaching us the greatest lesson of our lives?" if you have your health, you can have everything, when you don't have your health, it's real hard, real hard to move forward in other areas of your life. So, the work we're doing is extremely important, because we're taking a big key that opens up to the life that people really wanna experience. And we're doing that through food, body, and lifestyle. What a beautiful thing to do? For those of you who feel very strongly that you want the work you do in the world to um, have meaning and impact and import, what better work to do than this?

Let's go ahead and take another deep breath. And for a moment, just feel grateful for the opportunity that we have to be here together in the pursuit of this craft, this industry, this profession, this art. And really of more to the core of it, in pursuit of truth for ourselves and for others, and expressing that in a myriad of ways beginning with food, body, lifestyle and health. And just feeling this morning the gratitude of that. I remember for many years in my life, then I promise I'll stop talking in a moment and we'll get to questions and coaching, but for those of you in a place where you feel like you're having a tough time with where you are professionally, and you just want things to be moving faster because you really can't stand where you are. There are many, many times when I was working, and hated what I was doing. It felt sort of like jail to me. Um, but, while I as in jail, I was pursuing what I really loved for many years, it was uh, acting, I was a professional actress for years, and of course then it became personal growth and nutrition, health and coaching. And the more you pursue that and the more consistently and steadily you pursue that, you will wake up and be doing this everyday if that's what you serve the better—this, meaning focusing on health, focusing on growth, focusing on personal alignment, focusing on being the best version of yourself so you can help other people open up to the best version of themselves. That should be your everyday experience. It doesn't happen without work and persistence. But if you are willing to put those in you will reap the rewards of that. There is no reason why I can, Stacey can, and you can't. We're not better people, or different, or smarter! You know we're just a few years ahead of where you are, that's all, and we just put the work in, and you're doing that too. And one of the things we can remember and be grateful for, is even on the toughest day of this kind of work it's still better than any other kind of work! Still the greatest work it is.

So just a moment of gratitude as we dive into questions and coaching, and addressing all that's going on in your mind and your heart as you're going through this training, is that we're getting to be here and have this conversation. Truly, truly amazing. I know for some of you um, this is like a left hand turn in your life, you never feel like you would have done this, some of you, you've been passionate about health since the day you were born, so whatever it is, wherever it is that this conversation enters in your life, we get to be grateful that it's here. And that it's uncovering all that our hearts, minds, and souls have been asking to be uncovered. Take a deep breath in, and let that gratitude fill you up.

As we get started today, let's go ahead and all jot down, something you're grateful for about yourself. We often think about things in our lives we're grateful for, and sometimes we don't think about for ourselves, what are we grateful for? I think for me today, I'm grateful that I continue to do what you're doing, which is study, have mentors, and reach out for help. And I would suggest that for everyone, whoever you study with or mentor with should always, always be studying and mentoring themselves—that the best teachers are always students first, and that there is a level of I guess, humility, around um, how much there is still to learn. That is a quality that I particularly value in my mentors. And if we value that you might wanna look for that in your mentors. So that's what I'm grateful for, you wanna jot down what are you grateful for yourself today? And then go ahead and jot down whatever question might be up for you, wherever you are in the training. Whether that's Pillar 1: Health and Wellness and Nutrition, Pillar 2: Transformational Coaching, Pillar 3: Personal Growth, or Pillar 4: Business and Marketing. What might be up for you? And you can always ask questions about the training, and you can always ask questions about yourself, is there is something that you're particularly struggling with around your health or something around you know, a challenge you might be having? For those of you who are not aware, I had a fairly serious binge eating disorder and sugar addiction, though, even through my health coach trainings, even when I was on *Reluctantly Healthy*, there are a million people watching my episode about sneaky weight loss tricks—you know, I still was wrestling with this thing, my greatest teacher. So it's not like you, uh, go through health coaching school, then you have a moment and it's perfect with your health, that's not what happens. What happens is that you're on a journey and you keep taking one step forward, and you keep teaching and sharing along the way and remembering that people do not want to hire a perfect health coach. They wanna hire someone who's had a challenge and struggle, has moved through it and has learned a thing or two, and is sharing it. It's still on a journey. Great.

So any questions you have you're on a webcast with us, hello, hello, you can always type your question into the text box there, I see some questions typed in. um, I'm just gonna turn up my volume, I see something about possibly not being able to hear me—um, and then if you're—so type in on the webcast, and if you're on the phone you're gonna press *2 to raise your hand. And if you're talking with me live, there are a couple things I want to hear from you first.

Um, of course your name, where you are in the course, that's going to help me um, give some context to your question, and then I'd love to hear what you're grateful for about yourself, and then your question. So that way I can get to know you a little bit, we all get to know you! And just a reminder that anyone who speaks in front of the class, that sounds scary—but is really speaking for everybody. I'm personally very shy, and in group calls I have a hard time raising my hand because I feel like what I'm going to say is going to sound stupid, and that everybody is going to be judging me. So if you worry about that, I totally understand, and what I can guarantee you is that we're not here to judge each other, we're here—that is something really special about this community that Stacey and I create is that we're here to support each other, to lift each other up, to collaborate, and that um, we all have questions we suspect are stupid, but none of them actually are, they're all important and valid. And if you have a question, chances are that someone else is on the call or listening to the recording and has the question too. So when you're asking if you're really asking for others as well. Considering that we're a group of people that love to help others, that's the framework you can have when you go to press *2 and talk with me. For those of you who have talked with me, you can attest to the fact that I'm gentle most of the time! As you get more (UNINTELLIGIBLE) I get a little tougher... but those of you who have been in some of our other courses might giggle at that, but for now I'm very gentle.

So, let's go ahead and move into a live call, press *2 to raise your hand, and I'll share the last four digits of your phone number. Let's go to last four digits 3691.

Kim: Hi Carey and everybody else on the call, this is Kim Hulbert, I um, am calling from Georgia, I'm in the June class, and what's going—well, not what's going well, what I'm really grateful for about myself is that I'm an adaptable lifelong learner. And that has made life really good and rich for me. Um, there are a couple of different things I wanted to ask about this morning if that's okay.

Carey: Absolutely. Let me just make sure—thank you for that information, it's Kim correct?

Kim: Yes.

Carey: Okay great. And then in the June class, which Pillar and Week are you in? it doesn't matter if you're on schedule or not, I'm curious where you are.

Kim: Um, the June class is on Pillar 3 Week 4.

Carey: Great.

- Kim: Um, and I did want to take a second Carey, and appreciate you and Stacey, um, you ladies could have kept your health coaching successes all to yourself, but you didn't, you chose to use your success to lift other people up, you know, in an even bigger way, and that just tells me that you gals have generous, loving hearts. And I just see that as true beauty just manifested from the inside out and I wanna thank you for letting me and others be a part of that.
- Carey: Ya, thank you.
- Kim: Um, so that the first thing I wanna ask about is um, I have a councilor from a child advocacy center, she does family and health counseling, she knows that the work I do is based on holistic nutrition and habit change, and she has asked if I would be willing to work with her patients, the children specifically, who have food related issues, um, that cause or compound the behavior and things that she's seeing them for, and I would very much like to do that. Um, she and I were both in agreement that really unless it was a much older child that could take some responsibility um, in choosing foods and things like that for themselves, that it would be really working mostly with a parent or the parents. I just wonder if you've ever had anybody do anything like that, and if there are any insights or inputs that you might have?
- Carey: Ya, this is a great question, so um, curious to know how many kids are you talking? How many patients?
- Kim: I have no idea um, how many she would, you know, actually refer to me. Um, I'm sure that you know, there is probably a limit to what I'm going to do, but are you thinking in terms of doing more like a class?
- Carey: Well that's what I'm wondering. Um, is—because uh, has she talked about the way in which she wants you to work with her patients? Like, does she want you to be talking with them—granted, you can do whatever you want, but I'm curious as to whether or not she has an expectation or desire um, as to whether or not she wants you working with them one on one, or doing classes, or groups of parents?
- Kim: She has no expectations whatsoever, she just knows that she does what she does and the counseling part well, but that you know there are effects with the food that can be helped if parents had that resource.
- Carey: Ya, um, yes, I'm thinking about examples of other health professionals that are offering things for kids that really are actually for parents...
- Kim: Ya.
- Carey: There is—certainly you can do it on a one on one capacity, certainly you can do it in a live workshop or course, you could do it in a virtual course. There are all kinds of ways that you can deliver that information. We definitely have had um, uh, people who um, have created uh, programs if you will, for parents of children, so for example, one of our graduates from a graduate course of ours is named Pali Derman, she is in Israel, and she created um, health coaching programs for parents of children with autism.

Um, she uh, specifically works with the parents. You can look her up at PaliDerman.com, so you can just see like, what are her private coaching things look like, you'll recognize some flavors of us, you'll see the phrase "Total Transformation", um, but ya, that's just an example you can look at to see who else might be out there um, that is doing that kind of work.

Um, are there specific questions as to like, how you—for example, if you were to take a one on one client, a parent, um, do you have questions about how to facilitate that or what specifically can I help you get clear on?

Kim: Um, I honestly hadn't thought about the workshop or a class, so that seems like a really good way to at least get started in that, and then perhaps anybody that wanted one on one coaching that um, you know, we could tailor things more specifically to their family and so on. That might be a good way to kind of do a stepping stone from one thing to the other. How long would you suggest a workshop be?

Carey: You mean like, in terms of the number of hours?

Kim: Um, or a certain number—ya.

Carey: Here is a thing I would say is that you actually wanna talk to her about this, because she knows her patients. And um, this is important for anyone you're going to be collaborating with, doing a talk for, any kind of corporate anything, we'll feel like we have to come up with the answer on her own and present this person with some kind of like, perfectly finished package she's going to love. But the thing is that you'll have no idea until you ask her what does she have in mind? What does she want? What does she want to achieve? And then the more you know from her, the more you can say. It becomes a little clearer like, "Oh, it sounds like an hour workshop would be best." Or, "Oh, it sounds like for her patients, we could do a three-hour morning with a cooking demo." Or, "Oh, it sounds like for her patience, they won't travel so we should do something on the phone at night after the kids have gone to bed. Do you see what I'm saying? Like, she is going to know better what they want and how they're most likely to consume the information. Meeting with say, a doctor's office or something like that, and presenting what she does, and um, she could.

Kim: Okay that's great. Um—okay so another question I have is um, I remember gosh, it seems like forever ago, but towards the beginning, I don't remember if it was an Office Hours call, or if it was referred to in one of the sessions that um, I think it was Stacey would when she was um, meeting with say like, a doctor's office or something like that, and presenting what she does, and um, she would um, ask for referrals, you know she went away, and they were all excited that she didn't get the referrals until she came up of like, a card type thing. Is uh, will that be talked about in Pillar 4, or can we get the information or a reminder again of what she put on that?

- Carey: Ya Kim, that's a great question, that is in Pillar 4, it's Pillar 4 Week 3. We spend the whole week talking about how you get clients from networking and referral partners. And we dive really deep into that. We call it the "Clutch Coupon" technique. Um, and how she actually did a reciprocal coupon, so she'd give one to the practitioner, and then she would take one, it's a whole sort of system that she came up with that was really fantastic. Um, and I—we can't give it earlier, unfortunately. We do drip the content piece by piece, um, so unfortunately, I hate to have you wait, but it's like, I wanna get my hands on that! But like, the reason why it's important is that we set up a lot of context for you before we get to that week. So that when we start Pillar 4, we are going to give you the overview of how your business grows, where you're starting out, there is a complete "Getting Clients Checklist" that we're going to set up for you, so that you can understand what are all the steps that need to be in place so when you do walk into that referral partner's office and you have those clutch coupons in your hand, you know all the steps that comes after it. that's really important. If we were to just hand you the clutch coupon and we just gave you that week of training, you'd be missing a lot of the follow up pieces that actually turn that referral uh, system into clients. I think it would be more frustrating for you than fulfilling.
- Kim: Okay. And my last question um, thank you for that, my last question is, I feel like Stacey talked about on one of the calls that at some point in the 90 Day Program there was a way that she was collecting statements from the clients she used in some of her advertising or promoting what she would sell to potential clients, the successes that other clients have had—
- Carey: Mmm-hmm. Ya, this is great and I am so glad you brought this up, I'm going to make a note about this uh, so that we can make sure to add that, um, so here is the thing. There generally are called "Testimonials" or "Success Stories", that's what you're talking about right?
- Kim: Yes.
- Carey: Okay. So the thing that's important and powerful about testimonials and success stories is that um, they give something called "Social Proof", which is a very important psychological trigger that helps people make the decision to say yes to what it is you're offering and buy it. the reason why is because if other people think it's good then you will too! Like, Yelp is powerful, and reviews are powerful. If you were going out to dinner and you were walking down the street and there was a restaurant on one side of the street, and one on the other side of the street, and there were no cars in front of one restaurant, and thirty cars in front of the other you'd go to the one with 30 cars, like "Well, this looks like a lot more fun, and more people chose this so I'm going to as well." So the testimonials are important because—you may already know this but I'm wanting everyone to understand, but they're important because they're really marketing tools, um, that do the selling of you and your work for you.

You'll notice when you send the "Prepping for your session email, and you're preparing for people to get ready for your Closing the Deal Conversation, we suggest that you ask your um—perspective clients to read through your testimonials, because we want them to see how many people you've helped, what it's worth, get an idea of your work, it gives them an introduction to who you are.

Now, that being said, how and when do you get these testimonials? One of the mistakes that uh, there are two main mistakes that coaches make in getting testimonials, well, three—one, they don't get them at all, that's a mistake, two, they wait until the end of the program to get the testimonials. Um, that's a mistake because uh, if you look at the—you've been through Pillar 2 Week 15 right, so you've been through the Arc of the Coaching Program—so you know that in the coaching program, people have what we call a "honeymoon phase", they almost drop out after the Closing the Deal Conversation Call, they almost drop out after Session 1, they freak out but then they soar, they have great results, and we call it the "honeymoon phase" before they get to the speed bumps of Sessions 4 and 5. That is a great time to get a testimonial, great time.

Um, the other mistake that people make is that they say to a client, "Would you write something and let me know what you think about blah, blah, blah, I'd love to share your success." The problem with that is that the person gets very nervous, and they don't know what to say or what to write. They know what they're doing, but they don't know how to express it and they're not sure what you want them to say, so they don't do it at all, then they feel bad and avoid you. So to make that easier, you write it for them, you send them an email and say, for example, let's say you just did Session 3, your client is like, "Oh my gosh, I just quit drinking coffee, I can't believe it, I love coffee, I never thought I'd quit drinking it, this is the greatest thing ever." You go from after your session and say, "You said this great thing in our session, I think it would be really helpful for other people to hear about your experience, it would really inspire them. Would it be okay if I shared this little bit of your story? I know you're busy, so I took the liberty to write this for you, feel free to edit it or just hit reply and say, 'Ya, no problem, use it!'" and then you write the testimonial for them in the email, and all they have to do is hit reply and say, "Ya, sure, great!"

Kim: Okay.

Carey: That way you'll get your testimonials way faster and way easier. And you can do that at any time in the program really, when the client is getting a good result and having a good experience.

Kim: That sounds great.

Carey: Ya.

Kim: Okay, I got it, that was it for me.

Carey: Awesome Kim, thank you.

Kim: Thank you too.

Carey: Okay let's go to last four digits, 8127.

Michelle: Hi, that's me! Wahoo!

Carey: Hi!

Michelle: I'm in the um, September class, and I just wanna thank you and Stacey both for providing this class because it is, it has been just a life changing thing for me. Um, I rarely commit to anything, and it was a really big struggle for me in making the decision to take this class, uh, I've been researching a couple different things, but you know, going into what I would say I appreciate or what I'm grateful for about myself is that I have actually made the decision to commit to myself by joining this community. So I just wanted to thank you for all the support you've provided through the, um, the audios, through the visuals, through all the documents you've provided for us, it's been wonderful.

Carey: Great. And in the September class, what Pillar and Week are you in? again, it doesn't matter if you're like, on schedule with the class or not, I just wanna know where you specifically are in the training.

Michelle: Ya, Pillar 2, I think it's Week 4.

Carey: Okay.

Michelle: Week 3 or 4 whatever is current today, I think it's Week 4.

Carey: Okay.

Michelle: Um, and my question is jumping ahead a bit, and the reason why, if I'm jumping too far and it's inappropriate that's fine, let me know. But, I left my job 2 months ago so it essentially was right after we started this course, I left my job. It was, um, the company downgraded a couple of years ago, I was forced into a position that didn't fit me, like a square peg in a round hole. And I just—I had been miserable and unhappy for a very, very long time. So I left my job. But, prior to committing to this program, I had been researching um, about writing a blog, how to monetize a blog, how to create and design a website and webinars and how to provide a presence or business online. So I had the research in that for about six months prior to signing up for this. So, I am currently getting recertified as a personal trainer and I'm hoping to combine that along with my certification in the future of this health and wellness coaching. And I'm wondering what is your thought on um, if I were to start a blog now, just because I'd like to get some kind of following—um, I've worked from home for years, so I don't have a huge resource or pool of people. Um, so I'd like to start a blog where I can get my friends and family in and get them to pass it along, and provide information as a resource for me for the future when I am certified and can begin using my coaching certification.

What I'm wondering is if I were to do that now, what I would need to know or how it would combine with the services you're providing for us in Pillar 4 I think it is, the business services, with a blog or website. Is there anything I need to know that would help to combine with what you're going to provide us?

Carey: Ya, absolutely. And it's totally fine to ask—because you're thinking ahead, and for you and everyone else, ask away! Um, I wanna make sure that whatever it is you're doing does coordinate with what we're teaching so you don't end up like, doing work you don't need to do, or having to backtrack, or anything like that. So you're totally welcome to ask those questions at any time. Um, and the quick question for you, um, do you know what service you'd be using for your blog?

Michelle: I believe WordPress.

Carey: Okay. So um, here is the thing, in Pillar 4 Week 6, we teach you how to get clients online, and what does it mean and how does one when you put yourself out into the interwebs, how are people attracted to you and how do they turn into clients. So the main function of that, for those of you who have been through Pillar 4, you'll be familiar with this, for those of you who have not this is a preview. The main function of getting a client online is um, getting into a consensual engagement—it sounds kinky but it's not! Um, you know for example when you were researching Become a Health Coach, you entered your name and email address, and did you go to that free webinar/sample class?

Michelle: Mmm-hmm.

Carey: Great, so basically what you did, and then you got emails from us?

Michelle: Right and I also checked out your website, um, HMBA.

Carey: Okay so, basically what you did, what you went through, what is the main function or like, basic process of getting a client online, and one of the reasons why we're super excited about the websites you'll be getting from us, um, is because our sites are built for this and most people who are getting a website from their health coach training do not have this functionality. Um, if you just have a website, or just have a blog, that's really great, people can subscribe to your website, it looks professional, that's lovely, but if they're not on an email list with you and you're not communicating with them regularly, there is no opportunity for you to develop a relationship and make offers to them to work with you. does that make sense?

Michelle: Mmm-hmm.

Carey: So your blog has to have an opt-in. meaning, an opportunity for someone to give their name and email address in exchange for some kind of free content with you, a free training, after you make an invitation.

Michelle: Ya, that supports everything I've read about it as well.

Carey: Great. So one of the things you can do to make your blog simpler, you can just use Tumblr even, you don't even have to go with WordPress site. Um, you're able to add an opt-in, it's pretty easy. Um, and then—

Michelle: What site was that?

Carey: Tumblr.

Michelle: Oh, okay.

Carey: So you can uh, we do not have a blog on Tumblr, but there are plenty of people who do. Um, and you can like I said, add the opt in which is the most important part. And in Pillar 4, what we teach you, and actually ultimately what will happen when you get your website from us is that we can direct your opt in to your health coach website and we have built in for all the students what we call a “funnel”. And a funnel is exactly what you went through for Become a Health Coach, you opted in, you got free content, you got an invitation, and you got follow up emails. You will not get this from any other health coaching school, a funnel that is there for you, first of all, they won't give you a funnel because usually you get a brochure website. Um, if you get an opt in, there is not necessarily a funnel behind it. um, and the funnel is important because if you're not engaging with the subscriber and you're not inviting them to something then they're not going to turn from a viewer into a client. Does that make a lot of sense? I mean, you've done a lot of research, so I'm not sure if I'm preaching to the choir here.

Um, so what I'd suggest is if you start with a simpler blog, something on Tumblr, you make sure that you have some kind of opt in, that means you have to have it connected—you're going to have to set up an email marketing service. Um, when you get to our site we gave you, you don't have to set up a separate email marketing service, it's built into the site. But for now, um, you can certainly do that and do it free through something like Mail Chimp, very easy. Um, or whoever it is you've researched.

Ya, so that when you're putting the blog posts up, you're collecting names and email addresses. That is the most important thing. Having the blog itself, not important. You would actually do better spending your time meeting referral partners and booking talks than you would putting blog posts up if you have no opt in.

Michelle: Mmm-hmm. So if Tumblr is something that would, that once you provided the website that would convert, or you can just refer people to that blog, like that blog is already sent?

Carey: Ya, so—

Michelle: So if you do blog posts on Word Press?

- Carey: It's not more so necessarily, but just potentially, technologically easier. But I don't know your—you know, I don't know your particular expertise or what research you've done. Um, so whatever is easiest for you, what you'll end up doing is making sure that your opt in on whatever blog service you choose is going to be directed to your HCI site because that's where the funnel will be.
- Michelle: Thank you, that helps a lot. And one other question I have is putting me back from moving me forward is what is your recommendation on using our name, like our first and last name as our business, and just putting like for example, "Michelle Perez, Holistic Health and Coaching" or "Health and Fitness" vs. coming up with a catchy name, a business name, and using that, using our name plus a business name? Any recommendation?
- Carey: Ya, this is a great question, um, there is one main thing to keep in mind. First of all, there is no wrong answer because the truth is, you can change your business name and change your business at any time. When you're first starting I kind of liken this to riding a Vespa vs. driving a big ole bus. Your Vespa is very easy to move; the bus is a little harder. So it would be tough—for example Stacey and I, it would be real tough to just name our business, "Stacey and Carey" at this point. Like, we're "Holistic MBA", we're "Health Coach Institute", it just would be a tougher move. When I first started, not so tough, it was fine. So if I started out as "Carey Peters", I could have changed it very easily. So, you're not going to make a mistake, and I—this is my personal opinion, I am not a lawyer, I was going to say this, I'm not a lawyer, I'm not an accountant and you should check with a lawyer and with an accountant—but just in case—and Michelle this may not be your situation, but um, it might be the situation of other people listening, so I wanna mention it, do not incorporate your business before you actually have a business. So in other words, go out and get clients and do the work, and create revenue before you incorporate and get all official. Because you don't know, a lot of people will go the other way around and think that they have to choose a name and incorporate—yes, you have to choose a name, we'll talk about that, but they think that they have to incorporate, do all this legal stuff, and invest all this money, when they haven't even gotten one client. It's not worth your time. You wanna wait to do that. Um, that's still—yes, you're going to have liability insurance and I mean, it's not like because you're not incorporated doesn't mean that you're not professional, it means you're smarter. Again, you're going to check with your accountant and lawyer, but you don't wanna lock yourself into something you don't know actually works.
- Michelle: When you say "Incorporate your business" Carey are you referring to like, LLC?
- Carey: Mmm-hmm. That's right, I'm referring to either an LLC, an S-Corp or C-Corp or really any corporate entities. Again, this is not my expertise, um, and I'm not a lawyer or accountant, this is just from my personal experience. But you don't even really need to think about that until you have revenue.

Especially getting up into 40, 50, 60, \$70,000, again, check with your accountant because there are tax implications, but unfortunately people go and spend a ton of money on a lawyer or a brand, or an LLC or an S-Corp, feeling like that's what means that they started a business, it doesn't. Starting a business and what starting a business means, you know you've started when you have revenue. You have no business without revenue, so there is no need to do all that other stuff. Um, otherwise you're just sittign there with an LLC and a business name and it's like, for what? Like the point is to start getting clients and making revenue, and then you do all that.

Now, for the title itself, you can certainly use your name. the thing I would say is that it would make it harder later on down the road to sell your business if it's your name. does that make sense?

Michelle: Yes, is it difficult to change it down the road if you wanted to change it from your name to something else?

Carey: Well, down the road is uh, relative, if um, you are like "Michelle's Coaching!" and all of a sudden you're on—it depends on the level your business is at. If you're making a couple \$100,000 and you're on Oprah, ya, it's going to be hard to change the business name at that point, because that's what gains the momentum, and you are the product.

Michelle: Right.

Carey: If you have a different name for your business, then that—the business itself might gain momentum, however, this is again—take this with a grain of salt, this is just my experience. If you look at Stacey and I for example, ya, we're Holistic MBA and Health Coach Institute, but we're still—our personality still infuses the brand because it's very young. A couple of years from now, it won't be as important, but for now we are important to it. so even if you chose another name for your business, just know that your personality and who you are is still going to be infusing the business for some time, but it makes it easier to sell it if that is something you want to do down the line. Now, you don't have to sell it, and that doesn't even need to be a goal, but I just want you to know that it's a consideration.

Michelle: Right, as far as people recognizing the business or for search engine optimization, is there a preference I guess of using your name with the words "Holistic Health Coach" after so that it comes up under the health um, when you're doing a search vs. an actual name, a catchy name for the business?

Carey: That's a great question, I've never used "CareyPeters.com", um, ever...uh, never used "Carey Peters" as a business name, even as a health coach I had a different name. the first business name was "Elevate: A Lifestyle Makeover" and then the second one was "Coach Tools To Go", I just, I never used my name and it's never been an issue.

Michelle: Okay.

Carey: Uh, that being said you can still use your name, you can, you just don't have to.

Michelle: Okay. Carey, I appreciate this so, so much. This has been something that's been on my mind for um, about a month now, because I really need to get to moving forward with something and um, I'm loving the program, and I've just been feeling stuck about do I name it me or something else, is it okay to have the blog as a separate name from the website? Should I wait until you all incorporate our website in, and one thing, is when incorporating a business, I had no idea that we didn't have to do that right away, like the LLC, so that's huge, so thank you so much for that.

Carey: Ya, I'm, my pleasure. Actually um, great questions in Pillar 4 the first week when we start talking about business, we talk about like, what does it mean to launch your business? What does it look like? Does it look like having an LLC or an S-Corp? Does it look like having a fancy brand? Does it look like having a business card? And actually, it looks like none of that. It really looks like getting clients consistently and making revenue and doing the coaching. A lot of people feel like you have to have all those other things in place in order to get the clients, but in fact you really just have to have simple pieces in place to get clients. We give you in um, in the beginning of Pillar 4, we give you "The Complete Getting Clients Checklist", and it's outlined as what are all the components you need to know, in order to start getting clients consistently? And really, nowhere on that checklist does it say, "LLC" or "S-Corp". uh, nowhere on that checklist does it say "Fancy Brand". The only thing that is—you can use your name and the title of your program and that's kind of—that's all you need, and we have a basic website. You don't have to go into the world like, looking like you've been around for 10 years, it really cannot be—and in fact the coaches we've seen that have done that, they've invested in a gorgeous website, a gorgeous brand, uh, legal this, corporate that, and they've sunk in I mean, between education and all of that 25-30,000, which is not unreasonable to start a business, it—it's not unreasonable if you compare it to different kinds of businesses, or other kinds of education. But, you really don't need to do that because what ends up happening is that people invest all that money without knowing whether or not the program that they're offering that clients are even going to invest in. And, they do it without knowing if they're any good as a coach. That is a huge problem because then you have a client come and talk to you, you—if you're not confident in your coaching skills, which believe me, when you first start coaching you're going to come out of here more confident than if you came out of any other school, and you're still going to be like, nervous, and going, "Oh my gosh, I'm really doing this?" And experiencing terror. And then add to that onto all the pressure of all that stuff you invested in, this brand you created, and this website you had done and all this pressure on life, like "If this doesn't work, I'm screwed!" And you take that into a client session? Ick, no, no, no. don't do that. We've seen so many coaches go down that road and it's such a mistake.

The only thing to do and again, we'll get deep, deep into this in Pillar 4, we talk about 5 Phases of Business Growth, and the first phase um, I think we've mentioned this in other Pillars in the training as well, but the first phase is not for all the fancy stuff, the fancy stuff comes later in Phases 2, 3, 4... in Phase 1, the thing you have to master is how to attract a client actually, quite simple, we give you the tools to do it. how to close the deal, which is what you learn in Pillar 2 Week 2, and then how to deliver the coaching program with some degree of confidence. At least you know what the program is and that it works. A lot of people that graduate from a lot of health coach trainings don't know that. So if you can have those three things, a basic client attraction system, and we give it to you, some practice, and on your way to mastering closing the deal, and delivering the coaching program with confidence, you can actually have a six figure and multiple six figure a year coaching business without fancy websites, without fancy branding, without the perfect title. And that seems crazy but I'm just telling you from personal experience and what I've seen over, and over, and over, and over again with other coaches. It's not the other way around. The basic foundational skills of Phase 1 comes first, attract an ideal client, close the deal, coach with confidence. Then the fancy stuff comes later. The fourth component of Phase 1 is to be paid consistently for your work—let's not forget that! So Phase 1 of your business is again, attracting an ideal client, closing the deal with confidence, uh, coaching with confidence, taking people through the program, and being paid for it, and having that happen consistently month after month, after month, after month. That's when you have a business!

Most health coaches, and I realize that I'm generalizing, but I'll just say this from the thousands that we have seen in our own personal experience, do not have those four foundational pieces. They cannot attract an ideal client, they don't know how to close the deal, they cannot coach with confidence, and they are not paid consistently for their work. That's why Holistic MBA existed as a business. Because people were flocking to us going, "How do we do this?" And we didn't know, we had to learn it too, which is how we came up with all this stuff. Um, so what I want to encourage you all, first of all hopefully this is a relief to you guys on the one hand of going like, "Oh, I don't have to worry about all that fancy stuff right now. I just have to worry about those four objectives of Phase 1." I will tell you most coaches don't ever master those four and don't ever get past Phase 1. They're not taught the foundation, they don't have the skills, um, it's not their fault, that's why we created Become a Health Coach and Health Coach Institute because it was driving us crazy. We couldn't stand watching it anymore, like, this is nuts! These are the things you have to know and master.

Then you go into Phase 2 of your business, you start um, you start getting really dialed in on your branding, you get dialed in on your corporate structure, if you need one, revenue is at that point, you get dialed in on all kinds of things because you know you have something that's working and making revenue. So a lot of coaches—you'll see when you get to Pillar 4, and you see the 5 Phases of Business Growth, are trying to jump to Phase 4 and you're really in Phase 1. And they know Phase 1 foundations, but they are trying to be Deepak Chopra.

You can't do that! It's tempting because it's like, "Well, I've got to, how do I make myself stand out, how do I make myself credible? I must have all these external things that make me credible!" But then I guarantee you what makes you credible as a health coach is your coaching skill. Not even your knowledge. Your health and wellness knowledge is important, and the stuff you learn here in HCI will be so useful to you because it's so practical and it's so actionable to your clients, it's not you know, a bunch of theory, or a bunch of stuff people doesn't understand and really don't care about. Um, the thing that will ultimately set you apart is the coaching skill, I call them "The skills to pay the bills." So you have the coaching skills, you have that practical nutrition that works for your client, believe me, you can go very far without having all of that other stuff in place. Alright—I have said enough about that! Let's go to another live call, last four digits are 7097.

Anne: Hi, this is Anne.

Carey: Hey Anne!

Anne: Hi, how are you?

Carey: Great, how are you?

Anne: I'm doing great, thank you. I wanted to start by saying thank you for the story you talked about the wedding at the beginning. Um, that provided me some much needed uh, perspective on some family travel I'm not doing for similar reasons—I don't have a six week old, but just for sanity purposes and I really liked that great perspective you provided.

Carey: Great.

Anne: Ya, um, okay so what am I grateful for? So I'm going to parrot you, lately I've been really diving into this program, I have a consulting business that um, I've been kind of moving myself away from that is in a totally different industry. And I've been spending much of my time doing this program and listening to the old Office Hours and going through all of the old audio. And um, so I am grateful for, I guess I'm grateful for my own curiosity and my own desire to learn. Um...

Carey: Anne, that's awesome. Are you all the way through the course, Anne?

Anne: Oh I'm sorry, I'm in the June Class, so I'm in Pillar 3 Week 4. Um, and (UNINTELLIGIBLE) but the "forever student" and needing mentors, actually spans into parenthood, and maybe what I'm most grateful this week is um, you know like, there are always blips on the screen of parenting, and you know having recently experienced one in the last couple of weeks there are um, parenting resources and parenting coaches out there that can always help you. so that's my unsolicited advice to a new parent, is take your lifelong love of learning into your new realm as well because there are some great resources out there.

Carey: Thank you, that's great advice.

- Anne: And interestingly, I actually went to a parenting class last week that I've been going on and off for years, my kids are 10 and 12, and you know what they typically do, it's similar to health coaching, they kind of remind you of what tools you have in your toolbox. 9 times out of 10 they don't tell you stuff that's new, 9 times out of 10 they're kind of keeping your sanity and reminding you of the tools that you already know exist. Um, so what was interesting was when I told this woman, I hadn't seen her in years, thankfully, um, but you know I told her what I was doing and what my target is, which is moms who would like to get their energy back and kind of reclaim their sanity in their lives, and the best versions of themselves. She actually said, "Oh my gosh, when you are ready let me know what I need to do because I'd totally refer people to that, I have a laundry list of people I can send to you." so that was really interesting that I went for something else and it turned out to be a great um, I think it could be a great referral source.
- Carey: Awesome! That's cool.
- Anne: Ya, um so okay I have five practice clients—
- Carey: Great!
- Anne: Um, so I ended up trying to get all my Closing the Deal Conversations done, and then everybody wanted to do it but one, and the one that wanted to do it couldn't, we couldn't even find something she wanted to work on, it was good learning because it taught me that not everybody is the right client. Um, but everybody else wanted to do it and I felt like I had the time, and I wanted the practice, so I just am doing all of them, which is awesome, and I learned so many lessons. Um, some of them come from challenges in the coaching and coming from like, getting stuck, and some of them come from like, I go into one of the sessions going, "I don't know how this is going to go," and it goes really well. Um, so it's cool. But, my question today actually stems from, I had a practice client right before this call and we were on Self Sabotage, and I struggle with that script a little bit, I have to say, and it's funny because with a couple clients it's gone super well and then with a couple, today included, I think she thinks it went fine I didn't really follow the script, I kinda skipped parts of the script that didn't feel smooth for the day. Um, so, in particular, the part about the bad reason, can you just help me with that?
- Carey: Ya, I'm just looking up the scripting so we can, can you tell me more, is it a specific question you're talking about or...?
- Anne: No, I just—can you maybe provide some—Ya, I guess my question is, when I get to the part that says, you know, you're asking what the good reasons for getting what you want are, and that's always really easy. The bad reasons, when someone wants to lose, my client this morning in particular, she is pre-diabetic, and she has a propensity for high blood pressure, so she wants to do a couple of things, but she wants her family to eat more healthfully, she wants to get her blood sugar stable, and her blood pressure stable, and she wants to do more movement. And we have more quantifiable and whatnot than what I just said, but the bottom line is that when we were talking about the bad reasons, she was like, "I can't really think of ..." we mutually got stuck there.

- Carey: Ya, ya. So, this is, I think that I understand you, so you're asking—
- Anne: I'm not sure I even understand me so if you do then you're a master.
- Carey: Well, that's why they pay me the big bucks.
- Anne: Right.
- Carey: No, so I think what you're asking is when you're on Session 5 and you're in this thing about Self Sabotage, it's really easy to answer like, well, what are the good reasons that you want X, Y, Z to happen? But really kind of challenging for the client and for you at this point, to answer, "What might go wrong if you were to get this outcome?" Is that right?
- Anne: Ya, that's exactly right, and interestingly the question you just asked—sorry, I'll go back to it, continue on your train of thought—
- Carey: No, go ahead, you, please.
- Anne: So, one thing I've been doing in my listening, my sort of like, listening marathon I've been doing is I've been listening to your practice coaching sessions, and um, I know that the scripts are amazing, and um, they don't always go—conversations don't always go exactly as scripted. So one thing that has been super useful with listening to those practice clients is that you don't follow the script exactly, you get—you know you ask a similar set of questions, but not exactly the same set of questions. And I actually have been writing the questions down that you ask and have had really good luck. Um, in particular with coaching people through challenges. With Danielle, I think you did a really amazing challenge coaching, so I'm listening to the different ways you phrase the questions because sometimes that triggers things.
- Carey: Ya, so one of the reasons we have those demos is because one of the best ways to learn coaching is to listen to great coach's coach. And Stacey is actually the one doing the demos and she is a freaking genius. She is the ultimate health coach. I, I learned so much from her. So um, I'm glad that this is useful for you. one second, I'm pulling up, I am looking at this scripting. So let's talk about um, you know, "I wonder what are all the bad reasons for getting what you want?" The client doesn't know quite yet that there are bad reasons. So, let's just recall for all of us um, that you know with the three brains, the critter brain is trying to keep everything the same, even if it's something you don't want because it believes if something changes then love, safety and belonging are at risk. So, that means that anything your client wants but does not yet have, there is actually a very good reason for that. Her critter brain, or some part of her believes if she is to have what she wants, she is going to risk love, safety, and belonging. Your client does not consciously know that at all, and may not even believe you if you were to tell her right?
- Anne: Right.

- Carey: So what is said in the scripting, I wanna share the scripting and then elaborate a little more. So you say, “What are all the bad reasons for getting what you want?” “Well, there is nothing, my whole life will be rainbows and unicorns if I lose 20 pounds.” Well, it won't, you'll have the same problems you have right now, but just with 20 fewer pounds. And people don't know that and don't want to believe that, and don't believe it. so what we have to say is, “sometimes there are things that we don't immediately recognize could go wrong if we were to get these results.” So then in the script, “I wonder who else might be effected negatively if you change and get the results you want, or if you followed through in this way?” So what this is doing in TCM, Transformational Coaching, is that it's looking for um—you've already heard the lesson about ecology right?
- Anne: About Ecology?
- Carey: Ya, like who in your world—maybe not, maybe you haven't gotten there yet. Um, “who in your world is going to be upset, disempowered, distraught, if you were to get the results that you want?” That's what we're looking for. What could possibly go—there is something that could go wrong or the client would have their results. Period. So we have to gently um, like in the script it says, “Who else might be effected?” You might have heard Stacey ask other kinds of questions, but we're like sort of gently diving into “What could possibly go wrong in this scenario?” And it may take some patience and some digging, and allowing the client space to answer the question, or even to consider, first of all, they're considering the possibility that something could go wrong, subconsciously they already know that, but consciously they don't. so first they've gotta consider it and go, “Wait a minute, this is totally screwing my brain up, what do you mean what could go wrong? ‘Everything’ will be fine when I get X, Y, Z.”
- Anne: Right.
- Carey: Does this make sense at all, is this helpful?
- Anne: It does, I'm so, so I'm trying to—since my client is not on the phone and it's impossible to you know, interpret—I'm actually thinking about my own situation and wondering so if we could just role play for a second, without putting you in a precarious position of knowing very little about me, I have 20 pounds I wanna lose, and um, uh, right now I'm—one of the things that I'm actually, maybe one of the things I'm grateful for these days is that I'm actually really taking advantage of the spirit of the program where I'm totally self-sabotaging myself, and I'm just noticing and thinking about why, I'm not judging myself. So, that's kind of a win right?
- Carey: Ya, that's a huge win! Huge!

- Anne: Um, I'm not um, making the progress I want to make and so with that, taking the bad reasons in mind, I could say one external thing is maybe I'd annoy my sister if I lost a bunch of weight, or make her feel bad—not annoy her—make her feel bad about herself. That's one thing, but internally um, the last time I was at the weight I wanna be at, I was in chemo. Um, is that, I mean that's really an internal thing, like, I mean am I pushing it too—so like, I have an association of being that weight and being ill, am I in the ballpark?
- Carey: Ya! That might have an impact, yes, definitely. Absolutely.
- Anne: So I guess my question is how would you um, coach me to gently tease apart people's—I mean, mine isn't that hard to get there, um, but tease apart when you have a client that is harder to—how would you coach me to tease apart what is the reasoning for the client, the bad reasoning for the client if they seem stuck?
- Carey: Ya, if they seem stuck, let me make sure I'm answering this properly, so you're asking me, "If my client is stuck, what do I do to help them find this answer?" If you're client seems stuck, the first thing you do is know in your mind that it's true that they're honoring bad reasons.
- Anne: Okay.
- Carey: Like, there is a problem. That's really important because if you're doubting that then it's very easy to get like, sucked into the client's doubt. Do you know what I'm saying?
- Anne: Ya.
- Carey: So that's the first thing. The second thing is to say, and this is in the scripting, but say, "Sometimes there are things that might go wrong that we don't immediately recognize. So I wonder who else might be effected negatively if you change and get the result you want. Who might it effect?" And then if she's like, "I don't know." Okay, then you can almost ask your client to imagine, um, this is something that's a little advanced, it's Transformational Coaching Method, it's called "Future Pacing", and it's imagining them in a situation that they have gotten the result. Let's say that they have lost the 20 pounds, and you get them into that place of like imagining that, what does it feel like? What does it sound like? What does it look like? Um, and really, it's almost a visualization and having themselves dial up the experience so that they're really in that experience. So then ask them to look around at every part of their life, the people, the career, at their health, where is it possible?
- Anne: Okay.
- Carey: And if they're still not seeing anyone or any problem, or anything, they're like, "Well, there is no problem." Then okay. Cool. Then you can ask your client and go, "Okay thanks for playing with me, no problem. How about we, is it possible for you to consider that this extra 20 pounds," basically, you're going to take a different path and go, "is it possible, to consider that the 20 pounds actually has a positive intention for you? Is it possible that that 20 pounds is trying to keep you protected from illness?"

- Anne: Ya. I'm like replaying the conversation I had this morning and I think that would work.
- Carey: Ya. "Is it possible that..."
- Anne: It's different when you do it this way.
- Carey: Exactly. Ultimately you're trying to get that. You're trying tow things one, that there are some underlying potential problem, and two that whatever the client is experiencing actually has a positive intention. And that is to protect them from whatever problem that is. So whether or not they can identify what the potential problem is, that's okay, no problem. "What is, is it possible that there is a positive intention? What might that be?"
- Now some clients will resist that as well and they'll say, "A positive intention, 20 pounds? It's disgusting, I'm disgusting, what the hell could be positive about that?" Then agree—always, always the client is right. "Absolutely, ya, that seems crazy. How is it that something like that could have a positive intention?" And then at that point you may wanna give an example, uh, for example after my baby was born I was in shock and like, quite frankly miserable, and I ate probably a pint of ice cream a day. Now, I can sit and say that I'm a horrible person, this is the worst thing ever, I should punish myself for eating this pint of ice cream—or my coach could say, "What is the positive intention of that? What is that ice cream doing for you?" It's comforting, it's giving energy, it's letting me feel like I'm having something fun when my life feels horribly miserable, right?
- Anne: I've got 2 kids, I understand!
- Carey: Ya.
- Anne: I remember those days.
- Carey: Right? God, please tell me it changes. It does, it does I'm sure.
- Anne: It does.
- Carey: Excellent. So once you get your clients to even open up to the possibility of a positive intention, that's the "Aha!" for them. And then you have to say to them, "Okay so basically what this ice cream is telling you Carey, is that you need comfort, you need mothering, and you need taking care of, and you need help. So let's talk about how we can get that for you."
- Anne: Alright, that makes sense. Ya, I like that. Um, it provides a—if the client has a hard time finding the bad reason, it's, it's clunky to try and extricate myself from that line of thought without seeming like I was just abandoning it. so the way you just phrased it makes a lot of sense because you're not really abandoning it, you're just taking it down a different path and planting the seeds, and you know maybe they'll think of something later or just kind of starting the thought process.
- Carey: Totally.

- Anne: Ya, I wants very good at phrasing my question, but I think at the end of the day if they get stuck, where do you go with that so it doesn't seem like, you're like, "Well, I tried that let's go look at something else." And not looking.
- Carey: Ya, your question is so um, valuable, not just for Session 5 but for any session. If you're trying something with a client and it's just not working, how do you transition in it in a way that makes sense that's like, "well, that didn't work, uh..." so ya, so I'm glad that's useful. And one other thing that I—two other things I wanna share for times when in a session things were not working. Um, another thing that you can do um, is to uh, say to the client um, okay, this is great. I would say, okay if they're really in the middle of talking or whatever, I would say, "This is awesome, this is great. I think I'd like to try something would you be up for that?" and then you'd say, yes or no. and I'd say, "Okay great. So, what if we were to consider that everything has a positive intention, you know what I'm saying? That way you're not saying, "Oh shit, I'm screwing up." But you're interrupting the flow and saying, "This is great," And interrupting the flow and saying, "Okay this is great, and I wanna change topics, are you up for it?"
- Anne: Yes.
- Carey: Exactly. The other thing that can happen sometimes in a session is, and this is slightly different but I wanna share it because it can be useful, um sometimes in a session when the client is trying to find an answer to something that is really challenging for their brain, for example, the "What might the bad thing be?" um, the clients start to get stuck, we as the coach sometimes feel their stuckness and we feel stuck. That can be challenging. So we can almost take on what the client is feeling instead of being in that point of clarity as a coach. So, when you're feeling that, or you're feeling that the client is going on and on with a story, or you just like all of a sudden you're in a session and you're lost, you can just go, "Anne, I wanna pause for one second... and I just wanna make sure that I'm clear. What is it that you want to accomplish in the next 20 minutes that we have?" So it's like you're refocusing the client, because maybe they may not even know, or maybe their critter brain is like, "Danger! Danger! Distract!"
- Anne: Right.
- Carey: So you just say, "Anne, I'm gonna pause for one second, we have 20 minutes remaining, so I wanna make sure that we are getting you exactly what you want in that time. So what is the outcome you'd like to experience in the next 20 minutes?" And then the client's brain has to like, refocus and go, "uh, uh, what is it that I want?"
- Anne: Right, that's great. Awesome. Thank you. I want to also say that on your calls that the calls are for everybody, it doesn't matter where you are because you can see your future, you know, I had a thing with (UNINTELLIGIBLE).

Um, listening to the office hours calls has been really enlightening because I'm definitely a hand raiser, and I've asked a number of questions, on the calls when I can make it I definitely raise my hand and I've been very lucky to ask a number of questions and listening to the questions I asked in June, um, I actually asked the question on the first or second Office Hours of like, "Do you guys help us figure out to get practice clients?" and I literally am drowning in practice clients right now. So it's really true that you can see— anyway, I feel so blessed right now by that, but now I have questions about building my business that I'm not even going to ask you right now but like, you can definitely um, I don't know, it's true. I'm trying to validate your having everybody on the call because you really can see the progress you've made and it's really cool.

Carey:

Well I really appreciate that Anne because um, sometimes I think that um, students may not understand and like, why can't we have just one call for our particular class? I get that question, I do understand that, but I think after all the teaching that Stacey and I have experienced as students and as teachers, um, we wanna make sure, um, because the fact is when you're in the middle of the training and you guys have heard this on the call today, that there are things that are coming ahead that you have questions about, there are things that you've learned in the past that it really can benefit you to have the refresher on, even though it might not be top of mind. And I love your example of asking about practice clients in June.

Um, ultimately when I've gone through my own coach trainings, sometimes I repeat the trainings, not necessarily live, but I'll listen to the recordings four and five times. Um, I have the recordings in my car and I'll listen like whenever I'm just kind of puttering around the house and cleaning and doing something. Um, because the more you listen, the more you learn and the more you're continually evolving, but that doesn't mean that the stuff you learned in the past have no value anymore. You actually have more value because you're a different person now, listening, because therefore you get more out of it and something different out of it. so it's really valuable to have people at all different points in the training on together. Um, there is a lot of learning to be done.

Um, okay great. So I wanna go to the webcast. Um, I want to—oh gosh sorry guys, I have this amazing nanny at my house named Elaina, thank you. (INDISTINCT CONVERSATION OFF PHONE) and she is so wonderful, she's coming of course, I sit at my desk and for those of you who have been working moms, um, I'm sitting here on the breast pump every couple of hours, and she'll come up and get the bottles, it's so lovely. Because I have new-mom brain, everyone who comes up to the side of me I'm stunned by. Even though I know she's coming, but I was just shocked—anyway.

Alright so let's look at questions on the webcast. Okay so Nicole in Lakewood, she has a really interesting question, um, she has struggled on the best way to keep accurate notes for her clients and she's really interested in tips or ideas to keep an accurate and ongoing log for clients to deepen future coaching sessions. Um, so Nicole, I'm sure you've tried a lot of things because you've been a "Health Engineer" as you call yourself for four years, so um, without knowing all the different things you've tried, I'll just tell you two things.

One that worked for me, um, when I was coaching and then one that will be part of the Become a Health Coach website that you'll get. So when I was coaching I did—it was very low tech, I kept a single Word Document for all of my clients. Um, I had notes on what went well for them, I had notes on what we talked about in the sessions, I had notes on the action steps that I recommended, and I had notes for myself on what to address in the next session. And I'd keep it all on one Word Document, put the date, the session number, and that way whenever I went to go talk with them, um, I could just pull up the Word Document, look really quickly over the previous session and I was ready to go. like, "Okay these were my recommendations, this is what went well for them last time, okay I'm good." And it took me, I don't know, 30 seconds before a session to prepare. That was really useful for me.

Um, on the HCI websites, we'll have—that you'll get when you get to the end of Pillar 4, you'll have—when you get a new client, you'll have an administrative area where that client, you'll have a user profile when you log into their profile, or, I'm sorry—when you click on their name and go into their profile, you'll be able to keep notes on them on your web portal from session to session. So that can be another way you can track your notes, and hopefully that will be one of those two, hopefully that will be helpful for you.

Okay, a question from Betty, um in Sudbury, hello, um, two questions from Betty—first one is, "I've heard reference to practice clients, talk more about practice clients and what is expected of us in this area with regards to how many, what we'll be submitting, when can we begin working with them." Um, great so let's talk about practice clients, and those of you who are already working with them, you're seeing the method to our madness in action. Um, one of the problems we see with a lot of health coaches that graduate from other programs and came to us for training is that they really had very little confidence in their coaching skills. They didn't know or believe that the program that they were trained in would work. That's a real problem, because if you were asking someone to pay you money for something that you don't believe works, you will not be able to do that because you are a person of integrity, and if you feel like this program doesn't work, you're not going to be able to ask for or accept money for it. so, we believed that you need to have knowledge that the program first hand in your body, in your bones knowledge, that the program you're offering to a potential client is valuable. And that there is no way to know that unless you take a client through the whole thing. Now, when we thought about that more, it's like, well ya, one client, you can have any kind of experience. We wanted you to have at least two clients that you take all the way through the 90 Day Program so you can see how two different people with potentially two different issues experience the 90 Day Program. We also want you to have the experience of going through every single session and delivering it through at least two clients.

And truth be told that you're also delivering those um, sessions in the Skills Labs with someone that is in their class. So you'll really have delivered each session three times before someone is paying you. but the actual practice clients, there are two of them. There is a second on your client, a student site that says, "Certification Area" and that's where you submit proof of the two practice clients you've taken through the 90 Day Program. Which is all well and good, but how do you get those two practice clients?

Well we thought about that as well, and that's why we also require you to have six practice Closing the Deal Conversations. For those of you not yet in Pillar 2, the Closing the Deal Conversation is basically the initial conversation you have with a potential client to decide if this is a good fit, and if you should work together or not. And then it really—you need to have this initial conversation to make that decision, and so does your client. Now that initial conversation we believe is actually the most important skill you can have as a health coach. Because if you don't have the skill you can't have that Closing the Deal Conversation, which really is not about closing the deal, it's a coaching conversation. And we walk you through that in Pillar 2 Week 2. If you don't have that skill it is next to impossible to get clients, it's hard. It's really hard. And it's hard to sustain, meaning that it's hard to get clients consistently over and over and over again. So, once you go through Pillar 2 Week 2 and you learn that Closing the Deal Conversation, you are then uh, free, we encourage you to have six of those conversations. And you've already heard from a couple people on the call that those conversations turned into practice clients. Now, we only require you to have practice clients, Anne has five—so six Closing the Deal Conversations turned into two practice clients. The reason we did that is because not every single one of your practice clients always—or excuse me, Closing the Deal Conversations will turn into a practice client. Some of you they will! Sometimes it's everybody, and it's like, "Yes! I wanna continue this is amazing!" but not everybody will do it. some people um, we wanted to make sure that we have a good ratio so that at least 2 of your Closing the Deal Conversations might turn into practice clients. Um, this is also the way you'll get paying clients, we have a graduate from our March Class who got her first two paying clients this way, she did a Closing the Deal Conversation, she had four of them, and two of them became paying clients.

So um, just so you know that will start, Pillar 2 Week 2, and then Pillar 2 Week 3 is when we start training you in a 90 Day Program. So you can start working with your practice clients, you would just be a week ahead of them always. You'll learn a session, deliver it, learn a session, deliver it, learn a session, deliver it. And quite honestly, that's a great way to learn. Um, because once you have to actually like, learn it, deliver it, teach it and coach, you'll learn fast like, "Oh god! I have to deliver for this person!" Um, and you do.

Alright, great question there from Betty. Another great question from Betty is "Will we always have access to this program and all the handouts to relisten?" Yes. Once you have enrolled in Become a Health Coach it's lifetime access to these materials and all of the updates that we make to them.

Um, another great question from Betty, “Is there a document that touches on a policy for our clients regarding showing up for scheduled appointments?” Yes. In Pillar 2 Week 2, there are two places that we notify clients about a cancellation program. The first is in an email that we send them to prepare for the Closing the Deal Conversation, and the second is in uh, a Program Agreement that you have a new client sign. Basically it's outlining the terms of your engagement, and one of those terms is the cancellation policy.

Okay...another questions from Betty that's really useful, um, is “...Following the completion of Become a Health Coach, what are other suggested programs? What are the length of them? What would they give us? What is the end result if we were to continue with education in this field?” Um, great question. Sometimes people go through their initial health coach training and don't do any other education. If you are really committed to making this as a career for yourself, I will tell you that you will likely want to continue with your education in some way. Because uh, those four pillars never go away, they only deepen, you always want to be learning more of all of them. Um, now, there are all kinds of options for education. Once you complete Become a Health Coach, we of course recommend our programs, our graduate programs because um, they're actually what we created first for people who had graduated from health coach certifications but, needed advanced business and needed advanced coaching skills but mostly what people do not learn in health coaching certifications and find that they very desperately need. Um, as you build your business, and again, when you get into Pillar 3, you'll find that there are five phases of your business growth. At every phase you will need support, you will need stretch, you will need teaching, and you will need mentorship. Stacey and I do as well, we have mentors, we have teachers, we're in trainings, um, we have our own coaches. Ultimately, you are always learning and being coached. We personally feel very strongly that the best coaches and teachers are always doing that. So, um, you can learn a lot about our business training, our advanced business training, our advanced coaching skill trainings, advanced Transformational Coaching Method. Um, certainly from any coaches at our live trainings will tell you about them. Um, you can learn about them online, um, on our HealthInstitute.com website it will say, “About our graduate trainings” um, and you can click there to learn about them. But ultimately what they're there to do is to take you into your next phase of business growth.

For example, Become A Health Coach is helping you establish Phase 1 of your business, establish the foundation. So the Advanced Business Training, the Advanced Coaching Skills Training are taking you into Phase 2, are taking you into Phase 3, they're there to support you through the remainder of the Phases of Business Growth. Um, ultimately Stacey and I would never be where we are, we never would have the skill that we have, either in our business or our coaching, uh, if we had not continued with our education. So whether you continue with us or anyone else, I strongly urge you to continue with your education.

And what you have here in Become a Health Coach, especially in Pillar 4 are the tools to finance that education. Now sometimes, I think, “Well, I don’t wanna keep spending money,” but the point is that you’re not spending—once you made the investment in Become a Health Coach, you can implement and execute what you’ve learned so that you’re making money to pay for your continuing education. Ultimately I knew I was going to learn for the rest of my life, that was part of why I chose this career, and I decided I wanted my business and my career to finance my education. And you can make that decision as well, and you can have the tools to do that.

Stephanie, I just wanna appreciate your notes about having that moment to close our eyes and say that we’re just good enough. She’s uh, Stephanie in Vancouver is working full time, she has three boys, she is a cancer patient, you’ve got a lot on your plate, you’re doing an amazing job and I’m so glad that was useful for you.

Okay great question from Cecily in Mystic, she had a question about liquid intake. She is in Pillar 1 Week 3, a question about water. Like, water intake vs. coffee, tea, juice, wine. Um, she said that she thought that all liquid intake counts for the amount of water injected daily. And here is my take on this. That when you’re drinking any like, caffeinated beverage, or any alcoholic beverage, you—that wouldn’t count as a hydrating beverage necessarily. Um, you wanna drink as much water or herbal tea even is fine as your body needs for the day, according to the calculations on the “How to Water” guide. But something like coffee can be dehydrating, wine certainly is dehydrating, um and that you actually need to add more water if you’re drinking—like if you made a cup of coffee, you add a glass of water in addition to that. If you had two glasses of wine, make sure that you have two glasses of water. Um, juice is not—the thing with juice is that it’s essentially, if you think about our basic guideline of eating—trying to get the most nutrition in every bite, and trying to keep your blood sugar balanced, and trying to have the least processed foods possible, juice is actually pretty processed, even if it’s organic, even if it’s—it’s essentially taking all the fiber out of fruit and all you have left is the juice, i.e. the sugar. Juice is something that’s kind of like, eh—there is a better use of your calories. That being said, if you love juice, if you have a client who loves juice, and I’m not a juice drinker really, but when I was pregnant, and even now, um, I was like, dying for juice. But knowing that juice could potentially really throw off your blood sugar, um, and it’s not um, nutritionally there are better things to do, um, I still was like, “I want juice!” so what I’d do is I would fill a glass with ice, and um, sparkling water, and then I’d pour a little juice, like a 1/4th cup or whatever to get the taste of it and have a sparkling juice cocktail. And it was awesome because I got the taste of it, but I wasn’t really drinking that much juice. Um, and so that was a little more—it was better for my blood sugar, and nutritionally, and uh, a little more hydrating although I still um, have a pitcher of water in my fridge with the amount of ounces I wanna drink, and I fill it at the beginning of the day and I drink all that water, and anything else is above and beyond that for me. Now of course you know just FYI I also recognize that um, juice is no big deal compared to a pint of ice cream a day—but whatever! I just had a baby, so there you have it.

Alright—um, as we’re coming to a close here I just wanted to take a quick look. Okay so this is an important question from Lisa, I just wanted to address it before we close. Um, she’s asking, “Do you think it's important to formulate a Mission Statement and choose a target niche before really getting started? I'm in Pillar 3 Week 4 so I'm eager to start signing paying clients this new year.” Um, Lisa, I do think it's important to choose a niche before getting started, and in fact in Pillar 2 Week 2, we start with giving you sample niches, so that you can start inviting people into a Closing the Deal Conversation, and then Pillar 4 we take those same sample niches and we walk you through like, how to set up a complete getting clients checklist for every single sample niche. Um, I highly recommend choosing one because it is way easier to get started. That way you’re not choosing a niche for the rest of your life, you're choosing something to get started. One of the things we’ll hang up a lot, a lot, a lot as health coaches is feeling like they have to come up with the perfect niche before they ever get started. But the truth is that you’ll never know what your perfect niche is until you’ve had at least 50 clients. So, there is no way to discover your perfect niche unless you start coaching. Uh, but most people won't start coaching until they discover their perfect niche. Do you see the quandary? It's a quandary. So we went ahead and gave you six sample niches to choose from. There are easy ones around weight loss, around energy, around anti-aging, just choose one, and get started and coach, and get paid for coaching. And as you coach clients, your “perfect niche” will start to evolve and show itself to you. but you can't ever get there until you choose one to start. So we try to make it as easy as possible for you by handing you six options. Um in Pillar 3 Lisa, you're going to get real deep into what those six are, and if you are using one of them, um, how do you use each one of those sample niches to get clients and to set up your website.

Okay. What a great call, has this seriously—has two hours gone by already? Uh, I feel like I could be here all day for hours talking with you guys, because this stuff is so fun and so great. Um, I just wanna say thank you to all of you who asked questions, Kim, Michelle, Anne, anyone on the webcast, those of you listening on the recording, and say that the thing that really makes this training special, the thing that makes health coaching special, the thing that makes this whole experience special is your participation, and you showing up. Um, Stacey and I are not doing this in a vacuum, you guys make it complete, and I just wanna really thank you for your presence, for your commitment, for all of the things that were questions, and fears, worries, concerns in your mind, and all that it took for you to say yes to being here in this program now. I just really wanna appreciate that and everything going on for you in your personal lives. I know that there is so much more than we all can ever know, but I just want to share that we’re here together which means that we’re not alone. We have each other, and right now it’s a virtual, we’re going to be together live, if you guys are coming to HCI Live in April, we’re going to get you more information about that shortly.

But we'll be together live there, and we'll continue this relationship. There is nothing, nothing, nothing like community to keep supported, to keep moving, and uh, to laugh together when things get crazy, right! Um, so fantastic job today, we're on next week as well, I'll very much look forward to being with you, it's the highlight of my week. Um, I love, love, love uh, connecting with you and so does Stacey, and thank you for letting us be your Sherpas on this journey. Alright everybody, have a great week!